

is good to take some time out and get ideas from those who are already succeeding online.

Where and how will you win?

The internet becomes more competitive every day, but it is still a relatively immature medium that is evolving quickly. If you think it's hard to be on top at the moment, just wait until five years from now! Winning today is more and more about identifying a great niche and then ruthlessly pursuing a dominance in that niche. If you think about things from a business perspective first, your SEO effort will be all the more effective.

In summary (and to use a fishing analogy), look at what the more experienced anglers are doing. Copy what works but don't follow the crowd: Find a good stream that isn't overfished; stand where the current runs strongest; and use the right bait. Most importantly, keep the right fish and throw back the tiddlers for someone else to catch.

1.2 Keyword discovery

When a user visits a search engine, they type words into the search box to find what they are looking for. The search terms they type are called keywords and the combinations of keywords are keyphrases.

If you imagine that building an optimized site is like cooking a meal, then keywords are the essential ingredients. Would you attempt to cook a complex new dish without first referring to a recipe? Would you start before you had all the ingredients available and properly prepared? In our analogy, keywords are your ingredients and the rest of the seven-step approach is your recipe.

Ideally, you should undertake keyword research well before you choose a domain name, structure your site, and build your content. However, this is not always possible, as most webmasters only turn to SEO after they've built their site.