

[00015] According to a further aspect, the present invention provides a method for generating web pages for improving organic search rankings associated with a website, the method comprising the steps of: a keyword generating module retrieving one or more candidate keyword sets associated with website content, analysing the candidate keyword sets, and generating one or more target keyword sets based on the analysis of the candidate keyword sets; a web page generating module retrieving website content data associated with the website content, and generating web pages based on the generated target keyword sets and the retrieved website content data; wherein the web page generating module is further adapted to communicate with a publicly visible web page server to enable the server to store and serve the generated web pages; and a link logic module defining one or more of i) a number of links and ii) a type of link relationship between the target keyword sets, keywords in the target keyword sets, the web pages generated and pages on the website, and communicating with a link module adapted to retrieve and display the links defined by the link logic module on the website to make the links visible to search engines.

[00016] There is also disclosed a keyword generating system for generating keyword sets for use in improving organic search rankings associated with a website, the keyword generating system comprising: a keyword generating module adapted to: retrieve one or more candidate keyword sets associated with website content, analyse the candidate keyword sets, and generate one or more target keyword sets based on the analysis of the candidate keyword sets, wherein the keyword generating module is further adapted to analyse a first candidate keyword set by performing a search on a search engine using the first candidate keyword set and producing a first target keyword set based on at least one keyword score that is based on the organic results of the search, obtain organic search results from the search engine for a first candidate keyword set, determine the keyword score based on the organic search results, determine whether the keyword score is above a defined score threshold value, and upon a positive determination that the keyword score is above a defined score threshold value, base a first target keyword set on the first candidate keyword set.

[00017] There is also disclosed a method of generating keywords for use in improving organic search rankings associated with a

31. The method of claim 19, further comprising the step of the keyword generating module associating descriptors that are based on the website content data with the target keyword sets.

32. The method of claim 19, wherein the website content data is product and/or service data associated with the content on the website.

33. The method of claim 19 further comprising the step of a keyword ranking module retrieving, from the web page generating module, one or more target keyword sets, obtaining organic search results for the retrieved target keyword sets, analysing the obtained organic search results to determine if a ranking associated with the obtained organic search results is below a defined ranking threshold value and, upon a determination that the ranking associated with the obtained organic search results is below the defined ranking threshold value, modifying the retrieved target keyword sets.

34. The method of claim 33, further comprising the step of the keyword ranking module modifying the retrieved target keyword sets by instructing the web page generating module to perform one or more actions on the retrieved target keyword sets selected from a list of actions comprising: deleting an existing keyword, changing an existing keyword, adding a new keyword.

35. The method of claim 19, further comprising the step of the web page generating module generating web pages by defining a unique resource locator for each web page, where the unique resource locator comprises at least a subset of all the keywords from one of the target keyword sets and a link to the web page server.

36. The method of claim 35, further comprising the step of the web page generating module generating web pages with one or more of: hyperlinks to other generated web pages; dynamic data based on the website content data; a hyperlink to the website.