Writing articles with keywords is somewhat tricky, due to the fact that there is so much content on the internet to weed through. There is a simple method that you can use to be sure you find the traffic that your article caters to. You do not want random traffic, because this will not get read. You need to find the people who are searching for the information you provide.

SEO:

This simply stands for Search Engine Optimization; which means that your article contains keywords or phrases, which will help the robots, place it under the correct search result page. Before submitting your article, do a little test. Use quotations (" keyword phrase here") and put it in the Google search box. You need the quotations because it will affect the search results. You will get an accurate idea of how many websites are already in existence that have these keywords in them.

Rankings:

Make note of the search results displayed in small text; located directly under the search box. You will see a number. Suppose you type in "how to make money on the web" you will probably get a note that says: About 151,000,000 results; this is simply too many. You article will get lost in the sea of search results and probably end upon the 100th page of results. Most people only look at the first two to three search result pages. So the trick is getting your keyword down to the thousands.

What's the Magic Number?

There is no guarantee that your keyword phrases will be ranked on the first few pages, however if you can get your search results down to about four digits of search results, you have a very good chance of ranking on the first page. If you have well written, informative content and your articles are keyword rich, with some links scattered in there, the robot will love it. You may end up in the top five search results, which is ideal. This means that readers will click your site because they know your content will reflect what they are searching for.

How to Get the Phrases Right:

This is probably the most time consuming part of SEO content writing. The only thing you can do is experiment a little. Use Google’s resources and look at the keyword listed with the results posted based on the search results, but often your article will fall flat amongst the "cookie cutter" keywords Google has laid out. Simply try different keywords (in quotes) until your search results are around a few thousand. There is not exact science to getting the right keywords, so try to link your content to other sites that may already have the page ranks you crave. Be supportive, and provide original supplementary content. This way the reader will see that you are trying to help them. Build trust and they may subscribe to your site or blog. Take care of your readers and show them you are helping them in some way. You will create a good reputation for yourself, and attract more readers.

How to Promote:

You can always promote your content to attract more readers. Post on forums that are relative to your content. Provide links so that people can find the answers they seek on your site.