

Module 3: Choosing Keywords to Outsmart the Competition

Keywords= The phrase of 1-4 words you want your web page to be about.

Places to research keywords.

Here's the deal: If you're looking for keywords associated with carpet cleaning, I've already provided these for you. They are **1st)** "Carpet Cleaning Yourcity" or **2nd Best)** "Carpet Cleaners Yourcity".

Spending lots of time and money on this could be a waste. But if you're searching for a special keyword, or you are in a big city, these tools can be valuable for finding keywords niches. For instance, if you're in Atlanta, it will be difficult to get ranked for "Carpet Cleaning Atlanta", but it may be easy to get ranked for "Carpet Cleaning in Atlanta".

Google Adwords Keyword Tool (<https://adwords.google.com/select/KeywordToolExternal>)
Good Keywords (www.GoodKeywords.com)

Optimize Each Page, Not Just the Home Page

The copy on your page is HIGHLY important. Optimize each page for the keywords the page is about. For instance, one page may be about "carpet cleaning atlanta" while another is about "tile cleaning atlanta" and another about "upholstery cleaning atlanta."

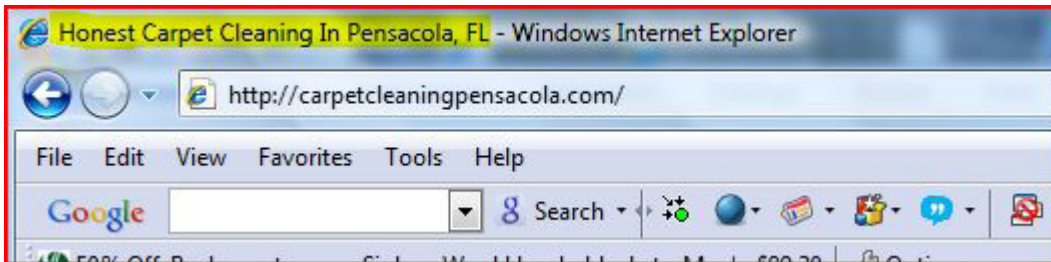
You must have your keywords placed in various places throughout. Avoid using the keyword phrases in the exact same order. In other words, for carpet cleaning your keywords will be, "Carpet Cleaning Atlanta." Use variations.

- Set title tag, "Carpet Cleaners Atlanta | Carpet Cleaning Atlanta | Atlanta GA Carpet Cleaning."
- Your description could be, "Professional Carpet Cleaning serving Atlanta with a 100% Guarantee."
- In your headline, use "The Best Carpet Cleaning in Atlanta Georgia."
- In your body copy, mention just "carpet" several times. Mention "cleaning" several times.

*CAUTION: Don't use the EXACT wording as above. These are suggestions as guidelines. If you use these exact phrases, Google will raise an eyebrow and consider your site duplicated content.

Here's what you want to place your keywords:

Title Tag: Put the most important words first. Use 5-12 words in the entire tag (under 65 characters).



Meta description: Make it conversational and use a sales point. Limit it to 95 characters.

```
<title>Honest Carpet Cleaning In Pensacola, FL</title>
<meta name="keywords" content="carpet cleaning pensacola,carpet cleaner pensacola,tile,Carpet Cleaning In Pensacola,Florida,FL,Cleaner,rug,Cleaning,steam,Carpet,Gulf Breeze,health,Milton,Pace,marble,oriental rug">
<meta name="description" content="You'll get the cleanest carpet cleaning in Pensacola FL with our Guaranteed NO RETURNING SPOTS for 30 days after cleaning.">
<body>
<style type="text/css" media="screen"><!--
body{text-align:center;}
table { border-collapse: collapse; padding:0px; margin:0px}
```

H1 Header: Use your keywords with additional words to appear conversational


A large advertisement banner with a blue background. On the left, a woman in a white shirt and pink boots is kneeling and cleaning a stain on a carpet. The text "No Problem." is written in large, bold, black letters. To the right of this text, a list of stains is displayed in a circular pattern: "Soda spills", "Red Stains", "Wax", "Gum", "Dirty Traffic Lanes", "Pet Accidents", "Grease", "Rust", "Wine spills", "Food", "Dirt", "Grime", "Oils", "Coffee", and "Odors". In the top right corner, there is a diamond-shaped logo with the text "PREMIUM Carpet Care". Below the main banner, there is a video thumbnail with the text "action news kansas city investigate - carpet cl..." and a play button icon. To the right of the video, there is a call to action: "Get a FREE Cleaning Estimate" and "Click Here Now!". Below this, there is a photo of a smiling woman sitting on a yellow sofa. At the bottom right, there are two links: "Carpet Cleaning Pensacola" and "Rug Cleaning Shop".

H2, H3 Headers: Same as H1, but don't use your keywords in every header

You'll get a trained technician armed with at least 12 specialty spot removers to remove your stains. The technician sent out to your home is a spot removal specialist. It's what he does all day.


So give us a try. It's a lot better than staring at a HUGE ugly stain the rest of the time you have your carpet. **Hire a cleaning company with a great reputation.**

We also service Pensacola, Pace, Milton, Cantonment, Gulf Breeze, and Navarre Florida



[Home Page](#)

Body copy: Randomly in a conversational manner through the page



[Dir](#)

A rugged man knocked on the door of my **Pensacola** home and asked if he could give an estimate to **clean my carpet**. The man looked the job over and quoted me an attractive price. I replied, "Okay, that sounds good. Do you have insurance?" In his feeble attempt to cover my objection he stated, "I had insurance, but it got too expensive. I dropped it to keep my prices down." I politely smiled and said I'd call him if I needed him.

No insurance? If the price is several hundred dollars cheaper it may sound like an attractive offer. But think about this: If he can't afford insurance, can he afford to buy you new **carpet** if he ruins your **carpeting**? Even worse, don't you think his family will sue you if he gets severely hurt while on your property?

And what are the chances that he knows how to properly **clean carpet** if he can't afford insurance? Chances are, if he doesn't have the money for insurance, he also doesn't have money for proper equipment, proper training, etc. You really do get what you pay for.

If he doesn't have insurance, I can just about assure you he has no workman's compensation on himself. You can be sued if he gets hurt. If he doesn't have insurance, you are providing the insurance for him with the discount he is giving you.

Picture tag: The ALT for the picture

```
<tr>  
<td colspan="2"></td>  
</tr><tr>
```

Anchor text: Use the keyword phrase or portions of the keywords



Strong Recommendations:

- Don't use duplicated content from another website. Write your own stuff or have it written.
- NEVER start title or description with phrases like, "Welcome to...", "Home Page", "YourCompany Name." When in doubt, ignore the keywords and write the page to get your sales message across. Then, come back and optimize the keywords.
- DON'T use the same exact keyword phrases over and over.
- Create valuable, meaningful content that readers want to read

Anchor text

When appropriate, use keywords in the text for anchor links. You also want to use this when posting articles and links to your website from blogs and forums. Below is the HTML code for this.

```
<a href="yourweblink.htm">Anchor Text Keywords Here</a>
```

Tutorial on Title Tags

<http://tools.seobook.com/meta-medic>

The truth about keywords (what most SEO and webmaster never tell you):

Keywords are very important. If you're in an area with no competition on the internet, setting your keywords may be all you need to do. But for most area, setting your keywords are only the start to

SEO. This shows Google that you are saying your site is about, "Carpet Cleaning Atlanta." Then, Google wants you to prove it.

Remember, Here's what else Google looks for:

- Number of incoming links with sites associated with "Carpet" or "Cleaning" or "Atlanta"
- Link popularity and reputation of your incoming links
- Age of your site

Change Keywords on Your Website

WARNING: This is a brief intro for some of you who've asked. If this confuses you, DO NOT worry. I'll be going over it more later. Or, my staff or your webmaster to do this for you for a small charge.

- Right click your web page. Click on "View Source." Now you'll see the HTML.
- Make a backup of the page saved under a different name
- Make the changes to the HTML as per above.
- Save your web page as the exact same file name. If it's the main page, it will be index.html
- You'll need an FTP. Get Core FTP Lite FREE at <http://www.coreftp.com>
- Upload the new page file
- Go back to your web page and check that the changes are done

Action Item: Go to www.Google.com and register for an Adwords account. It's FREE and you'll need this even if you never use Adwords. Then, go to the Keyword Tool and research keywords for your city name and large cities near you. Find 5 places to strategically place keywords on your website.