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Article Marketing Suggestions: The Necessity Of Keywords

Keyword density and placement are important parts of optimizing your articles for search engines. Search engine spiders scan a page in a way that makes it important to place your key phrases where they are going to be detected and recognized as a keyword, to ensure that your post will come up when somebody searches for that keyword.

What is really a Keyword?

A keyword is a word that's going to be placed in your post several instances, not just once as that would make every word a search phrase. When a spider sees that you have a term placed several instances in an post, it will figure out that your page might be useful to users that search for such a keyword. Having high ranking key phrases is crucial to get [free traffic to websites](#).

Over Optimizing Your Articles

It's crucial to note that there is also such a thing as over optimizing your articles for specific words, this is known as "keyword stuffing". When you stuff key phrases in an article a spider will detect that you are trying to trick it into placing your article high within the look for engine results for that term, and will instead penalize your website and your page for doing such. This might even affect the rankings of your other pages or get your site blacklisted from a particular look for engine if you're found search phrase stuffing too many instances.

What is Keyword Density?

Search phrase density is how many times your search phrase is placed in your article. Most use a percentage to figure out how numerous instances they'll put a search phrase in an article. For instance, if you have a 500 word post and wish to achieve a search phrase density of 5%, then you will need to have the keyword inside your article exactly 25 times. You can discover hundreds of resources and guides recommending one search phrase density more than an additional and the reasons behind the logic, nevertheless, in the end you will have to determine which density is more profitable for your content articles. Each webmaster has their own density that they like to accomplish based on past outcomes. As long as you don't more than optimize and you are producing sufficient profit from your rankings, then you can choose whatever search phrase density you like.

The Right Density

No matter what exact density you select, it is crucial to place keywords to ensure that there are more at the beginning and end to produce an hour glass effect. Having the right search phrase density in your article makes it more likely that you will make money off of that article because it will rise within the search engine outcomes and be seen by more people. If your strategy on submitting your content articles to many directories it is a great idea to spin them to create original content to ensure that they are going to be accepted. Read this review on [Best Spinner Review](#) and see why it truly is The Greatest Spinner.

Learn how to exercise your body at home by studying this website on how you can put together a great [boot camp workout](#). These are more efficient than any other type of exercise plan.

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