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No matter what all SEO techniques you use for your website, keyword SEO is something you can never get rid of. With great keywords for your website the search engine position of your website is bound to be high. And at the end of the day this is all what we want from our websites, don't we?

There are numerous things that can be done with keyword SEO to increase search engine position of a website. But the most important thing to do is to choose the right keywords. If you are in the business of selling dogs, the keyword "dogs" in your website is not likely to help you if you are not the largest worldwide seller of dogs online. There are probably thousands of websites that sell dogs and you will be competing with them. Hence, there are a couple of ideas you could use. One of the ideas is to use long-tailed keywords. So, instead of "dogs" you can use "buy German Shepherd dogs in Washington DC" or something like that. The possibilities are enormous.

The other idea about keyword SEO is to use variations of keywords. Use Google AdWords to find the most popular alternatives for the keyword you are planning to use. You will get a detailed report that will show the number of hits each of these alternatives gets along with other relevant information. This will help you choose the best keywords and keyword alternatives and increase your website's search engine position.

Keyword SEO density is another important point to consider. If the keyword density is too low then it is of no use. If it is too high then search engines don't like the idea and your website's search engine position will be degraded. It is recommended that the major keywords should have a density of 3 to 7 percent and the minor keywords should have a density of 1 to 2 percent.

It also helps when the keywords are placed in different parts of the website. This is because search engine crawlers look for keywords in places like the website title, meta tag, page title, links, alt tags and even URLs and filenames. And of course, keywords in the website content are also looked at. This is one part of keyword SEO that any SEO expert will recommend and use and this is bound to enhance the search engine position of your website.

Google Wonder Wheel is another excellent resource for keyword SEO. If you have not experienced it then it is about time you looked at it.

And of course, along with keyword SEO you need to look at other SEO aspects for enhancing the search engine position of your website. You need to have fresh and current content for your website. You need to work on social media and other forms of marketing. And there are other tools too.

The best way to explore keyword SEO for search engine position is to partner with someone experienced. They can manage this work much better than you can.

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Managing a [keyword SEO](#) is one of the best ways to increase the a [search engine position](#) of your website. But you need to ensure that the full catalog of SEO tools is available for you.

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