**ELEMENT 4: ACTIVITY 2: LO6**

**Keyword density levels**

**PART ONE**

**Search engine optimisation (SEO)** is based on the use of regular phrases in your owned media that become associated with your brand.

Looking at the keywords used by your current and potential competitors provides further market insight:

1. Choose a keyword that is relevant to your business.
2. Search for that keyword in Google.
3. Make a note of the five top ranked pages from the search results.
4. Using SEObook (<http://tools.seobook.com/general/keyword-density/>), analyse each website in a separate tab and complete the table below with the top three words or phrases used in these websites.

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| --- | --- | --- | --- |
| **Website** | **Single word** | **Two-word phrases** | **Three-word phrases** |
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