

Keyword Density and Proximity

Different minds, different thoughts, and different ways of implementation. This makes every human an individual entity; don't you agree with me? Every person describes things in a unique manner. Language is context-bound. The language a businessman uses to describe his/her own products may not be used by the customers unless the brand is a generic one. So here, the businessman's terms does not yield any sense. Success is not far from those businessmen who know their visitors' languages well.

For example: let's analyze how the two particular key phrases "search engine optimization firm" and "SEO firm" yield different results:

Look at the first keyword "search engine optimization firm" has less number of competitors in comparison to visitors. But the second keyword shows just the opposite result. Here, we can conclude that the former keyword is more visitor friendly than the latter one. So as a webmaster, if you understand the visitors' language better than your competitors do, then you can become a successful online businessman.

Thus, if you optimize your website for the second keyword "SEO firm" then it'll be very difficult for you to get frequent visitors in this highly competitive zone and the keyword has low visitors' preference. In case of the first keyword "search engine optimization firm" for which you can optimize your site too and your business will get enough support from high traffic and low competition. That's why choosing the right and targeted keyword for any website optimization is very significant.

Our SEO experts are highly efficient in keyword analysis. You can choose any of the SEO Plans for the best SEO services.