Search Engine Optimization: How do I Choose Keywords?

Think of a phrase that people commonly use to search for the product,
service or subject of your website. For example, "Chiropractor in Portland OR." Use specific terms about your
area, if necessary (state, city, county, etc.). Make a note of the most
common terms you discover in this search, and decide what words or
phrases fit well with your website. These words and phrases become
your keywords and should be used in Paragraph Titles in the Website Text Editor.

[Use the Google Keyword Tool](http://support.homespunwebsites.com) to provide you with keyword statistics.

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