

Blancminge

Using key words in your website copy for ebook SEO

We've already covered what key words and key phrases are. Here's some basic information about how to use them in your web pages.

Where do I insert key words and phrases?

Google 'reads' websites in a specific order. It 'assumes' that when you use a word in your main page header (coded <H1> in your html code), it's very important. It treats your subheads (coded <h2>) as slightly less relevant to the page's content. And your body copy, coded <p>, comes third (body copy being your standard paragraph text.)

So if you want search engines to 'get' what your web page is about, it makes sense to tell them in no uncertain terms via key words and phrases.

Here's a short example using the key phrase 'green widgets':

Green widgets - Buy low cost green widgets here!

Green widgets in stock 24/7/365

If you're looking for green widgets you've reached green widgets heaven. Welcome! We're your premier supplier of the best quality widgets on the planet. And they're available 24/7/365.

Green widgets to suit all your needs - It's green widget heaven!

Whatever your green widget needs, we'll point you in the right direction blah blah...

... and so on. You get my drift!

Google and co. don't like it if you take the mickey. They regularly penalise sites that use key words so frequently that the sales message is turned into nonsense, otherwise known as keyword stuffing.

Why? ecause poor quality copy is bad for the end user. And end users - ie. people who surf the internet for stuff - are Google's primary focus. As a general rule if your copy reads nicely, it'll be OK. But search Google for the latest keyword density guidelines to make 100% sure.

Next time we'll look at using key words and phrases in your website page meta data.