

Blancminge

On-site SEO: a quick 'n' dirty guide to SEO-friendly website content

Search engine optimisation... what's it all about? Here's the first part of our plain language guide to SEO-friendly web page content.

What is a key word?

A key word is a word that a large proportion of people use when searching Google, Bing or whatever for an ebook like yours. If your ebook is about Dutch cheese your top key word could be *ebook or cheese*. But search Google using just *cheese* or *ebook* and you get millions of results, none of which is specific to your ebook. So take things a bit further and identify your top key phrases instead.

What is a key phrase?

A key phrase is the same as a key word, just longer. Your ebook is about Dutch cheese. So people searching Google for ebooks about Dutch cheese might use key phrases like *ebook about Dutch cheese* or *Dutch cheese ebook*. These are the kind of phrases you should use in your website. They're called long tail key phrases.

Why use them in my website?

Because Google uses words to explore, classify, rate and rank websites. Google's algorithms 'look' for patterns. If your website is called www.dutchcheeseebook.com, your page names reflect the subject and your copy is full of references to dutch cheese ebooks, Google knows where to put you. The clearer you make it, the more Google likes it and the higher it'll rank your site.

In direct marketing terms it means you target your content more closely to the needs of your audience. Which is good stuff.

On-site SEO isn't everything. But it's a vital part of the mix and it's good to get it sorted out right from the start.

How do I find out what the top key words and phrases are for my ebook site?

Create a Google account and use their keyword identification tool. Or use another free online tool - there's loads around.

Are there any rules about using my key phrases in my website?

Loads! We'll cover them another time.