

How to Make Your Articles Google Friendly?

Google is by far the most highly used search engine in the world today. It would not be surprising to know that almost everyone who uses the Internet for their work uses Google at least once a day. With such a proliferation of Google in people's daily lives, it is little wonder then, that people who write for the internet write keeping Google in mind. Most likely, the keyword they are writing on will be used by some reader on Google. Hence, it is very important that the article shows up on Google in the first few pages. There are some very easy points for article writers to remember if they want to make their articles Google-friendly. Read on to know how to make Google give primary preference to your article over others:-

- (1) Selecting the right keyword – This is the first important thing to do. Your keyword is not merely a string of words; it is the actual phrase that the internet user will type in order to seek information. Your keyword must be a very commonly used phrase, so that there are more chances of it being searched on Google. You can use Overture to see how frequently a particular keyword is being used (inventory.overture.com). This tool would tell you the number of times the keyword was used in the past few days. Try to select the most frequently used keyword.
- (2) Placing your keyword properly – Your keyword must be quite strategically placed in the article. The highest chances of selection are if the keyword is placed in the beginning of the title of the article. If it is later in the title, chances are lower. For example, if the keyword is 'breast enlargement', then an article with the title 'Breast Enlargement Tips' will have much higher chances of being searched than 'Tips for Breast Enlargement'. If the keyword is not present in the title at all, then chances of your article showing in the first ten pages of Google are almost zero.
- (3) Density of the keyword – Keyword density refers to the number of times a keyword is used in a particular number of words of the article. Google calculates the keyword density by dividing the number of times the keyword has appeared with the total number of words in the article. Ideally the keyword density must be about 3%. That means, if your article is about 400 words, then a keyword of three words must appear for about four times in the article. If the keyword is used for a higher number of times than this, then Google might reject your article as keyword spam. On the contrary, if your article uses the keyword less frequently than this, then the chances of your article showing up in the first ten pages of Google's search results are almost zero.
- (4) Length of the paragraphs and word count – Decide in advance how long you want the article to be. This is important for it will determine how many times the keyword should be used. Do not make the article too long, or the readers would get bored halfway through it. If your article is shorter and has keywords strategically placed, then Google will search it better. Also, do not make your paragraphs too long and winding. Readers on the net like to see and read articles that are properly divided into small paragraphs. Whether your article appears or not in the first few pages of Google also depends on how the website itself is ranked. There are several reasons why Google will give negative marks to a website. One of the most important ones is if any article has plagiarized content. So, when you are writing your article you must make sure that you do not include any copied stuff.

About the Author

Herbal Remedies are products originating from plants or plant extracts used for their medicinal. Herbal Remedies include traditional.

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