

printing services, cheap business card printing, business card printing company, custom business card printing, business card design printing, business card discount printing, business card printing Idaho, business card printing Boise

Brad was interested to note that “business cards” appeared more often than “business card.” He has learnt another key lesson: Always pluralize your keywords where you can. You will achieve higher traffic this way, because of the way search engines handle queries and users perform searches. As I have said, learn from your competitors where you can!

For a typical small (10-page) site, you should now have approximately 35–40 one-word and two-word phrases and perhaps as many as 60–75 three-word and four-or-more-word combinations.

1.3 Keyword attractiveness

You may be wondering at this point how you are going to optimize your site for more than 100 keyphrases. Well, stop worrying! We are now going to narrow down the target list substantially in the second D-A-D step, keyword attractiveness.

Keyword attractiveness is all about balancing the demand for your chosen keywords against the number of competing sites supplying relevant results. Attractive keyphrases are those that are relatively under-exploited – these are the phrases that pay.

Imagine that SEO is like target practice, where you only have a certain amount of ammunition. There are several different targets you can shoot at, all at varying distances away from your gun sites. You are seeking bullseyes. Would you shoot at only one target, putting hole after hole through the bullseye? No! Would you aim at the targets furthest away from you and see round after round expended fruitlessly?