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Keyword and Branding Strategies For Search Engine Optimization

"Branding" is a term commonly used to describe the process of establishing an image regarding a product or service in consumer's minds. Large companies invest a great deal in their brand image and in developing on-going branding processes. Web page "Keywords" function in similar ways in that they represent key attributes that the organization presents on the internet.

Attracting readers and potential customers to the organization's web pages can drive up sales. By appearing highly placed on a search engine results page, the organization's website can win new customers by presenting its products and feature attributes. Effective keywords that are central to this effort are also useful in branding the organization or in describing the quality features of the service or product. Combining keywords and branding phrases then can provide a consistent message to internet readers considering purchase of that product or service

Incorporating brand strategy with keyword selection is conceptually easy but may require some creative 'wordsmithing.' Further, complex brands and brand images may require use of many separate web pages to handle parts of the brand message. Building a complete brand and keyword plan that uses the entire web environment is important but can also be time consuming. However major corporations use internet keywords as part of their brand strategies to attract new customers as well as to reinforce brand image over the internet.

For independent organizations with smaller web page environments, this strategy can still be applied. Here are three areas upon which to focus: Product positioning "Uniqueness" Product features

Product positioning - Clear messaging about product or service 'value' combined with a word or two about where this value can be acquired is a good start to combining brand and keyword strategies. The word phrase "[Low Cost SEO](#)" describes a firm that provides SEO services at a rate below what the consumer might normally expect. The word phrase "[SEO Consultants in Denver](#)" describes a similar firm providing service to clients in the Denver, Colorado region. Features such as 'low cost' or including a geographic term can make the keyword phrase much more powerful. That phrase can also be combined as part of the branding strategy as well.

"Uniqueness" - Special value or a feature that sets the organization's product or service apart is also a good place to build a keyword/brand message. This can also take very simple forms. Search terms such as "[Water Utility Consulting](#)" describe an organization that provides financial or business consulting services to a specific target business type - in this case - water service providers.

Product Features - Utilizing product characteristics are highly useful in both branding and in keyword development. Users searching the internet using terms like "Inexpensive French Food" might be attracted to a page using the keyword string "Quality French Food on a Budget." The words "Quality" and "Budget" are useful both in the brand and keyword strategies and describe company and product attributes. Again, inclusion of a geographic term can also help further refine the brand and keyword search phrase so that it will attract traffic from potential customers in that area.

Organizations that have already compiled and implemented a brand building strategy may have already executed half the work in developing an effective keyword strategy. The message consistency generated by combining keywords and branding can also drive significant traffic and sales to the organization via the internet.

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