

Identifying related keywords

Related keyphrases and keywords have a similar meaning or inference to your main keyphrases and keywords. There is reliable empirical evidence that Google and other search engines make increasing use of semantics in assessing the quality of a page for ranking purposes. A low-quality web page, designed by spammers for search engine, rather than human, consumption, will typically be crammed full of the same search phrase, repeated over and over again. It won't contain the related words.

A high-quality page (naturally written) will, by contrast, typically be full of words semantically related to the main search term used. As search engines move ever further toward employing semantic intelligence in their ranking systems, using related keywords will become ever more important to avoid scoring low in the rankings.

Perhaps more importantly, you should remember that the phrases you might use to search for something will not be the same phrases that someone else would naturally use, so some research is required.

FORUM TOOLS

There is an excellent tool on the web for locating related keywords, the GoRank Ontology Finder (Related Keywords Lookup Tool). This tool runs a "related word" enquiry against the Google index. See www.gorank.com/seotools/ontology/. Visit the forum (www.seo-expert-services.co.uk) for more excellent tools like these.

Try using an ontology tool (and an ordinary thesaurus) to identify some related terms. Your optimization campaign should ideally use a mixture of these words in both on-page and off-page activities.

Brad wants to explore related words for his important qualifying words "cheap" and "quality." He uses both the GoRank Ontology Finder and Microsoft Word's Thesaurus function and finds the following: