No! This analogy is in fact very apposite, as SEO is a very similar challenge.

You may think that you have an unlimited number of bullets. After all, you could create as many pages as there are variants in search terms and build as many links as the web will support. However, in practice you are limited by your own time, the tolerance of your customers, and the Google spam filters. Your time is probably better spent running your business than sitting at your computer doing SEO into the small hours (that's what people like me are for). Your customers are also unlikely to be impressed by hundreds of similar pages. Finally, Google does look actively for – and deflate the ranking of – sites with an excessive number of inbound links (links from other sites) relative to their traffic, or for time periods where the links to a site have grown much more quickly than one would naturally expect.

So choose your targets carefully. Make sure you take the easier bullseyes on offer (where the target is close by). Similarly, spread your effort across a wide range of targets. Finally, do not give up on the faraway targets, but be mindful of how much ammunition you are using on them. Keyword attractiveness is the toolset you use to decide where to fire – and how often.

Keyword popularity (P)

The first component of keyword attractiveness is popularity. What are the keywords most customers will use today to find your site? You may think you know already (and possibly you do), but then again you may be surprised.

One of the most wonderful things about search engines is that they make available (for public research purposes) "insider data" about what people search for on their sites. They do this in a variety of ways, generally through application program interfaces (APIs), which allow developers to point their web-based or desktop software directly at the underlying search engine index.