

The Role Keywords Play in Getting Your Website to the Top of the Organic Search Results How Kentico Makes it Easy

Keywords influence the placement of your website on a search results page in two ways.

First, placement is based on your site content's relevance to the search terms. Relevance is evaluated by how well optimized your site is for the keyword, and by the extent of the match between your site keywords and the search keywords. Therefore, you should tailor your site content to be relevant to the keywords used in searches by your target market to find products and services like yours.

Second, placement is based on your site's Page Rank. Google's Page Rank assesses the credibility of your website based on the number of other well optimized websites linking into your site. Not all inbound links are created equal, so your goal should be quality rather than quantity. A quality inbound external link is one that is optimized for your keyword, and that has as its link back to your site, the actual keyword for which you're trying to optimize for. The higher your site scores against this requirement, the higher ranking it will receive in organic search results. If your site and your competitor's site contain the same relevant content keywords but your site has a higher Page Rank due to more relevant inbound links, your site will appear higher in the organic search results. In addition, having a high Page Rank will ultimately lower your pay per click costs if you're doing a paid search campaign.

Choosing Relevant Keywords

Keyword research aims to determine which keywords will yield the best leads and highest search results for your website. The keywords you select must meet the following criteria:

- **High Relevance:** The relevance the keyword has to your business, products and services. For example, a keyword with high relevance for supply chain software company targeting hospitals would be "hospital supply chain software".
- **Low Difficulty:** The difficulty in breaking into the top ten rankings on Google. A broad term such "marketing," for example, has high difficulty.
- **High Traffic:** The number of times the keyword is used in searches.

Here are a few successful tactics to determine the most relevant keywords for your Web site:

- A Web site analytics package can tell you what terms people are using to access your site.
- Analyze your competitors' source code to see what keywords they're using.
- Ask your customers and prospects what terms they used to gain access to your site.

Testing Keywords

After you've completed this research, testing a list of keywords against one or two keyword tools is the next step. A keyword tool helps you refine your keywords by determining their relevance and potential traffic generation, as well as come up with additional terms.

Placing Keywords for Organic Search Engine Optimization

Once you've identified the right keywords, you'll need to analyze your site content to make sure it supports your keyword list. Basically, you need to let the search engines know which keywords are most important to you, thereby increasing the chances that your site will be deemed relevant to the search term and appear higher in the search results.

Accordingly, each page's title, meta description and url should contain the keyword you're trying to be optimized for. The page's body copy should contain a header including the keyword. Use H1 tags for the main heading rather than images or straight text for search engine optimization, because the search engines rate H content as more important than other types of text.

Finally, the content on the page must contain your chosen keywords in the right places to improve your site's chances of ranking in the top results for those selected keywords. Generally speaking, having the keyword appear early in the first paragraph and then at the end of the page's content, will improve your rankings for that keyword.

How the Kentico CMS for ASP.NET Content Management System Makes it Easy to Incorporate Keywords Into Your Website

Kentico CMS for ASP.NET (“Kentico”) makes search engine optimization (SEO) easy, and gives you the tools you need to maintain excellent search engine rankings.

From a pure SEO standpoint, Kentico forces you to enter content for meta tags including the title tag, description tag and keyword tag, making your site compliant with SEO best practices. Also, Kentico’s CMS for ASP.NET provides URL Aliasing, which enables creation of simple, readable URLs, as well as search-friendly URLs, in place of long, complex URLs. With this functionality, you can easily incorporate keywords into the url of every page on your website, one of the key ingredients of SEO.

Using Kentico in conjunction with your web analytics tool will also improve your SEO rankings. Look at your web analytics software to determine which keywords are delivering the most qualified traffic to your website. Once you identify the keywords that drive the visitors who spend the most time on your site and who convert into qualified opportunities, build out more pages dedicated to that keyword. With Kentico, you can easily create these new, optimized pages. Doing so, will enable you to rank higher in the organic search results for that term.

As mentioned above, testing your keywords to ultimately arrive at the best ones is important for SEO. With a user friendly interface and an easy to use WYSIWYG editor, combined with version control, you can continuously edit the keywords and the copy on your website pages using Kentico.

This article was created by Jon Baer of Wakefly. Wakefly is a [Kentico Solutions Partner](#), and offers professionally designed, scalable, and customizable websites.