



□ What are keywords?

Keywords are words or phrases that people use to search for websites on Google.

For example if you search for "Mulvany Web Design" the keywords here are "Mulvany" "Web" "Design".

The first thing to do towards helping your website perform well in Google is to compile a list of keywords or phrases that you want your website to rank well for.

□ What to do with keyword list?

Once you have your list of keywords you should look at key phrases for them as individual keywords are usually too competitive. You should then create a page on your website for each keyword/phrase that is optimised for each of them.

For example if you were doing a website for a Dublin Taxi Service, you could have the following key phrases:

Taxi Service
Dublin Taxi Service
Dublin Taxis

For each of these key phrases you would then create a page on your website that would be optimised for them. This means that you include the key phrase in the following:

- ✓ In the url (website page name), each keyword would be separated by a hyphen (-). For example, www.dublinitaxis.ie/dublin-taxi-service.html
- ✓ In the title of the page
- ✓ In the main headings and sub headings on the page
- ✓ You would also use it several times in the first few paragraphs on the page.
- ✓ In the image descriptions
- ✓ In the text on links to that page. This includes links from other pages on your site, as well as links from other sites to yours.

Note: If you use your main keywords in your domain name, preferably separated by hyphens (-), this can help your position in Google for them.
For example Dublin-taxis.ie

Tips

Not all keywords are equal. More people search for “restaurants” than “restaurants in Dublin”. But it is harder to rank well in the search engines for restaurants than restaurants in Dublin. So it is a good idea to use a range of keywords to optimise for.

www.googkeywords.com is a free tool you can use to help you with choosing keywords for your website.

Website: www.mulvanywebdesign.ie **Email:** info@mulvanywebdesign.ie **Phone:** 086-390-9007