

Keywords & Entities

By Drew Dorgan

There's a new storm in the marketing world. Some call it web 2.0, and some of us see it as a natural evolution of the web's development. No longer is the game just about staking real estate on the internet. Now it is more about getting your real estate indexed and found in the digital world.

As the digital world evolves, things are changing with lightening speed. Business owners and marketing managers are smart to stay abreast of the changes or find someone trustworthy to do that for them. The trustworthy part is the hard part. In an evolving field, continuing education of the trends, tools and changes is essential. One way of mastering this (and this is how our agency stays on top of it all), is to divide into teams that track critical developments in segments of digital marketing. For example, among the top 25 people I follow daily is social media guru, Chris Brogan (<http://www.chrisbrogan.com/>). Chris offers valuable insights about how to build and keep a community on the web through social media.

On the technical side, one of the most interesting developments has been the emergence of the importance of keywords, and now, entities. Google's recent purchase of Metaweb (<http://www.metaweb.com/>) demonstrates how quickly a strategy to get found on the web can change. As the search engine algorithms change, so does the way a search engine finds your site. If you can't be found, there's no point in having the real estate, hence the need to invest as much in SEO (Search Engine Optimization) as you invest on the development of your site.

The algorithms of the various search engines are based on over 500 different factors. This means that there are many considerations you need to follow in order to be found on the web. For an overview of those, watch for our upcoming free e-book, The Three Pillars of Great Search Engine Optimization. But for now, let's focus on the importance of keywords and entities.

Keywords determine how someone will find you. Imagine that you sell insurance. How will a customer find you on the web? Options might include: "auto insurance, "or" cheap car insurance, "or" collision coverage." Or maybe they know the name of your company, John J. Jones Insurance Company. They might search: John Jones Insurance, or JJJ Insurance Company, or Jones Insurance Company, or, well, you get the idea. Keywords will help you focus the internet "bots" that index the web on your company. New algorithms coming from Google will help organize "entities" and help the bots return search engine results faster.

For now, all marketers and business owners should have an intimate knowledge of their keywords, follow them, and review them on a regular basis. There are many digital tools that can help you determine the weight that your keywords carry based on real world search data. We recommend that you use those tools or hire someone to use them for you.

At a bare minimum, know how someone finds you, know how to implement this code into your website architecture and use it in your SEM (Search Engine Marketing). Best wishes for great success in your marketing endeavors.