

The Key to Connecting with Target Prospects:

Words by Deborah Chaddock Brown

How effective are you in connecting with target prospects on the Internet? You've created a website and perhaps you have a blog, but how successful have you been in attracting the niche customer you seek?

One secret to connecting effectively is constantly creating new and valuable content; on your blog, on your website, in the articles and press releases you submit to the web. The keyword being "valuable." Uploading content just to have fresh words on the web isn't as effective as being known for offering ideas and suggestions that make people think or change the way they currently respond to a situation.

Hand-in-hand with valuable content is content that is laced with the keywords and phrases your target prospect is searching. Many will argue the exact number of times a keyword phrase must be used; some say 10%, others say you just need to use keywords in titles and subtitles, but the fact remains – understanding what those keywords are and then ensuring your content includes them is critical.

Which Keywords?

There are many resources that will provide information on keywords – some free and some not, but the easiest way to view keywords is just to type them in the search box. How many other sites use those phrases/words? How many pay-per-click ads appear off to the right of the screen? Put "quotation marks" around the search phrases so you only view the results with the exact phrase in that exact order.

Visit www.google.com/trends and pit two potential keywords phrases against each other and see which is more frequently searched.

Visit www.Alexa.com is another search site that provides competitor information for a particular phrases offering information on their rank, number of inbound links, speed of their site and other sites people who visit that business also visit.

Sites like <http://www.nichebot.com/o/> and www.Wordtracker.com offer a service that provides keyword results.

If you have a competitor that you admire, visit their site and view the keywords embedded in their html. How? While on their home page, click View and then Page Source or Source. You'll see a lot of code, but pretty close to the top of the page you should see a string of keywords and phrases. Which leads me to where you should use keywords and phrases.

Where do you put the keywords?

Source code: list a series of keywords your prospect might be searching for and make sure each of your web pages not only includes them in the visible text, but also in the source code managed by your web master.

Anchor text. Anchor text are the words that are in blue with an underline that indicate to the reader they may click and be taken to another location or to a PDF file. Instead of using the words "click here" or for "more information" actually use the keywords.

Everywhere: your press releases, articles, newsletters, blog comments, subtitles, call to action statements and in the keywords block at the end of every blog posting.

Review your current Internet sites. Where can you add keywords and phrases to your web presence? If you need help – call me.

330-414-8792.

Cool Tools of the Month

I have two new ones this month you might find of interest.

Utterz: I have been trying and failing to create and upload a podcast. I don't have any problem with the recording – it is translating it into the proper code so the audio file will play on the net that has been the sticking problem. Now there is Utterz. Think "audio Twittering."

Did I loose you? Wait until I tell you about the other tool: **Ning.**

A Ning a combination of a Network and a Ping. Although some of these tool names are ridiculous – the service they offer isn't so funny – it is actually worth looking into.

With Utterz – you can create an audio message and send it via your cell phone to Utterz who modifies the file so it is web-ready and then posts on the site/blog you select. You can add video and photos – all from your phone. Free.

Nings – are kind of like a blog/Squidoo/Social network rolled into one. I just created a Ning entitled Creating Internet Fame. You design a Ning – easier than making Rice Krispie Treats – with a particular discussion in mind and then you invite friends to join in the discussion. Similar to Facebook and Linked in – you actually join the network – similar to a blog in that you share comments and thoughts about that topic with the other members of the Ning network.

Visit <http://InternetFame.ning.com> to join in the conversation.