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My website was #1 for the keyword "home business" for about 3 or so years -- until Google changed its algorithm and now gives emphasis on the keywords in the domain name. Search for "home business" and the top are those sites with those keywords (my site now fluctuates between #5-10)

But in the new pages we create, we have changed our naming conventions and now our URLs contain the title of the article such as business-tips-entrepreneurs.htm

Title is critical. We take a long time tweaking the meta title of the page. It has to have the right keywords

Content is key, however. We make sure we write good quality articles. It is easy to get links and other people will link to you without you begging for them to do it if your content is good

We used to let others use our articles, but with duplicate content penalty, we don't do article submissions anymore.

The key is to make sure that every single page can stand to compete with other pages. So you can get traffic to your homepage, and all your inside content pages. We don't rely on one keyword -- e.g. "home business" -- as we have lots and lots of keywords where we are #1.

Make sure your site ranks in LOTS and LOTS of keywords, even longtail ones, and don't rely on a handful of keywords. 100 visitors from 100 keywords is much better than 1000 visitors from 2 keywords

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