Use modifiers to make generic keywords and keyword phrases more specific. These longer <u>search terms</u> better reflect what the searcher wants and better describe what you offer. Every adjective or other qualifier you attach to the core keyword better targets the visitor's search and <u>more precisely matches the searcher's needs to your site</u>.

Viewed another way, by more precisely describing your niche, these keyword phrases set you apart from others.

Turning Away Traffic

Viewed yet another way, you want to attract some people to your Web site. You want to turn away other people. If visitors are good matches for your topic, you want them. Otherwise, you don't.

You accomplish both objectives by choosing the <u>right qualifiers</u> for your keyword phrases (and, for PPC ads, by writing the right ad copy).

For example, maybe you're an exhibit design company which only does design and fabrication of large custom exhibits used in trade shows and museums. You don't want to attract people who are looking for small, pre-manufactured, "pop-up" displays. You don't even sell these small units. Therefore, your SEO phrase or PPC ad should identify your precise market niche in order to *attract* suitable prospects <u>and</u> *repel* unqualified visitors. By "repel" I mean the SEO keyword phrase (or headline and/or body text of the ad) should give readers enough information that they can tell if you have what they want – in other words, if they're a good match for you. If they conclude that you do have what they want, they'll click through to your site. Otherwise, they'll keep looking. (Which is good.)

So, for example, you would NOT want to use the following keyword phrase:

trade show exhibits

That phrase is too generic. It could describe any size of exhibit and it could encompass both pre-manufactured and custom exhibits.

Instead, select keyword phrases which incorporate qualifiers which <u>specifically</u> address your business <u>niche</u>: