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Web Page Keywords - Make Your Site Smoking Hot

Finding the right web page keywords so your website will show up on the first page of Google, and other search engines, is the main goal for Internet marketers. The good news is that it really is not that hard to do, with a little patience and a little practice you can optimize your web pages and benefit from free traffic too. It is really quite simple, if you do it the right way and you get that coveted first page ranking for your website, you will get a lot of traffic, quality targeted traffic, for free. Viral video marketing also uses keywords to attract viewers.

They are called organic searches. Someone goes to their web browser and key in a search term. Let's say someone wants golf balls. If they look for that term and when you've optimized your web pages with those keywords your site can show up extremely high in the search results. This is known as Search Engine Optimization (SEO) and it is a powerful way to have a ton of very targeted traffic, which is totally free. Ranking high will give your site more credibility. The average surfer doesn't really know that much how it works. For that reason, many people assume that the websites listed on the top of the results pages are the best.

And in a way they are, they are the best at optimizing their web pages so they can cash in on all that organic traffic. So, how do you benefit from using these keywords to land on the first page of the search engines? The first thing you need to do is compile a list of keywords. If you want to benefit from a top ranking position you have to target keywords and use it very carefully. It's easy to think that you should grab all the most searched for keywords in your niche, but that rarely works because those keywords are just too competitive.

A much better, and more efficient, strategy is to find keywords that are made up of 3 - 4 words. These long tailed keywords won't get the huge hundreds of thousands of searches, but they will get plenty of searches a month and they won't be so competitive that you can't rank for them anyway. If you select a dozen, or more, of these long tailed keywords and each one gets say around 1,500 searches monthly, you stand a good chance of ranking for many of them, not just one. That may provide you with lots of traffic and since the traffic you're getting is from those who are searching for the exact keyword (and item) that you have to sell, you'll get plenty of sales.

It's just not that hard to optimize your web pages for search engines. Social media marketing services and sites are now readily accessible. The better you get at adding the best web page keywords, the more organic search results you will get. This is free traffic and you will make more sales and have a much higher rate of return on your investment of time. Apart from time, it's totally free.

[Viral Video Marketing](#) is a structure which motivates individuals to pass along marketing video clips about any products and services. This is effectively carried out by utilizing [Social Media Marketing Services](#), a terrific approach that provides links, attention as well as huge numbers of page views by marketing your website through social media channels.

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