isn't important. If someone you met at a party or in the street could remember your business name and wanted to use Google to find your site, you should certainly ensure that you appear in the top five. However, your business name is very easy to optimize for and only likely ever to yield traffic from people you have already met or who have heard of your business through a word-of-mouth referral. The real power of a search engine is its ability to deliver quality leads from people who have *never* heard of your business before. As such, ranking number one for your business name, while it's an important foundation, is really only of secondary importance in the race to achieve good rankings on the web.

2   Many site owners (particularly in the business-to-business sector) make the mistake of wanting to rank well for very esoteric and supply-side terminology. For example, one client of mine was very happy to be in the top 10 on Google for "specimen trees and shrubs," because that was the supply-side terminology for his main business (importing wholesale trees and shrubs). However, fewer than 10 people a month worldwide search using that phrase. My client would have been much better off optimizing for "wholesale plants," which attracts a much more significant volume of searches. In short, his excellent search engine position was useless to him, as it never resulted in any traffic.

3   Many webmasters only want to rank well for single words (rather than chains of words). You may be surprised to hear that (based on research by OneStat.com) 33% of all searches on search engines are for two-word combinations, 26% for three words, and 21% for four or more words. Just 20% of people search on single words. Why does that surprise you, though? Isn't that what you do when you're searching? Even if you start with one word, the results you get are generally not specific enough (so you try adding further words to refine your search). It is therefore vital that keyword analysis is firmly based on