

What is Your Keyword Market?

A Keyword Market is the total number of unique searches on the Internet that are relevant to your website. A Keyword Market is defined by the top-level or root keyword that is generally most relevant to your business. If you own a shoe store, "shoes" might be the top-level keyword for your market. "Shoes" of course is very general since there are many kinds of shoes for men and women. Top-level keywords may contain thousands of vertical keyword markets. Initial analysis on "shoes" will produce hundreds of verticals (running shoes, Nike shoes, bridal shoes, golf shoes, etc.)

Understanding Your Keyword Market

Selecting the right keywords and phrases is critical to the success of any search engine marketing campaign. A thorough analysis of your keyword market(s) will ensure proper keyword selection. It is important to make an evaluation of how popular a keyword is (i.e. how many times is a keyword predicted to be searched in a 24 hour period) and how it's popularity compares with the total number of competing URLs (other sites that are returned by the search engines for the same keyword searches). An analysis of this relationship will tell you where it is smart to optimize and where it is foolish. The result of this analysis is cross referenced with your website content to determine the right page selections for optimization. Too often, web developers simply implement a client's wishes without addressing the limitations and problems that come with that solution. Ethical and knowledgeable web developers can explain why you want the opinion of an SEO Specialist.

Contact Jim Gras 800-897-6458 <http://www.seo-specialist-online.com> for all your Keyword and SEO needs.

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