



# KEYWORDS



# Hello!

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# 1.

## WHY KEYWORDS?

*Why do we use Keywords  
in texts?*



# SEO Strategy

## **RANKING FOR SINGLE WORDS**

We want to rank well for the Keyword in search engines.

## **PREVENT KEYWORD STUFFING**

Showing the Keyword too often can be detrimental.

## **SEVERAL INDEPENDENT KEYWORDS**

A text can be used to rank for several Keywords.

## **SYNONYMIZED KEYWORDS**

Don't use the same word everywhere, even if the same meaning is intended.

- **Specific number** of Keywords in the text
- **Automatic distribution** of Keywords in the Text
- **Independent distribution** of several Keywords
- **Localized creation** of Keywords

# 2.

## TEXTING FOR KEYWORDS

*How to include Keywords  
in a text?*



# What ought to be a Keyword?



## **Single Words**

Single words you want to rank for.



## **Word Combinations**

Several combined words are a Keyword.



## **Synonymizations**

Several words with identical meaning are distributed in the text as one Keyword.



## **Alternatives**

Keywords leave voids in the text. How to fill them?

# 3.

## IMPLICATIONS FOR THE TEXT

*What does my text do  
with Keywords?*





# What happens in the text?

## VOIDS ARE CREATED IN THE TEXT

There are of course voids if Keywords are omitted.



### CORRECT VOIDS

Some parts of sentences can be omitted without it becoming wrong.

- *“Be thrilled by the display of the Samsung Galaxy 4!”*
- *“Be thrilled by the display!”*



### WRONG VOIDS

Other parts may not be omitted. These Keywords need alternatives.

- *“The Samsung Galaxy will excite you!”*
- *“The Smartphone will excite you!”*

# What happens in the text?

## REPETITIONS CAUSED BY KEYWORD CONTAINERS

Zu häufiges Keywordauftreten kann schädlich sein.



### PROBLEM

The machine distributes the Keywords in the text randomly. Neighboring Keywords can appear and disturb the reading flow of the text.

- “Be amazed by *the Samsung Galaxy’s display*. Buy *the Samsung Galaxy now!*”



### SOLUTION

Doublings can be avoided

- Spread Keyword Container in the text spaciaously
- Mind omittable sentences and keep enough remaining distance of the Keywords to each other.

# 4.

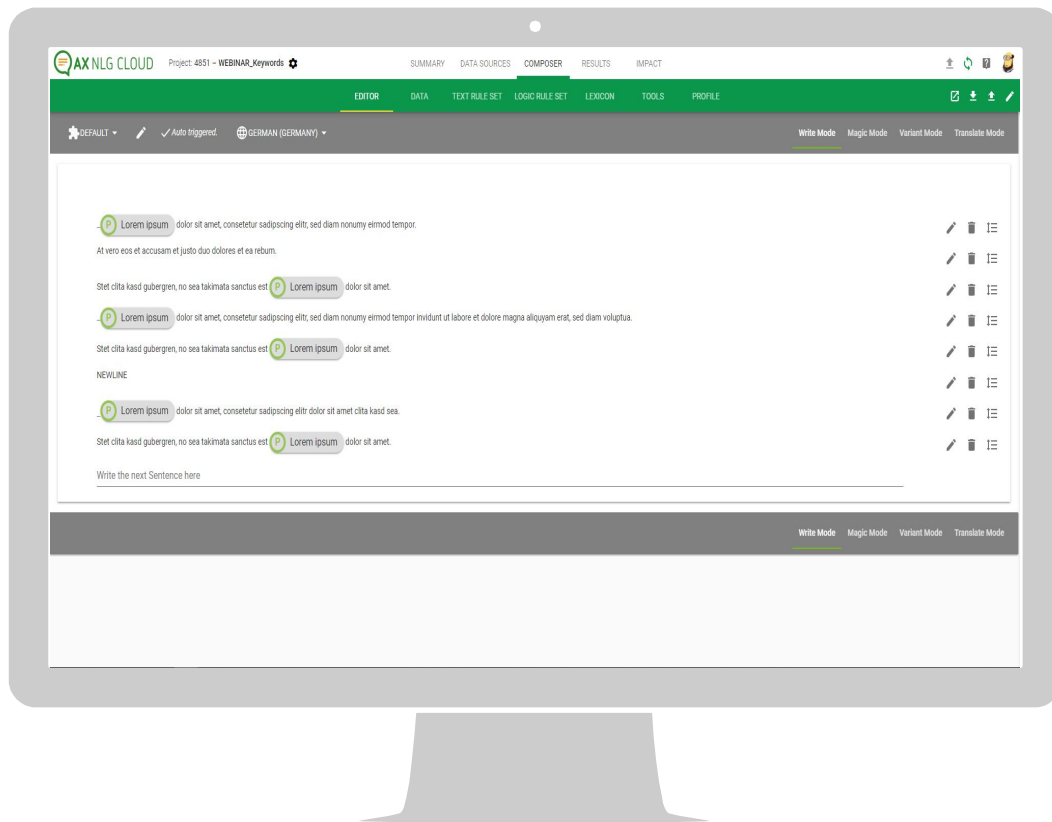
## IMPLEMENTATION

*How do I train the training to distribute Keywords?*



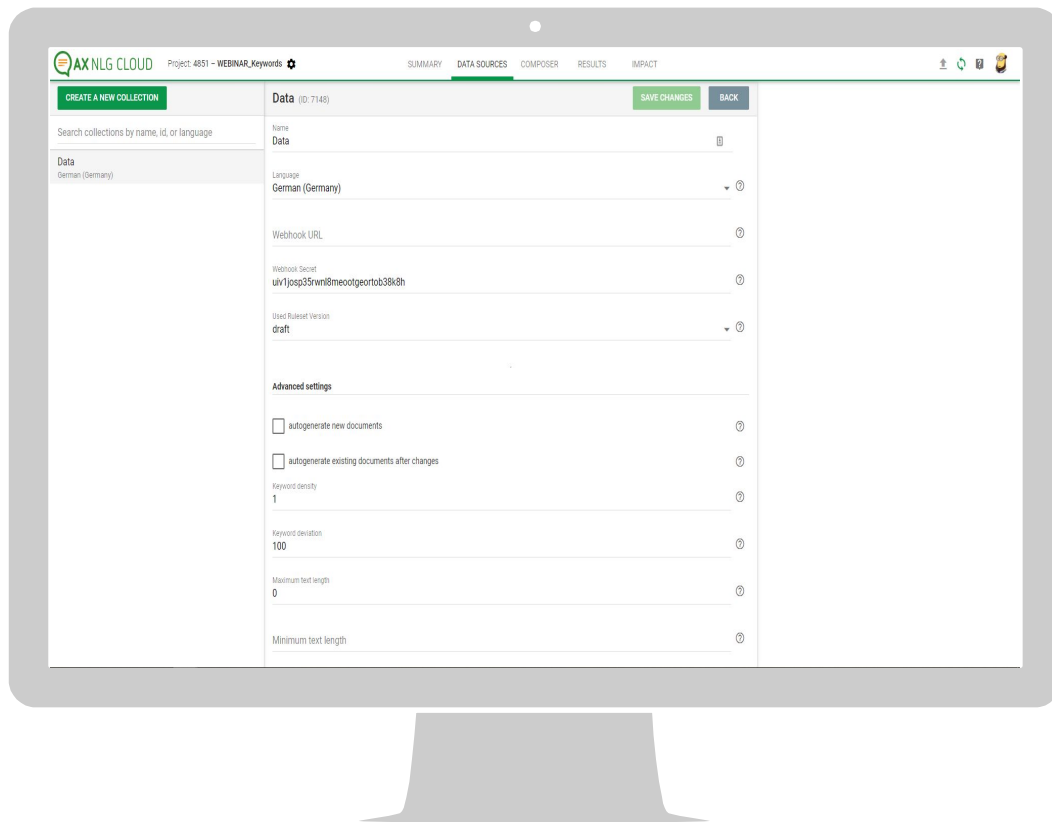
# Creating Keywords

In the training, ordinary containers are configured to be Keyword Containers.



# Configuring Keywords

Keyword Frequencies are configured in Collections.





Thank you for your  
attention!

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