

Published based on [Make Money Online - Keywords Are Fundamental](#)

# **Make Money Online - Keywords Are Fundamental**

If you are anxious to make money online, chances are that you have not given much thought to keyword research. However, I suggest that you take a step back, and focus heavily on keyword research prior to doing anything else. Just think about it. Your future customers will pull up a search engine, type in their relevant keywords, and most likely choose the website which comes back highest on the page. If you wish for your website to be one which is returned for a customer's query, you must make sure that your website is relevant to the desired keyword. Furthermore, you must make sure that the keyword is relevant to the product or services which you are promoting.

Not surprisingly, the engine to making money online is the sale of your products or services. Therefore, it is best that you offer products or services which provide a solution to the needs of a niche market. The niche market must be aware that the need exists, and that your products or services adequately address the need.

Making people aware of their needs, and how your products or services provide the answers to these needs requires that you key your marketing strategy towards the niche market which is most likely to have this need. Furthermore, this niche market must also be interested in utilizing your products or services to address their need. The search engines are a great mechanism to reach your target market.

Essentially, a search engine is a gateway for individuals who know that they have a need, and are looking for a product or service to rectify this need. The user simply enters their keywords into one of the search engines, and receive a list of websites relevant to their query. If they are not satisfied with the websites which were returned, they can modify their query. Most often the search engines rank websites which they trust, and deem more relevant to the query higher. Of course, websites which are ranked higher receive more traffic than those who are ranked lower. Thus, in order to get more visitors viewing your sales page, you need to rank higher in the search engines. This is why keyword research is so important.

Needless to say, many people assume that just because a keyword has a high search volume, it is automatically most desirable. Not so fast. The truth is that longer keywords or key phrases, with lower search volumes, often convert at a higher rate than these sought after high volume keywords. This is usually because these longer key phrases are more relevant to your website. You may have heard the term, "long-tailed keyword" before. These long key phrases is what this term is referring to. Moreover, these long-tailed keywords often have far less competition, making it easier for your website to rank higher in the search engines for them.

Now that we have been discussing keywords for a while, it is my hope that you can see how critical keyword research is to your ability to make money online. Essentially, keyword research is the foundation of your success.

It is important to choose keywords which adequately represent your website to [Make Money Online](#). Everyone has the ability to [Make Money At Home](#) with the proper strategy. Also, come and see us at [SOSComplete.com](#)

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