

## Search Engine Optimization FACTS

### What do we Mean by Keywords, and Why do They Matter for [Search Engine Optimization](#)?

Keywords are the foundation of any Search Engine Optimization or Search Marketing campaign. If you don't know what keywords are being used in searches by the people you want to attract to your Web site, you can't effectively market through the search engines to those people.

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The terms keyword is often used as shorthand for keyword phrase.

When we use the term keyword, we mean the word—or words—that may be typed into a search engine by someone carrying out a search.

In fact most searches these days are not single-word searches ... most searchers now type two or more words in their searches.

If you're reading this, you probably already understand why you need to know the keywords people use when searching for products or services such as those promoted by your Web site. Just in case ...

- If you don't know the keywords, you can't optimize your Web site properly.
- If you don't know the keywords, you don't know what keywords to put in links pointing to your site.
- If you don't know the keywords, you don't know which keywords to bid on in Pay Per Click programs.

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What happens if you simply guess at the search terms you need, and don't do a full keyword analysis? Typically two problems arise:

- Many of the keywords on your list will be more or less irrelevant. People simply aren't using them in searches.
- You'll miss keywords that people are using to search for your product or service.

### **What Does an SEO Specialist Do?**

- Helps you develop a list of likely keyword phrases. SEO Specialist searches other Web site's KEYWORDS tags and searches a thesaurus, to help you create a preliminary list of keyword phrases.
- Based on these keyword phrases, it shows you what people using the Web's search engines are actually typing into the search engines.

**For a Free keyword and website analysis [Visit Here](#). for more info contact Jim Gras [SEO Specialist Online](#) 800-897-6458 USA 44-2076-694183 LONDON, UK Skype: [jamiboy seospecialistonline@gmail.com](#)**

Keyword: seo services| seo| seo technology| seo company| seo specialists| web seo specialists