

Articles are not the place for keyword lists

Contributed by Ray Gilman
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{mosbotwordcount}Articles are not the place for keyword lists

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Some people seem to think that dropping many keywords (comma separated list format) into their articles will help with search engines, and they may be right. But articles are not the place for keyword lists. Meta tags are...

The HTML standards has thought about the need for keywords and have a special location for them, which is called Meta. Keyword lists belong in meta tags and not in the articles you submit. Anyone that would use an article or signature for keyword lists does not understand search engines or article marketing.

Signatures are a special article location just for the Author and should be used wisely. Wise use is considered to be plugging your website, service, product, knowledge and/or professional expertise and the article signature is uniquely set up for this purpose.

Using valuable signature space for comma separated keywords and not utilizing this space to pitch your site, service, product, etc. is truly a waste and not very popular with publishers/editors.

An article is used to share information with real people, not search engines. Please use your article space wisely.

Ray Gilman