SEO Keywords – Part One

When you hear the words SEO and keywords, do you cover your ears and pretend you didn't hear? Wish somebody could sit you down and explain what it all means? Look no further…we are here to help! **Here is part one of our series on SEO keywords…**

SEO stands for Search Engine Optimisation. This is basically the methods used to increase visitors to a website. The further up the search engine your website is, the higher your website will rank, on search engines such as Google.

So, how do keywords come into it? Your SEO keywords are the key words and phrases in your content that make it possible for people to find your website, via search engines such as Google. A website that is well optimised for search engines speaks the same language as its potential visitor base, with keywords for SEO that help connect users to your website.

Here is an example from our website. We have used the key words fixed price IT support in our content, as you can see below –

At BCS we focus on Fixed Price IT Support. Most IT companies focus solely on technology, telling you that you need to upgrade your systems just because they are old. BCS are different. Our approach is very much around the flow of information – accessibility, security, recoverability – and how this can enhance your bottom line. The technology is just a component of that solution. BCS offer 2 fixed price IT support plans with a host of services and features. This is known in the industry as Managed Services. What does this mean to you? It means that we are measured by your systems being up and working and not reactive only when things go wrong. To learn more about what managed service is and how it works click here.

If you type *fixed price IT support* into your search engine, such as Google (as below) –
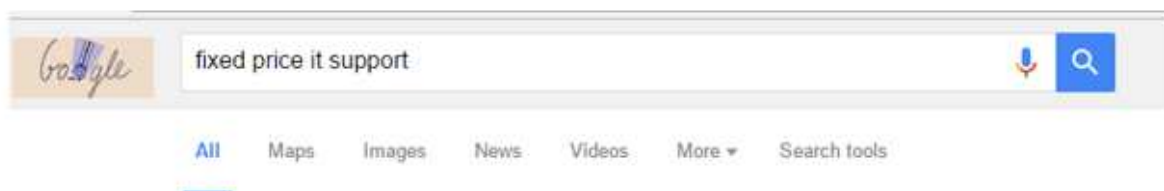
Business Computer Solutions ranks as one of the highest organic search results in Google on page one, because of the key words that we have used (as below) –

Support Plans - Fixed Price IT Support - 365 IT Support
www.businesscomputersolutions.co.uk/**fixed-price-it-support**/ ▾
1 Aug 2016 - At BCS we focus on **Fixed Price IT Support**. Most IT companies focus solely on technology, telling you that you need to upgrade your systems ...

Essentially, the key words used by Business Computer Solutions and the search performed by the visitor matched – hence the top search result. Therefore, it is so important to choose your key words that are at the heart of your organisation and what people will search for.

Have a brainstorming session with staff members, look at what your competitors are doing and start creating some valuable content for your website!

SEO Keywords – Part Two

So, let's talk about finding your best keywords for SEO (Search Engine Optimisation). Basically, SEO keyword research should be an ongoing and ever-evolving part of your organisations marketing plan. Old keywords need to be re-evaluated periodically and by doing this, your organisation will not bring in just any visitor, but the *right* visitors.

Your organisation will not stand out if you find yourself using all the same keywords as your competitors. Not only should you try new keyword search tools and keep track of the results, but you should feel free to experiment based on your own research – who else uses your keywords? **How do you make yourself stand out? The answer is, by providing great content that truly answers the questions your prospects and customers are asking, with their keyword searches.**
Have a brainstorming session with staff members, look at what your competitors are doing and start creating some valuable content for your website!

When you hear the words SEO and keywords, do you cover your ears and pretend you didn't hear? Wish somebody could sit you down and explain what it all means? Fear not…this is part three of our series on SEO Keywords. Didn't read part one or two? You can read part one here and part two here.

So, let's talk about making your SEO (Search Engine Optimisation) keywords work for you. Now that you have found the best keywords, you need to put them to work, to get those crucial SEO (Search Engine Optimisation) results.

How does it work? The answer is keyword grouping and organisation. By dividing your keywords into small, manageable groups of related keywords, you will cut down on your workload, while still creating targeted, specific pages. For example, let's say you were running a website for an online pet food shop. You might be wise to create one keyword grouping for all your pet food related products, then one for all your pet food relating to cats, etc. The next step would be to segment each individual group into smaller subgroups (cat food, kitten food, senior cat food) and then even smaller groups for each type of product (low-fat cat snacks, low fat senior cat snacks… you get the idea). Now your online pet food shop can create individual pages, optimised for each small keyword group.

So, as well as content, where do your keywords fit into your website?

- Using the keyword in the **title** of the page
- Using the keyword in the **URL** (e.g., www.online-petshop.co.uk/catfood/seniorcatfood/lowfatseniorcatfood)
- Using the keyword in the **meta tags**, especially the meta description
- Using the keyword in any **image file paths** and in the images' alt text
- Using the keyword as the **anchor text** in links back to the page from elsewhere on the site
- *When optimising your web pages, keep in mind that keyword relevance is more important than the keyword itself*

Please feel free to call our helpful and knowledgeable team on 01843 572600 if you would like any advice about SEO Keywords. You can also email us at hello@365itsupport.co.uk – we are always happy to help and provide advice for your IT requirements, including your social media and SEO requirements.