

Keyword Advantage Color Coding Guide

Here is how color coding applies to the overall keyword ranking:

- **Dark Green** -- Jackpot or Excellent (Go!)
- **Light Green** – Good (Proceed!)
- **Yellow** – Fair or “Borderline-Good” (Proceed with Caution)
- **Light Yellow** – Fair (Proceed with Extreme Caution)
- **Red** – Poor (Do Not Proceed)

Using this color code system:

Dark Green and Light Green: Ultimately, you want to target Dark Green and Light Green keywords first. These are your Moneywords. Once you have exhausted your list of Dark Green and Light Green keywords, you should take a closer look at your Yellow keywords.

Yellow: If a keyword is yellow, it means “proceed with caution” but it does not mean “do not proceed.” It means you should manually inspect all of the data for that particular keyword and decide whether or not to move forward. Yellow keywords display both positive and negative qualities, but sometimes the positive will outweigh the negative. This is why they are worth looking at manually.

Light Yellow: Light yellow keywords mean “Proceed with Extreme Caution.” These are keywords that warrant a closer look.

Red: Red keywords do not display any of the signs of a positive keyword and should be completely avoided.

General guidelines in applying this system:

Generally, you want to see at least 15-20 Moneywords (Dark Green or Light Green) for your niche. If your niche is full of yellow and red words, but has less than 15-20 Moneywords, in most cases you are better off pursuing another niche.

In terms of your approach, you should target all of your MoneyWords first. Only after you have exhausted those keywords should you begin to manually inspect your Yellow and Light Yellow keywords.

We hope these guidelines help you make informed decisions about which keywords you should target.

Yours in Success,

The Keyword Advantage Team