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## SEO & Web Article - Keywords

### Keywords

Keywords, as the name suggests, are words, expressions or search terms that are important ("key") to a web page's search engine relevance and consequently to its likelihood to rank high on search result pages.

Keywords are an extremely important part of the [SEO](#) process and should be employed with a great deal of expertise and care. Properly and expertly executed, a good keyword strategy and set of methods can be an highly effective SEO tool for a web page to get noticed.

Conversely, no Search Engine Optimization campaign, and certainly no [Organic](#) SEO campaign, can be successful without keywords that are tactically and strategically well applied.

The most important characteristic of successful, SEO effective keywords is **relevance**. This means that the web developer or webmaster will embed into the vital SEO components ([Title Tag](#)), [Headings](#), [Content](#), Meta [Description](#), etc.) those words or terms by which he wants the web site or page to be found on the search engines.

For example only, if you are a manufacturer of agricultural chemicals, relevant terms should appear in all the important SEO components if you want searchers to find you under the search terms or keywords you consider important.

Unfortunately, very often one can find - even on otherwise well designed web sites - keyword-neutral components containing useless expressions. For example, our chemicals manufacturer may have an irrelevant title tag that reads: "ABC, Inc. - Fast, reliable production", instead of "Agricultural Chemicals Manufacturers" or something similar. (If, of course, ABC wants to be found under the search term "reliable production", then that title tag becomes relevant).

Similar SEO relevant keyword rules apply to Headings, Content, etc., as mentioned above, though the methods differ from component to component.

While keyword-neutral Organic SEO is ineffective and useless, the other extreme is called "keyword spamming", the excessive use of keywords. Apart from being obnoxious to the user from a linguistic point of view, web sites that employ such methods run a high risk of being penalized by the search engines. An SEO friendly and search engine friendly amount and percentage of keywords ("density") are the ideal for which good web developers and SEO experts strive.

For more information, or an **absolutely free web site analysis and SEO consultation**, we encourage you to [contact us](#). Our SEO experts will be pleased to help.

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