**How Google "Sees" the Keywords on Your Page**Lisa Suttora

|  |
| --- |
| In a never ending effort to improve search engine  relevance, Google continually looks at new ways to slice and dice information on the Internet in order to serve up better search results.  For example, if a person comes to Google looking to buy a 6 pack of plain white t-shirts, Google knows that people don't want to have to wade through pages of search results for the super hot band "Plain White T's" in order to find an Internet store that sells the plain white t-shirts they are looking for.  So Google has had to figure out a way to determine whether or not a web page truly does provide relevant results for Internet searches or whether it just happens to contain a popular keyword.  To do this, Google did some research and found that for almost every keyword, there are other words that are associated with it on the same page IF the site is truly on-topic and relevant for that keyword.  Let's look at an example.  Let's say someone is searching in Google because they want to buy some plain white t-shirts.  Now a more sophisticated Internet searcher would usually use some additional relevant keywords to do their search.  But a lot of people will search for the basic keywords that come to mind - and then try and narrow their search results from there.  If you were to search using the keywords "plain white t-shirt", four of the 5 top search results on the page are about the hit band "Plain White T's".  The fifth search result however, brings up a website that *sells* plain white t-shirts.  And it's the only one on the first page (at the time of the writing of this strategy).  Picture Description  Why is this website so highly ranked for the terms "plain white t-shirts"?  Because it contains several words on the page that Google has also deemed related to the type of "plain white t shirt" that you wear, rather than one of this year's hottest bands.  This is because when Google finds these *associated* keywords on a web page, they are pretty sure the site is on-topic and is an authority on the subject and Google will rank the site higher.  So if you want to get the best search engine ranking for the products you're selling, for your blog, Squidoo page, eBay listings, website - basically any page you post on the Internet, the best way to achieve this is to use keywords related to your primary keywords on your page.  In the example of "plain white t-shirts" those related keywords could be "v-neck, round neck, 100% cotton, 6 pack, heavyweight, twin-need stitching" etc.  Here's another example, if someone is searching the Internet for a site that sells competitive leotards for gymnastics, the site that uses the keywords related to competitive gymnastics will be better ranked than one that simply lists the name of the leotard, the brand and the size.  Take a look at this search engine result below for competitive leotards:  Picture Description  If you click through to the [Snow Leotards website](http://www.snowleotards.com/), you'll see that they have also used the keywords "coaches pick, competition, Olympic dream" all of which are keywords that would be relevant to a site that sells leotards for competitive gymnasts.  3 Ways to Finding the Top Related Keywords for Your Product  So how do you *know* which keywords are the top related keywords for your topic?  **1. Keyword Suggestion Tools.**There are many keyword suggestion tools such as the [free Google Adwords tool](http://https/adwords.google.com/select/KeywordToolExternal)or the free and/or paid versions of [Wordtracker](http://freekeywords.wordtracker.com/" \t "_blank) that will help you determine which keywords might be relevant to your primary keyword.  eBay's [BayEstimator](http://www.whatdoisell.com/article.php?ElementIdToDisplay=17747&SiteIdToDisplay=72&SectionIdToDisplay=6047&PM=m&ArticleIdToDisplay=10890&SessId=0b4e7e7897da9d8c16c2382b6e20c8c8&SessId=dc009543a340d8446b9b32e7db6e827c) will tell you the most relevant keywords to use if you sell your products on eBay.  Use these tools to do a search for keywords associated to your related keyword.  **2. Know Your Niche.**Subject matter knowledge of the product you are selling helps as well.  For example, someone who knows the niche of leotards for competitive gymnasts, would also know something about the world of competitive gymnastics.  This knowledge of the niche you sell in will help you fill in the "associated keyword blanks" in way that someone who is just trying to find a "product to sell" could never do.  Keyword tools are great, there's no doubt about it!  But there's also no substitute for knowing your niche product line*and* about the category *and* about the people who buy those products - inside and out.  **3. Build a Keyword Bank™.**The Internet always has and will continue to be a keyword driven environment.  And if you want someone to find your products, you must always be in the Keyword Mindset™.   Being in the Keyword Mindset means that you relate everything that you write or post to the Internet back to the specific keywords that relate to your product.  To do this however, you don't want to keep a thousand keywords floating in your head!  That's why every online business owner needs to build a Keyword Bank™.  A Keyword Bank is a spreadsheet of database of all the relevant keywords that are related to the products or services that you sell.  The reason we call it a "Keyword Bank" is because when you create a bank or a repository of keywords to draw from, it's like money in the bank!  To get started building your Keyword Bank™, you'll need a tool to track and sort your keywords (we prefer an Excel spreadsheet) and then you'll need to start populating that spreadsheet with the keywords relevant to your products.  This way, when you go to create an eBay listing or an eBay store description or a web page, you'll have a ready made list of relevant keywords that Google will be looking for in order to give your products are better ranking in the search engine results!  Simple Changes Yield Big Results!  By simply adding more relevant keywords to your page - no matter whether it is an eBay listing or a blog post, the search engines will favor those pages.  A large portion of Internet sellers don't realize the power of this strategy.  Many simply don't want to be bothered with identifying relevant keywords and creating a list of keywords to pull from.  You can take advantage of this strategy and get your products/website etc. ranked better than your competitors.  Using relevant keywords.  A powerful strategy that gives you an advantage online. |