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Properly optimizing your web page will help out a lot when you want to start getting the attention of the search engines, it's not all about link building. The way in which you have the keywords placed throughout your website is going to be one of the biggest ways to boost your ranking and in turn start getting you more of the search engine traffic. In this article we are going to be covering a few ways to place your keywords on your website in order to get more love from the search engines.

The first thing the majority of you probably know already is that you should have the keyword or keyword phrase inside the URL of the site. It's not exclusively for websites but for blogs also. Every single post you make will need to have the principle keyword in the URL. Wordpress makes this quite simple to perform when your writing your post you'll see the page link near the top of the post and also a link that says "Edit".

Something else people don't normally think about are the H1, H2 and the H3 tags on the pages. You want to make sure that your keyword or phrase is included in all of these tags. What this will do is to help the search engine spiders see that the first thing on your website or page is your keywords.

Many of you have probably heard of the first sentence rule. This basically means that each and every page you create should have the keyword or keyword phrase in the first sentence of the content. But, even though you may already know that, there is still another rule you probably don't know about and that is the last sentence rule. It follows the same action of the previous rule however, obviously this relates to the last sentence on your site.

There exists one more factor you need to handle called the keyword density and this is also very important. This is basically the amount of times your keyword and key phrase is found on the website compared to the number of words on the page. Somewhere between 3% and 5% is just where you will need your keyword density to end up. Keyword stuffing occurs when you basically add the keyword to almost every sentence and the search engines can penalize you for that.

Now there is one more thing I would like to share with you and that is the format of the keywords in the content. Using bold, italic and underlining are also very important when it comes to your keywords and you should make sure you do this with most of your keywords. Basically what you need to do is to make sure you are using these text formats for just about every instance of your keyword on your page. Don't just use one format like, bold, you will want to use them all and mix them all up. Using just one of these formats may help a little but you really need to make use of all of them.

That's it, if you follow these simple tips you will find that you will be able to boost your search engine ranking for your website or web page. One other thing on the backlink building portion, is that you will want to begin building links to all the pages on your site or blog and not focus on just the home page.

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