

## How to Choose the Right Keywords for Your Website

There are several advantages to choosing the right keywords for your website, most importantly the extra traffic you can generate. If you're not using the right keywords, it's doesn't matter how good your content is - people aren't going to find it.

Keywords have a large role in how your website gets ranked on search engines. For that reason, you need to be sure you're targeting the words that people are searching for so you can attract the right visitors.

Here are several ways to choose the best keywords:

1. Use Wordtracker.com or some other keyword research tool. This will help you figure out exactly what keywords people are really searching for, how competitive it is to get high rankings in the search engines for them, and even find some unexpected gems that you probably wouldn't have ever come up with yourself.
2. Just because a term is searched frequently doesn't mean you should always focus on that keyword. If you have lots of competition for a really hot keyword phrase, the likelihood of you making it to the top of the ranks in the search engines drops dramatically.

Think about your competition and looks for keywords that may have less searches, but will be easier to get top search engine rankings for.

3. Use variations of your keyword phrase on your website. Don't stuff your content with keywords. While you want to attract the search engines with your content, it's more important that it's useful and valuable to your visitors. Using your keyword in every other sentence is going to drive your visitors away, and then what's the point of getting the traffic in the first place?

These are just some basic tips for getting started on the right foot with your keywords. There is plenty of helpful information about other techniques for targeting keywords on your website on the ArticlesGoneViral.com website, as well as many other places online.

### About the Author

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