

Achieving Organic Search Engine Results... with [Long Island Web Solutions](#).

Meaningful Organic rankings are the result of excellent content well-optimized for relevant keywords.

The Search Engine Results Pages, otherwise known as SERPs, are driven by keywords.

How can a keyword be *wrong*?..If you have number one positions for a word that either:

a - never drives and traffic to your website or *b* - drives traffic that instantly bounces.

What value do those number one rankings really have for you?.

What makes a keyword right is a unique blend of competitiveness, relevance to the page content, search volume and conversion potential.

All effective research and experimentation begins with free-form brainstorming. Successful brainstorming is to prohibit any and all judgment. To initiate brainstorming, we collect a few members from the marketing, communications and writers team and assign them a task of each separately make a list of what are the 10 to 20 or so most important words that represent the website and the business.

Once we have a "raw" list of keyword ideas, you will need to assess which keywords are the most valuable for your website. This is really about scientific evaluation of the value of each keyword option.

We do this by employing third party keyword research tools such as Google Adwords keyword tool and WebCEO. To assess each keyword, we enter them into the keyword tools and collect Data on search volumes as well as the synonyms and the like words that the tools recommend. After you have all the Information on each of the keywords, we group the keywords based on the theme or topic. Then pick any of the major search engines and search for the keywords that seem to be each group's biggest contenders. By doing searches within the engines, you can gauge how competitive the words you're contemplating are as well as how relevant the pages already indexed are.

The Ultimate goal in Keyword research is to match one unique keyphrase to each page of your website. You'll want to select keywords based on uniqueness, so that pages have themes that are not duplicated in multiple places on the site. Any content or keyword decisions should ultimately be driven by the needs of your human visitors, not to garner search engine rankings. When optimizing for specific keywords, we adjust the Title and description tags as well as the on-page content, the H1 tag, and any internal anchor-text that links to the unique pages.

Even the most thorough keyword research cannot guarantee actual human behavior.

Achieving strong rankings for effective keywords is the ultimate optimization success for any website.

Many site owners or marketers make the mistake of thinking that volume will result in conversions, but that is not necessarily the case. Traffic that bounces or does not perform is not any more valuable than no traffic at all.

While time consuming, keyword research can form the basis of your entire organic strategy and therefore should not be rushed or be subject to any unnecessary shortcuts. While every page should really be targeted to just one specific and unique keyphrase, keep in mind that multi-word keyphrases can contain shorter keyphrases and your page may ultimately be able to rank for each. We than use a keyword research tool to learn about the potential of your site, and intelligently react to the results outputted to better maximize the performance of your site based on actual visitor behavior.



This article was written by Tom from [L.I. Web Solutions](#) on Nov 1st, 2009.