



**Marketing Your Business
On The Internet**

Volume 1

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Market Research

This part of the course is probably the most important and in many ways is fundamental to your online success.

Throughout many of the other topics covered you will refer back to the research conducted here.

The number one mistake made by many entrepreneurs and internet marketers is to start by developing a product without first researching & locating what I call “*An Easy to Reach Hungry Market*”

In other words they spend many hours and usually lots of money creating a product and then they go out and try to find a market to sell it to.

Now in my opinion, and I don't know about you, but doesn't it make far more sense to locate a group of people that are already looking for a product or service that are not finding many relevant results and then supply what they're already looking for.

Of course it does and your about to learn exactly how to do just that.

However, even if you have a business online at the moment, you can still use this exercise to find a *massive* amount untapped traffic.

Untapped traffic will be incredibly cheap or even free to acquire!

Normally when I'm coaching a student from scratch, I ask them to start by writing down a list of their hobbies, passions, areas of expertise and generally areas that they are interested in or want to learn more about.

I'm going to suggest that you do the same and there's a few good reasons for this.

1) If you're going to build an online business then it may as well be based around something that you're going to enjoy in the future.

Nobody wants to replace one job with another.

2) You're far more likely to succeed if you already know a good deal about what will become your online business or you have a growing interest in that particular sector.

You'll also find that the whole process of creating and supplying a product becomes much, much easier.

Remember! Even if you've already started your internet business you can benefit greatly by going back to the drawing board and conducting the research again as this will uncover many areas that have simply been overlooked by both yourself and your competition.

For this course I'll assume that everyone listening is starting from scratch so if you ever do decide to start a new business you'll know exactly how to go about it.

The first thing you'll need to do is start by listing your interests, hobbies, passions and fields in which you know a lot about and write them down on a note pad.

Try to come up with about 5. This will become your starting point for any new business you decide to create in the future. So keep this safe!

Once you've got these written down we need to expand the one that appeals to you the most into its potential sectors.

For example:-

If you know a lot about Golf and you've put Golf on your list this can be narrowed down into smaller sectors such as:-

- Golf Holidays
- Golf Tuition
- Golf Equipment
- Golf Clothing

You need to come up with as many different sectors that you can possibly think of.

What we are going to do in a moment is pick one of those sectors to start with and start uncovering how the market is searching the internet to locate those sectors.

Let's choose one of the sectors on your list. We're going to *drill* down within it and identify some easy to reach hungry markets!

Start by creating a sub list of how *you* think people are searching the internet for that particular sector.

These will be key phrases that you think people will enter into a search engine like Google.

For example let's take the "Golf Tuition" sector

A good amount of people will probably enter "*Golf Lessons*" but what you need to come up with is as many different phrases as possible:-

Phrases such as:-

- Golf tips
- Golf swing tips
- How to improve my golf swing
- How to fix a golf slice

You'll need to come up with at least 100.

I would strongly advise that you keep your list on your desk for a week or so and just keep adding to it as you think of them.

More often than not when you're actually trying to think of these key phrases they just don't seem to come.

However, I can almost guarantee you'll be driving home one day and a phrase will just pop into your head and lead you down a whole new string of potential key phrases. So take a note of it and add it to your list.

Just, to get you thinking....

Let's say one of your sectors was "*Accounting*", there will be plenty of people searching for "Accountants or Online Accountants"

But what about the phrases like:-

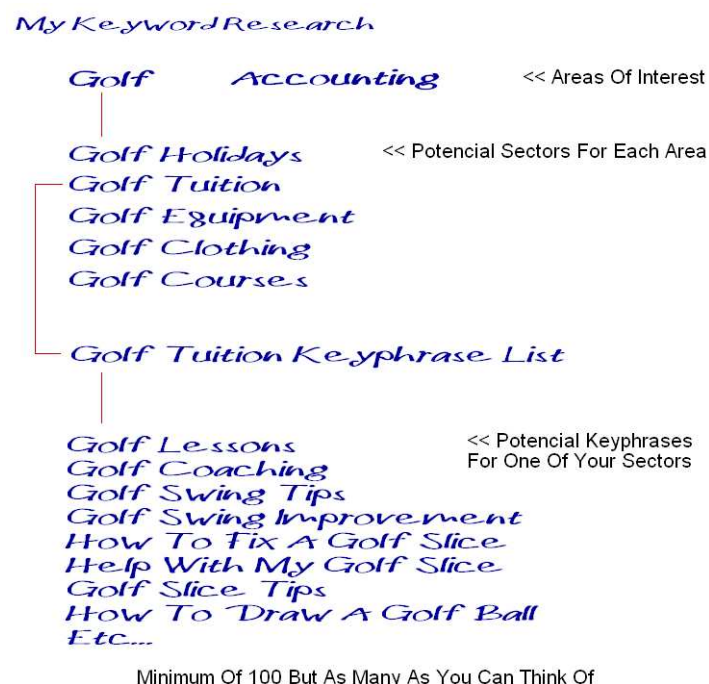
- *Help with my tax return*
- *How to do my tax return*
- *How do I do a tax return*

The more you can think of the better and a good tip is to ask your friends and family to help you.

Many people search for the same thing in completely different ways so it's worthwhile getting someone else's perspective.

Now we have our list of interests, passions and areas of expertise and each one of these has a list of potential sectors.

One of your chosen sectors now also has a *huge* list of key phrases that we can use to identify "An Easy To Reach Hungry Market".



For this step you'll need to use a keyword research tool.

There are many keyword research tools out there but a few good ones that I've used in the past are Nichebot, Keyword discovery and Wordtracker.

Personally I like to use Wordtracker and for this I'll refer to that one. However, all of them do pretty much the same thing.

Wordtracker has a free trial which you can take advantage of and to get the trial head over to: www.marketingtipsuk.com/wordtracker.

What we need to do now is take our large list of keyword phrases and run them through the keyword research tool.

Basically in a nutshell for each of the phrases you've come up with Wordtracker and the others, will tell you:-

How many times each phrase has been searched for in the last 24 hours

And..

How many websites are listed in the search engine results for those key phrases.

Which is extremely valuable information!

Now it doesn't take a genius to discover that what we are looking for is a high amount of searches and a little amount of competing websites.

Wordtracker will simplify this for you by listing a "KEI" value for each phrase.

KEI stands for Keyword Effectiveness Index.

Basically, the higher the KEI number, the easier it will be for you to optimise your webpage for that particular phrase.

In other words the higher the KEI, the easier it will be to get your website to the top of the search engine results.

Once you do find a high volume of searches with little or no competition, then you simply create the product or service to fit what people are already looking for.

By doing this research you'll get great ideas for products and services knowing full well that your website optimisation will be much easier and any pay per click campaigns will be very cost effective.

Now if you're already selling a product or service online this research will open up un tapped streams of traffic.

This un tapped traffic will give you a fresh supply of visitors that your competitors are completely un aware of and it will be ridiculously cheap or even free to acquire that traffic.

Now there is something you need to be aware of!

What Wordtracker considers to be a competing website may not actually be a website that actually supplies that product or solution.

It may just be that there are websites that contain that particular keyphrase in them.

For example:-

Let's say I found that the keyphrase "*Help improve my golf swing*" had a large amount of competing websites.

Many of those websites would be forums and discussion groups where people have posted and actually asked the question "*can anyone help improve my golf swing*".

So, a little research into the actual search engine results can go a long way when understanding your sector.

By now you should be realising the importance of conducting good keyword research.

The power and the edge that it gives you over your competition is extremely valuable.

However, when carrying out your research, it is important that you save ALL the data for ALL of the keyword phrases on your list, including the ones that have few searches and high competition.

These statistics will be extremely useful when applying other strategies such as setting up a pay per click campaign, affiliate marketing, blogging etc...

Before launching a new strategy or advertising campaign you will often refer back to your keyword research.

So, to sum up before we move on to the next section:-

1. Start by making a list of interests, hobbies and areas of expertise.
2. Under each one write down all the possible sectors you can think of.
3. Take one of these sectors at a time and brain storm a big list of possible search phrases.
4. Run those search phrases through a keyword research tool to identify the *easy to reach hungry markets or untapped traffic.*

So get pen and paper at the ready and start finding those easy to reach hungry markets!

Finding & Creating Products

Now just by conducting the research in the first section of this course you'll have gained an incredible insight into your business, and your potential market place.

You'll have discovered many high volume searches with little or no competing websites, and now we can now start to drill down, group them together and indentify exactly what each of your niche markets is looking for.

For example:-

Let's imagine that under Golf, which we then narrowed down into the Golf Tuition Sector and in your key phrase list for that sector we've found some high volume searches for phrases such as:-

- "How to fix my golf swing"
- "Golf swing improvement tips"

Providing that there is little competition, we will have found a highly focused group of people looking for a solution to a problem and more importantly not finding many relevant results.

This is an easy to reach hungry market!

In this case we *really* need to be thinking about developing a product that can help them with their Golf Swing problems.

Now given this information we need to decide

- A) What the product is going to be
- B) How we are going to deliver that product

Before I go any further let's look at the different kinds of products that are commonly sold online and the pro's and con's to each one.

The E-book.

E-books are a great way to start, especially if you want to test the market place before launching a more exotic product.

They can be put together relatively quickly and once you've made it, you'll have no further product development costs, no packaging costs & no delivery costs.

Plus in many cases once the website is set up correctly your business can be run on "auto pilot".

E-books usually do sell for a lower price than other physical products.

However, don't under value the information within the book just because it is delivered electronically!

I see many people limiting their income because they assume that e-books only sell for a couple of pounds, which just isn't the case!

In fact - One of my students currently sells his eBook for £67.95 and last time we spoke he said he was going to try increasing the price again.

If you're not comfortable with writing an eBook yourself you can hire a ghost writer to research and write the e-book for you.

A good place to go to hire a ghost writer is www.elance.com

At Elance you can post your eBook requirements and people will then bid for you work, so you can acquire a ghost writer extremely cost effectively.

However, I would not go with the cheapest bid. Choose someone who has had some good feedback on previous projects.

Failing that you might want to consider purchasing "re sale rights" to a book that's currently on the market. A simple Google search for "golf eBook re sales rights" should uncover any that are available.

Now once you have your eBook you might even want to consider a producing a printed version which can be delivered to them in hard copy for an additional cost.

CD's & DVD's

Another product you might consider would be an Audio CD, DVD or a combination of both giving advice on how they can solve their problem.

CD's and DVD's do sell well online and usually at a higher price than an eBook.

Having said that a little more effort is required to produce, package and deliver them.

CD's & DVD's can be reproduced very cost effectively and once you have your master copy you can even do this from your home computer.

Again you may be able to find some resale or reprint right for one that is already on the market –but- creating your own is much more fun and also gives you the freedom to sell or produce them how you wish.

Remember, people are looking for help with their problem and they want the information, not the piece of plastic it comes on. So don't undervalue your work.

Membership Sites & Paid Newsletters

Another great product to sell to this market would be membership to a website or a paid subscription newsletter.

However, **usually I suggest starting with one of the other previous products first** and then move on to this one later.

I do so for a couple of very good reasons:-

1) Re-occurring payments can be tricky, sometimes costly to set up and you don't want to be wasting valuable time and money before testing out the market place and getting some money in the bank first.

Many people who initially decide to go with this kind of product first, never seem to get started, they get stuck in a rut waiting for web developers and make all kinds of excuses why they're not making any money.

2) If at first, you only have a few sales, you are then expected to come up with fresh new content to keep your subscribers happy and loyal.

This can be extremely laborious if you only have a few paying subscribers.

In my next Volume I'll detail exactly how to set up a membership site or a paid newsletter and get it right first time. For now I advise going with one of the other products and start getting some customers and sales first.

Now, all the products mentioned so far have been what we call **information products**.

In my opinion information products are the best way to go for a few very good reasons.

- A) They establish yourself as an expert in your field
- B) They cannot be price compared and sent back because some other website sell's them 5p cheaper.
- C) Information usually sell's at a higher price and has little cost to yourself involved

However, in your key phrase research there may specific *physical* products that your market is looking for.

Physical Products

Again providing there is little competition this could be the way to go I myself sell prescription glasses!

Now, I can't go into every single product. But for an example let's say you've hit on a market that's looking for a specific car part or a specific item of clothing or the latest gadget etc...

Providing you can source the product and put a substantial mark up on it then go for it - but - be careful of getting into price wars with competing websites.

In the next section I'll show you how to distance yourself from the competition and avoid pricing wars.

You can source just about any kind of physical product available. One option you might want to consider is using a drop shipper.

Drop shippers stock all different kinds of products and will sell them to you at a cost price.

Once you have an account with a drop shipper, all you need to do is send through your orders and the drop shipper will dispatch them to your customers for you.

A simple Google search for your product followed by drop shippers should point you in the direction of a good drop shipper.

One other way you might want to source physical products is to import them.

Now, I don't have too much experience in importing products. However, fortunately for you a very good friend of mine does and if you're thinking about importing products I suggest taking a quick visit to his site at:- www.import-metor.co.uk

Affiliate Commissions/Service Based Products

Now not all websites that make money actually provide products.

It may be that in your particular field it's a service that you supply which is fine & In some cases you may decide to recommend someone else's product for a kick back.

In other words you may decide to become an affiliate yourself and promote other peoples products or services.

One advantage of this is that you'll never have to do any of the shipping, Customers service, Phone calls or anything other than find the traffic and direct it to the product or service that you're recommending.

Whichever product you decide upon it's important to keep in mind what the "easy to reach hungry market" that you have identified is looking for, don't get distracted or go off on another tangent.

Stick to the formula and supply what people are already looking for and you're almost guaranteed success!

Purchasing Your Domain Name

Now that you've found an easy to reach hungry market and we've decided on a product to sell we can start to think about purchasing a domain name and building a website.

You'll need to register a domain name which is geared around what your market is looking for.

First, I suggest you go back to your keyword list and put it in order starting with the highest amount of searches per day and for this you can ignore the competition count.

However, we are only interested in the keywords that relate to the easy to reach market that you have identified.

What we are going to do now is a little research and see if a domain name is available that identically matches any of those highly searched for phrases.

For example let's say that the phrase "*Golf swing tips*" has a high volume of searches, irrespective of the competition count.

If the domain name www.golfswingtips.com is available, then that would be a great domain name to buy.

Providing you build the website correctly, following the system you are about to learn about, getting this website to the top of Google and the other search engines will be extremely easy.

Now, more often than not, the domain names that match high volume searches will have already been taken.

However, you might just get lucky so it's well worth checking first.

When purchasing a domain name you should always try and obtain a .com first followed by the next best option which would be .co.uk.

Everyone remembers .com. and .co.uk before .net. biz .org or any of the others it's as simple as that.

Also, in my experience it has been easier to get higher search engine rankings with .com and .co.uk.

Should you find that all of the domain names for your highly searched for key phrases are taken, you could consider placing a hyphen between the words.

For example:-

www.golfswing-tips.com.

At the end of the day website optimisation is a whole lot easier if your domain name contains your main keyword or key phrase.

Now, if you have a business name that people are familiar with you might want to purchase that one as well.

I always recommend registering your business name so that you don't lose that traffic, but you should use your keyword rich domain name as your main site and simply re direct the traffic generated from your business domain name to your main site.

Here are a few places to go to either register or research domain names.

www.123-reg.co.uk

www.fasthosts.co.uk

I have used both companies in the past and find their services very good.

Let's take a look at building a successful sales web site!

Building A Successful Sales Website

Before diving in and designing pretty graphics and logos etc, you need to carefully plan out the structure of your website and how it will sell your product or products effectively.

Generally there are 2 styles of website, *one* being a typical shopping cart style site which sells multiple products and then there's the long sales letter style site which is more widely used for selling singular products, information products & services.

If you have decided on an information product such as an e book, CDs or DVDs etc, the sales letter style website would be the best way to go.

However, if you have a range of physical products such as golf clubs, golf balls or like I have with one of my websites, prescription glasses, a catalogue style will serve you best.

So it's important you choose the correct style and carefully plan out your navigation, information and sales structure before anything else.

You will also need to decide whether you are going to use long sales copy or short sales copy to sell your product or products,

Copy is the most important element of your website but before I explain about that I think it's important that first you learn what not to have on your website.

Top 5 Web Site Mistakes!

Number 1:-

When a new visitor lands on your website statistics tell us that you have less than 10 seconds to capture their attention and read about your offer.

So, firstly avoid any banners or links that drive traffic away.

As Internet marketers we spend many hours coming up with traffic driving strategies constantly trying to obtain a fresh new supply of visitors to our websites. So the last thing we want to do is send them to someone else's site once they've arrived.

Unless of course, you are running an affiliate website and you stand a chance of earning commission from the site you are sending them to.

Number 2:

Do not use too much colour or use too many different styles of font.

If somebody lands on your website and it looks like an explosion in a paint factory you run the risk of losing visitors before they have even read about what you have to offer.

By the same token if the copy on your website is not clearly formatted and you use many font styles, your visitors will find your site difficult to read and they will leave.

There are 3 font styles that read particularly well online and these are **Arial, Verdana and Tahoma**. A black font on a white background reads the best.

Number 3:

Avoid the use of patterned background and moving images.

Patterned backgrounds and especially moving images are extremely distracting.

If you've ever seen these on a website before you will have noticed that it's almost impossible to read what is on the page as your eyes are constantly drawn towards the image.

Number 4:

Avoid Slow Loading Pages.

You have less than 10 seconds to capture your visitors attention and if your website takes 12 seconds to load then you are losing a massive amount of sales.

These day's visitors are extremely fussy and expect pages to load almost immediately.

Should you find that your pages are loading slowly you probably trying to display large images, audio or video files and by compressing these you can speed up the load time of your page.

Number 5:

Hidden order links

Just the other day I was trying to purchase a digital camera along with some accessories.

Now I will not mention the website, but after choosing everything I wanted I just could not find a way to click through and complete the purchase (*and I regularly use the internet to buy products and services*).

You'd be surprised how many people get everything else right but then fail to clearly instruct customers on how to actually pay.

Do not assume that your visitors will understand how to order. You must clearly explain what to do next!

For example:-

[Click Here To Continue With Your Order](#)

or

[Click Here To Claim Your Copy Of \(whatever\) Via Our Secure Server](#)

Once you have your website up and running it's always a good test to have a friend or someone who is not experienced with online ordering to actually purchase a product from your website. Watch over their shoulder and take notes of where they might be getting lost or confused.

Now you know what not to do you need to decide whether you are going to use long copy or short copy to sell your products and this will be dependent on the kind of product you are selling.

For example:-

If I have a catalogue website that sells board games, I do not need a multiple page sales letter for each of the board games on the site.

Here I would use compelling short copy for each of the games, giving them an idea of what the game is about and why it's so good.

I might however want to use some long copy on the home page explaining why visitors should do business with me and overcome any objections etc.

Now on the other hand let's say I am selling an e book, CD or DVD on how to make more money from your website.

The chances are you would be searching Google using search phrases such as “*how to improve web site sales*” or other phrases to that effect.

Statistics prove that with the exception of Amazon E bay etc. 90% of internet surfers that use search phrases indicative of looking for a solution to a problem are actually looking for free information.

When this is the case the sales page required to take the visitor from a free information mind set to actually taking out their credit card and making a purchase needs to be very different.

Firstly I have just 5 to 10 seconds to capture their attention and assure them that by staying on the site and reading on that I can solve that problem for them.

I need to identify with their problem and establish my credibility as a trusted source to deliver that solution.

I’d need to explain about the product, overcome any objections and detail all the benefits they’ll receive by purchasing my product and I would also need to build value remove any risk and create a sense of urgency to purchase the product today.

These are the bare minimum ingredients for a successful sales page and try as you might it is just not possible to deliver them in the correct order and at the right time without the use of long copy.

Now when I’ve explained this in the past many people say “Yeah, but I can put all this information on various links and pages throughout my site can’t I?”

Well yes you can but it will not produce nearly as many sales as taking the visitor through a structured sales process with a crafted close at the end.

For those of you that have sold on a face to face basis in the past you would never walk in to a sales pitch, hand them a menu and ask them what they would like to hear about first would you?

You see...

...if you do not have a structured system for selling you are at the mercy of everyone else’s system for buying and their system sucks!

Another question I often get asked is how long should long copy be?

Well firstly, it is likely to be longer than a page, but after that there really isn't any rule. As long as you have all the ingredients it can be as long as you like unless it becomes boring.

Some of the most successful copy pieces have been in excess of 50 pages, but that doesn't mean the longer it is the better.

Do not try to pad out or extend copy simply to make it longer as you run the risk of it becoming boring and lose the sale.

Providing you have identified with the readers problem, established credibility, listed all the benefits of your solution, overcome all the objections, built up perceived value and removed the risks.....

Then ask for the sale!

Whether you are using long copy or short copy every website must have:

1. A clear compelling headline stating either a tangible benefit that they will receive by staying on your site or your unique selling proposition.
2. Have a clear simple navigation structure
3. Establish your credibility
4. Focus on the benefits of your product, benefits sell not features
5. Provide testimonials
6. Remove risk by displaying an iron clad guarantee
7. Have a clear call to action and simple ordering procedure

You'll need to decide whether or not you are going to build the website yourself or hire a web designer.

If you do decide to hire a web designer make sure that they are willing to work with you and make any alterations quickly and efficiently.

There are many bad web designers out there so make sure you choose a reputable one.

Throughout your online business career you'll constantly be making tests tweaks and changes to the website in an effort to convert more of your visiting traffic into buyers.

So it might be worth your while learning html so that you can make these changes yourself instead of relying on a company to do it for you.

Search Engine Optimisation

Once you have planned out the structure of your site and you have crafted your copy we now need to give it the best chances of being optimised for good natural search engine positions.

Google and many of the other search engines index and list your site on a page by page basis.

It is extremely difficult to optimise any one page for more than 2 or 3 keyword phrases and it still be readable & useful for your visitors

The first thing you will need to do is optimise your home page or your index.html page for 2 to 3 of your main keyword phrases.

You will need to start by making sure that your Title & Meta Tags are formatted correctly.

The <title> and <meta> tags are located in the html code at the top of your web page.

See example from Marketing Tips UK below:-

```
<html>
<head>
<title>Internet Marketing Tips By Marketing Tips Uk</title>
<meta name="Description" content="Internet marketing tips and advice by marketing tips uk">
<meta name="keywords" content="Marketing tips,Marketing Tips Uk,Internet Marketing Tips,">
</head>
```

They are not visible on your actual page but can be read by the search engine spiders and this is where you inform the search engines what that particular page is about.

Note: You can view the title & meta tags on any web site by clicking “View” in your web browser and then select “Source”. This will open up note pad with a copy of the web pages html code.

The Title Tag

Let's start with the <title> tag.

When browsing the internet you'll see the blue bar at the top of your browser window contains some text followed by Microsoft Internet Explorer.



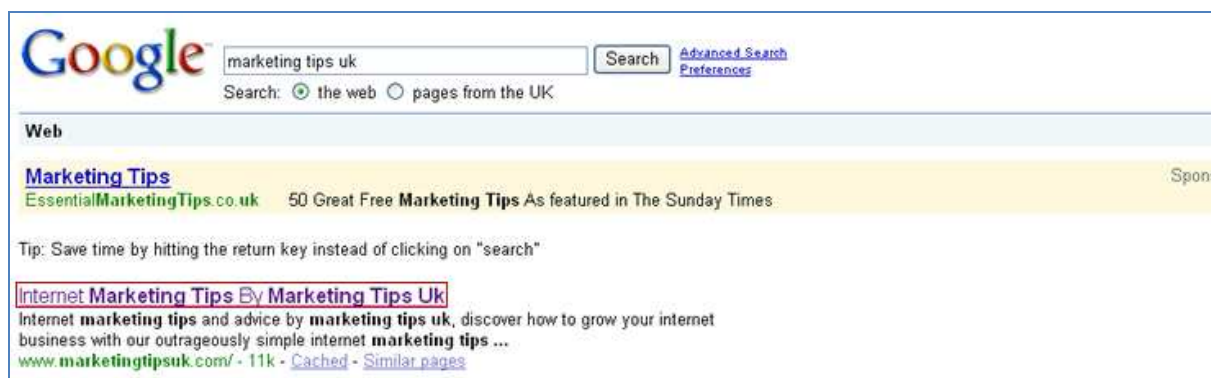
The text before where it says Microsoft Internet Explorer is what that particular web page has contained within its Title Tag:-

```
<html>
<head>
<title>Internet Marketing Tips By Marketing Tips Uk</title>
<meta name="Description" content="Internet marketing tips and advice by marketing tips uk">
<meta name="keywords" content="Marketing tips,Marketing Tips Uk,Internet Marketing Tips,">
</head>
```

This title text is also what most of the search engines list in their results pages.

The actual blue link that you click on in a Google search is taken from that particular web page's Title Tag.

EG:-



The title tag should contain your **main keyword phrases** but be mindful, this what people will see in the search engine results so again, don't overdo it.

Going back to the Golf Swing Tips example I might want to use...

"Golf Swing Tips And Golf Swing Improvement" as the Title Tag.

Meta Tags

Next under your Title Tag we have the Meta Tags.

Meta Tags are where you can include a description of your web page & also list the keywords that you think are relevant to the web page.

Let's start with the Meta Description Tag

```
<html>
<head>
<title>Internet Marketing Tips By Marketing Tips Uk</title>
<meta name="Description" content="Internet marketing tips and advice by marketing tips uk">
<meta name="keywords" content="Marketing tips,Marketing Tips Uk,Internet Marketing Tips,">
</head>
```

Again this tag is not actually visible on the page itself but search engines read it and often use it in their search results as a description of the web page.



Here you want to include a keyword rich description of the page but again remember, this is visible in the search engine results so it needs to be enticing and informative to potential visitors

Using the golf swing tips example we might want to use a meta description such as:-

“Golf swing tips, These simple golf swing improvement tips can help you take your golf game to the very next level.”

Meta Keywords Tag

Next we come to the keywords meta tag.

Here you need to list 3 or 4 different keywords phrases that are relevant to the page.

```
<html>
<head>
<title>Golf Swing Tips and Golf Swing Improvement</title>
<meta name="description" content="Golf swing tips, These simple golf swing improvement tips.....">
<meta name="keywords" content="Golf Swing Tips, Golf Swing Improvement, Golf Swing Improvement Tips, Golf Swing">
</head>
```

In this example I would use Golf swing tips, golf swing improvement, golf swing improvement tips etc.

Now, these days search engines pay little attention to what is actually in the keyword tag but it is still good practice to include them.

That said if you overdo it & stuff your keyword tag full of all your keywords your likely to get penalised so keep it relevant and down to about 4 keyword phrases.

So, you can see with this example we have clearly indicated to the search engines that this particular page is relevant for the search terms Golf Swing Tips & Golf Swing Improvement.

```
<html>
<head>
<title>Golf Swing Tips and Golf Swing Improvement</title>
<meta name="description" content="Golf swing tips, These simple golf swing improvement tips.....">
<meta name="keywords" content="Golf Swing Tips, Golf Swing Improvement, Golf Swing Improvement Tips, Golf swing">
</head>
```

Now that said, Google is not daft!

If your page doesn't actually contain these terms throughout out the text on the page itself it will not get listed.

You can't cheat the system!

Any cheating or black hat techniques you may have heard of or come across are simply not worth undertaking.

It will only be a matter of time before Google catches up, changes their algorithm and drops the site completely.

Stick to good solid search engine optimisation and you'll be just fine.

Now we need to move on to the copy and the text on the page itself which is just as important as getting the title and meta tags correct.

In the html code of a web page we can format text in a number of ways, this will affect how the text will appear on the page but you can also include some html tags which will add more weight to particular parts when the search engines come and spider your site.

Let's start with The Header Tags

```
<h1>Headline 1</h1>
```

```
<h2> Headline 2</h2>
```

```
<h3> Headline 3</h3>
```

You need to think of the header tags as headlines.

Google will associate more weight to the H1 tag followed by H2 and then H3.

You should put your main headline which contains your main keyword phrase within it in the H1 tag and you should only use the H1 tag once on any particular page.

If you have a sub headline or a couple of important headlines which follow it you can use the H2 tag and slip in some of your other keyword phrases.

Personally I would only use the H2 tag a couple of times throughout the page.

For any other headlines where you need to draw attention you can use the H3 tag.

You can use the H3 as many times as you like providing that each one is followed with a good amount of normal text.

For example

If "Golf Swing Tips" is my main keyword phrase I might use a headline such as

Discover How These Little Known Golf Swing Tips Can Reduce Your Current Game By 5 Shots Or More.

All of which would be contained within the H1 tag (see code example below).

```
<h1>Discover How These Little Known Golf Swing Tips Can Reduce Your Current Game  
By 5 Shots Or More </h1>
```

I might then also have a sub headline which might read something like.

Providing You Can Spare Just 10 Minutes Per Day Working With This Unique Golf Swing Improvement Programme You Can Reduce Your Score By 5 Shots, The Very Next Time You Play.

This I would put in a H2 Tag:-

```
<h2>Providing You Can Spare Just 10 Minutes Per Day Working With This Unique Golf  
Swing Improvement Programme You Can Reduce Your Score By 5 Shots, The Very Next  
Time Your Play</h2>
```

So,

Now I would have my main keyphrase “Golf Swing Tips” in the H1 tag.

And my next most important keyphrase “Golf Swing Improvement” in the H2 tag.

```
<h1>Discover How These Little Known Golf Swing Tips Can Reduce Your Current Game  
By 5 Shots Or More </h1>  
  
<h2>Providing You Can Spare Just 10 Minutes Per Day Working With This Unique Golf  
Swing Improvement Programme You Can Reduce Your Score By 5 Shots, The Very Next  
Time Your Play</h2>
```

I can then craft my sales letter or content using normal text.

However, Google and the other search engines read the normal text on your website as well so you need to include your keyphrases throughout the rest of the text on your page.

By bolding, underlining and italicizing portions of text that contain your keyphrases can also add some importance to them.

But remember, people have to read your page as well. Don't abuse it and don't try too hard to please the search engines.

At the end of the day a number 1 position in Google is no good if someone lands on your page and they can't read it properly.

As the saying goes Google has not bought anything from me yet so don't forget about your visitors when optimising your web pages.

Many people ask me what percentage of keyword phrases should I use throughout my page?

The general rule is to not go over 10%. However, I think you'll find that anything over 6-8 percent becomes a little unreadable and will annoy your visitors

For example would you buy anything from an online shop that said.

Welcome to our online shop. We are passionate about online shopping and if you're looking for an online shop our online shopping experience will take care of your online shopping needs?

Clearly they have tried to optimise this page for online shop and online shopping and although they might just sneak under the threshold and get a good ranking, if you actually visited the site the first thing you would do is hit the back button.

So by all means use this information to your advantage but do not forget about your visitors experience.