It seems that these are the glory days for SEO writing. We see so much in terms of bad content on the internet and it is all due to writers and web masters trying to find the right mix of keywords and content. There are so many varying opinions as well.

Some web masters feel that the more keywords the better. Then there are others who feel that sometimes less is more. The latter may be more correct.

Google sees a lot of keywords in an article as spamming, and let's face it, in a sense that is what it is; even though that is not the intent. Finding the right mix of keywords to find your site on the coveted first page of Google is what everyone desires and needs to make their online business successful.

Keywords should be simple and they should flow with the sentence in the article. Quite possibly the best way to get highly listed is to use the keywords within the first 5 words of the first sentence in the first paragraph and the last paragraph. Then they should be sprinkled throughout the article but always beginning within the first five words of the first sentence of the paragraph.

How many to sprinkle is what many are debating. There are companies who choose to have keywords mentioned 9 times in a 200 word article. This can spell disaster. Not only will you flag your site to Google, but you will also have very poor content that nobody wants to read.

Think of keywords as commercials, too many commercials and customers are likely to change the channel. Reading an article where the author has placed a link in nearly every line, or two to three per paragraph makes for difficult reading. If someone is reading the article, they most likely want to read what the author is saying, not be inundated with annoying but yet colorful keywords.

Finding the right keywords is a different subject altogether; however, there are some simple rules to go by. If you are not inclined to use the online tools to create the best keywords, then think of yourself as the customer. What would you type into a search engine if you were searching for your product? This answer will most likely be something very simple. Believe it or

not, the words “how to” are typed into search engine quite frequently and this may be a good place to start. Adding the city name to the verb or noun is also one of the top searched words.

Creating effective SEO content is really about finding the right mix of thoughtful and productive keywords with great content that readers will come back to time and time again.