

# Keywords

**Keywords are what you put in to Google; if you have poor keywords - you get poor results.**

Keywords are the expert vocabulary of your topic area. You must use a combination of them for Google to find the correct type of page for you: *e.g. theory & hypothesis mean the same thing in English, but in Science they have 2 different meanings*. If you don't use a combination of good Keywords then Google might waste your time delivering English literature websites when you are searching for Science.

## Expert advice:

**For best results you should have at least 3 keywords...never search using one word!**

## Activity

1. First, do a search using 1 keyword; here's an example, e.g. *e-learning*.

You will get approx.. 12,000,000 hits – but how many are useful?

2. Now, try searching with 3 words; here's my example again, e.g. *e-learning, mathematics, research*.

Now you'll get approx. 1,000,000 hits - less hits means more quality, so are your results better now?

## Expert advice:

**If the results don't improve then experiment by swapping words until you find a good mix, e.g. swap one of your keywords for a synonym, e.g. swap *e-learning* for *online learning*.**

## Stop words

Simple words such as *but, when, that, the*, are called **Stop words**.

These are on every website in the world, so Google ignores them. Do not put them in your search string.

Your keywords must be relevant, the more specific your words are, the better your results.

## Expert advice:

**Take 5 minutes to write a list of keywords before you start your search. Keep it at the front of your folder and add more words as you find them. Highlight the words that get good search results.**

