# Three Reasons Why Your Website Needs Keywords

 Having a website is good for your business online presence.

Nowadays, having a functioning website for your brand or business is a pointer to how serious and relevant your site is or is about to become.  So, having one is really cool!

But hey, that's not all.

Your website needs certain ingredients to actually make it serve its purpose of creation and exceed your expectations. Your website needs keywords. Having keywords in all contents that are published on your website is not an option you decide upon. It is a necessity if you are really up for business in this digital age.

Without further ado, **here are three reasons why your website needs keywords.**

## 1.     Your Site’s Visibility

Every web surfer out there has a particular word in mind when surfing the net. These words or search requests are called keywords.  This is what is typed in the search engine box and any website that has those keywords or search query appears first based on the site's popularity. This increases the visibility of those sites that appear on Google’s first page having the keywords the researcher requested. Your site can enjoy such first-page visibility too if you can imbibe the website keywords strategy because this is one of the basic things to do to earn brand touch points and awareness.

## 2.     More Traffic for your site

You know, these things are pretty easy and interconnected. When your site is often visible in a particular niche, it leads to more clicks and hence more traffic. The keyword(s) on your website is the passport to achieving more clicks and visitations.

## 3.     It takes your website up the ranks

Website keywords are of utmost importance.

Why?

Simply put, they increase the popularity of a site by maintaining consistent visibility, which further leads to massive traffic on the site. When a site becomes extremely popular, there's no escaping Google’s attention and another ranking website like Alexa to show your website is among the top sites in that particular niche in question.

Website keywords are avenues you can use to create a reputation for your site while garnering a huge fan base. It is pointless having a site that people can't access just because the words you use don't resonate with what they have in mind when searching the web.

## Conclusion

In conclusion to this, keywords are great for your site, but then you need consistency. Don't just stop at creating unique content, stuff it with keywords and say adios!

 You lose relevance fast that way. You need to be incessant in your content publishing and not slacking. Consistency is not overlooked when it comes to rankings so you shouldn't overlook it. Moderation is strongly advised when using keywords. Don't go haywire with them because you know they are essential. When you try to stuff your content with keywords, Google frowns at that incredibly and might issue you a warning. So apply it moderately –at least, one in each paragraph and at least, two in each sub-heading and a total of five in the article.