

Personal Thesaurus

When writers look for just the right word to clearly communicate a concept or idea, they turn to a Thesaurus. On the web, using just the right word or phrase helps search engines provide relevant search results to readers request for information. A personal thesaurus is a resource you can use to ensure your web content includes text that contains words and phrases readers use to search the web for your products and services.

Search Engine Optimization (SEO)

SEO is a process where web pages are crafted to improve their Page-rank for a particular search phrase. The goal is to get the right information to the right person at the right time. To accomplish this goal you need to place the right words and phrases in the following areas:

- Title Meta Tag – Located behind the scenes on your web page, this tag serves as your headline on the search results page. (60 characters max.)
- Body Text – The visible content your readers (and the search engine) see when they visit your site.
- Description Meta Tag – An invisible, short description of an individual web page which provides the reader with an abstract detailing the page content. This tag is often appears verbatim under the your headline on the search results page.
- Link Anchor Text – Web page hyperlinks consist of the web address (URL) and the the text used to describe where you want your visitor to go (anchor text). Example: Learn more about our special offer.
- Image Alt Tag – Descriptive text which serves as an invisible caption for your web page images.

Your mission it to compose text phrases you can use in the 5 areas above to help search engines choose to include your page within a readers search results.

Finding the Right Words

The fastest way to create your key phrase thesaurus is to perform test searches using the phrases that come to mind when you think about your products and services. Note which searches produce results that include your competitors. There are also a number of online resources you can use to hone in on just the right words and phrases. Start here:

- [Google Search - Finding the right Keywords](#)

By far the best resource for determining the right words are your prospects and existing clients.

Whenever someone contacts you to learn more about your services ask how they found you. If Internet Search is the source, ask which search term they used to find you.

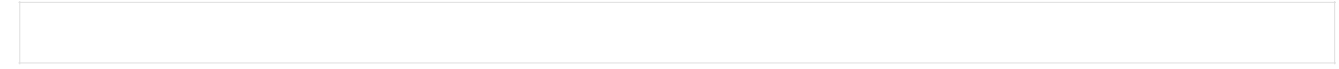
Creating and Using Your Thesaurus

As you research key phrases, use the attached form to jot them down. 25 phrases should be enough to get you started. Print the list so it will be handy as you complete the next two steps.

- Edit Existing Pages – Starting with your home page, look in the 5 areas mentioned above for words you can replace with ones from your new thesaurus.

- Creating New Content – Refer to your thesaurus while composing new articles, creating service or product descriptions or any web page you want readers to find via a search engine.

Advanced Tip – If you type your thesaurus and save it as a file, you can open it in a separate window and use copy/paste to add just the right words as you create new web content.



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