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There are many online business owners who don't know anything about Google SEO. They have the wrong notion that owning a website is the only thing that you need to have to run an online business. But they must be reminded of the fact that their website is of no use if its not visible to a large amount of people. People will visit your website only when they come across it. There are hundreds and thousands of website in the Internet. It's impossible for people to remember the URLs of so many websites. There are certain websites in the Internet which provides a search box where people can type what they are looking for and in return hundreds and thousands of websites appear which are relevant to the search query. The websites which allow the users to search for a particular website is called the search engines and the terms that are searched in the search engines are called the keywords.

The most popular search engine on the internet is Google. The first thing that an online business owner need to do is to carry out keyword research for his website. First they have to jot down a list of terms that are relevant to their niche. Then they should put those words in the Google keyword research tool. Then a huge list of keywords will come up. The list will also include the amount of competition for the keyword and the search volume for the keyword both global and local. Its advisable to select the keywords, which have medium, search volume not too high or not too low either.

However the competition must be high. Make sure that all the keywords that you choose are relevant to your niche. You can choose as many keywords you like there is no limit. However its advisable to choose not more than 10 keyword for a new website. Once you achieve higher ranking for these keywords you can always add more keywords. There are several method of optimizing a website with the chosen keyword. First you should use your main keyword while naming your domain because Google prefers domains, which contains the keyword. The two most important place in a website from the Best SEO point of view are the Meta tag. The Meta tag consists of the Meta title, description and the keyword. Each page of a website should consist of unique Meta tag. The Meta title should start with the keyword followed by 7-8 words followed by the Best SEO Company . The Meta description although promotional in nature should never be a sales speech. It should briefly describe what the page is all about. It should contain keyword but not more than two times. It should be not more than 160 characters. 140 characters is best. The Meta keyword should consist of the keywords. However don't mention more than 10 keywords in the Meta keyword section. When one use a header in the page of a website he should keep in mind that the header should be short and should consist of only one keyword. However if one uses a sub header then he can include one or two keyword, as its length should be a bit longer than the header ideally not more than 160 character. Each page should focus on only one or two keyword and that keyword too should be used a minimum of 2 and a maximum of 5 times per 100 words. This is to prevent the search engine to see it as keyword spamming. The body content should be at least 400 words including the header. One should never use any domain name or email address here. However one can use the keyword as anchor text basis links.

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