



**MalaneNewman** [white paper]

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## Keywords

One of the most important aspects of your web site is how and where you've placed keywords and phrases - and which keywords you've chosen for your keyword tags. Think about what your prospects would type into a search box of an engine to find you. Those should be your keywords. But how do you go about determining the *ideal* keywords for targeting your web pages?

There is a free Windows software tool from Softnik Technologies called [Good Keywords](#).

Use Good Keywords to find suitable keyword sets, create your meta tags, brainstorm product ideas, etc. Here is an example of how the software works:

If you type '**computer**' the Overture/GoTo search suggestion tool will tell you that during the last month the word 'computer' was searched 459549 (these numbers are not exact and are used as examples only) times at Overture.Com. Similarly '**computer game**' was searched 302207 times. Also, given one word it will tell you all relevant combinations of that word (again this is based on actual searches done by people).

If the word you typed in is not a common search term you will not get any results. It simply means that **very few people actually searched** for that word during the last month.

The Lycos and Teoma component of Good Keywords will tell you the other combinations of keywords similar to the one you typed in (related searches). If these search engines have no suggestion it doesn't mean that there are actually no search results.

The software is useful for **researching how people search the web** and then optimizing your own web pages so that more people find your web site.

## Site Popularity Feature

The Site Popularity Meter in Good Keywords is based on the popular Alexa (alex.com) service. Alexa ranks web sites depending on the number of times Alexa users visit the site. While this is not exactly 100% accurate it gives a very good indication of how your site compares with that of your competitors. Since Alexa is a Windows tool, the Alexa statistics will not be accurate for sites that are normally visited by non Windows based surfers.

## Link Popularity Feature

The Link Popularity Meter displays the number of web sites that link to your site. This information is extracted from search engines (Altavista, Lycos, MSN and Google).