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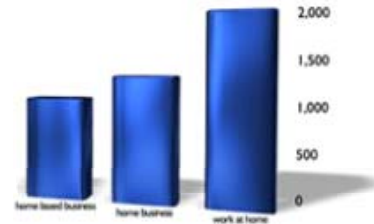
Web development

ROI

## Key Word Research

Keyword research is one of the most important and often ignored part of website promotion. A good example of this is the number of SEO companies who optimise their websites for the keyword '**web marketing**'.

This keyword is searched for 1200 times per day across the internet and there are 521 million web pages competing for a high page rank. However the keyword '**website promotion**' is search for 65,000 times a day and only has 93 million competing web pages.



Companies that guarantee a client a top ranking in Google are achieving this for a keyword that is of no commercial value, ie a keyword that is not used by searchers when looking for their product or service.

Get your research wrong and your internet marketing budget is wasted. On the other hand, get it right and you can open up a valuable revenue source.

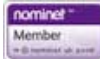
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