

KEYWORDS AND CONTENT

INTRODUCTION

Many people may think that by adding Keywords to their home page they are going to rise through the ranks on the search engines. This is only partly true, many directories and search engines look further than the meta information when indexing a site. More and more search engines and directories go through your content to see if there is a match between the keywords in your meta data and the content of your site. They do this because they are trying to give their users better results which they hope will keep them coming back.

EXAMPLES

The following scenario illustrates how a search engine responds to a query from a user.

The user enters the key phrase "Melbourne City Tours" into a search engine. The search engine has previously indexed many sites with the meta data keywords "Melbourne City Tours". It compares two of the indexed sites as follows.

Site one has the following content:

MELBOURNE CITY & SURROUNDS

Melbourne - Recently voted the world's most liveable city and also the second top-value Tourism City. Melbourne has fresh air, beautiful gardens and architecture that is a pleasant blend of the old and new.

Melbourne is Australia's capital of wining and dining, major sporting and cultural events.

We tour modern and historic landmarks, sporting venues; also its funky and up-market fashionable precincts. Visitors get to meet the locals and experience the warmth of its people.

Melbournians are absolutely sports mad. Everyone gets into the spirit of things. The city is always full of fun and activity during these times.

| TOUR DETAILS | |
|------------------------------------|--|
| Duration: | 4 Hours - (half day) |
| Cost: | AUD \$360 |
| Non-English Guide: | Add AUD \$100 |
| Tour Caters For: | VIP's and Small Groups |
| Transportation: | Toyota Targa (fitted with voice amplifier) |
| Commentary: | Yes |
| Options: | City Sights - 20 minute flight AUD \$300, Yarra Valley Tour, Mornington Peninsular Tour, Penguin Tour. |
| Pick-up & Drop-off: | Yes, from your city accommodation |
| Refreshments & Entries: | Not included |

TOUR HIGHLIGHTS

| | |
|----------------------------|-------------------------------|
| Fashionable Collins Street | The Australian Tennis Open |
| Queen Victoria Market | Australian Grand Prix Circuit |
| The New Federation Square | Royal Botanic Gardens |
| Museum of Modern Art | St. Kilda Beach |
| Historic Windsor Hotel | The New Docklands |
| Melbourne Cricket Ground | The Cosmopolitan Precincts |

Result: Total keywords including text from all areas of the page including the navigation areas and the Alt tags on the images is 23. Total word count on the page is 255. The ration of keywords to total words is = 1:11

Site two has the following content:

Melbourne.. Yarra River.. Port Phillip Bay.. Flinders Street.. St Kilda
About the city....

Melbourne, the gateway to Victoria, sits astride the Yarra River and is positioned at the very top of Port Phillip Bay. It is Australia's second largest city, with a mix of modern highrise, preserved Victorian historic architecture and attractive parks and gardens.

Melbourne is home to the most cosmopolitan mix of ethnic groups and backgrounds of all the Australian cities. Dating from the days of assisted passage after World War 2, the influx of immigrants that has done so much to shape and enhance Australian society is very evident in Melbourne.

Melburnians love their sport and are keen patrons of the major events. The Australian Open Tennis, Formula One Grand Prix, Australian 500cc Motor Cycle Grand Prix, The Melbourne Cup horse race and spring racing carnival all attract major crowds. The final of the local AFL football league attracts crowds up to 100,000

About Melbourne....

Popular with locals and visitors alike are Melbourne's yellow and green trams which faithfully move the population around the city. A free City Circle tram service is available for visitors. Flinders Street Station with its clocks where for generations, people have arranged to meet. Take a tram ride to St Kilda and visit the pier and Pavilion. Try your luck at the huge Crown Casino.

Australia's most diverse ethnic mix. Anglo Saxon, Greek, Italian, Chinese, Vietnamese are just some of the cultures to be found in Melbourne's shops and restaurants. Melbourne Food and Wine Festival in February and March. Art lovers should visit the National Gallery of Victoria, the Victorian Arts Centre and the Myer Music Bowl.

Have a drink with Chloe at Young & Jacksons Hotel as part of a walking tour. Also take in St Pauls Cathedral. Visit the Rialto Towers observation deck on the 55th floor. For a change of pace, visit the Queen Victoria Market and see the produce vendors in action. Go to a football match at the Melbourne Cricket Ground and experience the crowd atmosphere.

Historic sites at Captain Cook's cottage in Fitzroy Gardens, Como Homestead overlooking

the river in South Yarra and Ripponlea near St Kilda. The Old Melbourne Gaol is where the bushranger Ned Kelly met his end. Travel to the southern fringes and visit Werribee for its Werribee Park Zoo, Werribee Park Mansion and gardens and the adjoining Victorian State Rose Garden. Pay a visit to the Air Force Museum at Point Cook.

Many of the attractions associated with Melbourne lie in the nearby towns and centres around Port Phillip Bay. These areas have their own page for Melbourne Surrounds.

For more information on this region contact:

Victoria Visitor Centre

Melbourne Town Hall

Swanston Street

Melbourne 3000

Tel 132 842

Freecall 1800 63 7763

Regions :

Port Philip Bay

Melbourne Surrounds

South East

North East

Central

Murray River

Wimmera

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Result: Total keywords including text from all areas of the page including the navigation areas and the Alt tags on the images is 24. Total word count on the page is 532. The ratio of keywords to total words is = 1:22

CONCLUSION

Both sites have a good deal of information in them and both carry a significant number of keywords in the content. Some search engines would rank the first site higher because the ratio of keywords to text is twice as high.

The content of headings and links are often weighted more highly than the words in the body of the page, so try to always include your most important keywords in these features.

Always keep your keywords in mind when you are writing copy for your web site.

web | assets

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Search Engine Optimisation & Website Marketing

Keywords And Content

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