

Getting to the [top of the search](#) engine list is not necessarily always a difficult thing to achieve. Finding the right key words and phrases to use will help you optimize the chances of reaching that goal. Your articles and content should be relevant and not too generalized and have the ability to target the audience that you are aiming for. The vast majority of people will open up a web site from the top of the search to answer their questions or meet their requirements. Your job is to ensure that you use key words and phrases associated with the subject of your website.