

Bullseye Target Marketing Worksheet

Provided as a courtesy by Judith @ TheIStudio.com

Let's see here... according to Google's last index figure when they used to display that information, Google indexed 8,058,044,651 Web pages! This was the last figured displayed before they decided to no longer show their index count in October/2005! So it is pretty easy to understand that the number of sites and pages have grown exponentially.

Not all are quality, not all are of interest - as a matter of fact many are just dead files located on a server out in Internet-land. With that in mind, and the fact that in my not so humble opinion certain markets have become saturated, how are you going to get found in this mess?

Bullseye marketing! You know what a target looks like, right? All those circles getting smaller until you get to the one in the center - the bullseye? When you play darts, or go to the shooting range you score less with each hit that is in the circles furthest out.

So why not use this analogy when you think of online marketing? Doing so would without a doubt help to improve your overall rankings.

Each and every day e-mail lands in my inbox touting special super duper never before heard of ways to get your site listed on search engines. Many are just touting the very same bullseye theory I am going to discuss with you here - but for a price. There is no top secret elusive way to get search engine listings; as a matter of fact it is really black and white.

Here are the key bullseye marketing tips you should always consider:

1. Begin to carefully create your phrases - no one word keywords here - use phrases that **you know for a fact** those looking for your site will use - not what you want to get found by. Many times these are two entirely different sets of keyword phrases!

If you are not sure what folks are actually using, check out my post on [Free Keyword Research Tools](#). If you target the wrong keywords and all your efforts will be in vain. After investigating your market's keyword phrases, start with the center of the bullseye containing only your most important one or two **2-3 word** keyword phrases.

2. As you move to the outer circles in the target, note your less important phrases - up to two per circle. This allows you to prioritize your efforts knowing which terms are those terms that are most important and possible for you to get found by. You really need to be realistic here and not use terms that your site does not back up with content. Simply typing keywords in the code doesn't make it so!
3. Once your target is complete, begin with the bullseye and make sure that your top page's title, description and Meta keyword tags use only these phrases. Also make sure to include these phrases sprinkled throughout your top page headlines and copy.
4. Now move to the next circle outside of the bullseye. Determine which page those phrases apply to most and follow the above. If the phrases in any target circle are not closely related or do not apply to each other, you can simply create a new page with information and resources that applies to each specific term. As a matter of fact that works even better!

5. Don't have pages that target each desired phrase or have pages that have 10s or 100s of keywords in the Meta tags? Then it's time to get your bullseye marketing program up and in place ASAP! And you'll want to consider [WordPress](#) as the easiest way to get you there! You want to begin the process of creating information packed pages targeted at one or two keyword phrases each and add them to your site.

Search engine crawlers are not sentient; they don't think they don't surmise (at least not yet...). They gobble up what is on your site based on the content, the code and other variables and then based on each search bots unique algorithm it is determined how your site will be ranked.

The key to bullseye marketing is that less is more! The more keywords and phrases you have on each page, the less you are about any one thing which minimizes your chances of pulling relevantly for any given phrase.

You will actually dilute your site's relevancy by trying to get found by everything under the sun on one page or even a handful of pages. And if you do not have content that backs up those phrases - well, as we say in Chicago - foe-ged-aboud-it!

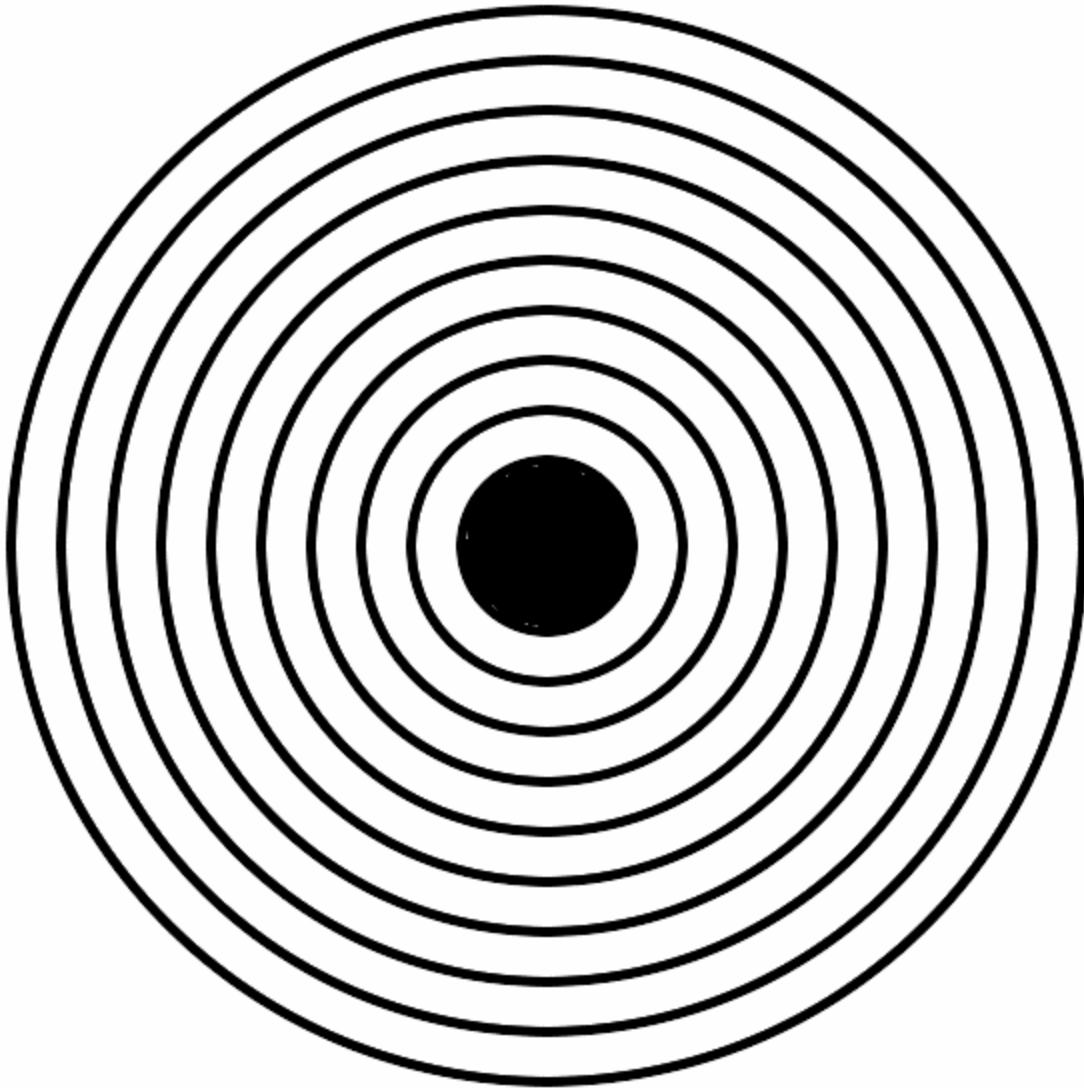
Target your bullseye and have your site mimic that layout. You'll be pleasantly surprised as you see your targeted pages gain higher relevancy and that leads to more prominent rankings — which leads to more business!

Do not dilute this process! Use target marketing and hit the bullseye!

At your service,

Judith

TheIStudio.com



Remember...

- Only one or two 2-3 word keyword phrases per circle.
- Put your most important phrases in the bullseye working out prioritizing relevancy to the least relevant by the time you hit the outside circle.
- Remember....less is more!! The more phrases used on any one page, the less you are about any one thing.

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