

# How to Select The Highest Performing Keywords

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This paper is designed to educate you keyword selection. Keyword selection is the foundation of your search engine optimization (SEO) campaign. With words that are not searched for often, you can't expect a lot of new traffic. With highly competitive words, it can be harder to get results. With words that are not targeted, you may get traffic but it won't convert. This paper guides you in selecting the best performing keywords.

## Keywords: Getting It Right is Key.

Selecting the right keywords is the heart and soul of any SEO campaign and will literally make or break your success.

## The Single Most Misunderstood Concept in Search Engine Positioning

To clear up the mystery, let's break it down into bite-sized pieces by answering our most frequently asked questions about keyword selection:

### **“What's the difference between a keyword and a keyword phrase? And which should I use?”**

Put simply, a keyword is a single word, like “Maui.” But a keyword phrase is a more descriptive string of two or more words, like “Maui vacations.” Your approach to keyword selection will vary, depending on your industry. For certain niche markets, using single words can be a good strategy (as long as they are specific to your product or service).

But regardless of your industry, well-researched keyword phrases will attract quality, targeted visitors to your website who *\*specifically\** want what you are selling.

Let's assume you sell Maui vacations, and your website is listed at the top of the search results for the keywords “Maui” and “Maui vacations.” Let's look at the characteristics of two groups of visitors you'd attract.

Those who perform a search on “Maui” are searching for a wide variety of topics. Such as Maui's history and culture, snorkeling, botanic gardens, hiking trails, sailing, golfing, and yes - some will be looking for Maui vacations. But only a small percentage of the people who perform a search on the keyword “Maui” are qualified prospect for your vacation packages.

Now think about the prospects who find you by searching for “Maui vacations.” Every prospect who performs this search is a qualified prospect for you. And by getting a top ranking with this more descriptive keyword phrase, you attract people who are more likely to become paying customers!

You see, someone who wants to take a vacation to Maui is not likely to search for “Maui.” They’re not going to search for “Vacations.” And they’re not going to search for “Hawaii” either. They’re much more likely to enter a keyword phrase like “Maui vacations.”

Today, more than ever, your ideal prospects are going to enter precisely what they want to find, rather than general, open-ended terms. Which means your keyword selection must target your ideal customer with laser-beam focus.

At the same time, the search engines and directories themselves are also becoming much stricter with the pages that they’ll accept and index. They’ll be watching your submissions like a hawk to make sure that they’re completely relevant to the topic reflected by your keyword phrase.

**IMPORTANT: Your Keywords Should Reflect Your Site's Focus**

Selecting your keywords is like writing a short mission statement. Ask yourself:

- What is the site's focus?
- Why is the site's information valuable?
- Who is your audience?

These answers will help you select targeted keywords because they force you to think about how your site serves its audience. You can also ask other people what words they would use to find you, and don't limit your keywords to your products. Some people visit your site looking for information.

For questions about EcomBuffet and to have us work with you hand in hand on this crucial step and make sure we arrive at the ideal keyword list for your site, contact Jennifer Horowitz at 562-592-5347 or [jennifer@ecombuffet.com](mailto:jennifer@ecombuffet.com). Mention this whitepaper and receive a Free Search Engine Friendliness Evaluation.