



Getting your keyword density right...

Keyword density is important and is a balance. Too high and search engines will think you are trying to deceive them. Too low and you won't get yourself up the rankings. Research suggests a keyword or phrase density of anywhere between 4 and 5 is optimum.

There are various tools out there to help assess keyword density all of which do a pretty good job. What do they show?

Document info

Url: <http://www.webdesign.co.im/default.aspx>

Title: Web Design|Search Engine Optimisation|Pay per Click|Liverpool|Widnes|Isle of Man

Meta keywords: web design,search engine optimisation, pay per click, internet consultant, web copywriting, internet consultancy, internet marketing consultants, internet development, internet marketing, online marketing, get on google, google ranking, google optimisation, google seo, Widnes, Liverpool, Warrington and the Isle of Man

Meta description: Viralweb specialises in Web Design, Search Engine Optimisation, Pay per Click, Web and Internet Marketing via Google, Yahoo!, MSN and ASK and Web Copywriting. The business operates in Widnes, Liverpool, Warrington and the Isle of Man

There is quite an amount of chatter that 'meta keywords' are no longer really necessary as web spiders ignore them. I think this is correct but I include them on the basis they can do no harm. What is important is the 'meta description'. This is because search engines will often use this as the description of your site under the site link in a search results page.

Total 2 word phrases: 28

| Keyword | Found in | Repeats | Density | Load Google keywords data | |
|-------------------------------------|----------|---------|---------|---------------------------|--------------------|
| | | | | Search volume ? | Estimated Avg. CPC |
| search engine | T, K, D | 11 | 4.65 | 2,740,000 | \$4.66 |
| web design | T, K, D | 10 | 4.23 | 2,740,000 | \$4.70 |
| engine optimisation | T, K, D | 8 | 3.38 | Insufficient Data | \$0.05 |
| pay per | T, K, D | 8 | 3.38 | 550,000 | \$7.19 |
| per click | T, K, D | 8 | 3.38 | 301,000 | \$9.63 |

This screen shows that the Viralweb Ltd home page has a good score for its important two word phrase which is 'web design'. Those words repeat 11 times on the page and have an overall density of 4.65. The T,K,D stands for Title [the words are in the title of the page] Keywords [the words are in the meta keyword] and Description [the phrases is in the meta description]

| Keyword | Found in | Repeats | Density | Search volume ? | Estimated Avg. CPC ? |
|--|----------|---------|---------|-----------------|----------------------|
| search engine optimisation | T, K, D | 8 | 5.07 | 22,200 | \$6.78 |
| pay per click | T, K, D | 8 | 5.07 | 301,000 | \$9.78 |

The third screen capture shows the three word phrases. These are important for Viralweb Ltd as it has two major three word phrases that describe what it does, 'Search Engine Optimisation' and 'Pay per Click'. These two phrases are spot on with scores of 5.07. So as far as a search engine indexes are concerned this page is obviously very relevant to anyone who is searching using the key phrases of 'web design', 'search engine optimisation' and 'pay per click'.

For further information on how to optimise your pages for search engines please contact Viralweb Ltd
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