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# **What is the significance of keyword effectiveness index in search engine optimization ?**

Is it right to select the keyword which has got high keyword effectiveness index for search engine optimization ?

It is important to know your keywords. If you have a product that you sell on your site, ask five friends what they might search for on google/yahoo to find it. Take those different keywords and optimize your page with them. Also work on your meta tags. Here is an article on how they work: <http://www.richkahmer.com/meta-tags.html>

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