

# Keywords are the new Real Estate

Tuesday, 19 September 2006

Last Updated Saturday, 16 February 2008

In the world of Google The Keyword Is Real Estate

by Crack Google

&ldquo;Location, Location, Location&rdquo; how many times have you heard this? Never build a business where there isn't any traffic.

The same rule applies with the Internet. Build your website in the correct location and it will have a better chance of succeeding. So how do you find the right slice of Internet real estate to build your site? Well for starters, I would like you to close your eyes and pretend we are in a small city called Google. In the city of Google there is an area with nothing but top brands, first class hotels, restaurants, the works. Think downtown Manhattan, New York.

There are two classes of Citizens, those who live in the city and those who do not.

In Google city the first class real estate downtown is expensive. Here you will have the wealthy and the wealthy visitors. But out of the city, the real estate is less expensive. You can rent here inexpensively. You will still get traffic but with less competition.

Most people make the mistake of thinking that if they build their website around the most popular keywords, that they will actually have a shot at getting the traffic that the big boys get. Good luck. The big boys are dropping big dollars to make sure they are first and competing with them just doesn't make sense. The odds are against you if you think you can achieve a higher ranking than them. Possible? Well, I guess anything is, likely? Absolutely not.

It makes far more sense to build your website around the less expensive property, nurturing a unique client base of lucrative customers that have opted NOT to go to the big boys, but rather wish to seek other options. This is where you want to place yourself and your strategy if you want to get ahead with Google and the other Search Engines.