

[www.keyworddiscovery.com](http://www.keyworddiscovery.com)

# Keyword Discovery Quick-Start Guide

[www.keyworddiscovery.com](http://www.keyworddiscovery.com)

**Help and Support at:**

[www.keyworddiscovery.com/support.html](http://www.keyworddiscovery.com/support.html)

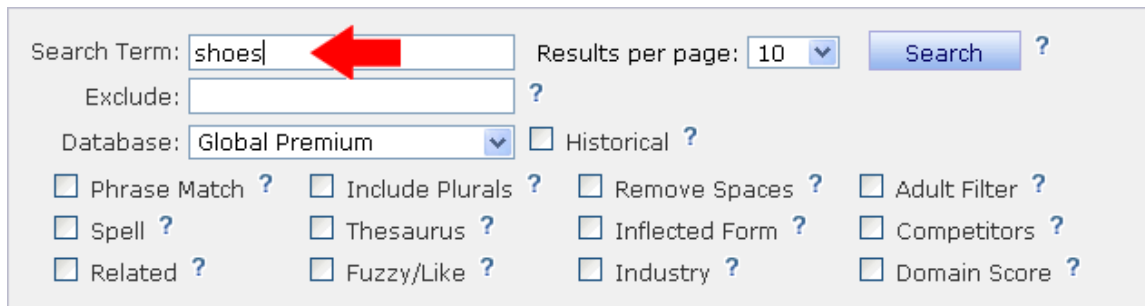
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## Searching for keywords

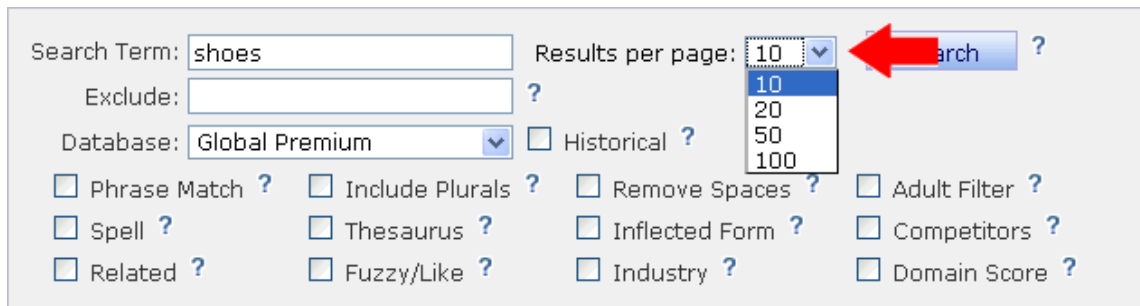
To begin searching for keywords, click on the **Research** button in the main toolbar, and follow these steps:



1. Enter a search term in the Search Term field. The search terms can be in the following languages: English, German, French, Spanish, Finnish, Swedish, Dutch and Italian.

This screenshot shows the search interface. The 'Search Term' field contains the text 'shoes'. A red arrow points to this field. To the right of the search term is a 'Results per page' dropdown menu set to '10' and a 'Search' button. Below these are several checkboxes for search options: 'Exclude', 'Database: Global Premium', 'Historical', 'Phrase Match', 'Include Plurals', 'Remove Spaces', 'Adult Filter', 'Spell', 'Thesaurus', 'Inflected Form', 'Competitors', 'Related', 'Fuzzy/Like', 'Industry', and 'Domain Score'.

2. Select the number of results to be displayed per page.

This screenshot shows the search interface with the 'Results per page' dropdown menu open. The dropdown menu is displaying the options '10', '20', '50', and '100'. A red arrow points to the dropdown menu. The search term 'shoes' is still in the 'Search Term' field, and the 'Search' button is visible to the right.

3. Select a database. See the [Databases manual page](#) for details on database types.

The screenshot shows the search interface with the following elements:

- Search Term: shoes
- Exclude: (empty)
- Database: Global Premium (selected)
- Results per page: 10
- Search button
- Database dropdown menu is open, showing options: Global Premium (highlighted), Historical Global, Australia, Canada, Dutch, French, German, Italian, Norwegian, Polish, Portuguese, Spanish, Swedish, UK, US, Other (Google, Yahoo, eBay).
- Search filters:  Historical,  Remove Spaces,  Adult Filter,  Inflected Form,  Competitors,  Industry,  Domain Score.
- Additional filters:  Phrase Match,  Spell,  Related.

A red arrow points to the 'Global Premium' option in the database dropdown menu.

4. Select search filters (optional). See the [Search types manual page](#) for details on advanced search types.

The screenshot shows the search interface with the following elements:

- Search Term: shoes
- Exclude: (empty)
- Database: Global Premium
- Results per page: 10
- Search button
- Search filters:  Historical,  Adult Filter,  Remove Spaces,  Competitors,  Inflected Form,  Domain Score,  Industry.
- Additional filters:  Phrase Match,  Include Plurals,  Thesaurus,  Fuzzy/Like,  Related.

Red arrows point to the 'Fuzzy/Like' and 'Adult Filter' checkboxes.

5. To begin the search, click the **Search** button.

- The search results are displayed. The searches column displays the number of searches for the keyword over the last 12 months for Premium, Regional and Specialty databases (ebay, Shopping, News, Google, Yahoo). Respective historical databases, such as Premium Historical, Regional Historical and Specialty Historical databases are from August 2006 to present. We also have a Historical Global database that is compiled from searches collected since June 2005 to present.

? Estimated results: [165,822](#) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >>

<input type="checkbox"/> <a href="#">Query</a> ?	<a href="#">Searches</a> ?
<input type="checkbox"/> shoes	143,457   
<input type="checkbox"/> jordan shoes	15,483   
<input type="checkbox"/> nike shoes	12,882   
<input type="checkbox"/> dc shoes	11,829   
<input type="checkbox"/> womens shoes	9,070   
<input type="checkbox"/> running shoes	6,538   
<input type="checkbox"/> payless shoes	6,254   
<input type="checkbox"/> vans shoes	5,589   
<input type="checkbox"/> coach shoes	5,264   
<input type="checkbox"/> shoes store	4,964   

[Access the top 10,000 results via the Enterprise API!](#)

[Add](#) [Clear](#) [Select All](#) [Select By](#)      

For more information, see the [Search Types](#) manual page.

## Analyzing the results

To display further information about the keywords, click the **Analyze** button (graph icon) underneath the results.

*Analysis is only currently available on the Global premium database.*

? Estimated results: [165,822](#) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >>

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











[Access the top 10,000 results via the Enterprise API!](#)

[Add](#) [Clear](#) [Select All](#) [Select By](#)      





If the KEI/occurrence value for a keyword is cached (another user has fetched it in the last 90 days), Keyword Discovery will display the cached data immediately. A small graph image is shown for keywords with no cached results available.

**Note:** Cached results do not use analysis credits.

To retrieve the occurrences and KEI in real time, select the keywords you wish to analyze, then click the Analyze button to retrieve the results in real time. An analysis credit will be used for each keyword selected.

<input type="checkbox"/> chicken recipes	4,756   
<input type="checkbox"/> chicken coop plans	3,598   
<input type="checkbox"/> chicken hatcheries	2,953   
<input type="checkbox"/> chicken coop	2,932   
<input checked="" type="checkbox"/> fried chicken	2,475   
<input checked="" type="checkbox"/> chicken coops	2,212   

[Access the top 10,000 results](#)

[Add](#) [Clear](#) [Select All](#) [Select By](#) [Analyze](#)    

The occurrence/KEI columns will show the text 'working' while the data is being fetched, and will display the data once it has been retrieved.

Keyword Discovery will also display your remaining credits for the day.

Once you have used all your credits, you will no longer be able to fetch Occurrences & KEI for keywords until the next day. Your analysis credits will reset at midnight Australian EST (GMT +10).

**Warning**

- You have 996 analysis credits remaining
- Fetching results from Google - This may take a while

Results: [102,526](#) (1.29 secs) Results/Page:  Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >>

Query	Searches ?	Successful Search ?	Occurrences ?	KEI ?	Predicted Daily ?
<input type="checkbox"/> chicken	33,300	23.10%	121,000,000	0.11	1,837
<input type="checkbox"/> chicken pox	5,221	64.16%			288
<input type="checkbox"/> robot chicken	5,046	36.54%			278
<input type="checkbox"/> bump of chicken	4,963	69.09%			274
<input type="checkbox"/> chicken recipes	4,756	89.80%	1,680,000	1.05	262
<input type="checkbox"/> chicken coop plans	3,598	100%			198
<input type="checkbox"/> chicken hatcheries	2,953	54.25%			163
<input type="checkbox"/> chicken coop	2,932	44.95%	706,000	1.38	162
<input type="checkbox"/> fried chicken	2,475	43.6%	5,900,000	0.22	137
<input type="checkbox"/> chicken coops	2,212	84.04%	191,000	2.35	122

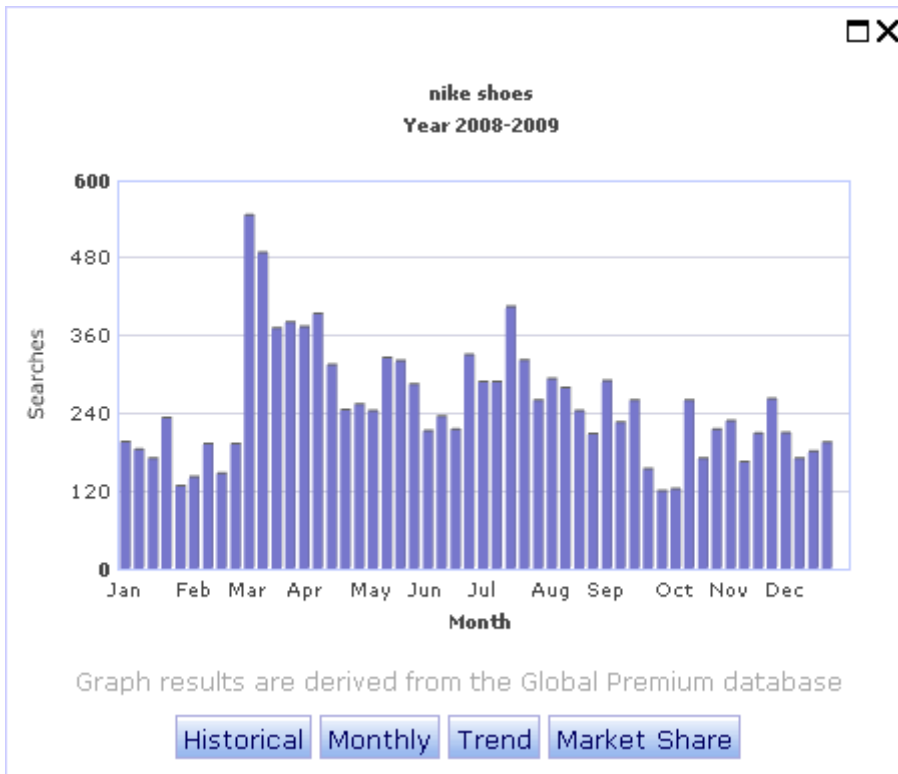
[Access the top 10,000 results via the Enterprise API!](#)

The occurrence figures (an estimate of the number of pages in which each search term appears) are obtained from Google. Each plan includes a different amount of analysis credits. You can check what each plan includes at the [Subscription plans comparison](#) page.

For more information, see the [Analyzing Keywords](#) manual page.

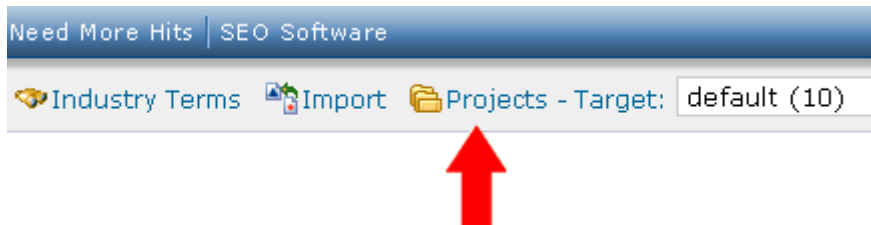
## Charts

To display various charts of the searches, click on the chart icons next to the searches column. The chart type can be changed between historical (shows weekly data), monthly and trend. The market share chart shows the percentage of searches performed on various search engines. All chart data is from the global premium database.



## Projects

Projects are lists of keywords that can be saved for later use, analyzed, translated or export. To display the project manager, click the **Projects** button in the toolbar.



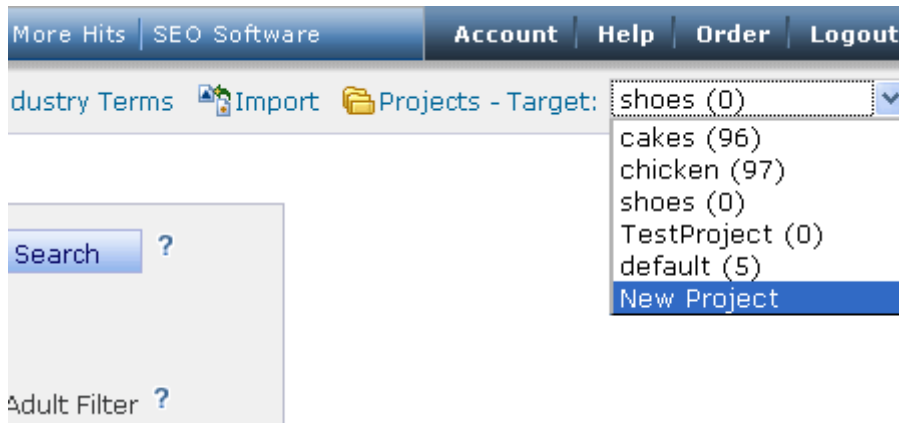
A default project exists for each user and cannot be deleted. For information of how many projects you get with your subscriptions and how many keywords you can store per project, see the [Subscription Plans Comparison](#) page.

A screenshot of the project manager interface. At the top, there is a toolbar with buttons: 'New', 'Copy', 'Rename', 'Delete', 'Clear', 'Select All', and three icons (document, folder, and trash). Below the toolbar is a table with three columns: 'Select', 'Project', and 'Size'. The table contains five rows of project data. Below the table is another toolbar with the same buttons as the top one. At the bottom, there is a grey box labeled 'Clipboard Size: 0'.

### *Creating a new project*

To create a new project, click the New button. Alternatively select "New Project" in the project drop down box located at the far right of the navigation toolbar. Enter a name for the project in the popup window then click OK. Follow the instructions below to add keywords.





### ***Selecting an existing project to work with***

To view or select a project, click the project's name. The currently selected project name and the number of keywords in the project are displayed at the top right of the page.

### ***Adding and removing keywords from a project***

To add keywords and their associated data to a project, you will first need to perform a search. Then select the keywords you would like added to the project by ticking the checkboxes next to the keywords in the search results. Alternatively, the Select All button can be used to select all keywords from the current page. Click the Add to Project button to add the selected keywords to the project.



Once added, the background color of the added keywords will be darkened and a green tick is displayed in the query column. To remove the keyword, tick the checkboxes and click the trash can button. Repeat the process to add or remove keywords from the project.

### ***Renaming a project***

To rename a project, click on the project name, then click the rename button.

### ***Loading a project***

See the [Loading Projects](#) manual page.

### ***Deleting a project***

To delete a project, tick the checkbox next to the project, then click the Delete button.

### ***Exporting a project***

See the [Exporting Projects](#) manual page.

For more information, see the [Projects](#) manual page.

## Exporting keywords

To export the list of keywords and their associated data from a search, you can click the export button on a result set.

? Estimated results: [165,822](#) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >>

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[Add](#) [Clear](#) [Select All](#) [Select By](#)      

For more information, see the [Exporting Keywords and Their Data](#) manual page.

## More information

More detail is available in the Keyword Discovery manual.

Online version: <http://www.keyworddiscovery.com/kd-manual.html>

PDF download version: [http://www.keyworddiscovery.com/static/kd\\_manual.pdf](http://www.keyworddiscovery.com/static/kd_manual.pdf)

Frequently Asked Questions are answered in our [FAQ section](#).

An overview Keyword Discovery's features can be found in the [Features Tour](#).