

## Popularizing keywords for better marketing

Keywords have been of much importance in SEO. This kind of optimization is not a pay-per-click form of marketing. It is not possible that you can have a hundred lists of keywords in an instant from well known web sites of search engines every time optimization starts. It is necessary that you build them on a time period. Are there any methods that will be use to optimize the keywords? Yes, and here are the list of the methods which are usable for your site.

1. Creation of smart pages. Like for instance if you wish to optimize a new keyword sets for the use of your new optimize site. Create a new page and change it's name based on the keywords you wish to optimize instead of doing some changes on your old keywords. "Optimizing Search Engine .html" is one of the sample which shows a better way of naming convention to smart pages.

2. Put different keyword sets on title tags on different pages. In your main or primary page, you can put a keyword set in which you think is related and connected to the contents of your page. Then put other keyword set to your other pages on the title tags, consisting more with essential keywords on the front.

3. Get links back leading your site. It is recommended that you establish your sites back links in every page that you plan to optimize. Like for instance, pages contains sub pages which is intended primarily for optimize keywords like "SEO services", do not forget this keyword and always include as being an anchor text of you site while you are conducting or campaigning for reciprocal linking. Also place your keywords as anchor text on other pages.

4. Content, contents and more content. Make sure that you were able to supply different contents on your different pages which you will optimize. If you are having pages intended for affiliate marketing optimization of keywords, always put in mind that related keywords should be found on the content.

You can always add the pages of your site more and more so that you can increase your keywords which is very essential in optimization. This will be of great advantage on your part making your site having more importance because it contains essential and valuable contents. This in turn enables you to popularize your keywords which can help a lot in your marketing.

## About the Author

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