Let's Schmooze

Properly Baiting the S-E-O Hook ~ some basics

When it comes to search engine optimization techniques, there's a lot of hot wind blowing across the internet ~ a lot of chest-thumping, hollering, and good old-fashioned competition for the eager crowds milling around under the internet big-tent. Lots of web booths are offering the latest in SEO techniques, with their snake oils being offered with both bombast and gusto.

Let's step outside ~ so to speak ~ for a minute, and get away from all the noise and hubbub. What is search engine optimization, after all? Why is it so important?

It's as simple as fishing. Except, with SEO we are fishing for customers on the internet, not fish in the pond. Of course, the trick to nailing the proverbial fishing hole is to bait the hook with whatever the fish have an appetite for at the moment ~ cheese bits, chicken livers, bugs, corn ~ some even go for those nasty artificial baits.

If you have the right bait, the fish will bite, and you won't have to fib when you get home. If you have the wrong bait, you'll have to buy some fish at the store on the way home, and pretend that you had a good day. Put a grin on it, you know.

It's the same thing with the internet. When you crank out a commercial web site with online products to offer, you want those internet surfers to "bite" on your site, so you can set the hook and swap some product for their dollars. Now, just like in fishing, you have to know what the "fish" are looking for. That would be the correct bait to use.

How do we determine the correct bait? We determine that by ascertaining what key words or phrases "the fish" use when they search for something on the web.

For example, someone looking to purchase a new car might type in "new auto sales." If we have that particular wording sprinkled around our site, our web site will have a good chance of popping up in their search results.

However, if we sprinkle the phrase "antique auto museums," they'll never see our web site when they search for "new auto sales."

Determining what key words or phrases internet buyers are using in their searches ~ that's the bait to use ~ and sprinkling those key words and phrases around on our web site is tantamount to baiting the SEO hook properly.

See, it's not all that complicated.

How does one determine the right bait?

1) For your internet product offering, what key words or phrases would you use to search for your product? Stretch your brain. Come up with all the different ways that you could use to search for your product. That's a good place to start.

2) A good thesaurus can help you build out from there.

3) Searching for and reviewing competitive web sites for key words and key phrases can also be of immense help. Might as well see what the other internet fishermen are using for bait, right?

Good Luck running your internet fishing hole!

~ 'til we meet again ~