



Article Side

Right Words at the Right Place at the Right Time – Doing Keyword Research by [CVGiCanada](#)

Article published on May 15th 2012 | [Seo](#)

Being able to find your website easily is important if you want those cash registers ringing. That means you should possess the right keywords placed at the most strategic parts of your page so that search engines can index your site properly and rank it high enough for customers to spot easily. Whether it be for optimization or for pay-per-click marketing, your keywords are essential as these will enable you to make that important first connection with customers.

Tools abound online that can help you develop your right keywords. In doing so, take a step back and think like a customer. What words will they enter in a search engine when looking for a product like the one you’re offering? Your keywords must reflect how your customers view your products, not what you think of it.

Start from the very basic, like your name, products and its description. Make sure that the terms you use are relevant to your business. You can also check out your site’s logs and see the keywords used by existing customers that brought them to your site.

Learn from your competitors as well. Examine their sites and see what keywords they are using.

Google Trends

Be prepared to think out of your comfort zone as well. You can utilize Google Trends to see the latest hot terms that are being queried in search engines. Incorporate the same exact phrase into your latest content, and make sure that the term is included in the title and the body. With a little ingenuity and writing creativity, you can actually make these hot trends relevant to your business. The resulting increase in traffic and potential customers will surely be worth it.

Google Alerts

You will gain insights about your chosen keywords, and you will also get the names of relevant websites that you could link up with.

Google Adwords Keyword

Expand your keywords by using this tool. Simply enter your keywords and Google will provide you a list of competitors, the number of monthly searches, and new keyword suggestions. You will then have an idea of additional keywords to use for your site.

Google Insights for Search

This tool is especially useful for those with local product offerings. By simply entering a keyword, you will learn the amount of interest in it over a period of time and by region. You can adjust your strategies easily as this tool will allow you to see the highs and lows of the demand for specific search terms.

Google Ad Planner

Set your target market by inputting into Google Ad Planner the specific demographics you’re after. Google will provide you with the top sites being visited by your target market. Not only that, they will

also give you a thorough and exhaustive analysis of each site, including the keywords they are using. With this information, you can modify your own site and make it apt for your intended market.

Article Source:

<http://www.articleside.com/seo-articles/right-words-at-the-right-place-at-the-right-time-doing-keyword-research.htm> - [Article Side](#)

[CVGiCanada](#) - About Author:

Convurgency is a leading a [Toronto SEO](#) Company providing professional search engine optimization & Internet marketing services across Toronto, Canada area.

Article Keywords:

Toronto Seo Company, Seo Toronto, Toronto Seo

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!