

## Keywords in URLs – Information Architecture

SearchForecast suggest that clients consider including the high audience and pay per click keywords into the naming convention (referred to as the nomenclature) within their website. SearchForecast has used various techniques to dramatically improve the visibility of websites to search engines.

Search engines like Google and Yahoo directly match keywords typed in by users and return relevant URLs in the search engine results. URLs which have keywords which match those typed into the search engine typically are returned in priority.

The Keyword Information Architecture approach has been implemented by SearchForecast in various forms and has proven to increase search engine indexation for an entire website.

### Methodology

SearchForecast suggests clients add keywords to the URLs throughout their website according to keywords that are either:

1. High Price and Converting Keywords purchased on search engines such as Google.com
2. Keywords which refer users to the client website that lead to high time spent viewing
3. Keywords competitors are optimizing on
4. Keywords that result in qualified leads and closed orders from lead sources such as Salesforce.com

### Implementation

The rationale for having keywords twice in the URL is to ensure search engines recognize this URL is more heavily weighted to these keywords and ensure higher search engine rankings.

Here is an example of how SearchForecast implemented keywords in TuVox Inc website. The following list of keyword phrases are sourced from Google.com.

Keywords	Estimated Avg. CPC
hosted IVR	\$15.01
IVR	\$12.43
VoiceXML	\$7.82
speech recognition software	\$5.40
Speech recognition	\$5.38
VXML	\$3.75

Source: Google.com

These keywords are then threaded into the URLs as below:

#### Products

##### On Demand Speech Apps

Former URL: [http://www.tuvox.com/prod\\_ondemand.html](http://www.tuvox.com/prod_ondemand.html)

New URL: [http://www.tuvox.com/ivr\\_solutions/ivr\\_speech\\_recognition/VoiceXML\\_VXML.html](http://www.tuvox.com/ivr_solutions/ivr_speech_recognition/VoiceXML_VXML.html)

##### Call Routing

Former URL: [http://www.tuvox.com/prod\\_apps\\_routing.html](http://www.tuvox.com/prod_apps_routing.html)

New URL:

[http://www.tuvox.com/ivr\\_solutions/ivr\\_speech\\_recognition/voice\\_self\\_service/call\\_routing.html](http://www.tuvox.com/ivr_solutions/ivr_speech_recognition/voice_self_service/call_routing.html)

NOTE: Clients should see case study at [http://www.searchforecast.com/case\\_study\\_tuvox.php](http://www.searchforecast.com/case_study_tuvox.php)

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