

# Wordtracker Tutorial

Finding Profitable Keywords has never been so easy.

By Dr. Andrew J. Williams



<http://ez-search-engine-optimization.com>

Version 1.0

This report was based on a series of newsletters I wrote for my Internet Marketing Newsletter.

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# 1. Why Wordtracker?

A well-planned site is a successful site, and nothing is more important than the initial keyword research.

I am constantly asked about a large number of tools, that, if you believe the hype, will allow you to find untapped niches, and keywords that will bring you loads of traffic and untold wealth.

I have looked at many of these tools, and where most fall flat is in the data they return for number of searches made on each keyword. If some software tells you that "blue widgets" is searched for 30 times a day, you need to have confidence in that value before spending time building pages. Unfortunately, I don't have that confidence in most of the keyword research tools I have tried.

The number of times a keyword is searched for every month is vitally important if you are going to generate traffic. There is absolutely no point building a web page about a topic that no one is looking for. e.g. you might be able to get #1 on Google for "reproduction in aliens", but why bother when no one is looking for it, and even less ways of making money from that phrase (unless you write an eBook on the subject)?

Most keyword tools use Overture suggestion tool,

<http://inventory.overture.com/d/searchinventory/suggestion/>

.. to find out how many people are searching for a particular phrase. I make no secret of my dislike for this free service provided by Overture. Here is a true story from my own experience with this tool (taken from my website on the Wordtracker Review page):

"..I carried out keyword research for a web page of mine about pheromones. I was going to send my traffic to a merchants site and get commission on any sale generated. Using the Overture tool, I found 4 or 5 terms with reportedly 47000 + searches in recent weeks.... and that is just at Overture.

I thought, hey, great. Should be several times this many searches originating from Google. I created a couple of pages and optimized them. I got #1 position on MSN, and later, #1 on Google too for some of my chosen terms. I could see the \$\$\$ signs in front of my eyes. Two days later I had received on 6 visitors. I was heart broken. My millions were melting away before my eyes. I checked on WordTracker and found that in the last month, there has only been 41 searches for my main keyword according to Wordtracker. I'll leave you to decide which my favourite keyword research tools is."

Looking at the same research today, Overture does seem to have more realistic values, but I certainly won't trust this tool again. In addition, Overture has started banning IP addresses of people who abuse their suggestion tool.

If you are using any one of the tools that finds thousands of keywords from Overture, you run the risk of being banned!

So, where can you get accurate information on the number of people searching for any given keyword?

The only place I know of is [Wordtracker](#).

Time and time again Wordtracker has proven itself to me - its information is accurate.

I can go to Wordtracker for a couple of hours one day, and leave with 5 or 6 thousand potentially profitable keywords. In the data I take home I know how many times each keyword is searched for, how much competition there is in Google (or any other search engine for that matter) for each keyword, and make informed decisions about what I should build my sites about.

Obviously, 5000 words is going to take a lot of organising and sorting before I can make those all important decisions. Out of those 5000, I may only decide on 300 phrases that are worth targeting. That is where my second tool of choice comes in. [Keyword Results Analyzer - Wordtracker Version](#)

I will make full use of this tool during this report and make no apologies for this obvious plug – there is no better tool for mining the gold in Wordtracker.

This tool has really taken the Webmaster world by storm. You only need to read the testimonials on the sales page to see that this tool can unlock the potential in your keyword lists from Wordtracker.

### ***1.1 But Wordtracker is so expensive...***

There is a saying about getting what you pay for.

Many people are put off Wordtracker by its high perceived price. An annual subscription is \$250. However, it is the best \$250 a webmaster can spend, and it can be written off as a business expense too!

If you don't want to invest that much in one go, a daily subscription comes in at under \$8 – and that is enough time to find enough keywords to last you months.

## ***1.2 Why do so many webmasters still not use Wordtracker?***

The most common reasons I hear why webmasters don't subscribe to Wordtracker are:

1. It costs too much
2. It is too difficult to use
3. It is too difficult to handle all those keywords effectively.

This report will solve point number 2 by showing you how to use the various parts of Wordtracker.

Point number 1 is just plain wrong. I regularly find keywords at Wordtracker that make me more money than the cost of the annual subscription itself. If anything, **Wordtracker is under-priced.**

Point number 3 is handled by the KRA-WT software. You can see how easy it is to handle large volumes of keywords if you read the "[Niche Within A Niche report](#)".

The bottom line is this. If you want to make sites that get traffic, you must be properly informed about what people are searching for. If you are interested in ranking high in Google without having to pay for clicks, Wordtracker is the only option I recommend with 100% certainty.

## 2. How Wordtracker works

In chapter 1, we looked at why Wordtracker is the number one choice among professional webmasters. In this section, I want to start looking at the various features of Wordtracker, how it works, and how to use it.

This report will assume that you have a subscription to Wordtracker and are not using the trial version, which has limitations. You can order a day at [Wordtracker](#) for just a few dollars and follow along this course to learn why Wordtracker truly is the secret weapon of successful webmasters.

Before we look at the interface, it is important to understand how Wordtracker works and where it gets its results.

### 2.1 Wordtracker uses Meta Crawlers

Wordtracker tracks and stores search data from two Meta Crawler “search engines” and keeps this data for the last 60 days at any one time. New data gradually replaces old data. The two search engines used are:

<http://metacrawler.com>

and

<http://dogpile.com>

A metacrawler search engine is one that queries several of the main search engines to compile its own results e.g. Google, Yahoo and Altavista may all be queried when you run a search at Dogpile, and Dogpile will collate those results and output what it considers the best sites from those three engines.

Whenever a search is made at either of these two metacrawlers, the search term is recorded in the Wordtracker database. Over 175 million searches are recorded every month in this way, and all are stored in Word tracker's database. This massive amount of data is then made available to subscribers of Wordtracker.



Wordtracker keeps the last two months of search results in its database at any one time. If you do a search in November at Wordtracker for "Halloween", you are likely to find a lot of Halloween related phrases. If you do the same search in March, you are going to get a lot less phrases related to this topic. Bearing this in mind, if you want to target seasonal products on your site, do your keyword research towards the end of that season to make sure you capture relevant phrases made during that season.

## 2.2 OK, let's login to Wordtracker.

On logging into Wordtracker you are taken to the main menu screen which gives you access to the 7 main sections of Wordtracker. If you are ever lost in Wordtracker and want to get back to this screen, click the Home button (see arrow on screenshot) in the menu at the very top of the screen you are on.

**Wordtracker**  
Webmaster Keywords

Home Support Account News Projects

Tue, November 30 2004

**Home**

Latest news | Affiliate | Account | Support

Please choose from the database options below:

If this is your first time with Wordtracker, [click here](#) for the full downloadable manual

<b>1. Keyword Universe</b> ?	<b>5. Multiple Search</b> ?
Allows greatest flexibility to find those niche phrases. <a href="#">Click Here</a>	Choose your own keywords (up to 500 at a time). <ul style="list-style-type: none"><li>• <a href="#">Simple Search</a></li><li>• <a href="#">Exact/Precise Search</a></li><li>• <a href="#">Compressed Search</a></li><li>• <a href="#">Comprehensive Search</a></li><li>• <a href="#">Misspelling Search</a></li></ul>
<b>2. View all your results</b> ?	<b>6. Top 1000 reports</b> ?
View all your Wordtracker results in one place. <a href="#">Click Here</a>	The most frequently searched words on the net. <a href="#">Long term</a> <a href="#">Short term</a>
<b>3. Keyword Projects</b> ?	<b>7. Wordtracker Support</b>
Look after all your keyword projects. Swap, Add, delete. <a href="#">Click Here</a>	Support center answers all your support question. <a href="#">Click Here</a>
<b>4. Full Search</b> ?	
Step by step wizard to help you discover all your keywords. <a href="#">Click Here</a>	

Support | Account | News | Resources | Articles | Projects

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We will look at the 7 sections in more detail and show you examples of using some of these sections, but let's quickly go over them here by way of an introduction.

### **Section 1 - KEYWORD UNIVERSE**

The Keyword Universe is a section of Wordtracker that lets you find keywords in much the same way that the trial of Wordtracker does. If you are new to Wordtracker, this is probably where you have done most of your keyword research.

### **Section 2 - VIEW ALL RESULTS**

Wordtracker keeps records of all your keyword searches, competition analysis etc. The View All Results screen allows you to see the results of your research in one convenient place. From here you have options like exporting or e-mailing those keywords and data.

### **Section 3 - KEYWORD PROJECTS**

If you work on several websites at the same time, you will want to keep the keywords for each project separate. The Keyword Projects screen allows you to do just this. You can keep up to 7 different projects on the go at any one time, with up to 50,000 keywords per project.

When you log out, and then back into Wordtracker, all your data remains in your Wordtracker account. Note if you use daily subscriptions every month or so, your projects will stay intact (even though your subscription is not current) for several months. Just sign up with the same details next time you get your daily subscription and your projects and keywords will still be there.

### **Section 4 - FULL SEARCH**

This section is similar to Keyword Universe but with a much simpler interface.

### **Section 5 - MULTIPLE SEARCH**

The Multiple Search screen allows you to carry out a range of different searches. Compressed, comprehensive, misspellings etc. We will look at what each of these search options do later in this series.

### **Section 6 - TOP 1000 REPORTS**

Two options here, long-term (over the last 60 days) or short-term (last 36 hours). These reports show which keywords have been searched for over those periods. If you are having a problem coming up with ideas for your latest site, look at these reports and see the top 1000 searches made. Use these phrases as spring-boards for your own imagination.

The short-term report is great for getting the inside scoop on what people are looking for in the last few days.

## **Section 7 - WORDTRACKER SUPPORT**

Speaks for itself. The support section offers a knowledge base - answers to frequently asked questions, documentation, and a way of getting e-mail support to your questions or problems.

OK, we are ready to start using Wordtracker.

### 3. Keyword Universe

In this section, we will use the Keyword Universe to collect our keywords. Many of you familiar with Wordtracker have probably used this area of Wordtracker already. You go in, spend a couple of hours sifting and come away with a couple hundred keywords, right? Not today. We will go in, spend less than an hour, and come away with a few thousand potentially profitable keywords. Sound good? OK, login to Wordtracker, start the clock, and let's make a start.

On the main menu, click on the "Click Here" link in the Keyword Universe section.

The familiar split screen opens.

**Wordtracker**  
Webmaster Keywords

Home Support Account News Projects

Step 1 & 2 Step 3

**Related Keywords**

**Step 1:** Use this tool to find hundreds of related keywords you might never have considered.

Enter a phrase (two or three words) that describes your business or service. Eg. 'golfing equipment', 'real estate' or 'search engine positioning'.

Then click the proceed button to continue.

Enter your search term below

Lateral  Thesaurus

Proceed >>

**Popularity Search**

Find out how popular your words actually are. Select words from the left window or simply enter your own into the text box below (up to 100 separated by carriage return, maximum of 10 for Overture).

Proceed >>

**Database Type**

Choose database: Compressed Go

Adult filter: OFF

Keywords for Wordtracker : 0

Delete last term Clear all

Click here for step 3

On the left hand side you see a box where you can type in a "root" or "seed" word that starts of your research. However, before we begin, look at the bottom left of this screen. There is a drop down box labelled "Choose Database". The default is set to "Compressed", but other options include Comprehensive, Simple and Exact.

### **3.1 The Databases**

Let me first clarify what these different databases mean:

**Compressed:** The database has had unnecessary characters removed and all forms of the same phrase have been compressed and converted to lower case e.g. "Batman", "batman" and "BATMAN" will all be returned as "batman".

**Simple:** Finds all phrases containing your word, including plurals. e.g. a search for "widget" might return "blue widget", "green widget", "purples widgets" and "what are widgets".

**Comprehensive:** Allows word stemming to the right and left. e.g. a search for bat will return "bat", "bats", "batman", "batmobile" as well as "combat".

**Exact:** Returns all the phrases in the case they were typed in at the search engines. e.g. a search for banana will return "banana", "Banana" and "BANANA" as separate phrases.

**Precise:** Similar to exact but compresses all capitalisation variations into a single phrase.

**Overture:** Return phrases from the Overture database.

OK, with that done, let's start our research. I am going to go for a competitive niche that I know nothing about, just to show you how easy it is. My topic is baseball. We will use the Compressed database.

### 3.2 Creating a Project

Before we get down to finding keywords, I want to create a new project to store my phrases in. On the menu at the very top, click "Projects".

#### Current Project

Last database backup: 8am Monday, 29th November 2004 (GMT)

Click any database (Wordtracker or Goto) to be taken straight to the Keyword Universe.

Project Name:

Basket:	Number of Keywords
Wordtracker	None <a href="#">Reset</a> <a href="#">Export</a> <a href="#">Import</a>
Goto	None <a href="#">Reset</a> <a href="#">Export</a> <a href="#">Import</a>

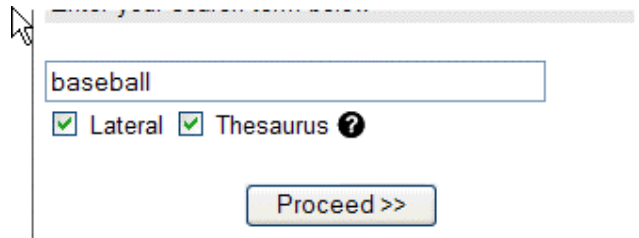
**Link to Start Research**

Go in and create a project called Baseball and then click the Wordtracker link under the project name. This takes you back to the split screen.

### 3.3 Collecting Keywords

In the box on the left, type in the word baseball and hit the "Proceed" button.

Below this box, a number of phrases will appear. You can scroll down and have a look at them if you like, but then return to the top of the list.

A screenshot of a web interface. At the top, there is a text input field containing the word "baseball". Below the input field, there are two checked checkboxes: "Lateral" and "Thesaurus" with a question mark icon. Below these checkboxes is a button labeled "Proceed >>".

\*Use the refresh or reload button on your browser if the screen freezes.












Finished! Please scroll down...

**Related keywords for baseball**

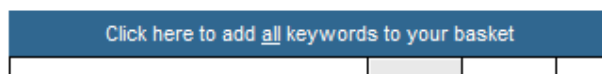
Why do I need related keywords? [Click here](#)

1. baseball
2. cards
3. sports
4. mlb

The first item in the list is, surprise, surprise, "baseball". Click on that word. On the right hand side of the screen, a number of phrases appear with the word baseball in them.

Click here to add <a href="#">all</a> keywords to your basket			
Keyword  explain	Count	Predict	Dig
baseball	16514	14899	
baseball cards	1655	1493	
major league baseball	1613	1455	
baseball hall of fame	1088	982	
baseball bats	958	864	
baseball bat	663	598	
how many baseball teams are in the american league	626	565	
baseball gloves	618	558	
baseball history	562	507	
baseball equipment	555	501	
baseball caps	554	500	

You can click on these phrases individually to add them to your basket, but lets do something a little different. In the title bar just above your keyword list, you will see the following:



OK, Click on that hyperlink ([all](#)) in the title bar.

That's 300 phrases added to your basket in one go.

In the list on the left, scroll down and click on any word that is 100% related to baseball, then follow the procedure above and click on the add "all" link.

Here are the keywords I clicked on in the left window and then added all the phrases found to my basket:

baseball  
mlb  
major league baseball  
baseball cards  
baseball history  
baseball teams  
baseball card prices  
louisville slugger baseball bat  
ncaa baseball  
baseball books  
baseball news  
babe ruth  
home run  
youth baseball  
baseball equipment  
baseball bat  
kids baseball  
high school baseball  
louisville slugger  
little league world series  
junior baseball  
select baseball  
baseball magazines  
baseball parent  
usa baseball  
baseball card price guide  
topps baseball cards  
vintage baseball cards  
baseball cards for sale  
baseball family  
baseball singles  
history of baseball cards  
baseball clinics  
dixie baseball

OK, lets stop there.

You will probably notice that as you add keywords to your basket, they don't always add up to the total keywords found. That is because the basket removes duplicates.









That research took about two minutes and I now have 4302 phrases in my basket related to baseball. Now, I know what you are thinking. 4302 phrases is way to many to handle and sort. How on earth do you find the good phrases and ditch the bad?


### 3.3.1. The Dig Feature

You will notice that on the right screen, there is a small icon labelled “Dig”.

(taken from 354 million search queries over the last 60 days)

[Click here to add all keywords to your basket](#)

<u>Keyword</u>  explain	<u>Count</u>	<u>Predict</u>	<u>Dig</u>
baseball	16514	14899	
baseball cards	1655	1493	
major league baseball	1613	1455	
baseball hall of fame	1088	982	
baseball bats	958	864	
baseball bat	663	598	
how many baseball teams are in the american league	626	565	
















Clicking on the small shovel icon will do a second search on Wordtracker for all phrases that contain the “root word” next to the dig icon.

e.g. Clicking on the shovel next to “baseball bats”, opens this screen:

Searching...300 row(s) returned  
(taken from 354 million search queries over the last 60 days)

[Click here to add all keywords to your basket](#)

<u>Keyword</u>  explain	<u>Count</u>	<u>Predict</u>	<u>Dig</u>
baseball bats	958	864	
wood baseball bats	141	127	
easton baseball bats	115	104	
youth baseball bats	106	96	
wooden baseball bats	88	79	
maple baseball bats	74	67	
college baseball bats	67	60	
used baseball bats tpx	46	42	
cheap baseball bats	44	40	
senior league baseball bats	42	38	
blemished baseball bats	40	36	

**Click here for step 3** 

That is 300 words just about baseball bats. You can add these to your project in the usual way. Be aware though that many of these “dig” searches will turn up only the same keywords that are found by following the process above since many of the highly searched for phrases will have an entry in the left hand column. Clicking on that entry will show the same 300 phrases.

I personally don't use the dig feature as I can do the same job in KRA-WT later, and I rarely have a lack of keywords!

### ***3.4 Finding how many web pages compete for your phrases in Google***

OK, here is how I do it.

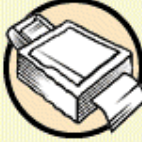


At the bottom of the right hand window, click the "Continue to Step 3".

**Click here for step 3** 

At the top of the step 3 screen there is a menu made up of images.

**Step 3** This is the place to print or email your keywords. To find your niche in the search engines, please click on 'competition search' below.

Number of keywords in Baseball (4302) Wordtracker

Export Keywords      Email Keywords      Competition Search

◀ Keywords 1 - 100 of 4302 ▶      Count

▶ baseball	16514	<input type="checkbox"/>
------------	-------	--------------------------

Click on "Competition Search".

## Step 4

You will discover that some of these keywords have very few competing web pages in many of the major search engines. These will be your targets.

Project: Baseball Database: Wordtracker Keywords: 1 - 100

\* Please do not open multiple windows in an attempt to run many searches at once or you will corrupt your projects.

Click on a box to add the search engine to your list (only two at a time).

- Why did we [choose these engines?](#)

### Global Search Engines

Altavista       Lycos       Google       Alltheweb  
 Msn       Teoma       Hotbot       Yahoo\_eng

### Global Directories

Yahoo       Open Directory       Looksmart

### Pay Per Bid Engines

Overture       Findwhat       Bay9       Goclick  
 Searchboss

KEI Analysis: Yes ? Quotes: Yes ?

Proceed >>

At the top of your keyword list is a black box:

Project: Baseball Database: Wordtracker Keywords: 1 - 100

This next step is the most time consuming. We are going to find out how much competition our 4302 phrases have in Google (I don't bother with the other search engines).

With 1-100 selected in the drop down box (in the black box mentioned above) check the Google box, and then click the proceed button.

As soon as the competition results are listed on screen (you can tell by watching the scroll bar on the left of your browser), select 101 - 200 from the drop down box, check Google and click proceed again.

**Project:** Baseball **Database:** Wordtracker **Keywords:** 101 - 200

\* Please do not open multiple windows in an attempt to run many searches at once or you will corrupt your projects.

Click on a box to add the search engine to your list (only two at a time).

- Why did we [choose these engines?](#)

**Global Search Engines**

Altavista     Lycos     Google     Alltheweb  
 Msn     Teoma     Hotbot     Yahoo\_eng

**Global Directories**

Yahoo     Open Directory     Looksmart

**Pay Per Bid Engines**

Overture     Findwhat     Bay9     Goclick  
 Searchboss

KEI Analysis: Yes ? Quotes: Yes ? Proceed >>

Repeat this for each set of 100. Sorry but there is no short cut here since Wordtracker only allow competition searches on batches of 100 to be fair on the search engines and their own servers.

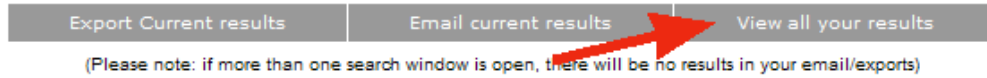
The last one is 4301 - 4302.

OK, finished? Don't worry, all the phrases and competition research has been saved by Wordtracker.

That bit took about 40 minutes even on an ADSL connection, but I promise you it will be well worth the effort.

### 3.5 Getting the keywords home

Now for the magic. Scroll to the bottom of the page and click on the link "View all your results".



In the table you will see that next to Wordtracker is the number 4302. That is the number of phrases we have collected.

All data currently held for perfectg:		
<b>Database Used:</b> <a href="#">Wordtracker</a> <a href="#">Goto</a> <a href="#">7Search</a>	<b>Keywords:</b> 4302 None None	<b>Competition data collected:</b> 1 search engine, no pay per bids, and no directories. No data collected. No data collected.

[View all your Wordtracker results](#)

Wordtracker keywords collected: 4302 [view](#)

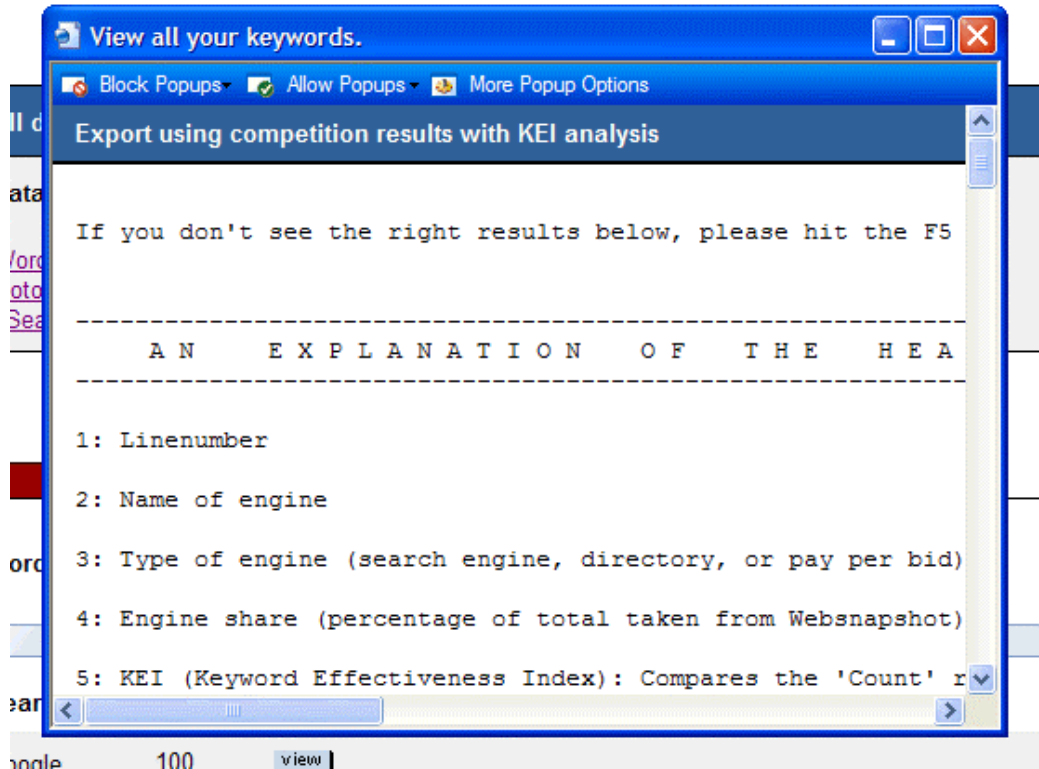
**Competition data collected**

Search Engines:	Payperbid:	Directories
Google    100 <a href="#">view</a>		

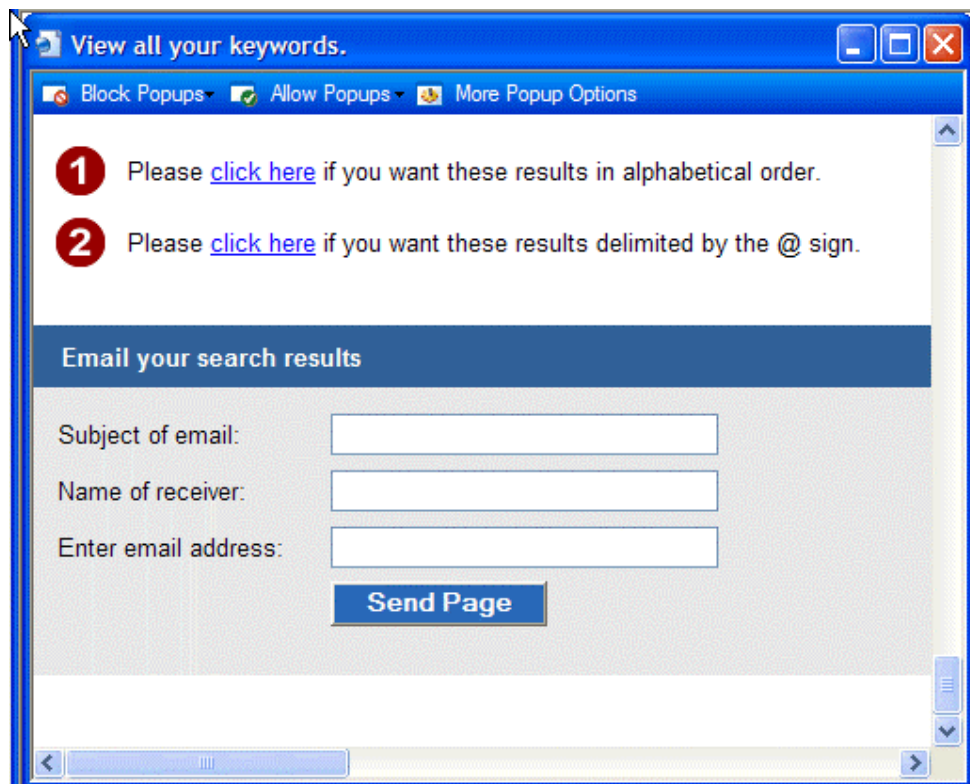
Export/Email All    Merge/Email All    Download Results    Pay Per Bid Value

Scroll to the bottom of that page and click the link "Merge/Email All".

A new window opens. Have patience as it takes a little while to load with so many keywords ;o)



Scroll to the bottom of that page and fill in your details to send the results to yourself.



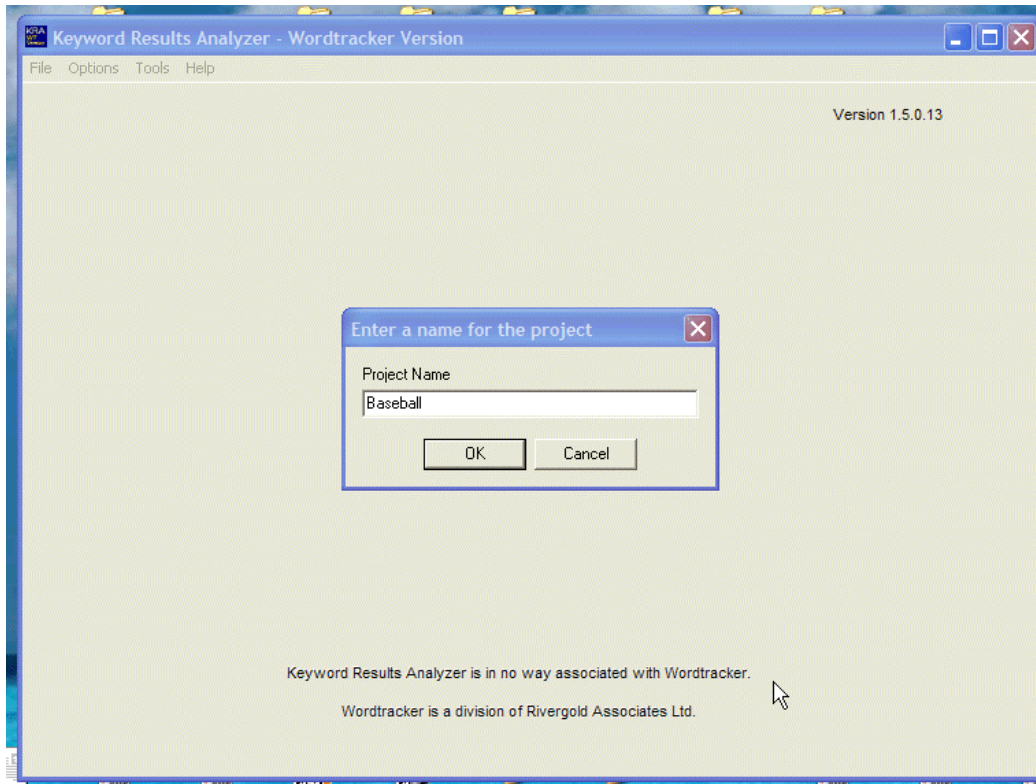
Stop the clock. That whole research process took me 44 minutes 35 seconds. Depending on the speed of your connection it may take you more or less time, but that's not bad for a days work, and the phrases you have collected could keep you busy for months!

Open your e-mail program and collect your research.

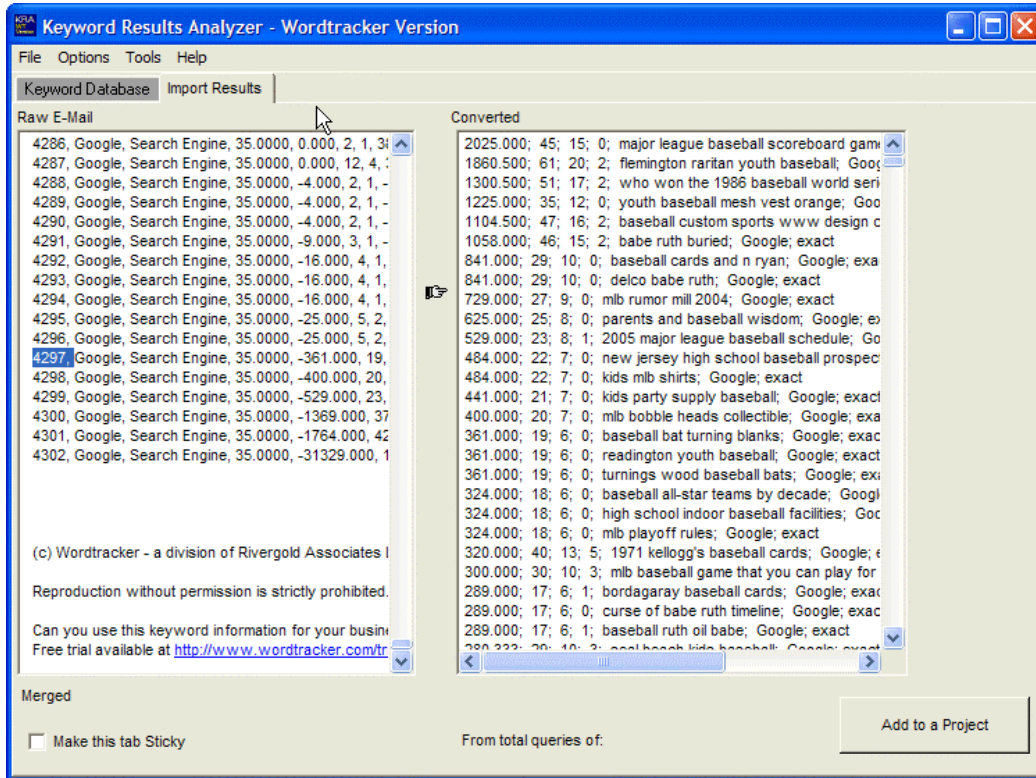
### 3.6 Handling so many keywords

What you do next depends on how you handle the list. If you use a spreadsheet program, good luck, you'll need it. If you own [Keyword Results Analyzer - Wordtracker version \(KRA-WT\)](#), you have a much easier ride:

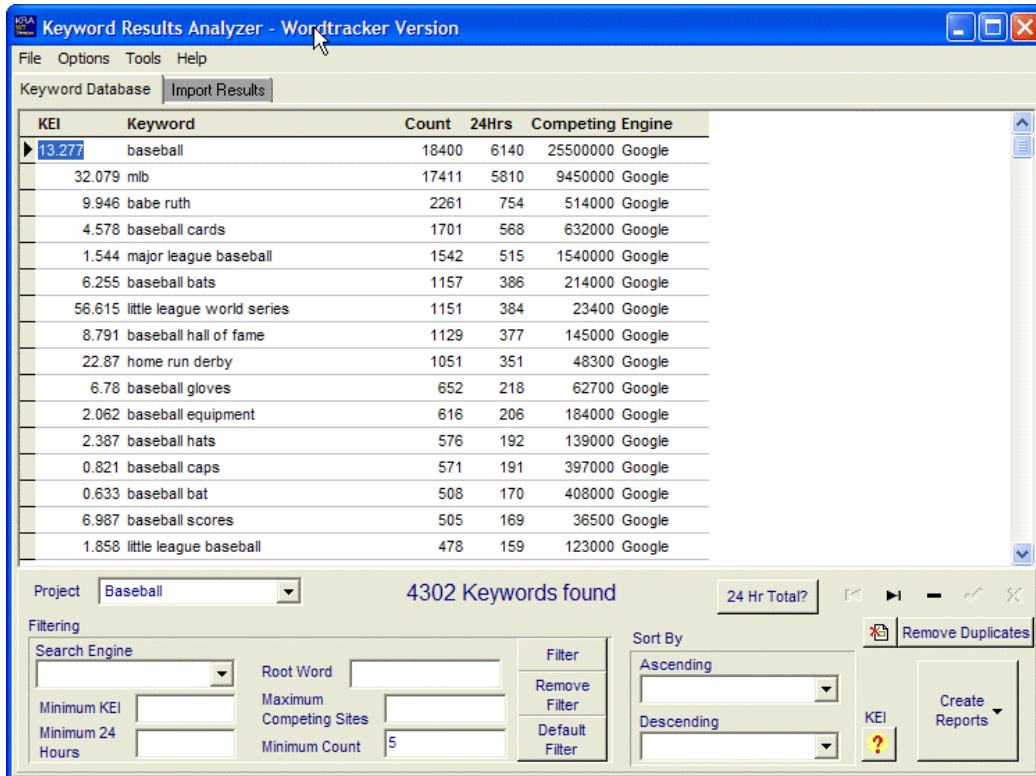
Fire it up and create a new project called Baseball.



Copy the entire e-mail and paste it into KRA-WT.



Click the convert button and then the Add to Project. The keywords will then import into your Baseball project in KRA-WT ready for you to sort, filter, produce listings etc.



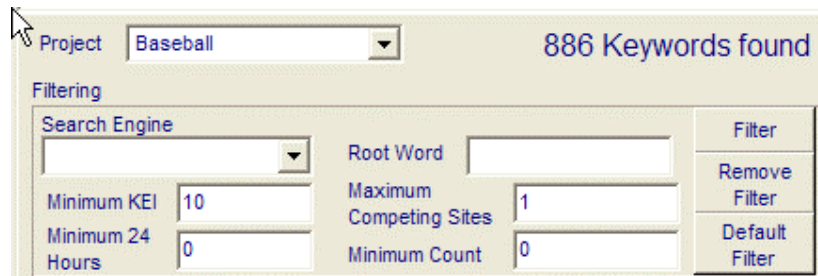
Just a quick look at what we have got reveals that there are 99 phrases with a KEI greater than 10, less than 350 competing pages in Google, and 5 or more searches at Google per day.

The screenshot shows the 'Keyword Results Analyzer - Wordtracker Version' window. The main area displays a table of keywords with columns for KEI, Keyword, Count, 24Hrs, and Competing Engine. Below the table, there are filtering options for Search Engine, Root Word, Minimum KEI (set to 10), Minimum 24 Hours (set to 5), Maximum Competing Sites (set to 350), and Minimum Count (set to 0). A '24 Hr Total?' button is visible, and the interface indicates '99 Keywords found'.

KEI	Keyword	Count	24Hrs	Competing Engine
225	babe ruth red sox picture	15	5	0 Google
225	stats mlb sortable espn sports	15	5	0 Google
196	babe ruth 16 18 regulations	14	5	0 Google
196	prices and free discount senior league bt	14	5	0 Google
196	why doesn't the mlb have a salary cap	14	5	0 Google
196	listing of baseball bat manufacturers	14	5	0 Google
196	baseball cards value baseball card worth	14	5	0 Google
196	creighton gubanich and mlb	14	5	0 Google
196	demarini dxvnl youth baseball bat	14	5	0 Google
196	photos of babe ruth day	14	5	0 Google
98	demarini vexxum youth baseball bats	14	5	2 Google
16.333	bill russell and major league baseball	14	5	12 Google
15.077	bobs baseball cards	14	5	13 Google
13.067	major league baseball historical standings	14	5	15 Google
12.25	all time mlb records	14	5	16 Google
11.529	arkansas youth baseball	14	5	17 Google

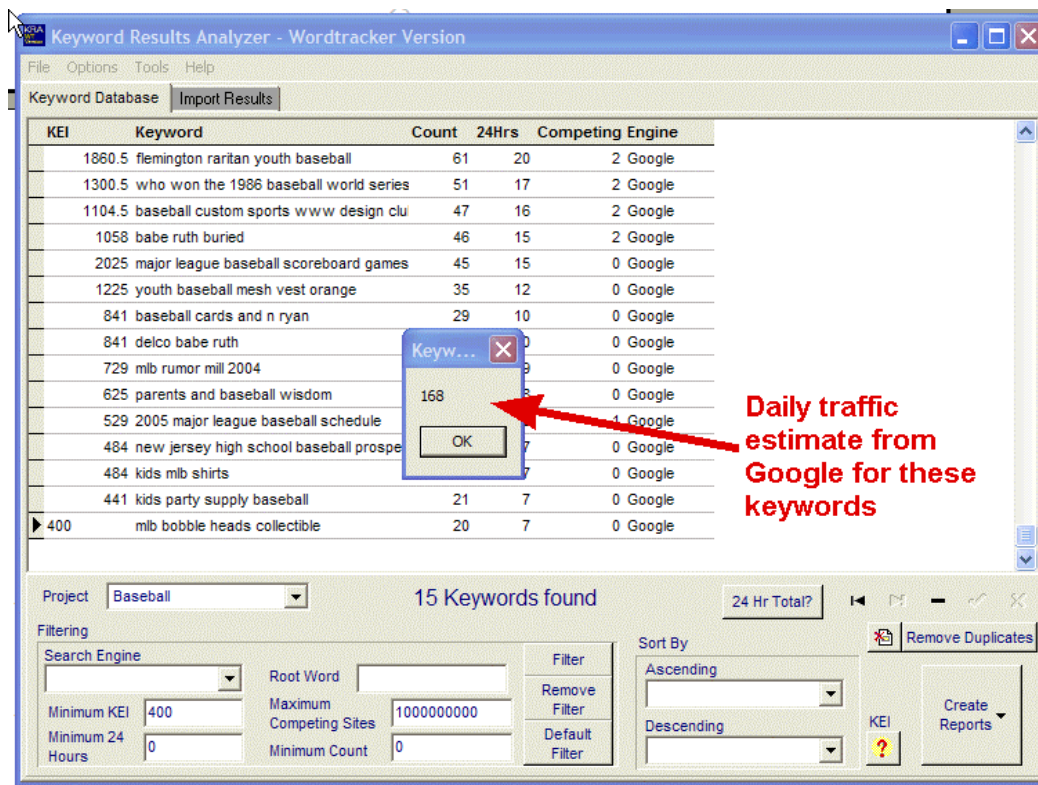
These keywords represent profitable keywords for writing articles. You could easily get into the top 10 at Google with very little effort. By clicking the “24 Hour Total?” button I can see that these 99 phrases would get me around 900 visitors a day from Google if I could get top positions for each of them.

Lets remove the 5 or more searches per day part of the filter and see how many phrases have a KEI greater than 10 and 1 or zero competing pages in Google.



KRA-WT tells me there are 886 such words. Who could not get #1 in Google for these 886 words with only one or no competition? Now some of them may not be searched for that often, but top positions for these phrases would get around 1800 visitors a day to YOUR SITE from Google alone.

A little more filtering tells me that there are 15 keywords with a KEI over 400, most with zero competition. Ranking well for just these 15 keywords would get me around 168 visitors per day.

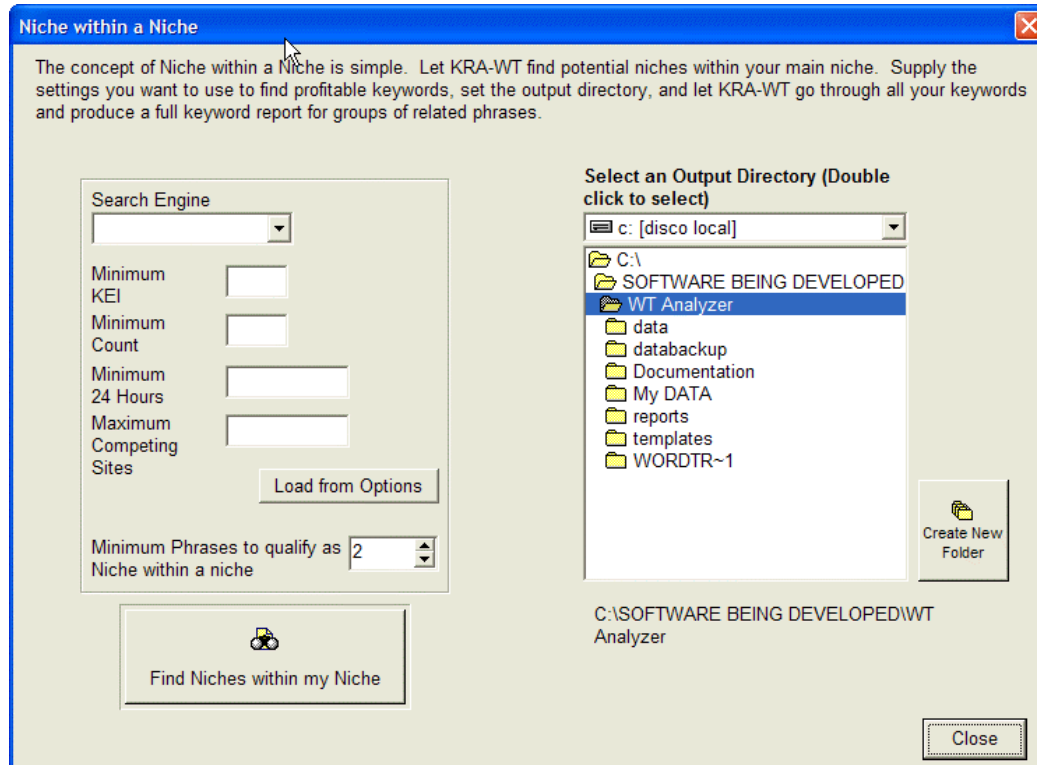


Are you beginning to see the potential?

If you own [James Martell's handbook](#) , and have a copy of KRA-WT and a subscription to Wordtracker, imagine the power you have. In under an hour you have collected thousands of keywords for a competitive niche, and

already identified lots of phrases that would be great for articles. A little more filtering would identify the main phrases of your product pages.

With the "Niche within a Niche" feature of KRA-WT I can click a button, sit back, and wait while KRA-WT finds groups of related keywords.



This can take some time with a large database, and depending on the criteria you select, but relax, have a coffee, and start designing your baseball website templates.

	<p>For those without HTML or SEO skills, <a href="#">SEO Website Builder</a> offers an easy way to build search engine optimized sites. It does the hard work of building the site for you while you can concentrate on the content and getting links to your site.</p>
--	---

Once the "Niche within a Niche" process is complete, you will have lots of sub-niche reports that make ideal blueprints for individual pages (primary and secondary keywords) or even mini-sites (where each keyword is used to build a page around).

File Explorer	KEI	Count	24Hours	Comp.	Engine	Keyword
C:\	361	19	6	0	Google	turnings wood baseball bats
NicheWithinANiche	256	16	5	0	Google	recommendation different lengths of baseball bats
Baseball	256	16	5	0	Google	closeouts on baseball bats
	196	14	5	0	Google	prices and free discount senior league baseball bats
	169	13	4	0	Google	baseball bat redline bats
	144	12	4	0	Google	closeout & blemished baseball bats
	98	14	5	2	Google	demarini vexxum youth baseball bats
	81	9	3	0	Google	cheap prices for baseball bats
	81	9	3	0	Google	closeouts on baseball bats bt8z
	64	8	3	0	Google	used senior league baseball bats
	64	8	3	0	Google	baseball aluminum bats stealth
	64	8	3	0	Google	wooden baseball bats on sale
	49	7	2	0	Google	baseball bats personalized
	49	7	2	0	Google	using a lathe to make baseball bats
ballpark.txt	46,286	18	6	7	Google	used youth baseball bats
baltimore.txt	36	6	2	0	Google	discounts buy bulk baseball bats
ban.txt	36	6	2	0	Google	aluminum bats in collegiate baseball
band.txt	36	6	2	0	Google	baseball bats and virginia
banned.txt	36	6	2	0	Google	most popular youth baseball bats
bar.txt	36	6	2	0	Google	rate high school baseball bats
barrel.txt	36	6	2	0	Google	louisville slugger softball bats dealers
barry.txt	36	6	2	0	Google	mib mini baseball bats
base.txt	36	6	2	0	Google	youth big barrel baseball bats
baseball.txt	25	5	2	0	Google	price guide for vintage baseball bats
baseballs.txt	25	5	2	0	Google	rawlings baseball bats personalized
bases.txt	25	5	2	0	Google	jhiggins baseball bats
bat.txt	25	5	2	0	Google	used aluminum baseball bats for sale
bats.txt	25	5	2	0	Google	information on wood baseball bats to buy
batting.txt	25	5	2	1	Google	wholesale priced baseball bats
bay.txt	25	5	2	1	Google	baseball bats and reviews
bear.txt	25	5	2	0	Google	blemished or closeout baseball bats
becket.txt	25	5	2	0	Google	x wood baseball bats
	25	5	2	0	Google	baseball bats & virginia

Keyword research has always been the hardest part of building a site, especially a Martell style site, but I think you will agree that it does not have to be difficult.

## 4. Profiting from misspellings

In the last section we used Keyword Universe to build a list of over 4000 keywords in around 2 minutes. Following that, we went through the time-consuming competition analysis at Wordtracker, e-mailed the results to ourselves and then imported the keywords into KRA-WT.

KRA-WT ran its Niche within a Niche feature and found over 1000 sub-niches on our topic of baseball. After looking through these mini-niche reports, I discarded those that I thought were not relevant, or good enough, and ended up with about 500 good sub-niches. Each sub-niche could be used to build a great web page around. Since all words in the sub-niche are related, I can easily choose one primary keyword and several secondary keywords to write my page about. We have talked about that in previous newsletters, so I won't go there today.

e.g. here is a snippet of the sub-niche "bats";

KEI	Count	24Hours	Comp.	Engine	Keyword
361	19	6	0	Google	turnings wood baseball bats
256	16	5	0	Google	recommendation different lengths of baseball bats
256	16	5	0	Google	closeouts on baseball bats
196	14	5	0	Google	prices and free discount senior league baseball bats
169	13	4	0	Google	baseball bat redline bats
144	12	4	0	Google	closeout & blemished baseball bats
98	14	5	2	Google	demarini vexxum youth baseball bats
81	9	3	0	Google	cheap prices for baseball bats
81	9	3	0	Google	closeouts on baseball bats bt8z
64	8	3	0	Google	used senior league baseball bats
64	8	3	0	Google	baseball aluminum bats stealth
64	8	3	0	Google	wooden baseball bats on sale
49	7	2	0	Google	baseball bats personalized
49	7	2	0	Google	using a lathe to make baseball bats
46.286	18	6	7	Google	used youth baseball bats
36	6	2	0	Google	discounts buy bulk baseball bats
36	6	2	0	Google	aluminum bats in collegiate baseball
36	6	2	0	Google	baseball bats and virginia
36	6	2	0	Google	most popular youth baseball bats
36	6	2	0	Google	rate high school baseball bats
36	6	2	0	Google	louisville slugger softball bats dealers
36	6	2	0	Google	mlb mini baseball bats
36	6	2	0	Google	youth big barrell baseball bats

Look at that competition. There were actually 155 phrases containing the word bats.

In the space of a few hours (including going through my sub-niche reports), I pretty much planned out a new site on Baseball that could easily span several hundred pages. Who said keyword research was difficult? And that was a topic I know nothing about.

OK, now I want to cover a potentially great feature of Wordtracker - the ability to find misspellings. In this section, Wordtracker attempts to find out how many different ways people spell, and misspell your target phrase.

Misspellings are great to target in your PPC advertising, but also in your web pages aimed at free search engine listing.

One of the most common questions I get asked on this topic is "How do you use misspelled words on your web page?". What concerns most people is that their web page does not look amateurish with words misspelled all over the place. At the same time, they want to rank high for the misspelled phrase to get traffic to their site.

There is no definitive answer to this question, it is more or a compromise. To be found for a phrase, it must appear on your page (not totally true, but no time to explain here). That means having a misspelled word in plain view of your visitors.

One way I have seen to make it look better is for the webmaster to include a list of misspelled words at the bottom of the page, e.g.

"Depression is often misspelled as: depressiom, depresiom, deplessiom, deplesiom, dpression, deression, depression, deprssion, depresson, depressin, depretion, deplestion, depression, depletion, deplession, deplesion, depresshun, depreshun, deplesshun, depleshun, deprestion, d3pr3s1on, d3pr3s1om, depres1on, depressino, depressoin, depresison, deprsesion, deperssion, derpression, dperession, edpression"

I would warn against this technique because listing keywords in this manner could be classed as spam and cause your site some problems. It would certainly make me feel uneasy, and as I always tell you, **any technique that makes you feel uneasy is probably best avoided.**

In my opinion, it is much better to put the misspelled keyword in plain view on your page and hope your visitor does not mind too much. Since most misspelled words will have relatively little competition, it is quite possible that you will rank well with only one occurrence of the keyword on your page.

Try to put the phrase as high up the page as possible, and don't forget that you do have ALT tags to play with. I don't suggest over use (or abuse) of keywords in ALT tags, but certainly putting a phrase once in an ALT tag wont hurt.

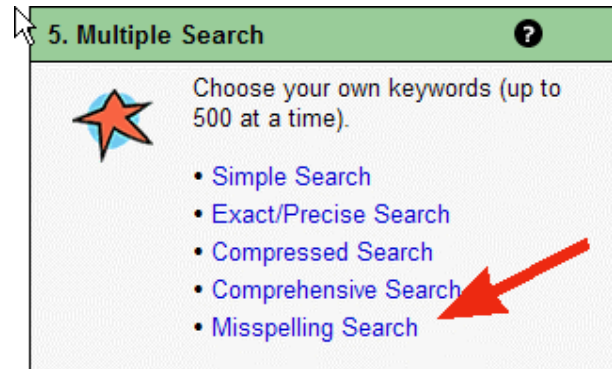
Obviously if you are concentrating on PPC phrases, this issue is not a problem. You can bid on the misspelled keywords without having them on your web page.

OK, back to Wordtracker.

The way Wordtracker handles misspellings is not necessarily the best way, but it can provide some great untapped phrases. Let's see what I mean:

Login to Wordtracker.

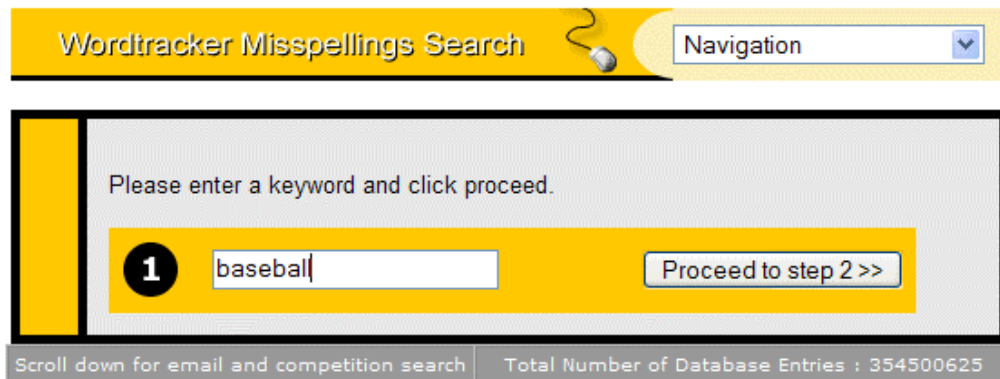
At the main menu, in section 5. Multiple Search, the last item in the list is called "Misspelling Search". Click on it.



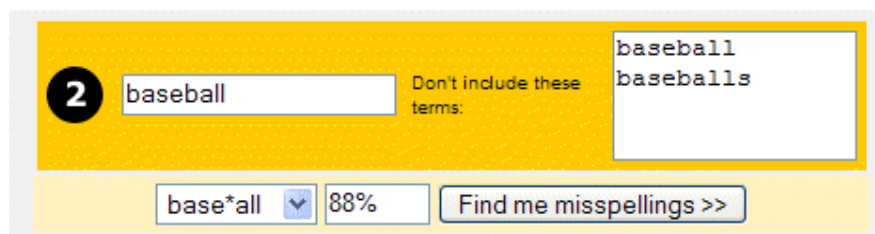
You are taken to a screen that allows you to type in your "base" or "root" word.

Do it.

Type in baseball and click Proceed to step 2.



In step 2 you will see a drop down box that currently shows "base\*all", and next to it 88%.



If you click on the drop down box, you will see alternatives such as:  
baseb\*ll (88%)  
bas\*ll (63%)

base\*I (63%)  
etc

Wordtracker is prompting you to select one of these "masks".

What it will then do is search its database for phrases that match your chosen mask.

To explain what I mean by mask, let's take base\*all for example.

This mask tells Wordtracker that it can find any word that begins with "base" and ends in "all". The \* can be any character or characters.

Click the "Find Me Misspellings" button.

The phrases that appear are probably not what you would of expected at all.

Searching... 100 row(s) returned

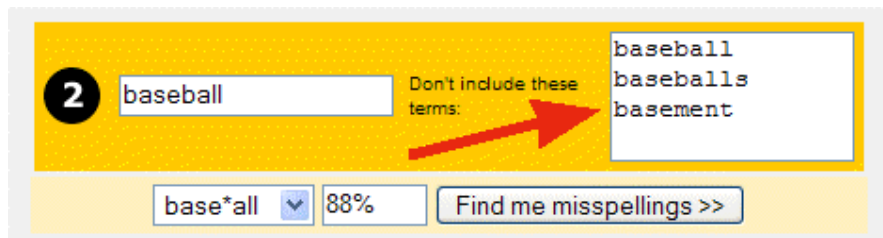
(taken from 354 million search queries over the last 60 days)

<u>Keep</u>	<u>Keyword</u>	<u>Count</u>	<u>Predict</u>
<input checked="" type="checkbox"/>	baseketball	193	174
<input checked="" type="checkbox"/>	base ball	109	98
<input checked="" type="checkbox"/>	basement walls	94	85
<input checked="" type="checkbox"/>	baseballcards	76	69
<input checked="" type="checkbox"/>	constructing concrete basement walls	50	45
<input checked="" type="checkbox"/>	baseballbats	36	32
<input checked="" type="checkbox"/>	painting basement walls	36	32
<input checked="" type="checkbox"/>	specifications concrete basement walls	34	31
<input checked="" type="checkbox"/>	Baseketball	31	28
<input checked="" type="checkbox"/>	oil base drywall primer	31	28
<input checked="" type="checkbox"/>	Theme Base Curriculum for small children	31	28
<input checked="" type="checkbox"/>	Framing Basement Walls	31	28
<input checked="" type="checkbox"/>	waterproofing basement walls	29	26
<input checked="" type="checkbox"/>	insulating basement walls	27	24
<input checked="" type="checkbox"/>	basement wall suggestions	26	23

Do you see how the mask works?

baseketball (\* has been replaced with "ketb")  
base ball (\* has been replaced by " b")  
basement walls (\* has been replaced by "ment w")

If you look at the complete list in Wordtracker, you can see that a lot of these phrases are not related to our chosen niche topic of baseball. Words like "basement" can be excluded from this search by including them in the list of exclude words (next to the box where you enter your base phrase).



By looking down the list of returned words, and adding those that have nothing to do with baseball to the exclusion list, e.g. basement and BASEketball, we can do the search again and get a much cleaner list of phrases. Of the 100 found, I imported them into KRA-WT and 44 have less than 10 competing pages in Google. 33 of those phrases have 1 or less competing pages. Almost guaranteed #1.

But Wordtracker is missing something here.

To find "misspellings", you have to do a lot of work.

I typed the word baseball into my text editor 10 times as quickly as I could. 2 out of 10 were misspelled as "basebasll". Now if this was a common misspelling, it would be found in Wordtracker using the baseb\*ll misspelling (and it was in three phrases). But think of all the combinations of mis-typed spelling errors like this. To find them all in Wordtracker you would have to use all the masks in turn and then wade through a lot of irrelevant keywords. Surely there must be a better way.

Well, have a look at this tool:

<http://www.searchspell.com/typo/>

It wont cost you a cent, and gives me just what I want - common misspellings of the word I choose.

For baseball I get (note it puts them into a META Keyword tag):

```
<META NAME="keywords"
CONTENT="baseball, basebl,
baseall, basball, baeball, bseball,
basebal, basebar, basebarl, basebawl,
bahseball, bahsebarl, bahsebawl,
bahsebal, bas3bal, basebal, baseblal,
baseabl, basbeall, baesball, bsaeball,
abseball">
```

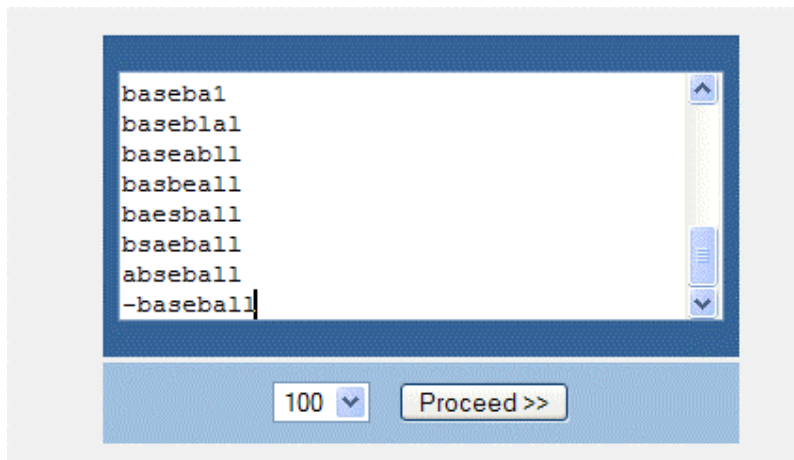
It doesn't include my own typo basebasll, but it is a good starting point for Wordtracker research.

From the main Home screen in Wordtracker, click on the "Comprehensive Search" link in section "5. Multiple search".

Paste these phrases into Wordtracker and add another line to the list:

-baseball

This will exclude phrases containing the word baseball which might otherwise be included from the stemming of the misspelling "basebal" (now that is a cool thing to know, eh?)



Select 500 from the drop down box and click proceed.

[Adult filter is OFF](#)

Searching...225 row(s) returned

(taken from 354 million search queries over the last 60 days)

<u>Keep</u>	<u>Keyword</u>	<u>Count</u>	<u>Predict</u>
<input checked="" type="checkbox"/>	basball	34	31
<input checked="" type="checkbox"/>	basebal	16	14
<input checked="" type="checkbox"/>	basballe basballe	13	12
<input checked="" type="checkbox"/>	white ash baeball bats	13	12
<input checked="" type="checkbox"/>	basball team	7	6
<input checked="" type="checkbox"/>	cardinal basball radio	7	6
<input checked="" type="checkbox"/>	basball card internet appraisal	7	6
<input checked="" type="checkbox"/>	basebal hats	6	5
<input checked="" type="checkbox"/>	baeball	6	5
<input checked="" type="checkbox"/>	basball cards	6	5
<input checked="" type="checkbox"/>	basball bats	6	5
<input checked="" type="checkbox"/>	Trevino basball gloves	6	5
<input checked="" type="checkbox"/>	Basball History.com	5	5

225 phrases using these misspellings were found in Wordtracker's database. These phrases are all related to my niche of baseball, and therefore I don't need to sort through them as I did with Wordtracker's misspelling tool. On top of that, I can do the search without messing around with masks, and in only one step!

After doing the competition search and e-mailing myself the results, I find that of those 225 phrases:

175 of the phrases have 0 competing pages in Google. How high do you think you could rank for those?

Now, the issue with misspellings is that they don't bring in much traffic. Those 175 phrases would probably bring you in around 200 visitors a day from Google (as reported by KRA-WT).

Is it worth building a page for each one? Probably not, but slip these phrases into the pages you are building for your mega-baseball site (from the other 4000 keywords we found in the previous section), and you can get an extra 200 visitors a day for no extra work. Now that IS worth the effort.

Good Keywords is a great free tool that will offer Misspellings in version 2. Not sure if that version will also be free, but it is certainly one to keep an eye on.

<http://goodkeywords.com>

Whatever way you decide to use misspellings, they can be a valuable source of traffic. I hope I have shown you at least one way that can add visitors to your web site.

## 5. Top 1000 reports – surges in traffic revealed

In the last section we looked at the best way of researching misspellings to help you effortlessly build extra traffic to your site.

In this section, I want to have a look at another under-used feature of Wordtracker - the Top 1000 reports, and how to use them to spot potential niches for quick profits, or long-term gains.

Login to Wordtracker.

On the main screen, look for: "6. Top 1000 reports"



There are two reports listed:

1. The "long term" report shows a list of the top 1000 phrases searched for in the last 60 days. These keywords are ordered by popularity, so that at the top of the list are the phrases that have been searched for the most.

This list is a good one to see what phrases are consistently popular at the engines. It is much less dependent on "spike" searches where a topic becomes popular one day because of a news broadcast that gets people's attention. This report is a good one to look at if you want to build a site with long-term appeal.

2. The "short term" report shows a list of the most popular searched within the last 36 hours. That means that niches can be spotted and profited from as topics become popular, with news and current affairs programs doing the promotion work for you.

Now, knowing that a topic is popular today is not much good if you have to wait around for 6 weeks to get the page indexed. That might be where blogs & RSS feeds can help you out ([RSS Made Easy by Adrian Ling explains how](#)).

Get the spiders coming back daily to your site, and you could well spot a "surge" phrase, create a page and get it indexed within 24-48 hours, easily picking up traffic and making money before the public loses interest.

## 5.1 Anatomy of the Top 1000 reports

Both of these reports are fairly simple. The table produced has just two columns:

Nos	Keyword	Count
1	sex	269134
2	porn	195696
3	google	157402
4	pussy	142790
5	yahoo	142572
6	paris hilton	138542

1. Keyword - These are the top words gathered in order of popularity
2. Count - This shows the number of times each keyword has appeared in the Wordtracker database (around 350 million words for long-term report, and 6 million words for short term report). The higher the number, the more popular a topic. .

Let's look at some examples.

Suppose I wanted to build a site around a popular topic. I don't want this report to be seasonal (see previous newsletters in this series about seasonal searches and how to profit from those).

Click the Long Term link.

As you look down the list, you can see that a lot of these keywords are not appropriate for a family orientated site.

However, down at #16 (as I search today in November 2004), is "Halloween costumes". This is obviously because of the large number of searches made in the last 3 months in preparation for Halloween. Maybe a good topic for a seasonal site - plenty of time to build it for next year, and now is the right time to do Halloween keyword research while related phrases are still found in Wordtrackers database.

This is not what I am looking for this time, so continue looking down the list.

Here is one for the boys:

41 lingerie 52791

Lingerie has nearly 25 million competing pages in Google, so we cannot compete for that, but there are a lot of niches within this topic, which you could compete for. Use the techniques described earlier in this report and you could find hundreds of lingerie related phrases to target in a lingerie site.

Here are the top 20 lingerie related searches using Keyword Universe:

1. lingerie
2. bras
3. panties
4. underwear
5. sexy lingerie
6. stockings
7. corsets
8. sexy
9. intimate apparel
10. bra
11. thongs
12. teddies
13. bustier
14. clothing
15. slip
16. women
17. string
18. lace
19. thong
20. plus size lingerie

Most of these are great niche topics to target on a lingerie site. Clicking down this list will quickly build you a huge list of lingerie related phrases from which you can choose the ones that are most.

Here is another interesting item in the long-term Top 1000 report:

117 wallpaper 29989

Wallpaper is something people are always looking for and it is the 117 most popular keyword found in Wordtracker.

Looking at Google, there are 104 million competing pages for "Wallpaper".

Obviously this is a hugely popular niche and one that might warrant further keyword research. Obviously we cannot compete for the term "wallpaper" in Google, but with careful research, you can quickly identify lots of phrases with less competition that would be profitable. e.g.

Harry Potter Wallpaper  
Bob the Builder Wallpaper  
Nursery wallpaper, etc, etc.

Build a ministe around one of these topics (getting primary and secondary keywords as we have described before), or build a mega site with lots of different, highly focused and targeted pages offering a large range of different themed wallpaper.

Remember, think Niche.

OK, that is how I use the long-term report. What about short-term?

Go back to the main menu and click the short term link. Your results will differ, but the top 10 results for me, today, are as follows:

```
1 tara reid 6800
2 sex 4453
3 porn 3096
4 yasser arafat 3090
5 google 2749
6 tara reid topless 2594
7 yahoo 2381
8 ebay 2213
9 milf 2144
10 free porn 2127
```

#1 there is tara reid. I have never heard of her but would bet she has been in the news recently. She even makes an appearance at number 6. I would guess she is quite attractive? ;o)

**Sidenote:** I since found out about her bare-breasted attempts at publicity.

## ***5.2 Using Long and Short-term Reports to spot trends***

As you compare the long-term report and the short-term report, you will notice that a lot of the phrases in this list are similar to the phrases in the long-term list. That is because in the last three days, the majority of searches made at the search engines will be similar to the searches made over the last three months as reported in the long-term report.

What we are looking for are the odd entries that seem out of place. Tara Reid is an example of this, being the most search for "item" at the search engines in the previous three days.

Other "spike" traffic include:

```
16 rebel billionaire 1785
21 cma awards 1396
28 veterans day 1244
42 ashcroft evans 994
43 alberto gonzales 991
44 scott peterson 991
```

etc.

Now it may not be possible to profit from all these entries, but if we find an entry we can profit from, we have a good chance of making money from it.

Here is one that might be of use:

100 thanksgiving 577

Thanksgiving is definitely a seasonal item highlighted in the short-term report.

It produced a spike in traffic during the last three days. If you have a shopping site that was visited daily by Google, you could put up a few pages in time for Thanksgiving, and make profits when your pages are in Google in 24 – 48 hours. Remember that your short term report will be very different to the one I am describing (I searched in November).

Keyword Universe can provide you with thousands of thanksgiving related phrases. Just plug them into KRA-WT, and let KRA-WT tell you which phrases you could achieve a top position in Google for. Build a page around that topic, add an affiliate program, throw in a few secondary keywords for additional traffic, and you have a profit-pulling web page.

How about writing a Thanksgiving Recipe eBook and put that up for sale? Maybe a good idea for next year!

Even if you don't find phrases that immediately spring out at you, this list can provide a lot of ideas for long-term sites. Just strip the long-term keywords out of the short term report and you can find all of the keywords producing these "spikes" in traffic.

KRA-WT has just such a spike detector to help you quickly find surges in traffic from these two reports.

The short and long-term reports offer great brainstorming ideas for those who have trouble coming up with ideas. Plug in the phrases to Keyword Universe, import the results into KRA-WT, and your site is pretty much planned for you.

### **5.3 Tara Reid Revisited**

Using KRA-WT, I found that 7 days after the last short term report was collected, Tara is no longer a surge topic, she has had enough searches in the last week to put her into Wordtracker's long-term report.

What this means now is that Tara has become the 68th and 305th most searched for topic in the last 3 months. Wow, this girl is popular, and looking at some of the links I was sent by newsletter subscribers, I can see why ;o)

Just for fun I ran Tara Reid on the Wordtracker Comprehensive Search this morning. Wordtracker easily found 500 phrases (the maximum number this search returns) relating to Tara Reid, and I have no doubt that if I ran a more in depth search on this lady, I could double that number of phrases!

Today, Nicolette Sheridan is at the top of this surge report, being the 3rd most popular search in the last 3 days. I know of Nicolette, but don't know why she has made it into the limelight.

Here are today's top 10 hot topics out of 212 identified in the KRA-WT Spike Report:

3 nicolette sheridan 3868  
5 sharon reed 3158  
9 david lee roth 2422  
21 polar express 1576  
23 terrell owens 1553  
26 nicollette sheridan 1459  
47 full metal jacket 1030  
53 vincent d'onofrio 947  
55 condoleezza rice 904  
59 margaret hassan 866  
76 vibe awards 755  
100 monday night football 638  
146 desperate housewives 510  
162 gary sheffield 481  
171 bcs rankings 466  
177 ap poll 460  
182 turkey 454  
183 colin powell 453  
206 sharon reed nude 421  
213 susan selles 410

Seems to me that if you have a poster site, you could profit quickly by monitoring this report. Especially if you have a site that is indexed daily by the "Big 3" and new pages included in 24-48 hours. Now that is an idea!

## 6. Wordtracker – Multiple Search

Login to Wordtracker, and the main menu comes up. See the Multiple Search section?



As with anything in Wordtracker, you can do the same research many ways, however, the nice thing about this type of search is that you don't have to go in and create a project to hold keywords.

Where I find this extremely useful is if I want to write a review and promote a new product. I can go into Wordtracker, use the multiple search feature, and come away with up to 500 phrases I can use related to the product.

Let's take a specific example. Suppose I have a poster site like the one I mentioned in section 5.3.

I notice that Nicolette Sheridan is hot this week (excuse the pun) - she is 3rd and 26th in the surge report mentioned above, and I want to promote some Nicolette Sheridan posters on my poster site to make some sales while there is public interest.

Click on the Comprehensive search link.

Now, from the surge report, we can see that Nicolette makes it into the top 20 twice:

3 nicolette sheridan 3868  
26 nicollette sheridan 1459

The only difference here is the spelling of her first name, so we want to make sure we capture visitors for both spellings.

Type

nicolette sheridan  
nicollette sheridan

into the box, and select 500 from the drop down box.

Wordtracker Comprehensive Search

Navigation

Type in any number of words using the carriage return (enter key) and press proceed to start searching the keyword database. You can also cut and paste from a text file.

Please enter the singular form of a term to get both singular and plural versions e.g. 'engine' will return 'engine' and 'engines'.

Please note this search is restricted to 100 keyphrases.

nicolette sheridan  
nicollette sheridan

500

Proceed >>

Scroll down for email and competition search




Total Number of Database Entries : 354500625

Wordtracker found 500 phrases relating to "Nicolette Sheridan". We only need a few to make a successful page, but without finding competition for these phrases, we don't know which to select.

Scroll to the bottom of this page and click on the "Perform Competition Search".

<input checked="" type="checkbox"/>	nicollette sheridan nfl video	4	4
<input checked="" type="checkbox"/>	Nicollette Sheridan & ABC Mondaynight Football	4	4
<input checked="" type="checkbox"/>	nicolette sheridan cnn	4	4
<input checked="" type="checkbox"/>	nicolette sheridan sport	4	4
<input checked="" type="checkbox"/>	Nicolette Sheridan and Terrell Owens monday night football	4	4
<input checked="" type="checkbox"/>	Nicolette Sheridan superbowl	4	4

Check boxes on  Check boxes off

- Option 1 : Click here to email these keywords 
- Option 2 : Click here to perform a competition search 
- 

↳

You will remember that Wordtracker only allows us to do a competition search for 100 phrases at a time, so this will get a little ugly.

On the next screen, select Google, and click on the "Proceed" button.

Wordtracker Competition Search

Choose a page...

\* Please do not open multiple windows in an attempt to run many searches at once or you will corrupt your projects.

Click on a box to add the search engine to your list (only two at a time).

◆ Why did we [choose these engines?](#)

**Global Search Engines**

Altavista     Lycos     Google     Alltheweb  
 Msn     Teoma     Hotbot     Yahoo\_eng

**Global Directories**

Yahoo     Open Directory     Looksmart

**Pay Per Bid Engines**

Overture     Findwhat     Bay9     Goclick  
 Searchboss

KEI Analysis: Yes ?    Quotes: Yes ?    Proceed >>

Wordtracker goes away and sees how much competition there is for the first 100 phrases. When it is complete, scroll to the bottom of the list and click on the "Email Current Results" link.

Send the results to your e-mail address.

Now the ugly bit. Click the back button on your browser TWICE to go back to the original list of 500 phrases. Now you need to deselect the top 100 results.

Searching...500 row(s) returned

(taken from 354 million search queries over the last 60 days)

<u>Keep</u>	<u>Keyword</u>	<u>Count</u>	<u>Predict</u>
<input type="checkbox"/>	Nicolette Sheridan	8370	7551
<input type="checkbox"/>	Nicollette Sheridan	3517	3173
<input checked="" type="checkbox"/>	nicolette sheridan	3255	2937
<input checked="" type="checkbox"/>	nicollette sheridan	1753	1582
<input checked="" type="checkbox"/>	Nicolette Sheridan Bikini	457	412
<input checked="" type="checkbox"/>	Nicolette Sheridan Galleries	423	382
<input checked="" type="checkbox"/>	Nicolette Sheridan Barefoot	405	365
<input checked="" type="checkbox"/>	Actress Nicolette Sheridan	334	301
<input checked="" type="checkbox"/>	nicolette sheridan nude	235	212
<input checked="" type="checkbox"/>	Nicolette Sheridan Pictures	177	160

Click the first item in the list and then press the SPACEBAR to deselect, TAB to go to the next item, Spacebar etc. Repeat as you count 100. This deselects the top 100 items.

I use a Macro program to automatically deselect 100 items at a time. You can get a free trial of this macro software at:

<http://macros.com>

Once you have deselected 100, do the competition search again. Send the results to your e-mail address.

Repeat this until you have found the competition for all 500 phrases and sent those results to yourself.

Once you have all 5 e-mails, you can import the results into your spreadsheet or KRA-WT if you own it, and decide on the phrases to use on your page.

Using KRA-WT I can see that there are:

12 phrases relating to Nicolette Sheridan that have less than 10 competing pages in Google, and a minimum of 5 searches per day at Google. These phrases are easy targets for top rankings and combined would achieve over 140 visitors per day from Google.

The screenshot shows the Keyword Results Analyzer (KRA) software interface. The main window displays a table of keywords with columns for KEI, Keyword, Count, 24Hrs, and Competing Engine. A small dialog box titled "Keyw..." is open over the table, showing the number 141 and an OK button. The software interface includes a menu bar (File, Options, Tools, Help), a toolbar (Keyword Database, Import Results), and a filtering section at the bottom with fields for Search Engine, Root Word, Minimum KEI, Minimum 24 Hours, Maximum Competing Sites, and Minimum Count. The project name is "Nicolette Sheridan" and it shows "12 Keywords found".

KEI	Keyword	Count	24Hrs	Competing Engine
1656.2	monday night football nicolette sheridan	91	29	5 Google
8100	Nicolette Sheridan Photo Gallery	90	29	1 Google
3969	Nicolette Sheridan football	63	20	1 Google
841	Nicolette Sheridan football	29	9	0 Google
841	nicollette sheridan football	29	9	1 Google
784	Nicolette Sheridan commercial	28	9	0 Google
625	nicollette sheridan football	25	8	0 Google
484	Nicolette Sheridan and Monday Night Foo	22	7	1 Google
32.4	Nicolette Sheridan MNF	18	6	10 Google
256	Nicollette Sheridan monday night football	16	5	0 Google
45	Monday Night Football Nicolette Sheridan	15	5	5 Google
225	nicollette sheridan monday night football v	15	5	0 Google

A lot of the 12 phrases differ only in the spelling of Nicolette, so it would be easy to create a single page optimized for all these phrases, and with so little competition in Google (see screenshot above for figures), you could expect top rankings for all terms. For me, that is easy traffic for a couple hours work.

Find the right Nicolette Sheridan products to promote and it would be easy money.

Looking around various merchants, I see that Tara Reid has a lot more potential, so repeating the above procedure for Tara Reid could prove very profitable.

## 7. Surge Report Revisited

Before we finish this report, I had an e-mail from one subscriber to my newsletter who was still not sure how the keyword "Spike Detector" built into KRA-WT could help find profitable niches that were hot TODAY. So, armed with my Wordtracker subscription and KRA-WT, I copied and pasted in the long and short term reports and set KRA-WT to work.

In the top 20 traffic surge items, there were some interesting items. I have mentioned them below, together with an idea of why they are the most searched for "surge" phrases in the last three days. You should be able to think of ideas on how to profit from them. If you can't find affiliate programs for these items, there is always Google AdSense!

### **5 hunting dispute 2218**

This entry was the 5th most search for term in the last three days. What does it refer to? Well, in the UK, the government is trying to ban fox hunting. Just wait for the day that Spain decide to get rid of Bull Fighting!

### **17 jfk reloaded 1402**

A new film perhaps, or is it just an interactive web site?

<http://www.jfk-reloaded.com>

### **19 stuffing recipes 1304**

Thanksgiving advice on how to stuff your turkey. Turkeys are popular at Christmas too. Why not write a turkey stuffing eBook?

### **157 turkey 373**

And the turkey itself...Cooking advice could be included in your eBook on stuffing, setup an affiliate program at Clickbank, and you'd be "quids in".

### **227 reindeer 297**

A sign of Christmas arriving? A comprehensive search at Wordtracker shows 500 phrases including the word Reindeer.

### **241 aragorn legolas 288**

Perhaps a toy that people are searching for to give as Christmas presents to their kids. Lord of the Rings is a very popular topic!

*If those examples still don't show the power of knowing what is hot now, I don't now what does... and that is only 6 of the 200+ surge phrases in the last 3 days....*

Also in the surge report, these people must have done something to make them famous for a few days (or at least more famous than usual:

36 dan rather 944

122 robin quivers 445

Incidentally, searching Google for Robin Quivers showed an interesting Google Adwords entry - Online Degree Review!!! Not particularly targeted traffic, and not how I would recommend you set up your Adwords campaigns.

The surge report is only one of a host of powerful features built into [KRA-WT](#).

## 8. Resources

### [Wordtracker](#)

The tool of choice for successful webmasters

### [Keyword Results Analyzer – Wordtracker Version](#)

Quick and easily analysis of Wordtracker results. Find the gold in your keyword lists.

### [EzSEO Newsletter](#)

The newsletter that offers real advice and information. This Wordtracker report was originally serialized in this newsletter (as were several others in various aspects of running an online business and making web sites successful).

### [SEO Website Builder](#)

Build a search engine optimised site WITHOUT HTML knowlesge or SEO skills.

### [Ez Search Engine Optimization](#)

Website offering tips, advice and unbiased reviews.