

## **The Keyword density – Optimized usage**

This is one of the most important terms in the internet world and as short and sweet it seems to be, essentially having this in your writings or articles and blogs is just that big a necessity as keyword density is the factor on which the internet pages are ranked. It is calculated with the help of tools available online, by finding out the percentage of the number of times a particular keyword or phrase is used in a write up with respect to the overall count of words in the same. When considering the search engine optimizations, density of keywords is often the parameter for deciding whether a page is relevant to the particular search words on the internet or not.

The recommended keyword density by SEO experts or writers is usually 1% to 3% and some might even go as far as 7%, but beyond that, it is not advisable at all. When webmasters discovered the methods used by SEOs to rank their pages on higher accords, they resorted to other means of recording and ranking writings and the keyword implementation became a lesser important factor in the same process.

### **Keyword stuffing**

When too much usage of a single keyword or phrase is caught on the web tools then the article is termed as a spam more often than not and is tagged as having keywords stuffed in it. An article that has 10% or more than 10% of keyword density is termed to make no sense and as a poor attempt by the writer or SEO to make the write up gain top ranking and a higher position on internet search engines. Google has even implemented the bylaws where by extra use of keywords or phrases and stuffing of the keyword will lead to regressive penalties and spamming or even rejection of the article.

Here are some quick pointers for how to not make these common errors:

- Use keywords or phrases only in the important messages or in statements which carry certain creditability with them
- Try replacing the keywords with synonyms or similar words
- When an article has a keyword density of 7% > then the writer could go back to the semantic way of writing and rephrase the keywords
- Know the difference between a single word as key term and a group of words or a phrase that's the keyword as in such cases there might be occurrence of primary keyword (primary importance) and secondary key phrases (lesser importance) or words in individual use
- Make keywords more frequent in your main headings, important pointers or even in sub-headings that show direct links to the topic of discussion

One must also not forget that keyword usage and the entire write up is for the users to read on the internet as well as for the search engines and thus, forcing the key phrases to occur in order to increase your clients page ranks won't help your work.

It might end up in disqualification and you would eventually end up paying penalties rather than winning accolades!