

## How do I know my keywords?

Try typing 'Google Zeitgeist' in to Google.com, hit the first link that you get in your search results and you will be amazed to go through the search spirit of 2010 captured so beautifully by the #1 search engine. E.g. - did you know chatroulette, ipad and justin bieber were the Top 3 fastest rising queries for the year 2010?

It is a fact that anything we query on search engines takes the form of keywords and eventually impacts our Search Engine Optimization (SEO) efforts. Selecting the powerful and profitable keywords for your SEO efforts therefore becomes the key.

Top 5 keyword research tips:

- **Knowing your Audience** – The great copywriter and advertising legend Eugene Schwartz put it so beautifully when he said: *“There is your audience. There is the language. There are the words that they use.”* You must get to your keywords by knowing your target audience i.e. that kind of keywords which can grab their attention and build trust in your business.
- **Keyword Suggestion Tools**– Identify your target keywords by using paid and free to use keyword suggestion tools. Google AdWords and Word Tracker are both popular keyword research tools available today. These tools with their user friendly interface can provide valuable insights in to any keyword. E.g. using AdWords you can even sort results by relevance, view local/global monthly searches, get competitive value of a keyword and much more.
- **Realistic Goals** – Your keywords should not be idealistic in nature. For example if you are a PC manufacturing company, the keyword 'computer' will be highly competitive and there will be no point directing your website optimization efforts towards such unrealistic targets. Expanding on to the keyword 'computer' to change it to 'computer suppliers montreal' can be a better option in this particular example.
- **Analyzing Competition** – Studying the online web presence of your competitor blog/website can be a great help in finalizing your keywords. There are tools available online that can even give you information on the keywords your competitor is bidding for and since how long.
- **Website Statistics** – A handy tool like Google Analytics is often a great help with keyword research as it presents valuable statistics on the visitors to your website. You can get precise information on the search queries used by an online searcher to get to your website.

To get to a list of target keywords is the quintessential first step towards SEO. The keywords you select will drive forward the outcome of your SEO efforts in the long run. So play it smart and get your keywords right before you begin optimizing the Search Engines.