







## Understanding Keywords

Keywords are words or phrases that users search for on search engines like Google. By optimizing your website for certain keywords, you can attract more relevant traffic from search results. Some key things to know about keywords:

Keywords should be relevant to your website's topic and what people would search for to find information on that topic. For example, a website about gardening may target keywords like "gardening tips", "flower seeds", etc.

It's best to focus on targeting long-tail, more specific, rather than very general, with a lot more competition. For example, targeting "gardening" may be too broad, while "how to plant tulip bulbs" is more specific.

Use keywords naturally in your content and don't over-optimize or stuff keywords unnaturally. Search engines can detect and penalize websites for unnatural keyword stuffing. The next step is to learn [How to Add Keywords to Your Website](#).

## Adding Keywords to Content

The main places to add targeted keywords are:

**Page Titles** – The HTML <title> tag of each page should contain the main keyword/phrase for that page. For example, a page about planting tulips may have a title of "How to Plant Tulip Bulbs: A Step-by-Step Guide".

**Page URLs** – Targeted keywords in URLs help with SEO and also make URLs more user-friendly. For example, [www.example.com/planting-tulip-bulbs](#) instead of [www.example.com/page345.html](#).

**Headings** – Targeted keywords in <h1>, <h2>, and <h3> heading tags help with internal linking and scanning of pages by search engines.

**Body Content** – Naturally work targeted keywords into paragraphs and sentences. Use keywords in topic sentences and concluding sentences.

**Image Alt Text** – Include targeted keywords in the alt text attribute of images on pages for visual context by screen readers and search engines.

**Links** – Use keywords in the anchor text of internal and external links to other relevant pages.

**Meta Description** – The HTML <meta> description tag should contain keywords to entice users to click on search results.

By adding keywords strategically throughout content using the above best practices, websites can optimize effectively for search and attract qualified traffic.

You can create your own website on Commrz (Best Shopify Alternative in India) and do keyword add your own website, you would add keywords to your [personal portfolio website examples](#) website for better ranking. You also create the [Best online shopping website in India](#) using this



