

Keywords

Keywords are what you put in to Google; if you have poor keywords - you get poor results.

First, watch this YouTube: [Basics](#)



Keywords are the expert vocabulary of your topic area. Your keywords must be relevant for Google to find the correct type of page for you: *e.g. if you're searching for scientific information about earthquakes then you should use scientific keywords, such as: tectonic, fault line, Richter scale.*

Expert advice:

For best results you should never search using one word.

Activity

1. First, do a search using 1 keyword; here's an example, e.g. *e-learning*.

You will get approx. 1.3 billion hits – but how many are useful?

2. Now, try searching with 3 words; here's my improved example, e.g. *e-learning, mathematics, research*.

Now you'll get approx. 165,000,000 hits – having less websites means they are better quality!

Expert advice:

If the results don't improve then experiment by swapping one of your keywords for a synonym.

e.g. swap *e-learning* for *online learning*.

Stop words

Simple words such as *but, when, that, the*, are called **Stop words**.

These are on every website in the world, so Google ignores them. Do not put them in your search string.

Expert advice:

Take 5 minutes to write a list of keywords before you start your search. Keep it at the back of your workbook and add more words as you find them. Highlight the words that get good search results.

Now, watch these three:

[Search filters](#)



[Synonym search](#)



[Wild cards *](#)

