

Figure 4-7:
Source code of Google's home page. It doesn't use the meta keyword tag, which would appear in the highlighted part.

```

www.google[] - Notepad
File Edit Search Help
<html><head><meta http-equiv="content-type" content="text/html;
charset=UTF-8"><title>Google</title><style><!--
body,td,a,p,.h{font-family:arial,sans-serif;}
.h{font-size: 20px;}
.q{color:#0000cc;text-decoration: none;}
-->
</style>
<script>
<!--
function sf(){document.f.q.focus();}
function c(p,l,e){var f=document.f;if (f.action && document.getElementById) {var
hf=document.getElementById("hf");if (hf) {var t = "<input type=hidden name=tab
value="+l+"";hf.innerHTML=t;f.action = 'http://'+p;e.cancelBubble=true;f.submit();return
false;}return true;}
-->
</script>
</head><body bgcolor=#ffffff text=#000000 link=#0000cc vlink=#551a8b alink=#ff0000
onLoad=sf()><center><table border=0 cellspacing=0 cellpadding=0><tr><td></td></tr></table><br>
<table border=0 cellspacing=0 cellpadding=0><tr><td width=15>&nbsp;</td><td id=0 bgcolor=#3366cc
align=center width=95 nowrap><font color=#ffffff size=-1><b>Web</b></font></td><td
width=15>&nbsp;</td><td id=1 bgcolor=#efefef align=center width=95 nowrap onClick="return
c('www.google.com/inghp','wi',event);" style=cursor:pointer;cursor:hand;><a id=1a class=q
href="/inghp?hl=en&tab=wi&ie=UTF-8&oe=UTF-8" onClick="return
c('www.google.com/inghp','wi',event);"><font size=-1>Images</font></a></td><td
width=15>&nbsp;</td><td id=2 bgcolor=#efefef align=center width=95 nowrap onClick="return
c('www.google.com/grphp','ug',event);" style=cursor:pointer;cursor:hand;><a id=2a class=q
href="/grphp?hl=en&tab=ug&ie=UTF-8&oe=UTF-8" onClick="return
c('www.google.com/grphp','ug',event);"><font size=-1>Groups</font></a></td><td
width=15>&nbsp;</td><td id=3 bgcolor=#efefef align=center width=95 nowrap onClick="return
c('www.google.com/dirhp','ud',event);" style=cursor:pointer;cursor:hand;><a id=3a class=q
href="/dirhp?hl=en&tab=ud&ie=UTF-8&oe=UTF-8" onClick="return
c('www.google.com/dirhp','ud',event);"><font size=-1>Directory</font></a></td><td
width=15>&nbsp;</td><td id=4 bgcolor=#efefef align=center width=95 nowrap onClick="return
c('www.google.com/nwshp','un',event);" style=cursor:pointer;cursor:hand;><a id=4a class=q
href="/nwshp?hl=en&tab=un&ie=UTF-8&oe=UTF-8" onClick="return
c('www.google.com/nwshp','un',event);"><font size=-1>News</font></a></td><td>

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Determining great keywords

The tools described in this section help you brainstorm and evaluate keywords. Eventually choices need to be made, and they are business-plan choices as much as optimization choices.

Everyone wants to succeed in the businesses represented by hot keywords — the most-searched words — because that's where the highest traffic flows. If you're not on that first page of search results, you're not visible. However, rising to the top of competitive search pages is sometimes impossible.

Success is less about meeting the competitive standard of hot keywords than it is about becoming a hot site in a smaller niche. There is a lot of traffic out there. Google fulfills over 55 billion searches a year. A small niche in Google still represents thousands or millions of searches, and that many potential visitors and customers. So, refine your keyword choices to specific, tightly defined concepts around which you can build a high-quality, optimized page. Better to focus your ambition on quality and precision than grapple with Goliath.