



Keywords usage for SEO (search engine optimization)

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It contains a full example of keywords and competitors for ZedAway.

How to determine your competitors

1. Prepare a list of generic keywords that users would use to find your company
2. Prepare a list of more specific keywords that exactly describe your business
3. Run all keywords in Google engine one by one (you should have a list of around 50-100 keywords). In Google you should display the first 20-30 pages (not just the first 10)
4. Take note of all the websites that Google finds and take note of how many times they appear
5. You should get a list of around 150-200 websites
6. Select the best 50 based on how many times they appeared in the list and another 50 based on known competitors and similar companies
7. Run these 100 companies in Alexa rank and list them accordingly to their Alexa rank (smaller the number, higher the alexa rank)
8. Determine your Alexa ranking. If it is 0 or no rank yet, assume that it is 7,000,000
9. Select 20 companies with an Alexa rank similar or slightly above yours. These are your peer competitors
10. Selected the top 20 companies according to the Alexa rank. These are the top competitors.

How to select Keywords

1. Run an analysis on the main page of your direct competitors (peer) and on the top companies in the industry.
2. Identify a list of 1-word, 2-words, 3-words and 4-words keywords that the websites are optimised for (density above 2.5%)
3. Run these keywords through an engine to identify all possible variations
4. Use a tool like "Keywords Tool" in Google adwords to define volume of inquiries against usage of these keywords by competitors.
5. Select around 300 keywords that have the best performance (volume/competitors)
6. Create a list of around 100 words (LIST 3), narrow it down to around 20, finally select the keywords that really describe you clearly (LIST 1)

Page design: Factors to consider for the keywords

1. **Density:** number of repetitions against total words. In a medium-length page (1000 words including all text visible in the page plus the images descriptions), to have a positive impact in search engines you need to repeat any keyword: 30 times a 1-word keyword (Example: "Chimps"), 15 times a 2-words keyword (Example: "East Africa"), 10 times a 3-words keyword (safari and zanzibar) and 8 times a 4-words keyword (safari and beach holidays)

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1. **Prominence**: how close the keyword is to the top of the text (and Page Elements, see below). A keyword at the top of the text, will have prominence 100%, while a keyword at the bottom of the text will have prominence 0%.
2. **Proximity**: how close keywords are to each other. The closer 2 keywords are to each other in the text and the higher the proximity value (and search engine positioning) will be.

Check on <http://www.iwebtool.com/multirank> for an analysis of the keywords in a web-page

Page design: Page Elements and keywords

1. Title tag: very short description of the page (90 characters with spaces)
2. Description: description of the page (170 characters with spaces)
3. Keywords: list of many keywords (900 characters with spaces)
4. Headings: all titles
5. Alt tags: description of an image that appears when the mouse rolls over it.
6. LinkText: text associated to a hyperlink
7. Bold Text: bold text
8. Italic text: text in italic
9. Body text: normal text
10. Comment tags: comments in html invisible on the webpage

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Rule for publishing on the internet

In writing webpages, blogs, articles, forums, backlinks (text used in an external website to link to ZedAway), it is important to repeat several times few keywords. Little differences like "african tourism" instead of "tourism in africa" can make a substantial difference in the way the search engines find the document.

A good rule to follow is:

1. identify what you want to write about
2. check the best suited keywords in the LIST 3 that follows
3. write the document trying to use the keywords you selected from LIST 3 plus all keywords from LIST 1 and most from LIST 2
4. edit the document to see if you can further improve the keyword usage (more repetitions)
5. if there are images in the document, make sure that the description (alt tag) also matches one or more of the keywords you selected initially (especially from LIST 1)
6. if there are links in the document, make sure that the textlink also matches one or more of the keywords you selected initially (example of textlink: "click here", when you press it you go to another page)
7. make sure to save the document, using one or more of the keywords you selected initially (example: "kenya_tanzania_conservation.htm"). Replace spaces with underscore "_".

List of keywords

Use the keywords exactly as they appear, below with no alterations.

For example “safaris victoria falls” is different and less performing than “safari victoria falls”.

LIST 1: Most important Keywords

They must be used at all time in anything related to ZedAway. They clearly and exactly describe the company.

WHAT

- 1 African holidays
- 2 safari and beach holidays
- 3 camping safaris
- 4 lodge safaris
- 5 eco trip
- 6 cultural tours
- 7 African honeymoon

SPECIALS

- 1 Humanitarian Volunteer work
- 2 sustainable projects
- 3 conservation development

LIST 2: All the important Keywords

They must be as often as possible in anything related to ZedAway

- 1 East africa
- 2 in tanzania
- 3 in uganda
- 4 in kenya
- 5 African holidays
- 6 botswana namibia
- 7 conservation development
- 8 safari victoria falls
- 9 sustainable projects
- 10 Humanitarian Volunteer work
- 11 namibia botswana
- 12 tanzania kilimanjaro
- 13 African honeymoon
- 14 eco trip
- 15 gorilla tour
- 16 lodge safaris
- 17 places to visit in africa
- 18 safari and beach holidays
- 19 safari and zanzibar
- 20 africa safari holidays
- 21 camping safaris
- 22 cultural tours

LIST 3: Extended list of Keywords

They can be used as addition to LIST 2 when writing about the company

- 1 East africa
- 2 in holidays
- 3 in tanzania
- 4 in uganda
- 5 on holidays
- 6 resort beach
- 7 in kenya
- 8 about lions
- 9 Accommodation africa
- 10 africa zanzibar
- 11 African holidays
- 12 arusha safari
- 13 beach diving
- 14 best places to visit
- 15 Black rhinos
- 16 botswana namibia
- 17 Bwindi
- 18 camp safari
- 19 conservation development
- 20 desert camp
- 21 forest walks
- 22 in safaris
- 23 jinja uganda
- 24 karafuu zanzibar
- 25 kenia malindi
- 26 kenia tanzania
- 27 kenya diani
- 28 masai safari
- 29 murchison falls
- 30 ngorongoro conservation area
- 31 ngorongoro tanzania
- 32 resort zanzibar
- 33 safari uganda
- 34 safari victoria falls
- 35 safari zanzibar
- 36 south africa namibia
- 37 sustainable project
- 38 sustainable projects
- 39 tanzania kenya
- 40 tanzania uganda
- 41 tour trips
- 42 tours safaris
- 43 tsavo safari
- 44 uganda gorilla
- 45 uganda kenya
- 46 volunteer work children
- 47 volunteer work hospital
- 48 volunteer workers
- 49 white rafting
- 50 White rhinos
- 51 of africa
- 52 visit to
- 53 Active
- 54 active volcanoes
- 55 Chimps
- 56 kenya mombasa
- 57 kenya uganda
- 58 lodge botswana
- 59 mara safari
- 60 namibia botswana
- 61 namibia desert
- 62 tanzania kilimanjaro
- 63 tours tanzania
- 64 Travelogues
- 65 Cheetahs
- 66 Chimp
- 67 in africa
- 68 Leopards
- 69 the Nile
- 70 where to go
- 71 African honeymoon
- 72 african honeymoon safari
- 73 balloon safaris
- 74 booking safari
- 75 bush safari
- 76 caprivi strip
- 77 central kalahari
- 78 chobe marina
- 79 diving excursions
- 80 eco trip
- 81 gorilla tour
- 82 humanitarian volunteer work
- 83 kids volunteer work
- 84 lodge safaris
- 85 migration safari
- 86 mombasa zanzibar
- 87 namibia photo
- 88 places to visit in africa
- 89 safari and beach holidays
- 90 safari and zanzibar
- 91 short term volunteer work
- 92 volunteer community work
- 93 volunteer work in kenya
- 94 zanzibar kenya
- 95 africa botswana
- 96 africa safari holidays
- 97 camel safari
- 98 camping safaris
- 99 etosha namibia
- 100 kenya beach
- 101 lake nakuru
- 102 lion africa
- 103 malindi kenya
- 104 safari 4x4
- 105 safari camps
- 106 tanzania lodge
- 107 tanzania zanzibar
- 108 tours kenya
- 109 uganda tourism
- 110 zanzibar beach
- 111 zanzibar diving
- 112 cultural tours

List of peer competitors websites

These are the websites selling African holidays that can be considered direct competitors (listed according to Alexa.com ranking).

- 1 www.goway.com
- 2 www.wildland.com
- 3 www.e-gnu.com
- 4 www.africa.com
- 5 www.ccafrica.com
- 6 www.somak.com
- 7 www.africansafariclub.com
- 8 www.theworldoutdoors.com
- 9 www.africa-adventure.org
- 10 www.thesafaricompany.co.za
- 11 www.wilderness-safaris.com
- 12 www.onsafari.com
- 13 www.abacusvacations.com
- 14 www.ecoafrica.com
- 15 www.africanmeccasafaris.com
- 16 www.eyesonafrica.net
- 17 www.wildlifeafrica.co.za
- 18 www.kenyalogy.com
- 19 www.acaciasafari.co.ug
- 20 www.sunsafaris.com

List of top websites selling africa

These are the top websites selling African holidays (listed according to Alexa.com ranking):

- 1 www.travel.za.net
- 2 www.away.com
- 3 www.allafrica.com
- 4 www.safarinow.com
- 5 www.southtravels.com
- 6 www.africastay.com
- 7 www.go2africa.com
- 8 www.scaruffi.com
- 9 www.affordabletours.com
- 10 www.africaguide.com
- 11 www.southafrica.net
- 12 www.uyaphi.com
- 13 www.intrepidtravel.com
- 14 www.exodus.co.uk
- 15 www.tagasafaris.co.za
- 16 www.travelmood.com
- 17 www.africapoint.com
- 18 www.tauck.com
- 19 www.tanzania-adventure.com
- 20 www.kumuka.com