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Listed Here Is A Basic Guide To Implementing Proper Positioning Of Your Keywords.

If perhaps you were trying to get more visitors from the search engines or even just boost your rankings in their results, you should start by checking out your website. You must realize that if you want to acquire the best position as possible in the search engines you have to make sure your keywords are located in the right places on your website. In this post we're going to be covering a few ways to place your keywords on your website to acquire more love from the search engines.

Most of you may already be aware but your keyword or keyword phrase needs to be in your URL, this is the actual website address. Not surprisingly this very same thing goes for all you bloggers out there, every single post should have the keyword within the URL. If you happen to utilize the wordpress platform you can actually change the perma-link when you're creating your post, just make certain that the perma-link is your keyword phrase.

Something different people don't generally think about are the H1, H2 and the H3 tags within the web pages. You should be sure that your keyword or phrase is integrated in all of these tags. What this is going to do will be to help the search engine spiders see that the first thing on your site or web page is your keywords.

Quite a few of you have likely heard of the first sentence rule. This simply means that no matter if you're making a post or a website your keywords must be inside the first sentence of your website or post. Nevertheless, although you may already know that, there is one more guideline you probably don't know about and that's the last sentence rule. It is basically the same as the first sentence rule yet it applies to the last sentence of subject material on your page.

And we should not overlook the keyword density which is also very important. Primarily this is how many times you have your keyword or keyword phrase included throughout your content. A good basic standard for the keyword density is always to keep it between 3 and 5 percent. Make sure you don't just fill your web page with the keywords as you may be accused of keyword stuffing.

Something else you will want to manage is how you format all the keywords on the page. Throughout your content or site make sure all but 1 example of your keywords and phrases are either bold, italic or underlined. So each and every time your keyword is found in the content it should be in one of those 3 formats. Never just use one structure like, bold, you really need to use them all and mix all of them up. Never just place every one of your keywords in bold print throughout the entire page.

When you stick to these simple keyword rules when you're creating websites or posts you will find yourself with a higher ranking. Yet another thing about the backlink building part, is that you will need to begin creating links to all the pages on your site or blog and never concentrate on just the home page.