



Saturating Relevant Keywords Into Your Site

Today, we'll look at how to weave keywords and keyword phrases throughout a Web site to help increase natural search traffic to a Web site. But first, let's review a site's architecture.

When building a Web site, one of the first steps is to organize the site's underlying structure. A Web site must be flexible and organized in a way that makes day-to-day housekeeping and long-term maintenance efficient and manageable.

File That, Please

Most Web sites use a hierarchical directory structure to separate and organize flat HTML files within it. Individual files should have easily identifiable names. Once a file name and its location are established, they shouldn't be changed.

Some Web sites contain only a few files and require a relatively simple architecture. Others are large and require a more sophisticated structure. Large or small, well-optimized sites adhere to specific naming conventions to ensure all information is readily accessible to search bots and spiders.

The deeper you bury keyword rich content, the less likely search engines will find it. Some search engine spiders won't go deeper than a certain number of subdirectories. A hierarchical directory with a flat file structure, in which the numbers of slashes in the URL are minimized, will help ensure more pages of your site are indexed. Sub-domains within the site can be equally well optimized.

Either site architecture works well in all search engines, especially Yahoo! and MSN. However, it will still take highly relevant page content to rank well for specific keywords and keyword phrases in the major search engines (along with high-quality links into the site).

On the Page

The text within an individual Web page title (generally used in the meta details behind the page as a title tag) is accorded weight by the search engines than nearly any other text on the page.

Keywords at the beginning of the title tag are given the most weight. By leading with keywords carefully chosen for specific Web pages, you can make each site page more relevant for keywords and keyword phrases used in popular Web searches.

There are six heading tags, H1 through H6, in basic HTML coding. The search engines consider H1 tags to be more significant than the rest of the body copy. Text within an H1 tag weighs more than text within a H2 tag, which weighs more than text within a H3 tag, and so on.

Some Web developers believe H1 tags are unsightly on the page -- large, bold text that distracts from the overall site design. This needn't be the case. The H1 tag's

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font, size, color, and surrounding white space can all be defined using style sheets to complete the site design.

It's relatively easy, but time consuming, to marry specific keywords and keyword phrases to different pages throughout your Web site. Remember, you never get more than two indexed listings for any page for a particular topic in the search engines. You must target specific pages for optimization based on your keyword research and site metrics.

Next, you must ensure each optimized page's body copy is adequately long and keyword rich. If at all possible, incorporate at least 250 to 300 words on each page so the search engines have enough content to determine the page's theme.

Include relevant keywords, particularly near the top of the page, as search engines weigh these words more heavily. Optimal keyword density is a highly debated topic. Generally speaking, 5 to 8 percent keyword density in body copy is ideal. But be careful not to go overboard, or your copy won't read well. Body copy must be useful to visitors if it's to be relevant to search engines.

It's also important hypertext links pointing to various site pages include your targeted keywords and keyword phrases as assigned to specific Web pages. Most major search engines still weigh link anchor text as highly relevant to the page being linked to. It's best to keep text links relatively succinct; the longer the link text, the more diluted the theme.

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About Hotel Traffic Builders (HTB):

We are a full-service digital marketing agency dedicated to the boutique hotel & residential resort industry.

Our mission is very simple: ***"To maximize sales success by providing our clients with exceptional internet marketing results"***.

Our clients consistently enjoy industry leading success because of our dedicated focus and experience. Our use of state-of-the art tools, best in class technology and wealth of industry experience enable us to provide full solution applications. We recognize that our clients are experts at running their hotels, and our role is to develop and maintain online marketing leadership for our client hotels.

We differentiate ourselves through:

Industry Expertise

We have a singular specialized focus on boutique hotel, resort and vacation home e-Marketing. Our sole goal is to be the best at what we do by ensuring maximum success for all of your e-marketing activities. Our 52 person design and development technology team delivers unparalleled quality and results. Our sole focus is resort marketing.

Individual Customized Creative Approach & Solutions

Every client has unique needs, opportunities and priorities, our e-Marketing plans are always custom built and based on in-depth research of your specific hotel.

Cutting Edge Technology

We use proprietary state of the art tools and applications that enable project efficiency, measurability and success of your e-marketing. We not only promise success, we document it in a 24/7 real-time secured private reporting platform that we create for every hotel client. Our clients never wonder about how hard their marketing dollars are

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working because they always know!

Return On Investment

The true measurement of our success is our proven ability to deliver reservation bookings. We grow booking results year over year, and we grow advance bookings, which result in higher occupancy levels and ADRs.

Contact us at: www.HotelTrafficBuilders.com or call us **954-421-6399**

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