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What Is The Keyword Game?

Dear Friend,

Due to so much talk about keywords these days, people want to know the best keyword density? Some say between 2-8% is best, while others may say that is too low. Some feel that 10% is best. However, there can be too much of a good thing.

Being an SEO writer, I feel that most online marketers need keyword seeding density that amounts to at least 10 percent or higher. Google is considered to be the most popular search engine across the World Wide Web. Now, if Google starts penalizing websites with keywords seeded at more than 2 percent, it will be senseless for all my clients to ask for more than 2 percent seeding.

With major search engines online such as Google, MSN and Yahoo incorporating keyword relevance to the web content, the main focus at one time, keyword density has taken a back seat. In fact it is not give a lot of importance.

However, the sad part is that most web masters still rely on keyword density and ignore content relevance. For instance, the words 'car', 'shopping' and 'book' are used most commonly in online searches. In case, you had these words in your website, you have already ensured a hit. However, this system does not work any more. Earlier, you could easily use sex as a keyword wherein your site is about farming.

Due to the misuse of keywords, it has resulted in a lot of keyword abuse. Many people who are looking for a specific product are being misled to the wrong website, which is a waste of their time. Even if you think you are doing better by getting more people to your site, it is a waste of their time and yours if they aren't going to buy what you have for sale

If you take out some time to read newsletters or articles online, you will observe that the main focus was given on keyword relevance. In case, you write an article with keyword seeding relevant to you product or idea. You are doing a lot of things at one time! You are aspiring to get higher search engine result ranking and attracting a lot of traffic towards your website. You are also satisfying your clients via providing them useful things. Lastly, you don't lose out on potential customers.

To your success,

Jason

P.S. The importance of using relevant keywords should never be overlooked. This is extremely important for anyone that wishes for their SEO work to be successful.

Jason has been working on line for several years and has given thousands of people tips on how to make money online. Make sure to visit his site to get more Free Tips on [Creative Ways To Increase Traffic To Your Website - www.WholJasonGlover.com](http://www.WholJasonGlover.com).

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