网站运营第三讲-关键词

(关键词布置 | 关键词拓展 | 操作注意事项)

引言

如果说网站内容是网站运营的土壤和基石,

那么关键词就是网站内容的灵魂和核心,

关键词是通过搜索引擎实现网站运营价值的唯一通道;

因此, 关键词布置是整个网站运营的基础;

那么,如何让买家通过各种多样化的关键词搜索到我们的产品?

关键词拓展是重中之重;

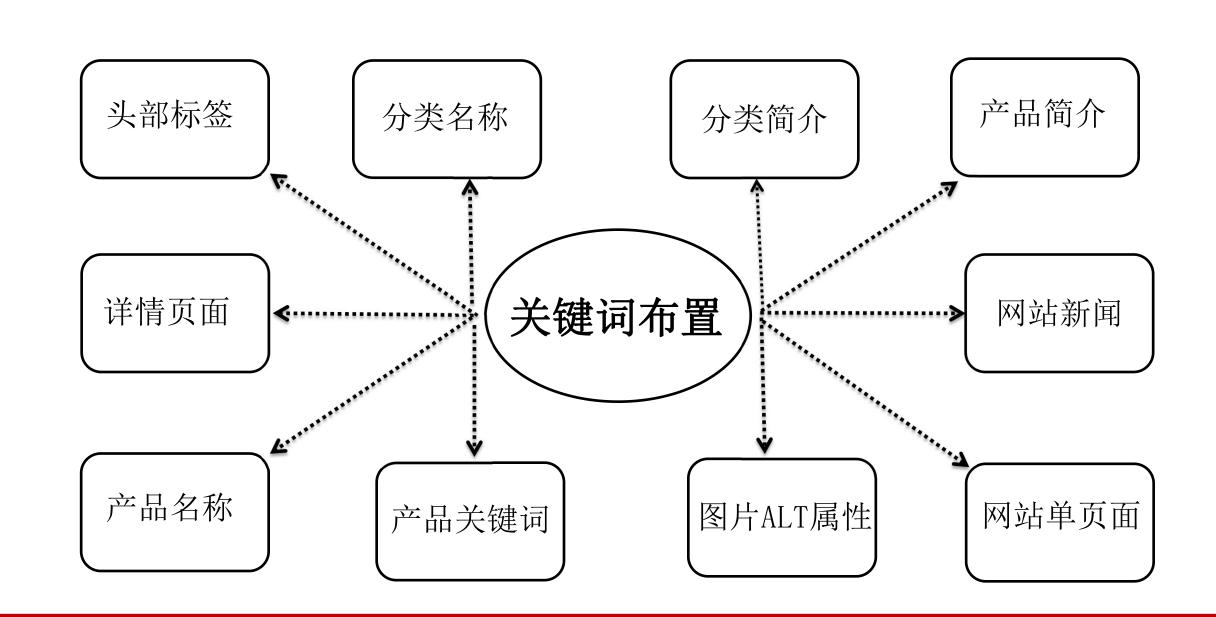
下面进入我们的网站运营第三讲-关键词,

本次学习重点(关键词)

- 1. 关键词布置;
- 2. 关键词拓展;
- 3. 关键词操作注意事项;

关键词布置

关键词布置: 有内容的地方就有关键词



关键词布置-头部标签

关键词布置一分类名称

Aqua Run Inflatables	» Hot Inflatables	» In Stock	
Metal Frame Swimming Pool	» Inflatable Pools	» Bounce n' Slide Water Parks	
Inflatable Water Parks	» Bubble Soccer Games	» Zorb Ball Games	
Inflatable Water Games	» Inflatable Water Playground	» Inflatable Pool Toys	
Inflatable Boats	» Inflatable Lounges & Island Boats	» Towable Water Ski Tubes	
New Design Inflatables	» Inflatable Bubble Tents	» Inflatable Sofa	
Inflatable Yacht Slides	» Dive Flag & Inflatable Float Buoy	» Paintball Bunkers	
Gym Air Track Mattress	» Inflatable Games	» Interactive Inflatables	
Indoor Inflatable Sports Games	» Balloon Show	» LED Show Inflatables	
Advertising Inflatables	» Air Tight Inflatables	» Xmas & Holiday Inflatables	
Inflatable Tents	» Advertising Products	» Accessories	

关键词布置-简介(产品简介|分类简介)

In the 18th century, a unique crystal chandelier design was named after an Austrian empress, it's Maria Theresa Chandeliers. This classic fixture design has everything a crystal chandelier should aspire to be, stunning, elegant and spectacular.

Maria Theresa Chandeliers were originally innovated from the bohemian chandeliers and were favored by the Austrian royal. This luxurious look chandelier was considered a symbol of wealth, class and taste. All Maria Theresa Chandeliers at the beginning were in large sizes specially for the lobbies and ballrooms. Later smaller sizes Maria Theresa Chandeliers were invented for other spaces with lower ceilings as dining rooms, bedrooms and corridors. The grand Maria Theresa Chandeliers continue to make themselves a preferred choice for upscale hotels, shopping malls and all expansive spaces with high ceilings.

Today, the intricate detailed chandelier design with exquisite curves, multiple layers of glass arms and crystal pendants and bobeches al so go very well with contemporary themes. If you don't want to customize a chandelier for your lobby or ballroom, a Maria Theresa Chandelier for different sizes of Maria Theresa Chandelier for different sizes of room. With the abundant experience and resources, SPLENDOR is able to manufacture large Maria Theresa Chandeliers with more than 130 light arms.







Mini White Support NTSC and P_

AV to HDMI Converter works great with either 720p or 1080p TVs. AV to HDMI Converter Box with high-

Analog Stereo Output Converter_

converter is compliant with
HDMI1.3.Converter Mini HDMI to

CVBS HDTV DVD RCA to Hdmi.

RCA to Hdmi Video Converter simply plug standard composite AV cables. RCA to Hdmi Converter Box works

关键词布置-产品相关(产品名称|产品关键词|图片ALT标签)



Fiberglass Water Park Water Slide (M11-04707)



Simple Design Fiberglass Water Slide (HD-L10)



Amusement Colorful Fiberglass Water Slides (HD-L09)



Water Park Kids and Adults Fiberglass Water Slides (HD-L01)

Related Tags: HDMI to VGA Converted Mini HDMI to VGA Converted Apple TV HDMI to VGA

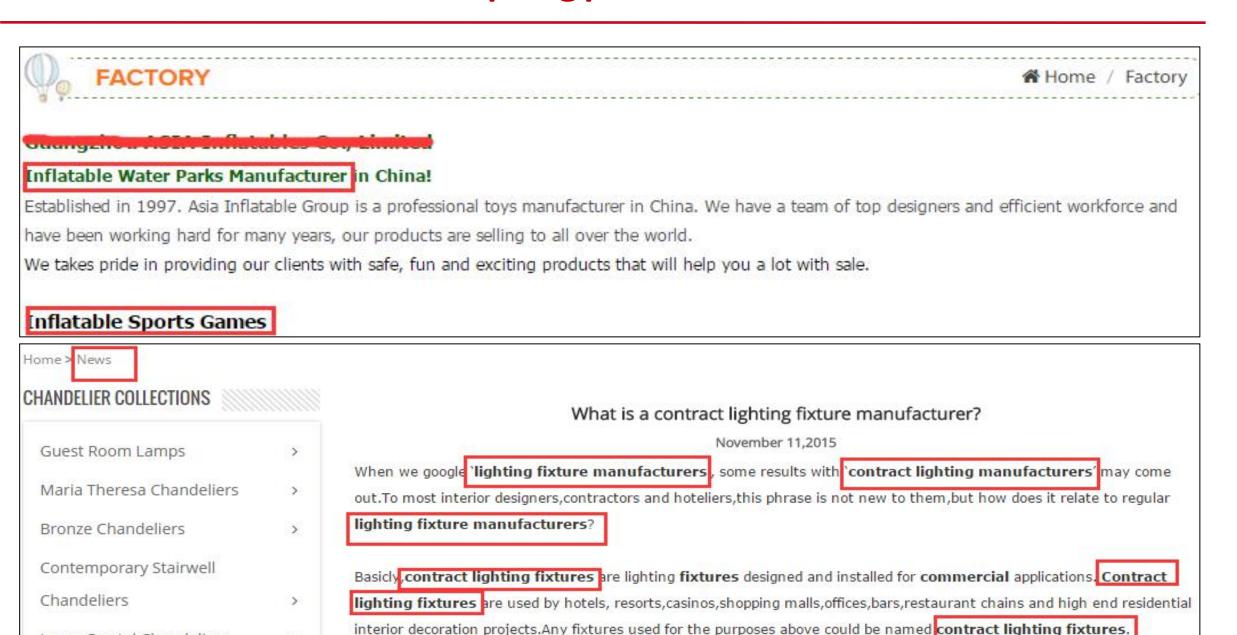
Previous: PC HD STB HDMI to Component Converter

关键词布置一产品相关(产品名称|产品关键词|图片ALT标签)

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div class="pic"><a href="/spiral-design-staircase-crystal-chandelier-ceiling-light p65.html" title="Spiral
iling Light"><img id="product_detail_img" | alt="Staircase Crystal Chandelier Ceiling Light width="211.00319
margin-left:0px" src="/uploadfile/201601/16/3er899er03/4r849drr/erd/0r8dpe55 thump.jpg" /></a></div>
p><a href="/spiral-design-staircase-crystal-chandelier-ceiling-light p65.html" title="Spiral Design Staircas
ght">Spiral Design Staircase Crystal Chandelier Ceiling Light</a>
div class="title">Contemporary style spiral crystal chandelier ceiling light made for a stairwell, staircase
om finishes and sizes available. Please contact for wholesale prices.</div>
div class="pic"><a href="/best-chinese-manufacturer-made-french-basket-crystal-chandelier p64.html" title="H
nch Basket Crystal Chandelier"><img id="product detail img" alt="wedding chandeliers" width="211.0031948881
margin-left:0px" src="/uploadfile/201601/16/8ebaed77375354c2e94/d0a49/58cbe0 thumb.jpg" /></a></div>
p><a href="/best-chinese-manufacturer-made-french-basket-crystal-chandelier p64.html" title="Best Chinese Ma
  Chandelier">Best Chinese Manufacturer made French Basket Crystal Chandelier</a>
div class="title">Buy classic french basket style crystal chandeliers from the best Chinese lighting manufact
c chandelier design suits most events and weddings. We have shipped over 380 pcs to the Netherlands, Los And
div class="pic"><a href="/custom-chrome-finish-stairwell-chandelier-lighting-for-sale p63.html" title="Custom-chrome-finish-stairwell-chandelier-lighting-for-sale p63.html" title="Custom-chandelier-lighting-for-sale p63.html" title="Custom-chan
Lighting For Sale"><img id="product detail img" | 11t="stairwell chandelier lighting" | width="211.00319488818"
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关键词布置一文章(新闻|blog|单页面)

Large Crystal Chandeliers



关键词布置—产品详情

Product Details

1080P 60Hz VGA Output HDMI to VGA Converter

Product Style: HD Video Converter HDMI to VGA

Item NO: HD-06

Colour: White

Features to 1080P 60Hz VGA Output HDMI to VGA Converter

- 1 HDMI to VGA Converter can convert HDMI to VGA and AUDIO signal format.
- 2. Through Mini HDMI to VGA Converter you can connect the PS3, HD DVD, Screen.
- 3.HD video Converter Apple TV HDMI to VGA, without install drivers, protable, flexible, plug and play.

Specifications

Name of Product: Crystal Branches 10-Light Deep Rust Chandelier Light

This 10-light crystal branches chandelier light vill easily illuminate your entry or foyer with its vintage yet unique design. The branches design makes this crystal chandelier light? focal point anywhere its installed. Finished in deep rust. Width 85 cm and height 25 cm. Takes 10 x E14 / E12 60 watt max light bulbs.

SPLENDOR LIGHTING is a leading chandelier lighting manufacturer supplying global wholesale and

hospitality market. The crystal branches series lighting are supplied to distributors in US, Australia and the UK.

Al chandelier lights made by Splendor Lighting be wired for US or Euro wattage to meet your local standards and

regulations.

关键词拓展

引言

如果网站关键词设置都是以核心关键词为主,

那如何让需求不同的买家通过各种多样化的关键词搜索到我们的产品?

关键词拓展是重中之重;

关键词拓展(核心关键词一长尾关键词)

- 1. 产品自身特点及各种属性拓展;
- 2. 卖家身份及地域拓展;
- 3. 借助谷歌关键词工具拓展;

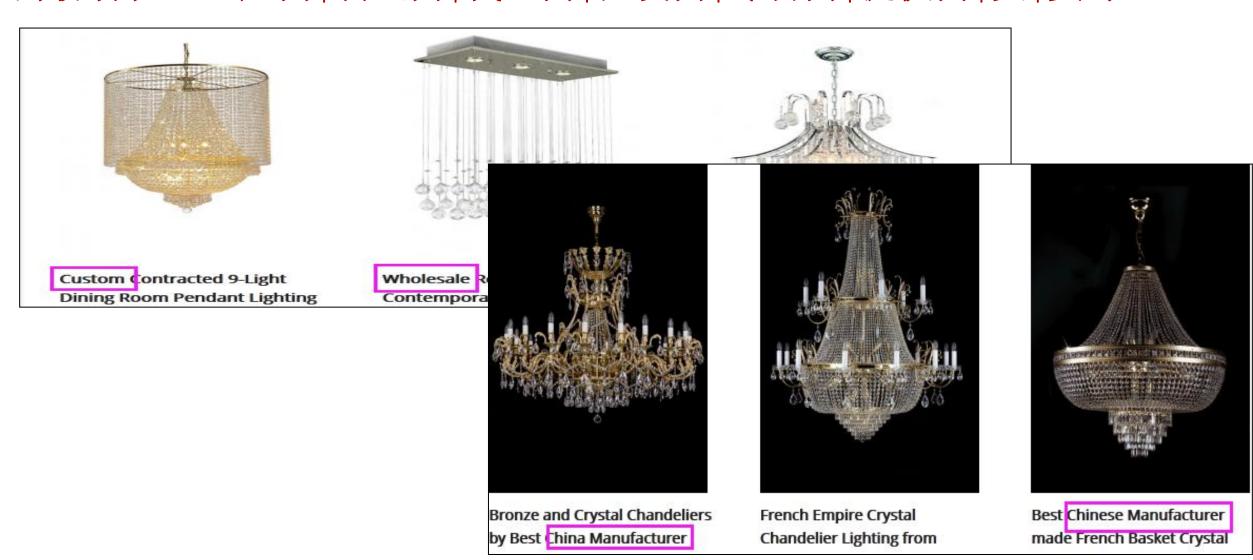
关键词拓展一产品特点及属性(通用|个性)

特点及属性:品牌 型号 颜色 尺寸 材质 用途 优势等



关键词拓展一卖家身份及地域

身份特征: 生产商 制造商 代理商 批发商 零售商 提供商 买 卖等

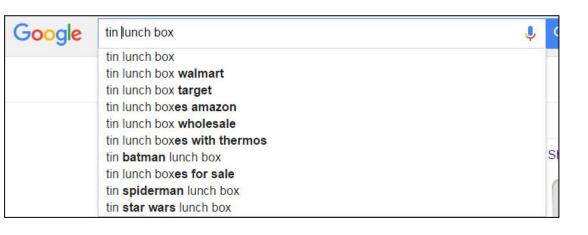


关键词拓展一谷歌搜索

在谷歌搜索框中输入核心关键词,在核心关键词最前面,中间或者后面添加空格,会出现一样用户经常搜索的词









产品关键词拓展一谷歌关键词规划师

谷歌的AdWords工具: https://adwords.google.com/KeywordPlanner,需要您那边有一个Gmail邮箱,用于登陆这个关键词工具,输入您的核心关键词,会出现很多跟您产品相关的关键词,您可以选择适合您产品的修饰词或者长尾词。

ked RFID Reader		获取参考提示	修改搜索条件		
广告组参考提示			列 ~		加(286 个)
关键字(核相关性排序)	平均每月搜索量?	竞争程度 ?	建议的出价 ?	广告展示次数份额 ?	添加到草茅
long range rfid reader	L~ 880	高	¥ 13.27	// ///	>>
fx7400	<u>L~</u> 110	低	¥ 2.02	022	>>
fx9500	L <u>~</u> 210	低	¥ 7.95	y -	>>
rfid fixed reader	L <u>~</u> 50	中	¥ 34.60	tr <u>an</u> ts	>>
rfid card reader	1,900	高	¥ 11.94	o -c	>>
rfid reader	L <u>~</u> 27,100	高	¥ 11.34	c s a	>>
rfid tags	l <u>~</u> 9,900	高	¥ 19.72	S 245	>>
rfid mobile reader	<u>L≃</u> 40	高	¥ 5.41	/ 	>>>
usb rfid reader	L== 880	高	¥ 8.85	(4 <u>12</u> 2)	»

关键词操作注意事项

(如何结合网站实际选择性的拓展和布置)

关键词操作注意事项

- 1. 如何精准的选择拓展后的关键词(都适合我的产品吗)?
- 2. 拓展后的关键词用于哪些地方?
- 3. 关键词布置注意事项;

关键词选择标准一高度统一相关(无论核心还是长尾)

JIC724A PVC Blowing Shoes Injection Machine

Properties

- Products by injection blowing machine are soft and comfortable. Compared with traditional machine, this machine can reduce weight of its product by 20%-30%.
- Commixture of old material and new material is applicable in our PVC shoes injection machine, and its products are of equal quality with those by unmixed new material
- Co-operation of oil pressure controlling, electric appliances, machineries and pneumatic system brings larger production with lower energy consuming and labor power.
- 4. Exact designing of machine helps to accommodate large-size moulds. Our PVC shoes injection blowing machine applies cooling system to advance quality of shoe products.
- 5. All operations are controlled by PLC in computer-human interaction interface, thus the process is accurate and manipulation is easy.
- Protection switches are applied to insure security of manipulator and machine.







Features

- PVC shoes injection blowing machine is in double proportional hydraulic controlling systems, which increases its function and stability. High quality of its products is promised with co-monitoring for injection pressure and injection flow.
- This machine realizes complete automation. With modern automatic expanding equipments, labor power is saved and operation is more accurate
- 3 Injection blowing machine is applied in production of all kinds of PVC shoes, such as sandals, slippers and PVC soles.
- 4. A cooling circulatory system is applied to advance cooling capacity and product quality.
- 5. All professional operations, such as injection, material supply, disc rotation, clamping, etc, are programmed by controlling system. It can promise co-ordination of all parts.

该页面关键词: PVC Blowing Shoes **Injection Machine**

产品详情页面设置关键词: injection blowing machine, PVC shoes injection machine, PVC shoes injection blowing machine, Injection blowing machine

共同点:设置关键词都是围绕Shoes Injection Machine进行拓展且选择最 合适的长尾。(**不属于你的关键词** 坚决不能用)

关键词选择标准一合适的位置选择合适的词;

分类名称: 主词 核心词

» Aqua Run Inflatables	» Hot Inflatables	» In Stock
» Metal Frame Swimming Pool	» Inflatable Pools	Bounce n' Slide Water Parks
» Inflatable Water Parks	» Bubble Soccer Games	» Zorb Ball Games
» Inflatable Water Games	» Inflatable Water Playground	» Inflatable Pool Toys
» Inflatable Boats	» Inflatable Lounges & Island Boats	» Towable Water Ski Tubes
» New Design Inflatables	» Inflatable Bubble Tents	» Inflatable Sofa
» Inflatable Yacht Slides	» Dive Flag & Inflatable Float Buoy	» Paintball Bunkers
≫ Gym ∧ir Track Mattress	» Inflatable Games	» Interactive Inflatables
» Indoor Inflatable Sports Games	» Balloon Show	» LED Show Inflatables
» Advertising Inflatables	» Air Tight Inflatables	» Xmas & Holiday Inflatables
» Inflatable Tents	» Advertising Products	» Accessories

关键词选择标准一合适的位置选择合适的词;

产品名称:属性+核心词



Long Rang Android RFID Handheld Terminal CL7202K3

It's unique most successfully design by Clou IOT
Technologies, Android OS with full frequency standards. Human
engineering design, easily handheld, high flexibility, high
Read More >



WinCE 7m UHF RFID Handheld Reader CL7202K1

It developed based on WinCE 6.0 OS with long range UHF RFID reader. Human engineering design, easily handheld, high protection level, fit for all kinds of environment operation.

Read More >

关键词选择标准一合适的位置选择合适的词;

简介、详情、单页面、标签等: 自然地插入多样化长尾词

The Large Crystal Chandeliers ranges includes all big size Maria Theresa Chandeliers, Solid Brass Chandeliers, French Empire Crystal Chandeliers, Wrought Iron Crystal Chandeliers, Crystal Pendants and Flush mounts etc. A number of the Large Crystal Chandeliers listed in this range are modified from other regular size chandeliers by SPLENDOR or else suppliers.

To hoteliers, the lobby chandelier makes a big difference in how guests feel about your hotel. A appropriate Large Crystal Chandelier helps you perform tasks more easily, to create a luxurious and comfortable ambiance. If you want to have the fixtures specially adapting your space, SPLENDOR's design team can assist you through every step of the decision making process from the selection of lighting fixture style, to manufacturing and installation.

Our custom lighting team stands confidently behind their work with years of Large Crystal Chandeliers manufacture experience and dedication to quality craftsmanship.



Bespoke Large Basket Crystal Chandeliers from China

Empire crystal chandeliers in large sizes, Handcrafted in China and ship



Crystal Cascade 7.9 Feet Long Chandeliers for Staircases

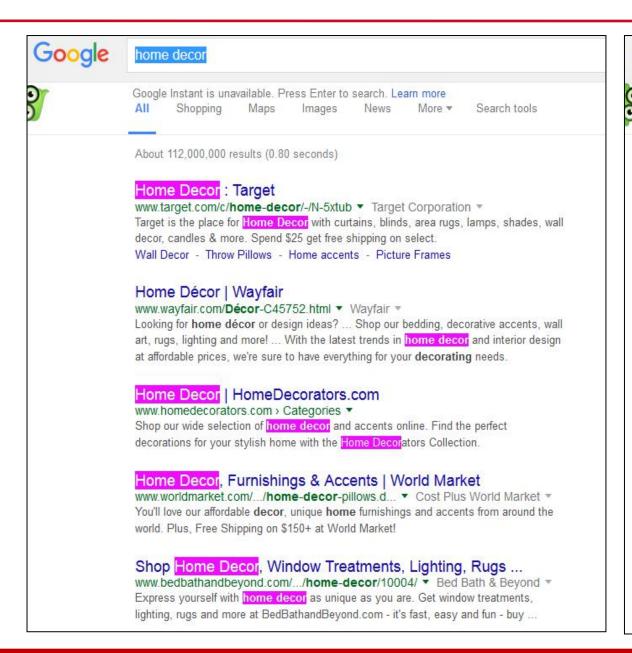
The 240 cm high long chandeliers are designed for staircases and foyers

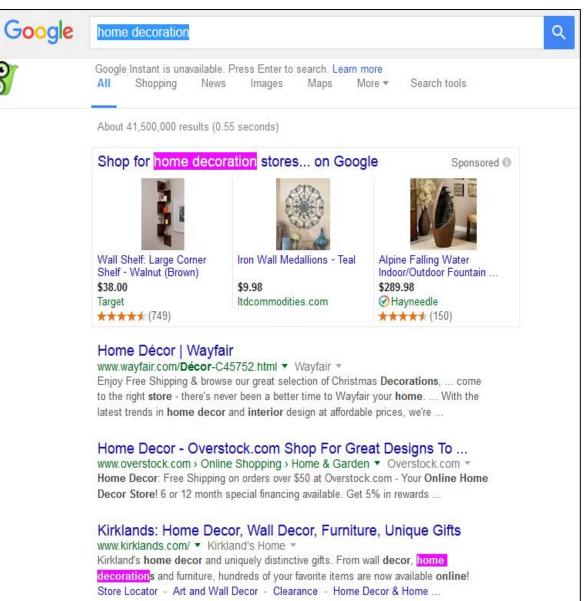


Unique Oval Shaped Large Crystal Pendant Chandelier

Wholesale large round ball crystal pendant chandelier from best China

关键词布置一核心关键词要符合习惯搜索;





关键词布置一核心关键词要保证关键词密度(关键词越大密度越大);

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<h3>5050 Non-Waterproof Flexible LED Strips</h3>
           <a href="flexible-ledstrips.html"><img src="img-flex-index/flexibleLEDstrips.jpg" alt="5000 flexible led strips" width="150" height="100" classes
         Sometimes called LED ribbon light in white, warm white and colors. 30 or 60 LEDs per meter. Reels and cuts. 
           <a href="flexible-ledstrips.html" title="non waterproof 5050 flexible led strips" class="button119">Details</a></div>
         <div class="column 165">
           <h3>3528 Non-Waterproof Flexible LED Strips(/h3>
           <a href="flexible-led-strips-120-lpm.html">img src="img-flex-index/1201pmFlexibleLedStrips.jpg" alt="3528 flexible led strips" width="150" he

Smaller footprint, higher lumen output, non-waterproof, 120 LEDs per meter. Reels and cuts.
           <a href="flexible-led-strips-120-lpm.html" title="120 LPM flexible led strips" class="button120">Details</a></div>
         <div class="column 166">
           <h3>5050 Waterproof IP64 Flexible LED Strips</h3>
           <a href="flexible-ledstrips-waterproof.html"><img src="img-flex-index/waterproofFlexibleLEDstrips.jpg" alt="waterproof flexible led strips" wid

    style="text-align: left; ">IP64 in white, warm white and RGB color changing. 30 and 60 LEDs per meter. Sold by the full reel only. 
           <a href="flexible-ledstrips-waterproof.html" title="waterproof flexible led strips" class="button121">Details</a></div>
         <div class="column 167">
           <h3>3528 Indoor Directional LED Strips</h3>
           <a href="directional-led-strips.html"><img src="img-flex-index/sideviewFlexibleLedStrips.jpg" alt="sideview flexible led strips" width="150" he
         Also called side view flexible LED strip, in white and colors. Perrect for edge lighting. Reels and cuts. 
           <a href="directional-led-strips.html" title="directional led strips" class="button122">Details</a></div>
       (/div)
                                                                                                                                    转到"电脑设置"以
Flexible LED Strips
                                   区分大小写(C) 第32项,共找到32个匹配项
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关键词布置一核心关键词要保证关键词密度(关键词越大 密度越大);

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<h3>5050 Non-Waterproof Flexible LED Strips</h3>
           \(\a\) href="flexible-ledstrips.html" \(\time\) img src="img-flex-index/flexibleLEDstrips.jpg" alt="5050 flexible led strips" width="150" height="100"
         Sometimes called LED ribbon light in white, warm white and colors. 30 or 60 LEDs per meter. Reels and cuts. 
           <a href="flexible-ledstrips.html" title="non waterproof 5050 flexible led strips" class="button119">Details</a></div>
         <div class="column 165">
           <h3>3528 Non-Waterproof Flexible LED Strips
           <a href="flexible-led-strips-120-1pm.htm1"><img src="img-flex-index/1201pmFlexibleLedStrips.jpg" alt="3528 flexible led strips" width="150"</a>
         p style="text-align: left; ">Smaller footprint, higher lumen output, non-waterproof, 120 LEDs per meter. Reels and cuts.
 94
           <a href="flexible-led-strips-120-lpm.html" title="120 LPM flexible led strips" class="button120">Details</a></div>
         (div class="column 166")
           <h3>5050 Waterproof IP64 Flexible LED Strips</h3>
           <a href="flexible-ledstrips-waterproof.html"><img src="img-flex-index/waterproofFlexibleLEDstrips.jpg" alt="waterproof flexible led strip</p>
         style="text-align: left; ">IP64 in white, warm white and RGB color changing. 30 and 60 LEDs per meter. 301d by the full reel only. 
           <a href="flexible-ledstrips-waterproof.html" title="waterproof flexible led strips" class="button121">Details</a></div>
         <div class="column 167">
第5项,共找到5个匹配项
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小结

今天的主题主要是关于关键词周边的实际操作讲解,如关键词使用位置,关键词拓展,关键词检测,关键词选择,关键词密度等等,希望大家通过今天的分享能让大家对关键词有个更清晰的认识和更实地的操作。

欢迎大家用剩下的时间沟通讨论!

感谢大家 下面是沟通互动时间 请大家积极互动起来

