

Proper use of Keywords In Your Houston SEO Campaign

Search Engine optimization is the method used to get traffic to your website. Getting traffic to your website means therefore that you are able to rank higher on search engines. There are many SEO tricks used by Houston SEO experts to get traffic to your site. One of the most common of these tricks is by use of keywords and anchor text. These are words that people use when doing their searches on the internet. For your website to appear when the search engine is directing the user, then you must have used such words in your content. Keywords are therefore really important in helping a website rank better.



Which keywords to use

Depending on the content that you write you should choose keywords that people search for when looking for search content online. For instance if you write about car repairs then you can use terms other than car repair which people might search for. Also use phrases which will have several words. For instance you can use motor vehicle repair, vehicle repair and many more. At this point you should be thinking like the client searching for information online. You can also use different keywords in the same article for your Houston SEO marketing campaign. To know what keywords people are searching for more, you can use Google Trends and it will give you an analysis of the different keywords you want to use.

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How often should the keywords be used by your [Houston SEO Consultant](#)?

The keywords chosen for certain content should not be overused. Overusing the keywords spoils the content and therefore the search engines will interpret your content as spam. This will cause you to rank even lower on the search engines. The overuse of keywords, known as keyword stuffing should be avoided also because it can cause to content that does not make sense to the reader. Always have content that makes sense to the reader and then have the keywords and phrases in it.

Where should the keywords be placed?

The keywords should be placed in the content and more so as naturally as possible. This means therefore that there should be proper organization of the content and the keywords so that they are placed all through the content. The keywords can also be included in the title of the content so that the title is also optimized.

Keywords are important but should be used with a lot of caution. Overusing the keywords and writing content that is not readable so that you have as many keywords as possible can be tragic. Any Houston SEO consultant will tell you that you can be penalized heavily for doing this especially by Google. Use keywords properly and write good content and your site will rank much better on search engines.

Social Media:

Blogger - : <https://goo.gl/o2VYgb>
Tumblr - : <https://goo.gl/Ai9Dd8>
WordPress - : <https://goo.gl/2WPvfk>
Google+ Page - <https://goo.gl/CYIRJa>
Youtube - : <https://goo.gl/528Bd3>
Twitter - : <https://goo.gl/dlsyfA>
Diigo - : <https://goo.gl/L1rZl3>
Evernote - : <https://goo.gl/1HI7eS>
Issuu - : <https://goo.gl/CdeqxN>
Google Drive - : <https://goo.gl/qrBYg4>
Del.icio.us - : <https://goo.gl/TAUWqd>
Medium - : <https://goo.gl/n4BYdN>
About Me - : <https://goo.gl/TzLzSG>
Weebly - : <https://goo.gl/l5927H>

Lifehack - : <https://goo.gl/OsJcTc>
Crunchbase - : <https://goo.gl/n07d1y>
Dun and Bradstreet - : <https://goo.gl/8hPZu8>
10 seos - : <https://goo.gl/OZqO2V>
Facebook - : <https://goo.gl/Ypmkk8>
About.me - : <https://goo.gl/TzLzSG>
Alternion - : <https://goo.gl/qrsYW5>

Reviews:

<https://goo.gl/Zmcxju>
<https://goo.gl/dkb3i2>
<https://goo.gl/uxQHM9>
<https://goo.gl/Ud6yFZ>
<https://goo.gl/s7gfik>
<https://goo.gl/vrVqtq>
<https://goo.gl/XyDyXG>
<https://goo.gl/X3KrmW>
<https://goo.gl/wQz9h2>
<https://goo.gl/6p8VNf>
<https://goo.gl/wEAU67>
<https://goo.gl/8PgNrA>

Posts:

<https://goo.gl/e8E54H>
<https://goo.gl/xgHuxX>
<https://goo.gl/amBDT5>