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Any website owner is totally aware that SEO keywords are vital for your success. Your keywords and keyword phrases are crucial important because this is how you reach your target audience. That is what brings traffic to your site. Without traffic a site cannot survive.

Keyword positioning and SEO keywords are needed for the search engines to be able to rank you and send you traffic. When you hear the word 'traffic' it means 'customers'. Without customer eCommerce or any other business cannot make sales. No revenues means that business will not last.

To get a better SEO keyword position you have a few methods to consider. These following tips can help you on your way to success:

1. Have Good Keywords - The keywords you select make all the difference in the world. Do some thorough keyword research before you get started. They should be very detailed and not just general phrases.
2. Content - Always try to update your site with fresh quality original content. That will keep the search engines happy and visitors coming back.
3. Anchor Text - Some of the search engines give a lot of weight to descriptions, Meta tags, keywords, and title tags. Never use just any words but use your main keywords. You can also use LSI (Latent Semantic Indexing) keywords.
4. Strategic Placement - You want to place the keywords strategically on your page. Get the keywords right before beginning any technical measures of SEO for optimizing your site.
5. The Title Tag - You always want to use your keywords in the title tag, and start your paragraph/sentence using your targeted word.
6. Keyword Stuffing - Never overstuff your keywords. The search engines do not like it and you could get banned. Use a keyword density tool to keep your density in check. Around 3% is generally the accepted rule.
7. Page Title - Your page title should include your main keyword so that when someone visits your site that keyword shows up in their browser bar.

If you own a website you have to make an honest effort and put in the time to get your site ranked well with the search engines. Do some analyzing and evaluate how well your SEO keywords are doing. If you need to make adjustments then the sooner the better.

If you are not familiar with SEO and have no desire to learn it, there are some excellent SEO companies where you can hire it done. There are a lot of webmasters who are good at SEO work and you may find one of them for a bit cheaper in forums or on blogs.

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