# It's all about keywords.

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Continuing on the theme of information that you can use, this discussion sheds light on the much misunderstood 'keyword'

Keywords are the foundation of paid and organic search success. Yet in my ongoing mission to convince South Australian businesses to invest in digital marketing, one of my greatest challenges is convincing them to optimise their keywords.

There are really three manifestations of keywords and to be effective, each needs to be aligned with the next. I've developed this simple diagram to illustrate their relationship:
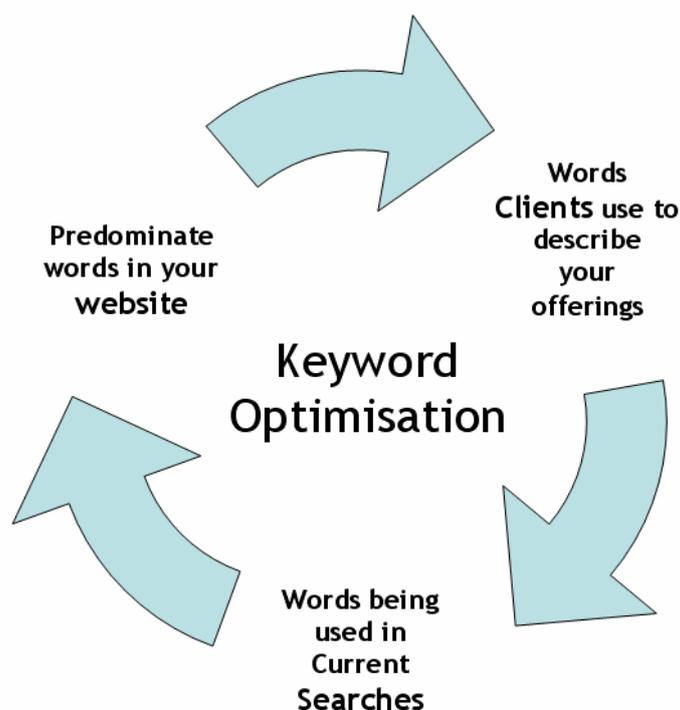
Keywords are:

1. **Client's words**
   Words that your **clients** use to describe the products or services you wish to promote online. This is easy to determine – you just listen to what your clients say when they are talking about your products – you're doing that already – right?

2. **Current searches**
   Yes, it is possible to extract search history from Google. Its quite legal and VERY interesting to see what is actually being searched for.

   You would be surprised (maybe horrified) at the poor use of grammar and the predominance of dyslexic-like searches. Interestingly, as we are all becoming more sophisticated searchers, so our search criteria is evolving from a single word into a short phrases.

It's all about keywords.

Search engine extracts are the ultimate reference for fine tuning keywords because this is what your clients are actually searching for. Importantly they also provide search volumes (i.e. the size of the market) and results (i.e. your competition).

Handy indeed and a critical consideration when finalising your keywords.

3. **In your website**
   Ultimately your website is where your keywords need to reside, but importantly your intended audience for the keywords is not prospective clients, but search engine spiders. These programs trawl the internet scanning websites examining keywords for use by the search engine for your clients searches.

   The spider must 'perceive' your keywords as predominate in your site for them to be elevated to keyword status. Configuring your website to achieve this is a challenge in its own right and the subject of a future article from Succinct Ideas.

As a result of this discussion, a more accurate definition for **keyword** might now be:

A short phrase predominate in your website,
searched for frequently by prospective clients.

Keyword alignment, is a term I've also concocted to describe the optimal relationship of the three keyword manifestations for maximum sales effectiveness.

If you are interested in using the internet to generate sales then I recommend you take the time to review this information - you can be sure your competitors are! If you'd rather not be tortured by my written ramblings, but see some opportunity for your business online, then contact me and we can arrange to meet over a cup of coffee.

Also if you think this information is useful please feel free to forward it to peers, business associates etc. There's also a PDF version of this and previous newsletters on the Succinct Ideas website for your convenience.

If there is someone you think would value this information please feel free to forward it to them or encourage them to subscribe to our newsletters at www.succinctideas.com.au

Cheers

Peter Cornish