

Keywords to Unlock Success

Choosing the right keywords is the foundation of a successful fitness website and Internet marketing plan. For every fitness business there is a 'sweet-spot' of keywords that are both searched for frequently and non-competitive. Once you've compiled a list of 20 or so keywords that meet these criteria, it's critical that they get plugged into the text and meta-tags on your website. In addition, they can also be used for Article Marketing, Video Marketing, Adword/PPC Marketing, Press Releases and a variety of additional web marketing strategies.

Here are 10 tips for choosing and applying the best keywords and keyword phrases for your website and for your fitness business:

1. Imagine what someone might enter into a search bar when doing a search for your services and write down everything you can think of. Use this list as a major consideration in your keyword selection process.
2. Write down all of the primary words associated with your service. Along with geographical based keywords, these will become the foundation for your keyword list.
3. Consider all of the geographic areas that you service in terms of towns, cities, villages, states and countries. The geographic areas that are smaller and less densely populated will result in keywords that are less competitive.
4. Try to limit the keywords that you add to the meta tags on your website to 20 or so per page. If you exceed this number you could get dinged by the search engines for keyword spamming. The meta tags refer to the HTML area of your website which the search engines read. If you have a content management system built into your site you may be able to access the meta tags on your own, otherwise your designer will need to do it for you.
5. It is very important to know that your keywords should be plugged into the text of your website in addition to your meta tags. It's recommended to use the primary keywords a few times on the related page and to try to use them in the title tags which is typically the bolded text at the top of the page.
6. Each web page should have different keywords plugged into the text and meta tags based on the focus for each page. If you have multiple services you would ideally have a separate web page for each one. For example, if you specialize in kettle bell training and boot camps, you would have a separate page for each one.
7. Once you have determined which keywords will be used for your website, get in the habit of plugging those keywords into web articles that you write as well as newsletters. Be sure to archive these newsletters and articles on your website and submit them to directory sites whenever possible.
8. Be consistent with tracking your web statistics and page rankings to determine if you are driving traffic to your websites. On occasion, tweak your keywords in



- order to improve your results. Consider installing a Google tool bar into your browser so you can see your page ranking. In addition, go to www.alexa.com to see how your website ranks against every other website on the Internet.
9. When you upload images to your website give the images names based on some of your primary keywords. The search engines will read the image tags and it will play a factor in your search engine ranking.
 10. A detailed keyword analysis report would be a wise investment in order to determine which keywords and keyword phrases would be most beneficial for your business. WebFlexor PT Websites can provide an in depth reports for only \$100, which is typically a fraction of what most SEO consultants would charge.

Since just about everyone in today's market is using the Internet to search for fitness services, it's critical to the success of your business to get your ducks in a row when it comes to website optimization and keyword selection. That being said a quality website should become the primary portal in which prospective clients flow to your business. Having a quality website can make or break your business.

Now is not the time to sit back and to wait for business to come to you. Keyword selection and application is one of the simplest and most fundamental things that you can do to start to drive traffic and leads to your website and to your business.

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