

# Keyword in Domain - Google

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## Keyword Match in Domain Name Weights Higher?

Personally, I say yes. Read on to find out what we think and why. Do not underestimate the power of a keyword within a domain name. Regardless of the controversy, the evidence shows that Google does indeed take notice of keywords in domains when weighting a website.

After doing homework on the now infamous v7n contest (see Wall Street Journal Article), I have some interesting findings I would like to share with you here at Crack Google.com. These findings are not considered scientific and may not be perfect. The purpose of this article is for you to take a closer look at using keywords as your domain.

1. Google still values Links regardless of the proganda you may be hearing. Let me start by saying that. Just get yourself listed on a site with a pagerank of 7 and higher and see for yourself ;-)

2. The "Keyword as part of the domain name being an exact match" concept is very powerful and should be further explored. Here is why:

Let's use CrackGoogle.com as an example. We launched approximately 1 month ago today. We had about 3 menu links, maybe 5 pages of content, and maybe 10 articles. We did have our Google AdSense account incorporated throughout the site (and we intend on writing an article about this later) and we believe that helps as well. After all, Google is studying your site's keywords in even more depth so as to benefit both themselves and their advertisers. This is common sense if you ask me.

We purchased no text links, we advertised no where, and we did nothing other than what I wrote in the paragraph above. So how did we get to the top 10 in less than 2 weeks for the search term "Crack Google"? Well, we believe it has a lot to do with the fact that our domain name includes some interesting keywords, name Crack and Google.

One does not need to be a scientist to see keywords in domains in action within a Google search. For example if you search for Crack Google on Google, you will see our entire domain name highlighted in dark blue. This is because BOTH keywords are matched, so Google is OBVIOUSLY weighting keywords in domains. And why shouldn't they? It makes good sense. After all, if you found us, it's because you were probably searching for how to Crack Google or Google Cracks (which we own as well and will be launching soon. Look for GoogleCracks.com soon).

I won't bore you with a long list of technical reasons and scientific boohahah, just let CrackGoogle.com's ranking of 3 in less than two weeks for the search term "Crack Google" serve as a nice chunk of evidence. Sometimes keeping it simple and not overthinking things is a great way to get things done. In the case of SEO results and Google, we have found that providing good content, consistently, and updating your site often, as well as having keywords in your domain name itself, can go a long way toward higher search engine rankings.

We do not claim this will work for you, but it has consistantly worked for us so we wanted to share it with you, the Crack Google readers and members of the CrackGoogle.com community. Be sure to post to our forums and share your opinions and feel free to ask a question or suggest a topic for us to research and write about. It's free to you and we welcome the opportunity to explore the search engine optimization space in more detail any chance we may.

Thank for you for visiting Crack Google and reading this article.