

## Keyword Advantage Essentials

This short guide should dispel many of the internet myths about keyword research and help you immensely in getting search engine traffic.

Below we've outlined the essence of keyword research. After reading this guide you will know more about keywords and how to choose them than 99.9% of marketers out there.

Let's begin with an explanation of how to properly analyze the value of a keyword.

Overall keyword value is determined by looking at a keyword from three distinct angles:

- 1. Keyword Demand (KD):** How many people are searching for the keyword each month?
- 2. Keyword Competition (KC):** How hard is it to rank in the top 10 Google results for the keyword?
- 3. Keyword Buyer Propensity (KBP):** How likely is someone to buy something after typing that keyword into Google?

These three criteria tell us everything we need to know about whether we should be targeting a given keyword, or avoiding it.

Most keyword tools out there do not assess keywords from all three angles, which is a huge pitfall. At worst, they do not bring back all of the information you need. At best, they bring much of the information back, but don't display it to the user in a friendly and efficient way (you must wade through multiple screens and push multiple buttons to get the data you want).

Keyword Advantage pulls back all of this necessary information in **one click** and displays it on **one screen**, making keyword research faster and more effective.

There are various metrics we use to find KC, KP, and KBP. Keyword Advantage uses the most trusted metrics out there to calculate these values. They are as follows:

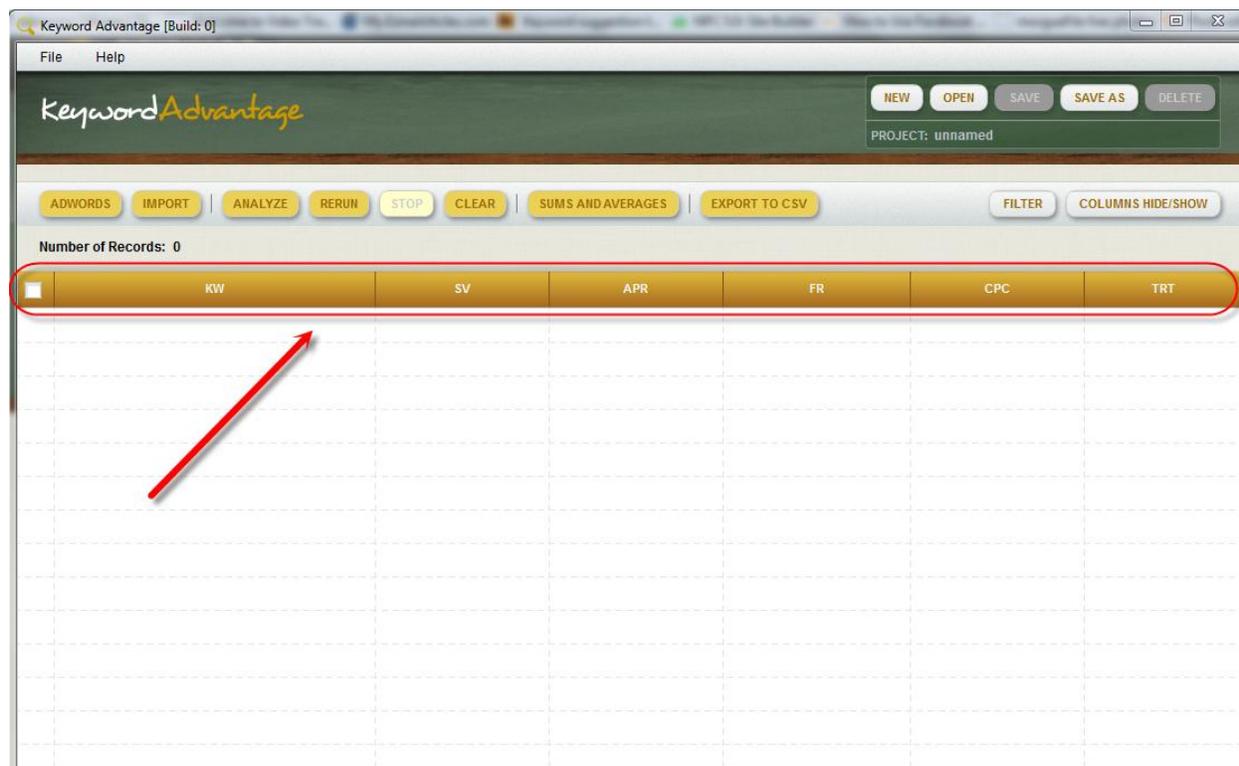
- Monthly Searches (KD)
- Average PR (KC)
- CPC (KPB)

Monthly Searches tells you the Keyword Demand. Average PageRank gives you the Keyword Competition and CPC offers you information on the Keyword Buyer Propensity. These metrics are highly trusted among the SEO community, but *only* if they are pulled from the right place. This is a 2nd area where Keyword Advantage stands apart. Not only do we analyze a keyword from all three key angles using the best metrics available, but we also only pull our data from the most trusted source - Google.

This is why you can be sure that keyword analysis using Keyword Advantage is the best analysis you can do.

The following is a breakdown and explanation of each of the columns of data included in Keyword Advantage and how to interpret that data.

Keyword Advantage has 6 columns, pictured below:



When you run a keyword list through the tool, it will pull back data for that list of keywords and display it within each column.

**Below is more information on each column of data:**

### **KW - Keyword**

This is the keyword you are analyzing.

### **SV – Search Volume**

Google's calculation of the number of times a given keyword was queried in their search engine over the last month.

### **APR – Average PageRank**

The average PageRank of the top 10 sites listed within Google's organic results.

### **FR – Final Rating**

This is the final rating for a given keyword and the most important piece of information displayed in the tool. The final rating is calculated by combining APR Rating with some proprietary calculations.

**CPC- Cost Per Click**

The average cost per click for this keyword in Google's Adwords program.

This metric is a good indicator of "buyer propensity." The higher the average CPC, the more money advertisers are willing to spend to get clicks for that keyword. This means that the customers they are attempting to acquire using that keyword must be high value customers.

Note: CPC is not factored into the final "Rating" for a keyword. We've included it to give you additional insight into the "buyer propensity" of a keyword. It's especially helpful in analyzing keywords that are more ambiguous (namely, keywords that are "yellow" or "light yellow"; see "Keyword Advantage Color Coding Guide" for more detail).

**TRT- Total Ranking Traffic**

An estimate of the number of unique visitors per month you will receive with a #1 Google ranking for your keyword.

It's generally known that if you obtain a #1 ranking in the Google organic results for a given keyword, you can expect to see between 35% and 45% of the overall traffic for that given keyword. So if a keyword gets 10,000 searches per month according to the Google Keyword Tool, you can expect to see 3,500 to 4,000 visitors per month to your website if you obtain a #1 ranking in Google for that keyword. In this example, 3,500 or 4,000 would be displayed in the TRT column of Keyword Advantage. We include this to give you an idea of how much traffic you can expect to receive for your SEO efforts.

Note: TRT is not factored into the final "Rating" for a keyword. It's included to give you an idea of how much traffic you can expect for a given keyword.