

Selecting Keywords

1. Don't be too aggressive. Start with a few words and add to your list periodically.
2. Be realistic in your word choice. Don't try to compete for keywords against companies with deep pockets.
3. Monitor and evaluate the results of your SEO campaign over time. Moving up in the search engines is a gradual process.

if you visit your website more than other websites, it may rank artificially high when you are logged in compared with a typical user's search results.)

I also use RankChecker by SEOBook to view my search engine rankings (fig. 3.1). This application works with *Firefox*, a web browser like Internet Explorer, Chrome, and Safari. Go to <http://tools.seobook.com/firefox/rank-checker/> to download the free *plug-in*.

It will install a toolbar on your browser

window with an icon you click to run the RankChecker application. Type in the website address you want to find and the keywords you want to check, click Start, and RankChecker does the rest. The application is not perfect, but you will have a benchmark for your current ranking in the search engines and an indicator of how you need to adjust your prioritized list of words.

Keyword Selection Exercise

The following exercise will help you select and begin to target the best words for your company:

1. Create your list of words, including location, product type, and industry words.
2. Go to Google Trends and find the traffic value for each word.
3. Compile the list of words with their trend values.
4. Pair each location word with each of the other words.



FIGURE 3.1

RankChecker

RankChecker shows where a website ranks in search engine results for a specific keyword. (Reprinted with permission from SEOBook)