

## Keyword Advantage Matrix Explained

The following chart is used to determine the overall value of a given keyword.

Keyword Advantage uses this matrix below to analyze keywords, and calculates the results into a final score (represented by our color coding scale: See the PDF document included in this download called: "Keyword Advantage Color Coding Guide")

The matrix focuses heavily on how competitive a keyword is. Competition plays a huge role in search engine optimization and those who find the least competitive keywords possess a major advantage. Most keyword tools analyze competition on a somewhat superficial level. Keyword Advantage goes far beyond this traditional analysis and looks at a very important factor (Average PageRank) and uses this data to calculate a final analysis. This allows you a level of insight into keyword competition that you won't find anywhere else with any other keyword software out there.

We've included the matrix below along with a brief explanation of how it is used:

**Money Word Matrix**

		Average PageRank			
		0-1.9	2.0-2.5	2.6-2.9	3.0-3.5
Number of Monthly Searches	0 - 49	Fair	Poor	Poor	Poor
	50 - 99	Good	Fair	Poor	Poor
	100 - 499	Excellent	Good	Fair	Poor
	500+	Jackpot	Excellent	Good	Fair

### Average Page Rank Matrix

The Average PageRank Matrix looks at search volume vs. average PageRank in Google to score keywords. To calculate average PageRank, Keyword Advantage finds the top ten results in Google for a keyword, pulls back the PageRank of each of those pages, and then takes an overall average. This tells you how difficult it will be to "leap frog" those competing sites and get your website listed in the top 10 of Google for that particular keyword.

## Final Results

Keyword Advantage uses the results from this matrix to calculate a final keyword score of Jackpot or Excellent, Good, Fair, or Poor. This final score is also represented by the color coding system (again, see “Keyword Advantage Color Coding Guide” for more detail).

Yours in Success,

The Keyword Advantage Team