The Importance of Keywords

key·word

/ˈkēˌwərd/

[Learn to pronounce](https://www.google.com/search?sxsrf=ALeKk00bt8JHmCv-1Iue_lCoDEamThd3pg:1602773938257&q=how+to+pronounce+keyword&stick=H4sIAAAAAAAAAOMIfcRoyS3w8sc9YSmDSWtOXmPU4uINKMrPK81LzkwsyczPExLmYglJLcoV4pbi5GLPTq0szy9KsWJRYkrN41nEKpGRX65Qkq9QANSSD9STqgBVAQAHq7m9WQAAAA&pron_lang=en&pron_country=us&sa=X&ved=2ahUKEwjWyfqZ7rbsAhVFAqwKHaBRDIQQ3eEDMAB6BAgGEAg)

*noun*

plural noun: **keywords**

1. a word or concept of great significance.

"homes and jobs are the keywords in the campaign"

* + a word that acts as the key to a cipher or code.
  + an informative word used in an information retrieval system to indicate the content of a document.

I was first introduced to the concept of “keywords” when learning how to optimize