

KEYWORD RESEARCH TOOLS

KeywordWorkshop.com
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Hundreds of hours of exhausting research and analysis went into the preparation of this report. I'm human. I may have made mistakes. If you spot any, [please let me know](#) so that I can fix them in future editions.

Jay Stockwell - KeywordWorkshop.com

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ABOUT THE AUTHOR

Hi, I'm Jay Stockwell. My background includes designing SEO methodology, search engine reverse engineering software, web hosting comparison software, and client relationship managers as well as recently developing click fraud prevention software. In mid-June I joined the team at AssociatePrograms.com as Special Projects Manager. This Keyword Research report is our first special project.

Would you like to know more about me? [Click here.](#)

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CHAPTER 1

INTRODUCTION

You may have heard that Amit Singhal, principal scientist at Google, said recently that about 50% of the 200 million searches performed a day on Google are unique. Initially I just passed this off as just another statistic. Then I stopped and thought about it for a moment. Each day, about half of all searches are either looking for something completely new, or they are looking for the same thing but in a totally new way – that’s a LOT of unique phrases!

This fact made me sit back and have a good hard look at what this statistic means for all of us trying to use the Internet to make a living. Initially I thought he might have been Google’s hype broker and was peddling his wares in my direction. Then I realized that Amit is a scientist, not a salesman. This is exactly the type of statistic that a scientist working at Google would get excited about, the type of thing that gets these guys up in the morning. The realization blew me away.

So what exactly are the implications of 100 million unique searches every day? What does this mean to you and me when we’re building our web businesses?

Well firstly, we should be very happy because this means that each day we have new ways to reach people to build our business. It also means that among those

100 million unique searches there will be many new evolving niches to pursue. This is fantastic, news that really excites me! Hey, it should excite you too! This is a fun and ever evolving business we're in, with new opportunities emerging every day. We just need to know how to tap into them.

Secondly, it shows us the importance of understanding the way people find information. We're not all the same, and we need to drill this fact into our minds when we're trying to understand how people use the Internet to find stuff they want. Heck, even when we're searching for the same thing, we will do it in different ways. For example, we may both be looking for the latest DJ Format record, but I might try and find it using its title "If you can't join them, beat them" and you might use "dj format latest album". We're both looking for the same thing, but in completely different ways.

These variations are staggering in number. Some of us more nerdy folks discuss how this phenomenon affects us on the web by talking in terms of the "long tail". No, we are not talking about our nerdy computer programmer friend's ponytail. We're using a term that helps us describe how many times only 10% of total search engine traffic is generated by the top 10 keywords. The rest is generated by either variations on these keywords or just random other words. Basically what this strange term means for Keyword Researchers is that we need to go beyond the top keywords. We must understand all of the variations on how people could potentially find our site. We have to get creative.

Thirdly, the fact that about 50% of the 200 million searches performed a day on Google are unique highlights just how important Keyword Research tools have become. Quite simply, without quality Keyword Research we are up the creek without a paddle. We cannot understand either the specific things that people are trying to find, or the vast and variable ways these people go about trying to find them. Without good Keyword Research you're like an explorer without a compass. The only way you will find anything of value is if you happen to stumble upon it by chance.

Fortunately for us, we have plenty of compasses to choose from. Many software developers understand the importance of Keyword Research and are producing tools to make this process faster and more effective. Unfortunately, the sudden influx of these tools has created a new problem. People are asking: "Which tool should I use?"

This report aims to answer that question for you. I've researched and reviewed every paid Keyword Research tool on the market. The findings in this report represent hundreds upon hundreds of hours of testing and unbiased reporting so you can quickly and easily decide which tool is best for you. I understood that people have different needs and the tools should operate differently to reflect those

needs. This report reflects this understanding and will continue to evolve as new tools are released and improved and others vanish.

Let's get started!

[For those short on time, you can head to the last chapter where you can get my recommendations.](#)

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CHAPTER 2

KEYWORD RESEARCH 101

Before we jump straight into things, I think it's worthwhile getting everyone up to speed with exactly what Keyword Research is. If you already know all the basics feel free to skip this chapter. I won't be offended.

Keyword Research describes the practise of looking at **what** users are searching for and **how** they search for it on the Internet. More specifically, Keyword Research helps us understand the types of things people are trying to find, as well as the words they're using. Using Keyword Research you can discover if "technics turntables" are more popular than "numark turntables" or if people prefer to use the word "turntable" or "decks" or "wheels of steel" when they're searching for these record players.

The really cool thing about Keyword Research is that we can go beyond the basics with this information and use measures that help us find out if we should be trying to sell turntables at all. We can see how much competition we may be up against and decide if in fact we should be targeting smaller markets such as turntable "slip mats" instead. So we may find ourselves a popular little niche market that has little competition – a little niche in which it will be easier for our website to be seen among the "noise" of all the other websites.

Using Keyword Research, you can actually see all the different ways that people find products like “slip mats“. While many searchers use just the basic search term, others seek more specific items such as “butter rug slip mats“. Using Keyword Research, we can tap into these kinds of hot topics. I mean unless you were in the scene, how on earth would you find out that people actually use the term “butter” and “rug“ together to describe anything at all!

The Internet sure does feel crowded at times doesn't it? However, it is also so massive that even things that are bought only a couple of times a week in your home town may be making someone rich online. With Keyword Research you can figure out what these things are, see how many people you have to compete with as well as use indicators to see if these people are actually making money.

In essence, Keyword Research really is the foundation of good Internet marketing.

So, how does Keyword Research work practically? In general, there needs to be a **sample source**. This is basically a chunk of information (millions of real user search queries) that is pulled from a single search engine or sometimes a group of search engines. There is a good chance that one of the searches you have done will have made up part of this data.

This huge chunk of information is inserted into another database that you can search. This is regularly updated so you have fresh data that is not seasonally skewed. You are now able to search through this mass of information to find the number of times the keywords you're interested in appear in that database. This is called a **vertical search**. Let me give you another example that will help you understand a vertical search

Let's say I was to go down to my local library and ask the librarian to go and find every book on a particular topic and stack them up in a pile. That would be rough example of a vertical search. It is a vertical pile of books on one topic. In the same way, Keyword Research tools go out and grab all the keyword phrases (books) with a particular keyword (topic) and then return them stacked in a pile. Fortunately, these Keyword Research tools do it a lot faster than my local librarian.

Many tools are also be smart enough to be able to look at the keyword you're searching on and find alternative, similar words that users may also be searching for. So if your seed keyword is “turntable“ the tool brings you back other variations such as “decks“, “record player“ or “wheels of steel“. This is called a **lateral search**.

To carry on our earlier librarian example, it would be like asking her to bring me books that were related to the topic I chose. She could bring me back books on all sorts of different material that related to my requested topic and stack them beside

my original topic search. How smart she is will affect how useful these books are. In the same way, the better the Keyword Research tool, the better the lateral search results you will get.

Many tools also go beyond the basics and bring back extra information to help you understand your market. Some of this extra information includes competition data, competition website URLs, as well as data that relates to advertising on pay-per-click advertising networks such as Overture (Yahoo! Search Marketing). This kind of stuff is really useful as you get more experienced in Keyword Research. It can help you spot trends, access competition, as well as see if there is money to be made or if you would be wasting your time.

Keyword Research really is an important skill to learn. It's easy to get started and pays dividends if you master it. When I was down by the beach the other day, I was talking with a friend who was interested in trying to leverage the Internet to grow his business. He was intrigued by Keyword Research and wondered how quickly he would be able to learn how to do it. I explained it to him like this.

“I like to think learning how to do Keyword Research is a bit like learning how to surf. You can go out and learn how to stand up on your surfboard within an afternoon and have lots of fun. However, the more practise you have, the bigger waves you can take, the better tricks you can do (and the more girls you will end up with!)”

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CHAPTER 3

KEYWORD RESEARCH CONCEPTS

OK before we go any further, I think we need to take a few minutes to remind ourselves of some important concepts that relate to Keyword Research. It's easy to get caught up in the Keyword Research hype and overlook some of the core concepts and assumptions that all Keyword Research is based upon.

Let me say from the outset that **this isn't an exact science**, and it certainly isn't perfect. We're trying to pull out a bunch of information based on limited and often flawed data. In the same way that stockbrokers use existing data and tools to try to best guess what the market is going to do, we keyword researchers are doing a similar thing. Thank goodness Keyword Research is a lot easier than trying to best guess the stock market!

Below I outline some important concepts and assumptions that you should have clearly in mind before you begin your Keyword Research. Even if you have been doing Keyword Research for years, it is worthwhile reviewing these concepts as a reminder of what foundation we're building our research upon.

Vertical Keyword Research

As I explained in the “Keyword Research 101” chapter, the term Vertical Keyword Research describes the variations that can occur on a single keyword or keyword phrase. For example if you're creating a website about “turntables” you'll research phrases that include the word “turntable”. A vertical keyword search for “turntable” may return phrases such as “turntables” (note the plural version), “turntable guide” or “turntable slip mats”. This is normally your starting point in Keyword Research from which you can expand your keyword list.

Lateral Keyword Research

As I also explained in the “Keyword Research 101” chapter, the term Lateral Keyword Research is the process of finding the keywords or phrases that are similar to your seed (original) keyword, but do not necessarily contain that word or words exactly. So your lateral search for “turntable” may bring back words like “stylus”, “vinyl”, or “headphones”. Often you'll need to do this kind of lateral thinking yourself, but many tools are smart enough to offer really useful suggestions.

We also have to remember that Lateral Keyword Research also relates to building your list with a variety of keyword combinations or misspellings. For example, some tools allow you to change the order of the words. A tool may add to your list “turntable slip mats” as well as “slip mats turntables”. Or it may offer some misspelling or alternative variations such as “turntable slipmats”. Or perhaps it will offer you international spellings such as “practice” versus “practise”.

The more creative both your mind and the Keyword Research tools are, the better your outcome. SEO people and Niche Miners may find words they hadn't thought of that are popular but have little competition. In a similar way, PPC advertisers may generate a huge list of keywords that are overlooked and consequently inexpensive to advertise on. Lateral Keyword Research really is powerful in the right hands.

Digging

You may have heard the term “digging”. It's a weird term to use, but it fairly accurately describes the process. Digging is often automated or partly automated. It involves processing large lists of keywords to reveal the keywords that have the

characteristics of terms that are going to make money! Often digging is done by the Keyword Research software itself and will often involve both Vertical and Lateral Keyword Research. It is kind of like having a swimming pool full of coins and having someone sort through all the nickels to find the quarters, or hopefully the banknotes! When digging is done right it can save you lots of time and make you lots of money.

Quite a few tools offer this digging functionality, and it certainly adds lots of value for users who know how to use it correctly. In my reviews I point out the tools that can do this kind of operation so be on the look out!

Keyword Popularity (Volume)

Keyword Popularity one of the easiest to understand yet most misunderstood concepts in Keyword Research. Simply it's the number of searches performed during a certain period - per day, per week, or per month. That's the easy part to understand.

What many people don't understand is that this is only a **relative indicator**. If one tool says that there are 1246 searches a month for a particular keyword, that doesn't mean this is an exact figure. You cannot then say with any sort of accuracy that during the past month throughout the whole Internet there were 1246 searches for that keyword.

What this figure means is that in the chunk or sample of data that was grabbed from this particular search engine during this month that keyword was found 1246 times. Sometimes this really is all of the searches that were done on this search engine, other times this is just a portion of all the search queries. The only time we could ever be sure that there were 1246 searches done a month would be if the sample data were taken from every single search engine on the Internet. No tool does this - not even close.

Let me clarify further. Wordtracker is one of the leading Keyword Research companies. It has a sample size of about 2 million queries a day while Google alone has about 200 million a day. When you then throw all the other search engines into the mix, you quickly realize that 2 million searches fall well short of the hundreds of millions of actual searches a day.

So does that mean that you can look at the search volume you find in these tools and multiply it by 200? Well, this is a very good question, and one that doesn't get asked often enough. There is no simple answer, as it will depend on the tool. Many will "adjust" their results so you don't have to do multiplication, while others will

give you only the literal results, and some multiplication will have to take place. Whatever tool you get, it's worthwhile asking this question.

Keyword Research tools use only samples of data. This means that we cannot assume that our list is 100% correct. It's really just a best guess based on the chunk of data we have.

To demonstrate this point, take a look below at the differences between the five major keyword data sources for the top 10 terms related to "fly fishing". If they were all accurate, you would expect them all to produce the same 10 top popularity results. However, as you can see below, the tools all say different things. These results emphasize the fact that these tools are guides. They are not absolute truth and the results they bring you should be treated with some suspicion.

Word Tracker	Overture	Keyword Discovery	Keyword Intelligence	Web CEO
fly fishing	fly fishing	fly fishing	fly fishing	fly fishing
fly fishing alaska	fly in fishing	fly fishing equipment	fly fishing knots	fly fishing vacation
fly fishing equipment	fly fishing trip	fly fishing gear	fly fishing flies	fly fishing equipment
fly fishing gear	fly fishing gear	michigan fly fishing	fly fishing tips	fly in fishing ontario
alaska fly fishing	colorado fly fishing	fly fishing reels	oregon fly fishing guides	fly in fishing
alaska fly fishing trip	fly fishing vacation	fly fishing rod	fly fishing gear	fly fishing instruction
fly fishing reels	montana fly fishing	fly fishing alaska	fly fishing supplies	montana fly fishing
fly fishing canada	fly fishing in colorado	fly fishing reel	fly fishing rods	fly fishing gear
alaska fly in fishing	fly fishing equipment	fly fishing and tying journal	oregon fly fishing guide	pennsylvania fly fishing
fly fishing in alaska	fly fishing reel	fly fishing tackle	fly fishing reels	new zealand fly fishing

The data pulled from Overture (Yahoo! Search Marketing) is also less than perfect for other reasons. In fact in many ways it is worse. The tool actually combines words to give a search result. For example, let's say that one person searched for "bikini girl", another person searched for "bikini girls" and yet another for "girls bikini". These searches would all be combined by the Overture suggestion tool, which would tell you that the three people all searched for "bikini girls", which is obviously not the case.

This is especially highlighted when you look at the meaning of the two searches "bikini girls" and "girls bikini". The meanings are completely different, but according to the Overture (Yahoo! Search Marketing) suggestion tool they are the same query. However, in reality one is likely to be performed by a guy looking for some free eye candy, while the other search is likely to be made a young woman looking to spend some money to look good at the beach. I know which one I would rather be targeting as a business owner.

All this negative talk might be getting you a bit discouraged about Keyword Research. Don't fret, it isn't all bad. What it means is that we must use our heads a little more, and realize that Keyword Research provides us guidelines.

Firstly, you can get a rough indication of the search volume and fairly safely conclude that the actual search volume is going to be greater when you consider traffic across all search engines.

Secondly, and perhaps most importantly, you can get a relative indicator. By relative indicator I mean it allows you to be able to compare one keyword with other keywords in the same group of data. For example, you may find that “rugby union” is 30% lower than “rugby league”, or “cake recipes” is 100% higher than “cake recipe” (except if you were using the Overture suggestion tool due to the way it combines phrases).

Even though the actual volume isn't exactly correct, by being able to compare relatively you can still get some amazingly powerful information.

Keyword Competition

Another important concept in Keyword Research is keyword competition. This information can help you assess the difficulty of being able to do well in a particular market, from both a search engine ranking perspective, as well as a business competition perspective.

There are two common methods that Keyword Research tools use to give an indicator of competition. The first one is called the **R/S ratio**, which shows the ratio of searches to web pages containing that keyword or keyword phrase. So basically the tool compares how many times something is searched for against how many pages are found in the search engine with that keyword or phrase included in the page.

The second common indicator is **KEI**, which stands for Keyword Effectiveness Index. This is very similar to R/S. However, it's weighted so the higher the keyword volume, the more tolerance it has to lots of competing pages. So keywords or phrases with lots of searches will have a higher KEI compared with ones that have fewer searches, even though their R/S ratio may be exactly the same.

Both of these measures certainly are of some use. However, they are both **fundamentally flawed** because they assume that the number of pages on the Internet for a given keyword is a reliable measure of competition. I don't believe it is. In general, I choose to ignore these indicators until other factors are put into the equation.

In reality, it doesn't matter how many competing pages you are up against. All that matters is how good are the websites that appear on the first (and maybe second)

page that a search engine returns for a query. So how good are the top 10 results? Are they well optimized? Are they already popular, high traffic sites? Do lots of people like those sites and consequently have lots of links pointing to them? If you want to get real competition analysis, you should include factors such as Incoming Links, Keyword Density, PageRank, and Alexa Rank to name just a few. These provide a better way of assessing competition in real terms.

Unfortunately, only one or two tools on the market actually use these measures. Most tools stick to R/S and KEI. However, I'm hoping that as these tools evolve, they will begin to use these more advanced methods to indicate competition.

PPC Data

Many of the Keyword Research tools provide you with indicators given by PPC search engines on how hotly contested your keyword or keyword phrase is. For PPC advertisers this is useful, especially when the actual prices of the ads are shown as well. It allows advertisers to streamline their process for finding cheap yet relevant ads to buy on these PPC networks.

However, this data is also useful for people who are never going to spend a cent on PPC advertising. What the data does is indirectly give an indicator of how profitable a niche is. Unless people are remarkably stupid, it is fairly safe to assume that if these folks are willing to pay many dollars per click, then this area must either be converting well and/or be selling high profit items. You can also use this information to find untapped sub-niches and work those as well.

Your Mind is Your Best Tool

It's always important to remember while doing Keyword Research that your mind is still your best tool. Don't be afraid to use it. Think laterally and think how your customers will think. When doing Keyword Research try to put yourself in your customer's shoes. The more you can do this the more powerfully you can use the software tools you have at your disposal.

Also, consider other factors in the equation that a tool cannot tell you directly. For example, think about the conversion potential of the keyword area. If you're niche mining, how easy is it to get your hands on a product to sell? Or is there a suitable affiliate product to promote? There's no point having lots of traffic going to a site that has no way to turn that traffic into dollars.

The best book I've seen which gives solid, useful examples of ways to use your own mind as a keyword research tool was published recently by Wordtracker. It's called Keyword Research Guide and it's free.

Wordtracker created a fictional company, Virginia Veg, and asked experts to provide real answers to the problems facing its CEO, Susan Webster. Although the ebook appears to be aimed at beginners, it is crammed with insights, tips, and techniques on keyword research that you can apply to your own website, whether you're using Wordtracker or some other tool.

Contributors include:

- Bryan Eisenberg - Convert more traffic using Wordtracker.
- B. L. Ochman - Understand your customers' real motivations.
- Kevin Lee - Combine thousands of phrases for an effective PPC campaign.
- Stephen Mahaney - Use Wordtracker to find the size of the market.
- Ken McGaffin - Discover the most important sites in your marketplace.
- John Alexander - Find inspiration in Wordtracker's Top 1,000 Words report.
- Neil Davidson - Learn how an ad agency uses keyword research to position a client.
- Robin Good - Use Wordtracker to identify niche opportunities.
- Nick Osborne - Incorporate keywords into your content and copy.

You can download [Keyword Research Guide here](#).

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CHAPTER 4

DIFFERENT TOOLS, DIFFERENT REASONS

Not everyone has the same motivations when they're doing Keyword Research. So it makes sense that some tools are going to have better outcomes for different tasks depending on what kind of user the software maker had in mind when the tool was designed.

Search Engine Optimizers do research to refine what words they should focus on so their pages rank well in organic search results (free search engines). They want to know things such as the most popular keywords in their niche, and whether people search using plural or singular - recipe or recipes.

Niche Miners try to discover products that have a good demand but are not well catered for. They like to sort through large numbers of keywords to locate these kinds of opportunities. Once they have identified an opportunity they either get a product or products of their own to sell, or promote other people's products as an affiliate.

Pay Per Click (PPC) advertisers are looking for cheap keywords to bid on to send their website inexpensive traffic. They attempt to locate overlooked, yet

relevant keywords to bid on using PPC search engines such as Overture (Yahoo! Search Marketing) and Google AdWords.

AdSense publishers are on the flipside. They're looking for expensive keywords. They monetize their website traffic by displaying advertisements using the Google AdSense program. This program allows you to place code on your website that displays ads that are related to the content on your pages. For example, a page on digital cameras will display ads related to digital cameras.

If you're an AdSense publisher, you want to find topics that are paying the highest amounts. These amounts are determined by what people are willing to pay on Google AdWords. For example if you have a website on digital cameras you will want to find out the topics that are paying the most so you can cover them on your website. For example, people are paying 56 cents for the keyword phrase "choose digital camera", but they are paying ten times that amount (\$5.39) for the keyword phrase "smallest digital camera".

Another example would be if you had a website on timeshare. You would be wise to create a page targeted at the keyword phrase "sell a timeshare" which people are paying \$23.81 instead of "time share resale" which goes for \$6.33. You can see these small differences can make a huge impact on your bottom line. This means you'll be paid more per click on the ads on those pages because people are willing to pay more to have their ad displayed for those more profitable niche markets.

The important thing to remember is that generally Keyword Research tools are designed with specific users in mind. Hence, their features will cater for some types of keyword researchers more than others. Consequently, they will do a better job for those types of users.

So what software is going to suit you? It's worthwhile right now to look closely at your own needs. What profile do you fit? Why will be using the software? What is your goal? What do you aim to achieve once all the research is finished?

It's unlikely that you'll fit neatly into one of those boxes (i.e. Niche Miner, SEO, PPC Advertiser or AdSense Publisher). Most of us do a bit of all those things from time to time. However, because you may not be able to afford all the tools recommended, you need to assess what your main role is. What will you be doing most of?

Once you understand your slant, you can better understand what kinds of features you will be looking for. Here are some of the key features these different groups of people will probably want their Keyword Research tool to help them accomplish.

Niche Miners

1. Be able to zero in on markets that have good amounts of search volume, good amounts of ability to make money from them, but low competition.
2. Good lateral search capabilities to dig valuable niches out automatically.
3. Search across many niches (so should be able to save keywords and good management).
4. Bid data helps them determine if the niche is valuable.

Search Engine Optimization

1. Find keywords with high volume, but low competition (in terms of optimization).
2. Be able to analyze the subtle differences between keyword usage. For example, whether people search with singular, or plural.

PPC Advertisers

1. Be able to generate large lists of keywords.
2. Be able to target keywords that are not too expensive but relevant. They will need the appropriate keyword bid and click data to be able to do this.
3. Good lateral search capabilities to dig out cheap keywords automatically.
4. Be able to generate keyword lists in a format that is compatible with major PPC ad networks.

AdSense

1. AdSense publishers want to shape their content so it shows the most expensive keywords within their subject area. So in the opposite way to PPC advertisers, they wish to find the most expensive keywords to try to get the AdSense ads to show on those pages. So the biggest thing that AdSense publishers want is bid and click data for Google AdWords.

Now I hope you will be in a better position to see how the different features of the software will cater for your needs specifically.

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CHAPTER 5

WHY PAY FOR KEYWORD TOOLS?

I'm sure that many of you are saying to yourselves, why would I need to buy any of these tools when there are so many free ones out there? Well, you'd be right in saying that there are plenty of free tools. However, you can't do the same job with the free tools that you can do with the paid ones. The free tools can give you a rough guide and give a quick indication whether a hunch is worth further research. However, if you're serious about doing well on the Internet, I'm afraid most of the time the free tools just aren't effective enough.

If you have no money at all, using the free tools is certainly better than nothing. However, let me hit you with three good reasons why a Keyword Research tool should be one of the first tools you get.

- 1) Keyword Research is the foundation to any successful marketing effort on the Internet. If you don't know exactly what people want, how are you going to know what to sell them? Why guess when you can know?
- 2) The Internet is quickly evolving. To be successful you need to develop systems and strategies to streamline your Keyword Research. Don't think that just because you don't use Keyword Research Tools, your competitors won't. You

need to be three steps ahead of them to understand how your market is changing and how to tap into new markets.

3) Free tools are often limited to basic information. Many of them will provide only a limited subset of data, or inaccurate data. The real gems are more often than not tucked away in the depths of keyword databases to which only the paid tools give you access.

Still want to know what free tools are available? OK. Here's an extensive list.

Free Tools

I have included all of the free tools I could find here. I have not included the tools that simply redisplay the Overture (Yahoo! Search Marketing) Keyword Suggestion data. If you know of any other tools that should be on this list please [contact me](#) so I can update this list.

[Overture](#) (Yahoo! Keyword Suggestion)

[Google Sandbox](#)

[Nichebot](#)

[Keyword Spider](#)

[Good Keywords](#)

[Pixel Fast](#)

[Googspy](#)

[Keyword Tumbler](#)

[Digital Point](#)

[Keyword Difficulty Tool](#)

[Miva](#)

[7Search](#)

[Thesaurus](#)

[Webmaster Tools Kit Keyword Research Tool](#)

[KW Map](#)

[lotaweb](#)

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CHAPTER 6

THE TOOLS ON REVIEW

During the past few months we have been searching high and low for the best keyword research tools available. We then put each of them through their paces researching for the niche keyword phrase “fly fishing”.

Here is a list of the current tools on review.

- [Wordtracker](#)
- [AdWords Equalizer](#)
- [Niche Finder 2](#)
- [Ad Word Analyzer](#)
- [Keyword Locator](#)
- [Keywords Analyzer](#)
- [Niche Keyword Analyzer Pro](#)
- [Keyword Results Analyzer For WT](#)
- [The Dowser](#)
- [SBI! Research Tool](#)
- [PPC Toolkit](#)
- [Pay Per Click Galaxy](#)

- [Rapid Keyword](#)
- [Keyword Discovery](#)
- [Web CEO](#)
- [Keyword Intelligence](#)
- [Keyword Country](#)
- [Adword Accelerator](#)
- [Keyword Burner](#)
- [Instant Keyword Research](#)
- [Keyword Bible](#)



WORDTRACKER

Software Type: Web Based

Cost: \$49.48 a month

[Wordtracker](#) is one of the first commercial keyword research tools that came out on the market many years ago. In many ways Wordtracker revolutionized the way many Internet marketers operated. Finally, we had a way to actually see what people were looking for, rather than simply guessing. It really forged the way for niche research.

Wordtracker is a web based research tool that uses its own unique keyword sample source. It grabs the data from Dogpile and Metacrawler queries over the past 110 days and reports on that data as a means to predict search traffic.

Not too much has changed over the years at Wordtracker. It still uses the same interface and provides essentially the same toolset that many have come to love.

I'm a fairly seasoned veteran with Wordtracker and can be a little set in my ways about how I use it. Nonetheless, when I began comparing keyword research tools I chose to try to forget everything I had done before and look at it with fresh eyes.

I took my keyword research for “fly fishing” and got started.

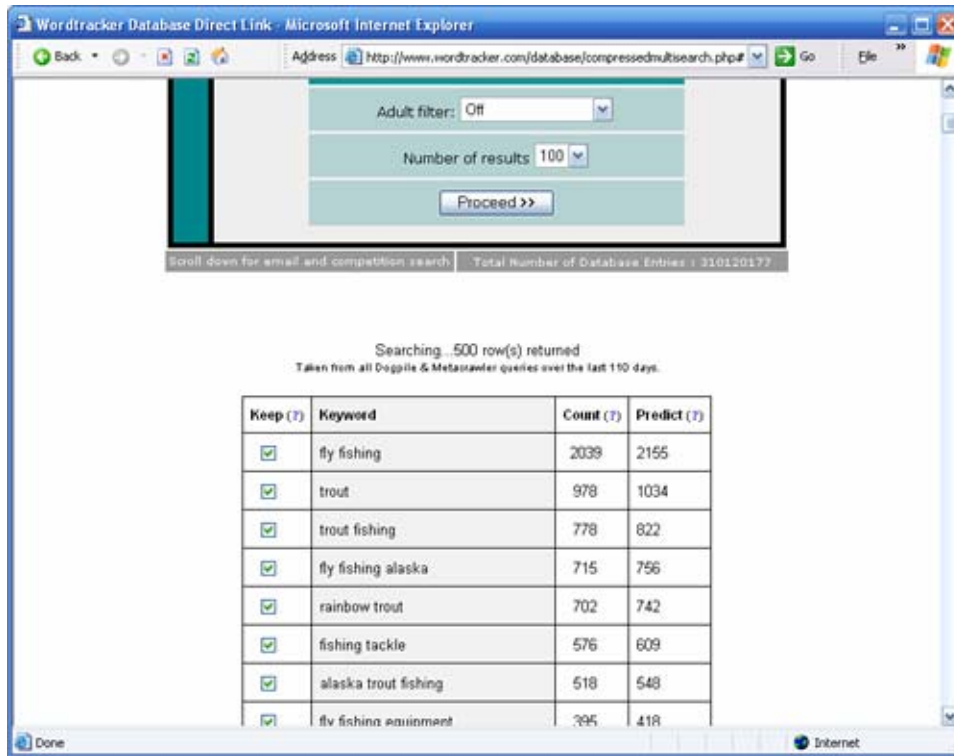
My Experience

The first thing I did once I logged into Wordtracker was head over to Keyword Universe. This is the keyword mining part of the site that allows you to find keywords variations of your keyword, plus it has an excellent lateral search function.

I used this tool to find several core keywords that related to fly fishing. This tool uses a thesaurus to find words that are somewhat like the original keywords. I used this to find other relevant words very efficiently. For example, it gave me trout, flyfishing and angling, which I had not thought to use. I emailed these 7 core keywords to myself so I had a record of them.

Keyword (?)	Count (?)	Predict (?)	Dig (?)
fly fishing	2039	2155	
fly fishing alaska	715	756	
fly fishing equipment	395	418	

Once I had my core keywords I used the compressed search tool. This allows me to plug in my keywords and it finds 500 variations of those keywords, sorted by the search volume. I find the compressed search to be the most valuable, as it gets rid of the junk as well as treating the keywords in a similar way to how the search engines do. For example, most search engines treat “Fly Fishing” exactly the same as “fly fishing”. The “Comprehensive” search does this kind of filtering on the keyword data in a similar way.

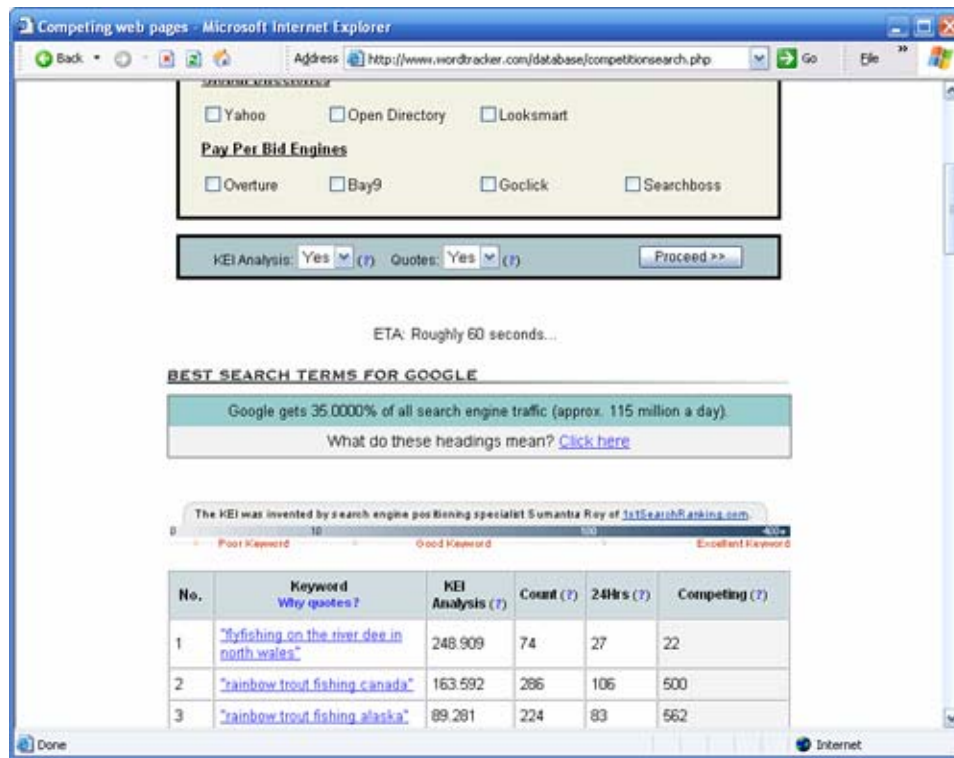


You can do the advanced analysis in Wordtracker only in batches of 100 words. In Wordtracker, you can't compare across batches.

So I emailed these 500 words to myself so I had a copy of them.

Once I had a copy of the 500 keywords in my hot little hands, I went on and conducted a competition search. I set up the competition search to see what data Wordtracker could produce for me.

The competition search allows you to output the top 100 words (of the 500 found) sorted by the highest KEI, which is a measure of keyword potential. It compares the search volume with the number of pages containing the keyword that are found in the search engine. The KEI equation corrects this value to reflect the fact that keywords with high search volume are inherently more valuable despite the amount of suggested competition.



Above is a screenshot showing the results of the competition search. This sorted my keywords based on the KEI analysis. It also gave me the necessary details used to calculate KEI, including search volume and number of competing pages.

It is important to note that KEI isn't necessarily the final word on whether or not a keyword is worth pursuing. It just gives a **very rough guide**. It may be that while there are many pages, they may not be optimized at all for the keyword and consequently you may be able to create pages that outrank them.

In Wordtracker, I also ran a competition search on these keywords looking at the PPC bid data for Yahoo! Search Marketing (Overture). It seemed to give me incorrect bid data when I tried this tool. It brought up lots of zeroes for many good keywords. I cross checked these and found that they were often \$1 or \$2 keywords. So beware when you use this part of the tool. You may see fool's gold.

The End Result

So what did I end up with after using Wordtracker?

- 7 Quality Lateral Searching Keywords.
- 500 Relevant Keywords without competition analysis.
- 100 keywords that I could do competition analysis on the major search engines, as well as see information the Pay Per Click search engine bids.

Strong Aspects

Let me recap the strong points of this product:

- Unique and current data set. For all the tools I have tried, this seemed (at least using my intuition) to be one of the most accurate tools for reporting actual search habits globally.
- It has an excellent lateral search tool for finding related root keywords that you can run another set of analysis on to generate large lists.
- It is web based so you can run it from any computer that has Internet access, and no one is going to ban you for doing too much data mining as many of the other software tools may cause you to do.

Weak Aspects

Let me recap the weak aspects of this product:

- There is no advanced way to manage the data. It just gives you the data, and there is no method for sorting by any other way than the default they provide you. For example, doing a competition search sorted by volume rather than KEI.
- Competition search allows you to check only 100 keywords at a time.
- PPC research tool is weak. It didn't work properly for me.
- Tool for saving sessions is a bit limited.

Who is it ideal for?

On the whole, this software would be useful for everyone doing keyword research because it provides an accurate output of search activity. It has great lateral searching so may be an excellent starting point in your keyword research. Its PPC tools leave a little to be desired, so if you are strongly into this side of things, it may not be totally suitable.

There are many other tools around that can take Wordtracker data and make it more useful by allowing you to work with it differently, as well as adding extra information to the keyword output.

You should definitely get at least a one-day pass to try it out and get a strong keyword base for your projects and perhaps use other tools to refine these further.

Ratings

For Niche Miners:



For Search Engine Optimizers:



For Pay Per Click Advertisers



For AdSense Publishers:



Usability:



Value:



[Visit Wordtracker Now!](#)



ADWORD EQUALIZER

Software Type: Desktop Software (Windows)

Cost: \$97

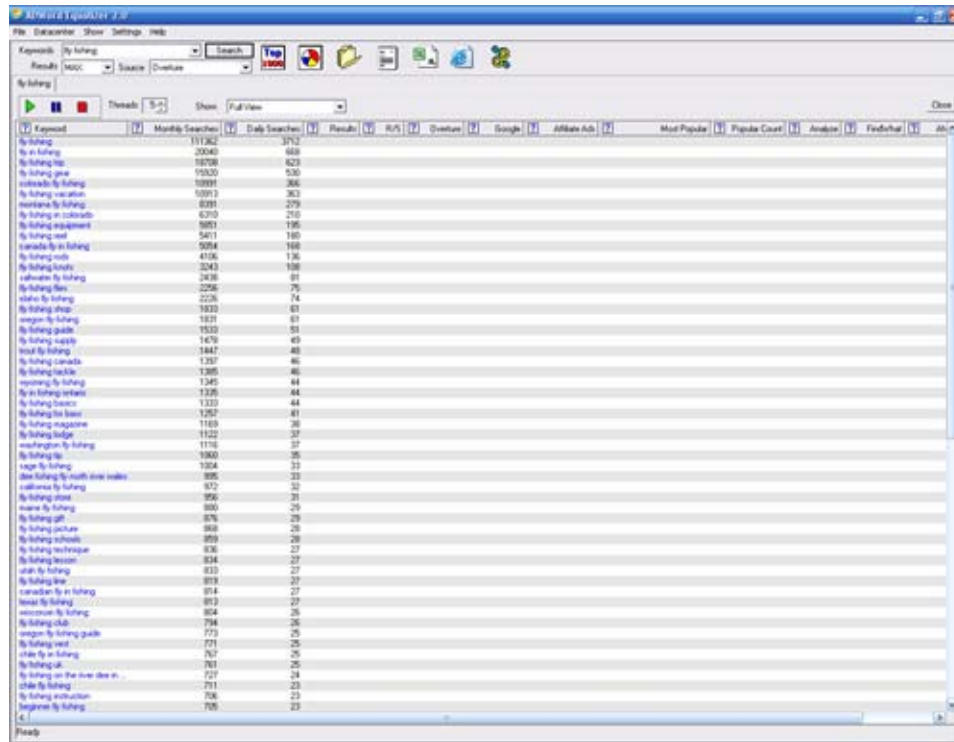
[Adword Equalizer](#) is a piece of Windows software that uses the Yahoo! Search Marketing data as its primary source of keyword sample data. It does, however, allow a couple of other methods of gathering data including from Nichebot, Worktracker (only 25 words), as well as some lateral search tools including misspelling.

This may sound pretty basic, but this software actually has some really neat features that suit affiliate marketers and that are not presently available in any other products on the market. It may be just the thing you are looking for!

Let's take a closer look.

My Experience

I started up AdWord Equalizer and performed the login procedure (which I guess gets around pirating issues) and was greeted by a nice simple interface. I didn't really need to take a look at the help files as it was pretty clear how it operated. I typed "fly fishing" in the keywords text box, maxed out the keyword number and chose my source as Overture (Yahoo! Search Marketing). It very quickly generated a list of 100 keywords showing just search volume (monthly and daily).



The screenshot shows the AdWord Equalizer software interface. The main window displays a list of keywords and their search volumes. The columns are: Keyword, Monthly Searches, and Daily Searches. The data is as follows:

Keyword	Monthly Searches	Daily Searches
fly fishing	3712	123
fly fishing gear	20049	669
fly fishing hat	18708	623
fly fishing gear	19320	630
catchable fly fishing	18991	606
fly fishing vacation	16912	562
members fly fishing	16391	529
fly fishing in colorado	16210	510
fly fishing equipment	16051	506
fly fishing vest	14811	480
fly fishing in colorado	15054	498
fly fishing rods	4116	136
fly fishing boots	2243	74
fly fishing fly fishing	2438	81
fly fishing flies	2256	75
what fly fishing	2226	74
fly fishing shop	1832	61
magazine fly fishing	1821	61
fly fishing guide	1812	61
fly fishing vests	1470	49
best fly fishing	1342	44
fly fishing canada	1287	42
fly fishing tackle	1285	42
equipment fly fishing	1245	41
fly fishing website	1128	37
fly fishing boots	1122	37
fly fishing for sale	1252	41
fly fishing magazine	1119	36
fly fishing lodge	1122	37
equipment fly fishing	1176	39
fly fishing fly fishing	1060	35
page fly fishing	1024	33
best fishing fly fishing	895	29
calendar fly fishing	872	28
fly fishing vest	856	28
equipment fly fishing	860	28
fly fishing gift	876	29
fly fishing jacket	868	28
fly fishing outdoors	869	28
fly fishing technique	836	27
fly fishing season	834	27
gear fly fishing	823	27
fly fishing line	819	27
equipment fly fishing	814	27
best fly fishing	813	27
equipment fly fishing	804	26
fly fishing club	794	26
equipment fly fishing	773	25
fly fishing vest	771	25
gear fly fishing	767	25
fly fishing kit	761	25
fly fishing on the river line in	727	24
club fly fishing	711	23
fly fishing equipment	706	23
beginner fly fishing	705	23

This simply loads the list into the software. You will notice that the other columns are now empty on the right hand side. You have to press the green play button to populate this data. I went ahead and pressed that green button and some very interesting data started to build.

Very quickly, this software went out and mined data in a different way to many of the other tools I have been trailing. It went beyond just the normal search volume and grabbed lots of extra information that helps you decide what niche areas to target. For example, Adword Equalizer looked at how many ads are being shown for both Overture (Yahoo! Search Marketing) and Google, as well as how many of those ads are actually affiliate ads.

R/S	Overture	Google	Affiliate Ads	Most Popular	Popular Count	Analyze	Find/What
45	118	44	7	redballoondays.com.au	13	Analyze	29 (\$0.23)
249	40	8	0		N/A	N/A	29 (\$0.23)
67	74	10	1	godo.com.au	8	Analyze	5 (\$0.09)
94	33	31	3	ridegear.com	13	Analyze	12 (\$0.19)
63	25	18	0		N/A	N/A	3 (\$0.06)
76	72	39	5	redballoondays.com.au	7	Analyze	7 (\$0.17)
76	40	24	1	redballoondays.com.au	1	Analyze	3 (\$0.09)
102	17	10	0		N/A	N/A	3 (\$0.06)
345	62	29	3	traditionalangler.com	18	Analyze	14 (\$0.19)
206	23	17	0		N/A	N/A	13 (\$0.10)
201	15	12	0		N/A	N/A	0 (\$0.01)
171	64	29	3	ebay.com	15	Analyze	16 (\$0.17)
88	29	4	0		N/A	N/A	6 (\$0.06)
303	40	12	1	magazineworld.net	1	Analyze	6 (\$0.11)
302	38	21	0		N/A	N/A	3 (\$0.09)
278	35	7	0		N/A	N/A	3 (\$0.06)
1085	39	11	2	traditionalangler.com	6	Analyze	8 (\$0.13)
421	36	8	0		N/A	N/A	0 (\$0.01)
1369	60	8	0		N/A	N/A	8 (\$0.11)
500	39	11	2	traditionalangler.com	8	Analyze	6 (\$0.10)
595	68	26	3	redballoondays.com.au	10	Analyze	6 (\$0.07)
744	45	17	1	myflyfishinglodge.com	6	Analyze	0 (\$0.01)
544	66	18	1	traditionalangler.com	10	Analyze	8 (\$0.07)
423	36	7	0		N/A	N/A	0 (\$0.01)
492	11	12	0		N/A	N/A	1 (\$0.02)
195	35	6	1	flyfishingguidebook.com	2	Analyze	4 (\$0.09)
627	16	8	0		N/A	N/A	3 (\$0.09)
762	39	6	0		N/A	N/A	0 (\$0.01)
582	43	8	0		N/A	N/A	2 (\$0.05)
794	40	0	0		N/A	N/A	0 (\$0.01)
1018	35	0	0		N/A	N/A	6 (\$0.07)
284	32	7	2	ebay.com	3	Analyze	2 (\$0.05)
45	6	0	0		N/A	N/A	0 (\$0.01)
909	39	8	0		N/A	N/A	0 (\$0.01)
1495	37	16	3	traditionalangler.com	8	Analyze	8 (\$0.12)
825	37	5	0		N/A	N/A	0 (\$0.01)

Not only does it provide the volume of affiliate ads, it also shows which site is the most popular among these affiliate ads, as well as a measure of the strength of this popularity using a user definable points weighting system. You can also see a pie graph of the market share of these affiliate websites to see who exactly is the dominant vendor. This allows a user to be able to see what affiliate programs are hot, as well as those with few other affiliates promoting them.

The screenshot shows the 'Affiliate Analyzer' window in Keyword Workshop. It features a pie chart titled 'Keywords By Ranking' and a table listing affiliate sites with their market share percentages. The pie chart shows a dominant share for redballoondays.com.au (39.4%), followed by traditionalangler.com (21.2%), and other smaller shares for various sites like godo.com.au and flyfishingguidebook.com.

Site	Ad Pairs	Market Share %
1 redballoondays.com.au	13	39.4%
2 traditionalangler.com	8	21.2%
3 flyfishingguidebook.com	2	6.1%
4 traditionalangler.com	1	3.0%
5 flyfishingguidebook.com	1	3.0%
7 godo.com.au	1	3.0%

This software also has some other great features such as fetching the bid data from Findwhat, Ah-ha and Brainfox. Unfortunately in this version they do not include Overture (Yahoo! Search Marketing) bid prices, which tend to give a better indication of what you actually will be paying most of the time.

I was able to export this data in a variety of formats including just text, CSV as well as HTML which gave me quite a few options at the end.

While this software has an excellent foundation, it is not all perfect. I found a few issues that I think should be improved upon in the next version.

Firstly, I couldn't build on my list. I would have liked to be able to input my seed keyword or keyword phrase as the foundation. Once that is finished, I'd like to keep building the list with lateral search terms as well as digging down into more variations of the original 100 terms. This was not possible with AdWord Equalizer.

I was able to import keyword lists well with this software. However, it would not go out and grab the volume data for these keywords. It would only go out and grab the extra data after you pressed the play button. This feature is technically possible - other software does it.

The other gripe I had with this software was that there was no proxy server setting or any search engine friendly settings beyond the thread number control. This puts a much higher risk of having your IP logged and possibly banned from the search engines for abusing their resources.

The End Result

So what did I end up with after using AdWord Equalizer?

- 100 Overture (Yahoo! Search Marketing) mined keywords.
- Lots of extra data about these keywords that may help affiliate marketers.

Strong Aspects

The strong points of this product:

- Data is shown quickly and is easy to manage.
- Lots of extra information is useful for affiliate marketers.
- Nice interface.

- Strong sorting ability.
- Customizable layout depending upon how you use the software.

Weak Aspects

The weak points of this product:

- Can't combine work lists to do a large analysis.
- Can't save your session to go back and continue later.
- Primarily Overture (Yahoo! Search Marketing) data.
- When loading in other keyword lists, won't load in the search values.
- Can use Wordtracker and Nichebot but only comes up with the top 15.
- Poor lateral searching.
- Doesn't look up Overture (Yahoo! Search Marketing) bid prices.
- Doesn't take care of the search engines very well.

Who is it ideal for?

This software is fast and provides lots of extra data that would suit affiliate marketers. Generally does a decent job for other users as well.

Ratings

For Niche Miners:	★★★★
For Search Engine Optimizers:	★★
For Pay Per Click Advertisers	★★★★
For AdSense Publishers:	★★★
Usability:	★★★★★
Value:	★★★★

[Visit AdWord Equalizer Now!](#)



NICHE FINDER 2

Software Type: Desktop Software (Windows)

Cost: \$77

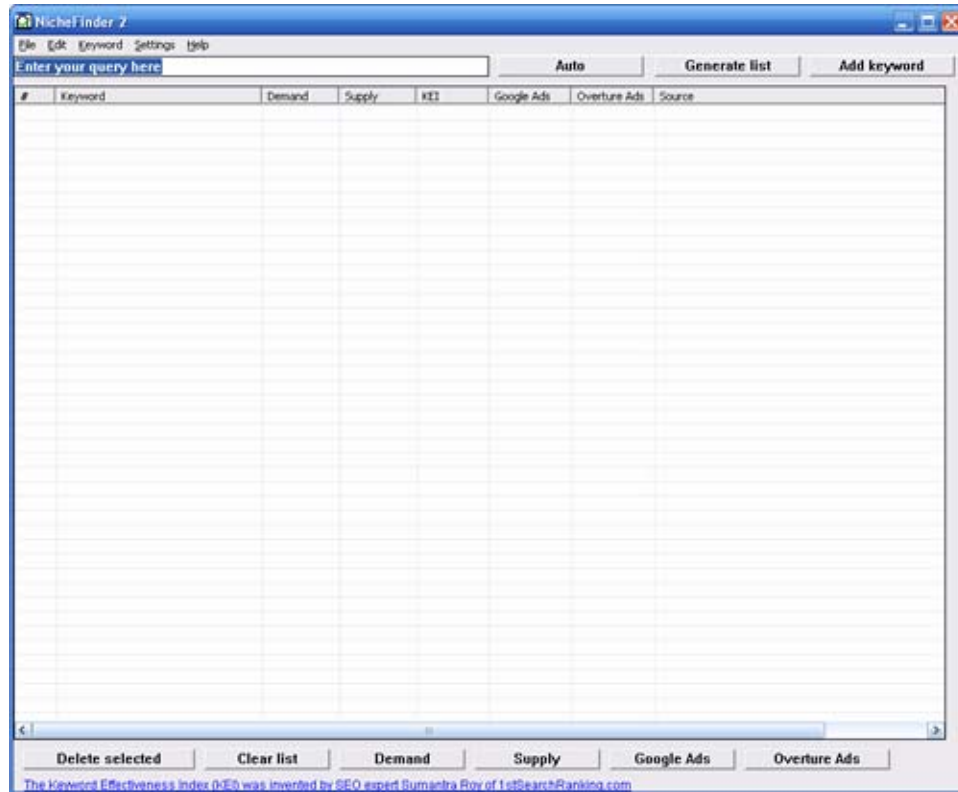
[Niche Finder](#) was one of the early pioneers of using software to help speed up the process of mining publicly available data to attempt to identify niche areas. It has gone through a fairly major revamp upon release of version 2 in obvious response to the needs of their customers.

This tool is primarily designed to search out niche markets. It is not designed for SEO as such, but its very nature can certainly help you identify areas of your market that you may not have thought about targeting.

Let's take a closer look.

My Experience

I fired up Niche Finder and found a very simple interface. There was simply a keyword box and a grid with buttons above and below it.



The first thing I like to do when I get a new piece of software is to ensure that the options are set up in the way that I like. I went through the settings of Niche Finder and left most of them as default. I moved the number of keywords to find to its maximum (500) so I could see how relevant these were. I was somewhat disappointed to find that there was no control over how the software was going to interact with the search engine, nor could I set a proxy server so my IP wasn't blocked.

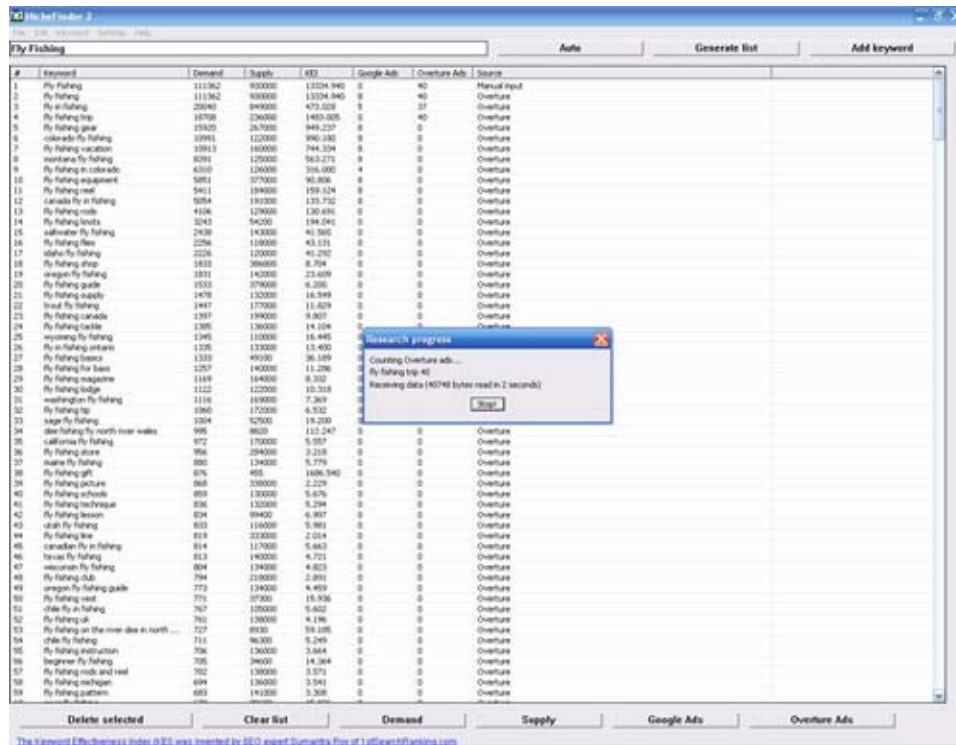
I typed in "fly fishing" and clicked on the auto button. It went out and found hundreds of keywords. It initially just went to Yahoo! Search Marketing and grabbed those keywords. It then appeared to look up a bunch of websites and analyze the meta tags of these sites to generate even more keywords. This was fantastic. A downside was that many of these keywords were not very well related. It became a bit of a chore to delete these unrelated words to keep my list on focus. From what I understand, you can set up a blacklist file to stop Niche Finder visiting sites that generate keywords that are not well related.

The great thing I found was that you could append keywords to the end of your list. This allows the software to create very large lists of keywords to do analysis on.

Once it had found all of these keywords, it went and started to find the demand for them. This is very unusual - many tools only extract the search volume while collecting the keywords. Niche Finder does it after the fact. This means that you can import as many keywords as you like and it will go out and grab the search volume from Yahoo! Search Marketing for each one of them.

Once I had narrowed my keyword list down by deleting the irrelevant listings, I ran each of the tests individually. So it went out and found the volume, the demand (from Google), provided me with a KEI analysis, as well as the number of ads shown for each keyword from Overture and Google.

Unfortunately, it would only show the first 8 for Google (just the first page) which was a shame as it made that aspect of the tool worthless. However, the Overture Ad lookup worked well, showing all the ads.



I was able to export this data as a CSV file only. This is OK as long as you have a method of analysing CSV files. One good thing is that you can import the CSV file back into Niche Finder if you wish to continue working on it later.

There were also some bonus tools you can find upon right-clicking any keyword.

The End Result

So what did I end up with after using Niche Finder 2?

- Thousands of relevant keywords with Supply, Demand, KEI and Ad Data.

Strong Aspects

The strong points of this product:

- Simple and fast
- Ability to export and import data easily.
- Can look up keywords individually
- Can append data to build large keyword lists.
- Lateral searches and grabs keywords from other sites
- Strong sorting ability.
- Can do large analysis on many keywords at once.

Weak Aspects

The weak points of this product:

- Doesn't allow multiple sessions.
- Lateral searching limited to other websites.
- Not great with keyword management.
- Doesn't go past 8 ads on Google.
- Extra tools could be more integrated, but they work.
- Not SE friendly.
- No proxy ability.

Who is it ideal for?

This software is primarily for Niche Miners who want an inexpensive tool to hunt for opportunities.

RATINGS

For Niche Miners:



For Search Engine Optimizers:



For Pay Per Click Advertisers



For AdSense Publishers:



Usability:



Value:



[Visit Niche Finder Now!](#)

A graphic for Chapter 10. It features a dotted rectangular border. Inside, the word "CHAPTER" is written in a small, black, sans-serif font on the left. To its right, the number "10" is displayed in a very large, bold, black, sans-serif font.

AD WORD ANALYZER

Software Type: Desktop Software (Windows)

Cost: \$67

[Ad Word Analyzer](#) was one of the first software tools that performed look-ups of Overture and Google Ads to help determine niche markets. This software used Overture primarily as its means for mining these markets.

It has gone through a series of updates that has added refinements and feature additions to make it a very popular and well respected piece of software. The designer of this software is Jeff Alderson, who also designed other popular software such as the controversial Traffic Equalizer.

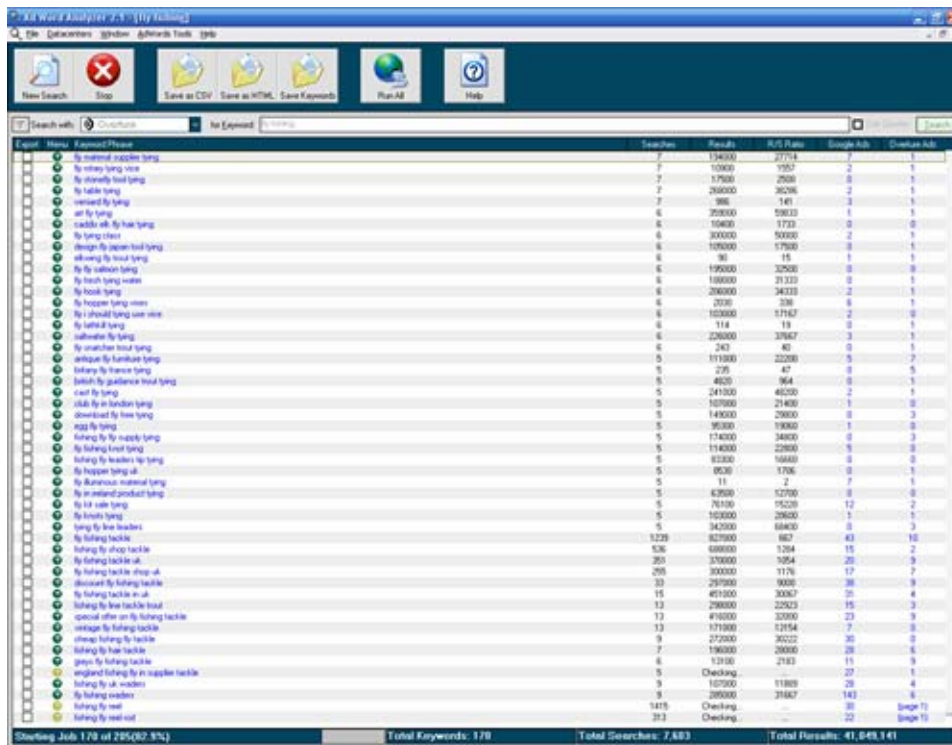
Let's take a look at how this software stacks up against the other software products which occupy this ever expanding market.

My Experience

Ad Word Analyzer is quite intuitively designed. With large buttons and clear labels, it is fairly easy to get up and running. Once again I decided to go through the menu items to ensure that my set up was correct.

I left most of them at default as normal. However, I did edit the proxy server settings. I noticed here that there was the option to automatically assign a random proxy server. This sounds like a great idea to help avoid getting blocked by Google or Overture (Yahoo! Search Marketing). However, I used my trusty, anonymous proxy server that has worked well for me.

There were several other options in there that were well thought out, including a setting that helps regulate how friendly you want to be to the search engines when mining the necessary data. There was also a setting that helps ensure accuracy if you choose to make the software double check your entries.



I closed out my settings, typed in the usual “fly fishing” keyword phrase into the search box and selected Google Sandbox as my first data source. I was a little disappointed when it brought up only a few words. I changed the source to Overture (Yahoo! Search Marketing) and tried to press submit. Unfortunately, you can do only new searches and cannot append data on to the end of another search. So I started a new search with the new data source. This went ahead and

generated 100 keywords, the number of competing web pages, as well as the number of Google and Overture (Yahoo! Search Marketing) ads.

I was quite startled by the number of Google ads the software was reporting. It said that there were 223 ads for “Fly Fishing Equipment”. Upon further investigation, I discovered it was counting duplicate ads when Google displays the same ad on multiple pages. This may be deliberate, but I think it is a mistake to do this as it really is not an accurate view of how many businesses you are competing against.

Once I had my data completed, I noticed that there was a filter at the top of the page that allowed me to remove those entries that were outside the parameters I was interested in. For example, I set it up so I was only shown the keywords that had at least 50 searches a month, more than 1 and less than 20 Overture ads. This is a big selling point, as I often find it quite difficult to sort out the junk keywords from the golden ones.

Keyword Phrase	Searches	Results	R/F Ratio	Google Ads	Overture Ads
fly fishing on the river (see in north water)	1,889	46130	33.98	1	5
fly fishing uk	627	727900	1072.96	15	10
fly fishing equipment	372	596000	1604.62	7	3
fly fishing lessons	333	564300	1693.69	4	8
fly fishing holidays	326	679300	2043.53	5	2
fly fishing boats	294	220300	1225.54	5	7
fly fishing forum	150	664300	4329.11	1	0
fly fishing homepage	132	444300	3363.64	1	1
fly fishing for beginners	100	184300	1843.00	1	0
what fly fishing	100	647300	6473.00	1	0
diy fly fishing	88	536300	611.36	0	0
fly fishing waders	88	379300	4297.36	1	0
fly fishing on woodland	86	599300	6980.33	6	3
fly fishing tackle kit	85	362300	4258.82	18	0
fly fishing online kit	80	167900	2098.75	10	0
fly fishing accessories	78	479300	6146.15	3	0
fly fishing tuition	77	170300	2211.69	2	0
fly fishing on rivers	76	719300	9464.11	1	6
rod uk fly fishing fly	66	227900	3454.55	1	3
fly fishing boots	63	261300	4131.69	10	0
fly fishing in france	60	417300	6955.00	2	0
fly fishing in south africa	58	136300	2334.48	3	0
fly fishing in india	57	126300	2215.79	4	5
portable fly fishing	55	136300	2478.18	2	0
fly fishing in sweden	51	174300	3417.65	1	1
what equipment fly fishing	50	364300	7286.00	3	0

At the bottom of the window, a status bar shows: All Jobs Completed! Total Keywords: 26 Total Searches: 5,842 Total Results: 9,326,880

Another thing I noticed in the menu was that you could actually get the software to dig more than one level deep. This means that it will look up the data at the first level, and then for each of those keywords or phrases, it would look them up again individually. This means that you can mine data almost exponentially. At just 2 levels you would get 10,000 keyword phrases (100 x 100). At 3 levels you would get 1 million keywords.

I decided to get a bit crazy and set it up so the system would attempt to get a million keywords. Not surprisingly, the software crashed before it got anywhere near this amount. I also got banned from Google which unfortunately indicates that the proxy system may be working incorrectly. Google bans IP addresses that appear to be misusing their system by submitting too many requests at once. Keyword research software often does this which is why it is important that the software either regulates the queries, or else provides a way to mask your own IP address.

Once I was banned I was unable to extract any results from Google with the software. If I wanted to search Google in the normal fashion during my banned period I had to input security letters manually. This ban only lasted a few hours, however I was banned more quickly the second time. I soon realized how beneficial the functionality in the software that effectively helps to avoid getting banned really is. Even after the ban, I did however manage to get 170 good terms from this tool.

Another small gripe I had was the import keyword function didn't work as I would like it. Unfortunately, it wouldn't look up the imported data search volume on those lists that had been imported.

The export features were good with the ability to save as CSV, TXT, or HTML.

The End Result

So what did I end up with after using Ad Word Analyzer?

- I ended up with Supply, Demand, R/S Ratio and Ad Data on 170 highly refined keywords. I could have had more if I had been able to make use of the dig function if the proxy settings had worked correctly.

Strong Aspects

The strong points of this product:

- Can dig deeper than 1st level of Overture (Yahoo! Search Marketing) data.
- Good interface.
- Good keyword filtering.
- Multiple outputs saving.
- Good advanced options.

- Inexpensive.

Weak Aspects

The weak points of this product:

- Crashes when using the advanced techniques like the multiple level digging.
- When loading in keywords, it won't look up the search volume.
- Uses primarily Overture (Yahoo! Search Marketing) data.
- Crashed when trying to use some right click context menus.

Who is it ideal for?

This software suits niche miners, and to a lesser degree PPC advertisers and AdSense publishers.

Ratings

For Niche Miners:



For Search Engine Optimizers:



For Pay Per Click Advertisers



For AdSense Publishers:



Usability:



Value:



[Visit Ad Word Analyzer Now!](#)

A graphic for Chapter 11. It features the word "CHAPTER" in a bold, black, sans-serif font on the left. To its right are two large, bold, black numbers "11". The entire graphic is enclosed in a thin, dotted rectangular border.

CHAPTER **11**

KEYWORD LOCATOR

Software Type: Desktop Software (Windows)

Cost: \$87

When I heard about an early release of [Keyword Locator](#) in a well known Internet marketing discussion forum, I jumped in and bought it. It sounded as though someone was taking this style of Overture (Yahoo! Search Marketing) based keyword research to the next level.

I was pleasantly surprised when I began using this software, as it wasn't all just hot air as can often be the case.

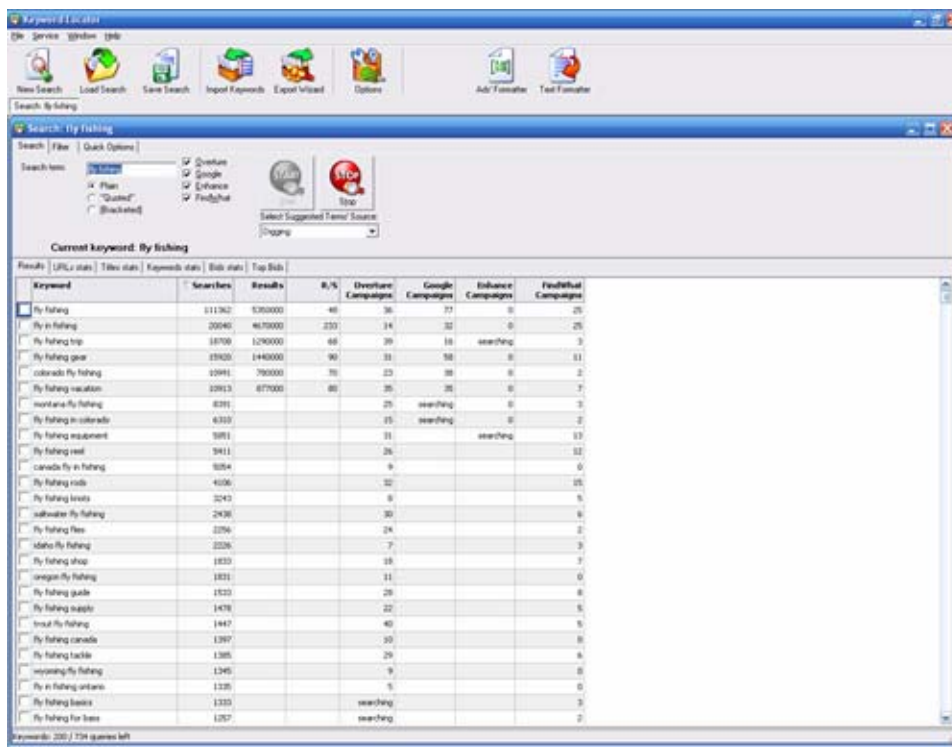
Let's take a look at how Keyword Locator fares with our keyword research on the phrase "fly fishing".

My Experience

I opened up Keyword Locator and I had to verify my registration data. It's good to see a solid mechanism for stopping software cheats who exploit people's money-back guarantees. Don't you hate those guys!

The first thing that struck me when I used Keyword Locator was the interface. It was all very professional, with excellent icons, clear labels and nice usability.

Once again, I looked at the options to make sure that everything was set up as it should be. I was able to accurately modify with a high degree of control exactly how the software interacts with the search engines. This is important if you don't want to get your IP blocked. I also set up the proxy setting so that it used an anonymous proxy for added security. I modified the default settings to increase the threads, but also increased the time that it contacted the search engines so I didn't annoy them.



The screenshot shows the Keyword Locator application window. The main window is titled 'Search: fly fishing' and displays a table of search results. The table has columns for Keyword, Searches, Results, R/S, Overture Campaigns, Google Campaigns, Enhance Campaigns, and Paid/Not Campaigns. The search term 'fly fishing' is entered in the search box. The results table shows various related keywords and their associated search volumes and campaign data.

Keyword	Searches	Results	R/S	Overture Campaigns	Google Campaigns	Enhance Campaigns	Paid/Not Campaigns
fly fishing	111362	1300000	48	36	21	0	25
fly in fishing	20040	4670000	233	14	32	0	25
fly fishing trip	18700	1290000	48	39	18	searching	3
fly fishing gear	15920	1440000	90	31	58	0	11
colorado fly fishing	10941	780000	70	23	88	0	2
fly fishing vacation	10913	877000	80	35	35	0	7
montana fly fishing	8391			25	searching	0	3
fly fishing in colorado	6333			15	searching	0	2
fly fishing equipment	5981			31		searching	13
fly fishing reel	5911			26			12
canada fly in fishing	5054			9			0
fly fishing rods	4106			32			15
fly fishing lures	3243			8			5
subwater fly fishing	2438			30			6
fly fishing flies	2356			24			2
idaho fly fishing	2326			7			3
fly fishing shop	1833			18			7
oregon fly fishing	1831			11			0
fly fishing guide	1523			28			8
fly fishing supplies	1478			22			5
trout fly fishing	1447			40			8
fly fishing canada	1397			30			5
fly fishing tackle	1385			29			8
wyoming fly fishing	1345			9			8
fly in fishing untans	1325			5			0
fly fishing basics	1323				searching		3
fly fishing for less	1257				searching		2

I input my key phrase "fly fishing" and noticed there were a couple of options. I could have more control than in most software over what keywords were searched for, including what keywords were to be left out. This is an excellent feature that is not seen in many other tools.

To start off my search I was presented with five options to direct where I wanted to get my data from. These included Overture (Yahoo! Search Marketing), Google, Yahoo, No Suggested Terms (for data on one term only) and digging. To me,

Keyword digging sounded very interesting and the type of thing I like to see in a keyword research tool.

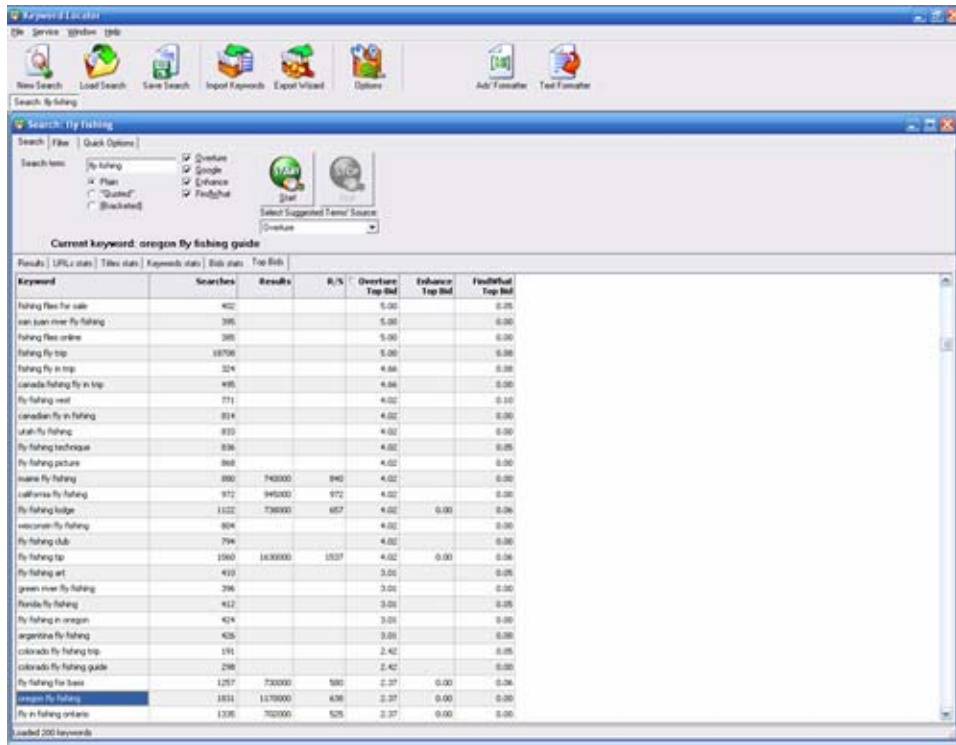
I pressed the big green start button and I was shown another box that asked how many terms I wanted to mine for. It also provided a link to responsible usage of the tool. This was excellent as it reminded me that if I get too wild with my digging, I may jeopardize others' research. I input 250 and pressed OK.

The software went out and started mining my keywords. It looked like it grabbed the first 100 from Overture's suggestion tool and then began digging to a second level, the top key phrases, until it reached 250 reasonably quickly.

Once the process was complete, I checked out the data that was available to me and was very surprised at how much was extracted. This was more than any other tool I have tried.

The extra data it found included:

- The URLs of advertisers.
- Page titles used (for Overture, Google, Enhance and Findwhat).
- Keywords used (for Overture, Google, Enhance and Findwhat).
- Bid prices (for Overture, Enhance and Findwhat).
- A very useful extra tab that presented the data in a new way that reflected the top bids. This function is very useful for people trying to capitalize on AdSense as they can focus their attention on keywords that are likely to generate the most money.

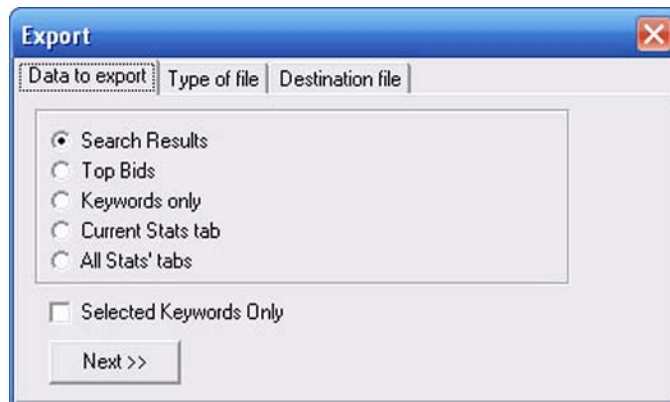


The way this data was presented was very user friendly, making the most of tabs that loaded the data depending upon which keyword was highlighted.

I was also pleased I could save this search and go back to it at a later date as Keyword Locator presents the data in such an efficient manner.

I checked out the import tool and found that it loads keywords into the software perfectly. The really great thing about it is the fact that it will reload the search volume data, which is a great feature that other programs lack.

The export data was excellent. It allows you to specify what data you would like exported. The options included the search results, top bids, keywords only, and one or all tabs. It also allowed type of file export whether that be csv, excel or html.



There were a couple of little things I found along the way that I am sure will be tidied up in the upcoming releases. One was the fact that you cannot pause a search while it is processing. This is important when you are processing large lists. The lateral search could also have been stronger with perhaps meta-tag searching, keyword mixing, or misspelling options. There was also no Wordtracker import function if you wanted to analyze the data pulled from Wordtracker instead of using the sometimes skewed Overture data.

There were a couple of other little tools included in the software that would help people who use AdWords campaigns a lot, to help format the data correctly.

Overall, this is definitely one of the best keyword research tools on the market today.

The End Result

So what did I end up with after using Keyword Locator?

- Hundreds of relevant keywords with lots of extra data including Supply, Demand, R/S Ratio, URLs of advertisers, titles and keywords used, bid prices, as well as top bids.

Strong Aspects

The strong points of this product:

- Excellent interface.
- Lots of information mined about each keyword.
- One of the best digging tools around.
- Looks up searches from files drawn out of text files.
- Great options and attention to detail.

Weak Aspects

The weak points of this product:

- Cannot pause the process once it is started. If you press stop and start again it doesn't work.
- Cannot easily import Wordtracker data.
- Lateral searching not fantastic.
- No KEI.
- Uses primarily Overture (Yahoo! Search Marketing) data.

Who is it ideal for?

This software is ideal for Niche Miners, PPC advertisers, and AdSense publishers and will work well in partnership with other keyword generating tools due to its ability to be able to mine data well from existing lists.

Ratings

For Niche Miners:



For Search Engine Optimizers:



For Pay Per Click Advertisers



For AdSense Publishers:



Usability:



Value:



[Visit Keyword Locator Now!](#)

A graphic for Chapter 12. It features the word "CHAPTER" in a small, black, sans-serif font on the left. To its right is a large, bold, black number "12". The entire graphic is enclosed in a thin, dotted rectangular border.

CHAPTER 12

KEYWORDS ANALYZER

Software Type: Desktop Software (Windows)

Cost: \$97

[Keywords Analyzer](#) is a keyword research tool developed by Chris Lee and Goran Nagy. This software has been reviewed many times on the web with rave reviews. This tool has rapidly progressed with new updates coming out constantly which is important as the landscape these tools work within changes so rapidly. The last thing you want is to pay for a tool that no longer works because a search engine changed something that broke the way the software works. While this is primarily an Overture (Yahoo! Search Marketing) based keyword research tool, it also has the ability to analyze data extracted from Wordtracker as well as Keyword Discovery.

It is, however, the latest version of the software has taken Keyword Research to the next level. Let's take a look at what I found.

My Experience

I opened up the software and found a nice user friendly interface with things fairly clearly laid out. Before I started I ensured that I had the software set up in the way that I wanted. I clicked on the settings menu item and was presented with a great set of options for adjusting the finer aspects of this software. For example, I ensured that the correct regions were set for Overture (Yahoo! Search Marketing) and also was able to adjust how kind I wanted to be to the search engines in my queries. I also input an anonymous proxy server to ensure that my IP was well protected from being banned. I pressed OK, and got started.

Keywords Analyzer seemed pretty intuitive to use, so I clicked on the simple search for “fly fishing”. This loaded the top 100 keywords from Overture that included searches, results, R/S, and the campaign numbers from Overture (Yahoo! Search Marketing), Google and Miva.

The screenshot shows the 'Keywords & PPC' interface in 'Advanced Search' mode for the keyword 'fly fishing'. The main table displays data for various search engines, including Overture, Google, and Miva. The columns include 'Searches', 'Results', 'R/S', and campaign numbers for each engine. A sidebar on the left offers search methods like 'Simple search', 'Advanced search', 'Related terms', 'From file', 'Manually', and 'Import data'. A right sidebar allows for filtering by search engine and setting the number of results.

Keyword	Searches	Results	R/S	Google Campaigns	Overture Campaigns	Miva Campaigns	Phrase bid	Phrase bids	Phrase bid
fly fishing	111,800	4,440,000	40	98	106	25			
canada fly in fishing	27,576	960,000	35	27	13	0			
fly fishing vacation	14,576	534,000	37	34	40	3			
fly fishing trip	13,194	1,350,000	102	16	66	4			
fly fishing gear	12,579	1,310,000	105	95	40	10			
fly fishing in oregon	9,877	891,000	90	8	4	0			
montana fly fishing	9,853	474,000	48	24	48	2			
alaska fly fishing	7,665	629,000	79	10	39	4			
fly fishing rods	6,912	724,000	105	50	39	14			
alaska fly in fishing	6,512	686,000	105	16	13	6			
fly fishing equipment	5,674	1,820,000	320	50	54	13			
colorado fly fishing	5,523	842,000	151	27	37	1			
washington fly fishing	5,314	810,000	154	3	29	0			
fly in fishing	5,206	4,410,000	861	32	14	25			
fly fishing canada	4,472	980,000	224	30	32	0			
fly fishing boats	2,841	271,000	95	4	25	4			
fly fishing reel	2,522	1,330,000	527	26	26	10			
alaska fly fishing	2,281	616,000	272	12	26	1			
california fly fishing	2,273	668,000	297	27	48	9			
oregon fly fishing	1,842	683,000	371	10	25	0			
fly fishing flies	1,711	627,000	366	43	38	3			
fly fishing shops	1,693	1,930,000	1133	24	37	6			
wisconsin fly fishing	1,477	794,000	539	12	26	0			
fly fishing guide	1,406	1,990,000	1419	13	94	4			
fly fishing tackle	1,395	471,000	339	30	39	4			
trout fly fishing	685	844,000	857	18	42	2			
fly fishing basics	666	201,000	209	6	30	3			
fly fishing magazine	660	626,000	959	9	32	0			
fly fishing supply	656	833,000	871	27	19	5			
fly in fishing ontario	646	633,000	669	10	7	1			
fly fishing for bass	645	472,000	731	16	16	2			
fly fishing in colorado	623	623,000	676	17	13	1			
fly fishing tip	596	1,810,000	1127	9	30	5			
alaska fly fishing lodge	644	433,000	513	9	11	3			
fly fishing techniques	633	845,000	774	5	24	2			
char fly in fishing	612	518,000	639	7	9	0			
california fly fishing	790	878,000	1114	12	30	0			
fly fishing lodge	786	716,000	924	18	13	2			
inage fly fishing	761	260,000	342	3	26	2			
fly fishing store	748	1,420,000	1998	25	36	4			
fly fishing schools	740	631,000	863	13	32	2			
utah fly fishing	727	631,000	868	13	31	0			
alaska fly fishing	690	818,000	923	9	31	0			

I stepped down the menu on the left and investigated the advanced search. This is where I began to get excited. In a similar way to Keyword Locator and Ad Word Analyzer, this software could dig more multiple levels of Overture data to dig out thousands of new keyword combinations. As I mentioned in my review of Ad Word Analyzer, at just 2 levels you will get 10,000 keyword phrases (100 x 100). At 3 levels you would get 1 million keywords. This software cleverly manages the number of keywords so it has an end point in mind.

This kind of mining is incredibly powerful. However, it should be very carefully used. The correct settings for search engine friendliness should be adhered to, and you probably will want to use some kind of proxy server to protect your IP address. Keywords Analyzer is fairly conservative in this area, and my IP wasn't banned.

Once the results were completed, I had a closer look at the data. In a similar way to the simple search it provided data for searches, results, R/S, and the campaign numbers from Overture (Yahoo! Search Marketing), Google and Miva.

It was, however, the new features that really got me excited. Not only was I able to go beyond just the number of ads, I was able to get live data from Google AdWords. There is presently no other tool that does this. I simply clicked on the Google menu and clicked on the Google Bids item.

This loaded up a screen that allowed me to go and get the cost and click data from Google for the three different keyword matching methods. This blew me away! I could use this data in many different ways. For example, I could look at what method of keyword matching I should use at AdWords to get the best result. I could also see which keywords were the most profitable if I display AdSense ads.

Keyword	Broad bid	Broad clicks	Phrase bid	Phrase clicks	Exact bid	Exact clicks
fly fishing	2.45	190	1.92	260	3.37	14
canada fly in fishing	8.24	2.3	9.52	1.2	14.3	0.5
fly fishing vacation	5.5	0.8	6.65	0.3	9.59	0.2
fly fishing trip	3.84	1	3.42	0.3	3.89	<0.1
fly fishing gear	2.24	11	2.25	10	2.51	7.7
fly fishing in oregon	2.22	0.2	2.85	<0.1	2.95	<0.1
montana fly fishing	1.95	4.8	2.09	2.1	3.19	0.9
alaska fly fishing	8.67	5	6.82	2.4	11.09	0.8
fly fishing rods	1.4	15	1.41	11	2.44	2.4
alaska fly in fishing	7.03	1	5.33	0.4	5.41	0.4
fly fishing equipment	1.86	6.6	1.85	5.5	2.36	3.6
colorado fly fishing	3.55	7	3.59	3.8	5.98	0.7
washington fly fishing	0.48	1.9	0.58	0.3	0.38	0.2
fly in fishing	4.96	18	8.17	5	5.39	0.3
fly fishing canada	6.51	2	6.26	0.5	1.5	0.3
fly fishing knots	0.58	1.5	0.63	1.3	0.64	1.2
fly fishing reel	0.91	4.5	0.8	1.8	1.06	0.3
idaho fly fishing	1.75	2.2	1.36	1	2.39	0.4
saltwater fly fishing	1.98	5.4	2.14	4.2	3.2	1.9
oregon fly fishing	1.48	2.2	2.3	0.8	3.45	0.3
fly fishing flies	2.6	17	2.71	15	2.89	14
fly fishing shop	0.7	1.6	0.69	1.2	0.71	0.2
wyoming fly fishing	1.77	1.1	2.79	0.5	3.56	0.3

Get broad bids
 Get phrase bids
 Get exact bids

Start Stop Finished Close

Once it finished loading the grid, I pressed ok and it inserted it back into my results where I could compare it against the other data.

The screenshot shows the Keyword Workshop interface with a table of search results for the keyword 'fly fishing'. The table has columns for 'Keyword', 'Searches', 'Results', 'CPC', 'Google Campaigns', 'Overture Campaigns', 'Plist Campaigns', 'Broad bid', 'Broad clicks', and 'Broad bid'. The data is sorted by search volume, with 'fly fishing' having 111,800 searches and 4,440,000 results.

Keyword	Searches	Results	CPC	Google Campaigns	Overture Campaigns	Plist Campaigns	Broad bid	Broad clicks	Broad bid
fly fishing	111,800	4,440,000	40	98 +	105	25	2.45	190	
canada fly in fishing	27,076	1,080,000	40	23	13	0	0.24	2.3	
fly fishing vacation	14,576	921,000	45	33	42	3	5.5	0.8	
fly fishing trip	13,194	1,360,000	102	15	40	4	3.94	1	
fly fishing gear	12,576	1,360,000	107	98 +	31	10	2.24	11	
fly fishing in arizona	8,877	881,000	84	9	9	0	2.22	8.2	
montana fly fishing	8,882	883,000	79	25	48	2	1.95	4.6	
alaska fly fishing	7,665	829,000	79	19	39	4	0.67	5	
fly fishing rods	6,912	724,000	105	98 +	39	14	1.4	15	
alaska fly in fishing	6,812	800,000	82	17	13	6	7.03	1	
fly fishing equipment	5,674	1,920,000	338	98 +	54	13	1.66	6.6	
colorado fly fishing	5,523	842,000	116	29	37	1	1.95	7	
washington fly fishing	5,314	850,000	134	1	29	0	0.48	1.9	
fly in fishing	5,006	4,440,000	907	24	14	25	4.96	18	
fly fishing canada	4,412	998,000	214	39	32	0	6.51	2	
fly fishing boats	3,841	284,000	93	4	25	4	0.58	1.9	
fly fishing reel	2,522	1,330,000	527	36	36	10	0.91	4.5	
alaska fly fishing	2,281	970,000	254	12	26	1	1.75	2.2	
suburban fly fishing	2,212	868,000	287	29	44	5	1.88	5.4	
oregon fly fishing	1,842	683,000	371	11	25	0	1.48	2.2	
fly fishing flies	1,711	827,000	368	42	38	2	2.6	17	
fly fishing shops	1,693	1,300,000	1143	23	37	4	0.7	1.6	
washington fly fishing	1,477	829,000	426	12	26	0	1.77	1.1	
fly fishing guide	1,406	1,340,000	1418	13	54	4	1.16	9	
fly fishing waders	1,398	671,000	583	34	39	4	1.89	6.8	
trout fly fishing	985	794,000	808	20	42	2	1.26	2.2	
fly fishing basics	966	199,000	206	6	30	3	0.99	0.4	
fly fishing magazine	960	825,000	869	8	32	0	4.4	1.1	
fly fishing supply	956	854,000	884	26	19	5	0.89	0.1	
fly in fishing ontario	946	883,000	937	8	7	1	5.18	1.3	
fly fishing for bass	945	672,000	713	17	14	2	0.83	0.9	
fly fishing in colorado	823	823,000	878	23	13	1	3.33	0.4	
fly fishing tip	896	1,200,000	1327	4	30	5	0.52	<0.1	
alaska fly fishing lodge	844	833,000	913	11	11	3	4.2	0.2	
fly fishing technique	833	845,000	774	6	24	2	0.24	0.3	
chevy fly in fishing	812	518,000	639	7	9	0	2.38	<0.1	
california fly fishing	798	870,000	1114	13	30	0	0.8	2.6	
fly fishing lodge	796	679,000	839	19	13	2	4.23	1.8	
inage fly fishing	761	258,000	336	4	26	2	1.57	1.3	
fly fishing store	748	1,420,000	1898	24	17	6	0.79	0.7	
fly fishing schools	740	631,000	863	12	32	2	4.04	1.6	
utah fly fishing	727	631,000	868	11	31	0	2.3	1.8	
alaska fly fishing	698	348,000	523	5	31	0	0.82	0.9	

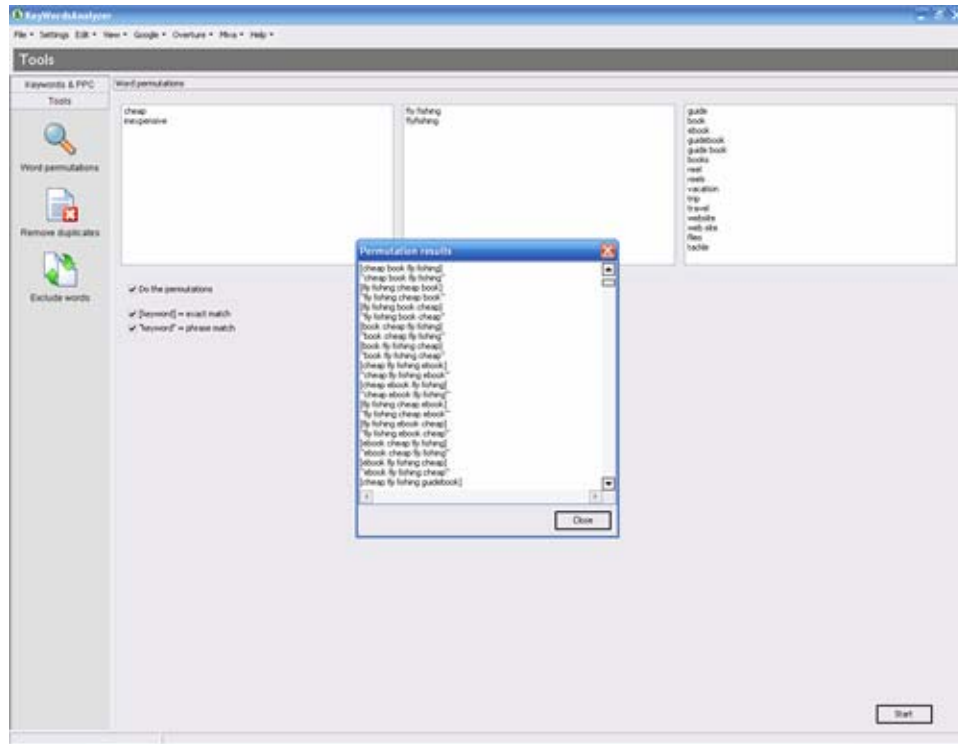
Keywords Analyzer had some other very useful features that were a nice surprise when I found them. It has some useful right-click functions (also available in the toolbar) for doing more specific research on the campaign data itself. You can look up a variety of information about that keyword including opening the keyword in the search engine, getting the campaigns and most used campaign URLs, as well as the titles and keywords used in the ads. It can also give the keywords preformatted in Google friendly ways to copy on to the clipboard.

Keywords Analyzer also allows you to tap into the related keywords that Google suggests in their AdWords product. Unfortunately, you cannot use these kinds of alternative methods to build the same list you were working on which I believe would have been more beneficial. It just built separate tabs for each search method, with no way of combining them all into one tab easily.

This software also allowed you to bring in normal keywords text files, but also more dramatically the large 500 keyword long files generated from Wordtracker or lists of any length at all from Keyword Discovery. This is a fantastic feature and there isn't another tool that allows both of these options.

Other software that allows Wordtracker input data will allow only the top 100 keywords that the competition analysis is performed on. There are no other tools that allow Keyword Discovery import data at all. Well done, Chris and Goran, for including this method instead. It still allows you to use the more accurate search volume data and then build out the rest of the data that Wordtracker or Keyword Discovery doesn't provide like PPC competition.

This software seems to have loads of tools hidden away. There were a couple I nearly missed that were accessed on the left hand side toolbar. These tools included a keyword permutation tool to generate thousands of combinations easily, a duplicate remover tool, as well as a keyword stripper tool. All of the tools worked very nicely and are a useful addition to an already extensive toolset.



The export tool was nice, with the ability to filter the keywords, as well as export them with Google AdWords compatible bracketing (eg. []). You could choose to export only the selected keywords, or the whole group.

Another feature I really liked in Keywords Analyzer was that you could also save your Keyword Research projects, and then continue them at a later date. This means if you are doing a large dig for example, you can spread them across a few days or weeks to fly under the radar a bit more.

The only small thing that annoyed me a little about this tool was the inability to combine lists. I would like to be able to throw all the keywords into a large single list and be able to compare them together. The software does better than most in that you can put in all the keywords at the start of the analysis, but I often don't know what other keywords there are to check on until I have actually done the analysis. Luckily Chris and Goran are really approachable and are always looking for suggestions. I wouldn't be surprised if this ended up in future versions.

This Keyword Research tool is definitely a stand out product and perhaps the finest I have reviewed. The pace at which Chris and Goran are releasing new versions of this tool (at this stage, all upgrades are free) is frantic and I can't wait to see how this continues to evolve.

The End Result

So what did I end up with after using Keywords Analyzer?

- Thousands of relevant keywords with Supply, Demand, Ratios and extensive Ad Data (especially AdWords).

Strong Aspects

The strong points of this product:

- Amazing dig tool.
- On the fly AdWords research data.
- Can import Wordtracker and Keyword Discovery results.
- Makes use of Google related terms.
- Very search engine friendly.
- Nice right-click added functionality that goes beyond many other keyword tools.
- Lots of bonus ad on tools.

Weak Aspects

The weak points of this product:

- Couple of minor interface glitches. When you click on the menu it creates a new tab automatically. I would prefer to see this just use the unused window first.
- Cannot combine keyword lists easily.
- Uses Overture data primarily which isn't 100% accurate due to word combining, but does allow Wordtracker and Keyword Discovery data import.

Who is it ideal for?

This software is perfect for Niche Miners, PPC advertisers, AdSense Publishers and to a lesser extent SEO people. It is certainly one of the best tools of its kind on the market and would be an asset to any Internet marketer.

Rating

For Niche Miners:



For Search Engine Optimizers:



For Pay Per Click Advertisers



For AdSense Publishers:



Usability:



Value:



[Visit Keywords Analyzer Now!](#)

CHAPTER **13**

NICHE KEYWORD ANALYZER PRO

Software Type: Desktop Software (Windows)

Cost: \$47

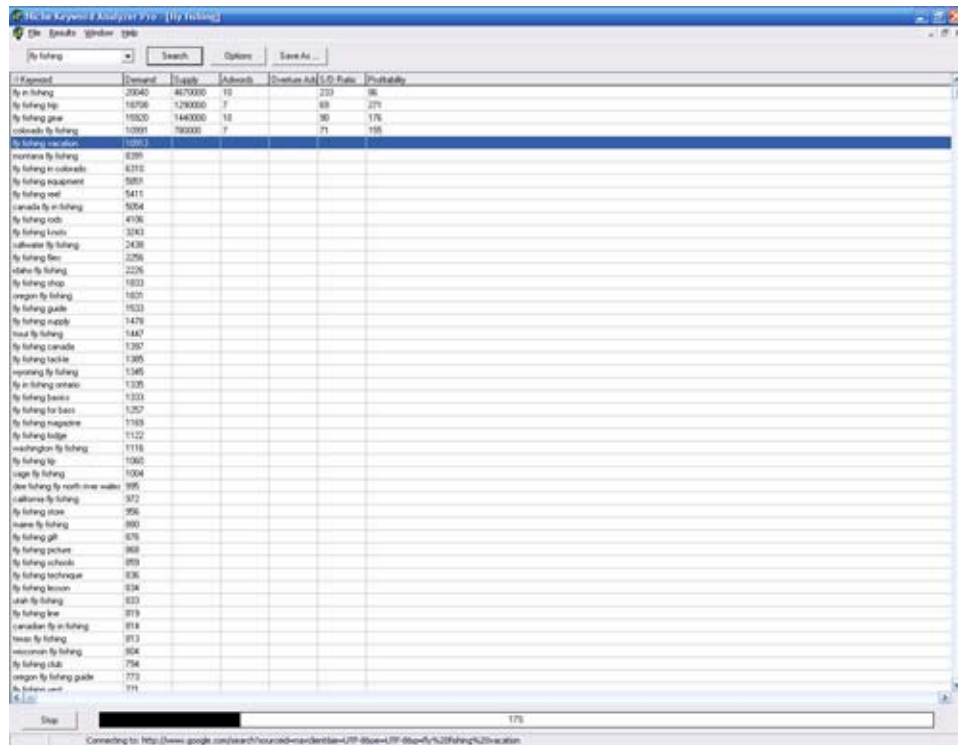
[Niche Keyword Analyzer Pro](#) is the big brother of Niche Keyword Analyzer. One of the big differences is the all in one software method that NKA Pro uses, rather than the Microsoft Excel method of NKA.

This is a fairly inexpensive piece of software, so I was interested to see what it could do for the \$47 investment.

My Experience

I opened up the software to find a very simple interface. I loaded in my key phrase and clicked on the options set up. I input my proxy server, pressed OK, and hit the search button.

NKA Pro went out and did its thing. I was a little concerned as it seemed to have no set delay at getting the results from the search engines and was populating the data grid like a bat out of hell.



Keyword	Demand	Supply	Adwords	Oversee Ads	G.O. Ratio	Profitability
fly fishing	20040	4670000	19	229	96	
fly fishing fly	16956	1200000	7	68	279	
fly fishing gear	10320	1440000	12	90	176	
costume fly fishing	10301	760000	7	71	155	
fly fishing vacations	10263					
montana fly fishing	8281					
fly fishing in colorado	8232					
fly fishing equipment	5853					
fly fishing reel	5411					
canada fly fishing	5054					
fly fishing rods	4736					
fly fishing lures	3263					
california fly fishing	2438					
fly fishing flies	2056					
colorado fly fishing	2276					
fly fishing shops	1833					
oregon fly fishing	1631					
fly fishing guide	1533					
fly fishing mapp	1479					
best fly fishing	1447					
fly fishing canada	1387					
fly fishing tackle	1385					
reopening fly fishing	1345					
fly fishing ontario	1339					
fly fishing basics	1333					
fly fishing for kids	1287					
fly fishing magazine	1163					
fly fishing budget	1122					
washington fly fishing	1118					
fly fishing tip	1092					
map fly fishing	1084					
new fly fishing fly north west water	995					
california fly fishing	972					
fly fishing store	956					
oregon fly fishing	950					
fly fishing gift	929					
fly fishing picture	909					
fly fishing schools	899					
fly fishing technique	836					
fly fishing lesson	834					
can fly fishing	823					
fly fishing line	819					
canadian fly fishing	814					
trout fly fishing	813					
reopening fly fishing	804					
fly fishing club	794					
oregon fly fishing guide	773					
fly fishing gear	771					

KWA Pro uses the Overture (Yahoo! Search Marketing) search suggestion data like many of the tools I have reviewed. Once it had loaded this completely, it then went out and mined the volume of searches (demand), the supply (the number of pages), the ratio and then the number of Google ads and Overture ads.

Essentially it has the same core operation as many of the other tools out there, but without the added extras that the others offer. There was a bit of a glitch in that it didn't seem to find any more than 10 Google ads (so couldn't go past the first page) and it found no Overture ads at all. At least you can tweak the way it looks at the string, but most people wouldn't do this. I am sure this can be sorted out in a future update.

NKA Pro also has an extra column that looks at profitability. I am guessing this is a calculation between volume of searches, competing sites and probably ad volume. There were few help files to speak of so I was unable to verify this.

The End Result

So what did I end up with after using Niche Keyword Analyzer Pro?

- 100 relevant keywords with Supply, Demand, R/S, Ad Data and a Profitability Measure.

Strong Aspects

The strong points of this product:

- Quite inexpensive compared with other tools.
- Generated the data quickly.
- Had another useful profitability measurement as another form of analysis.

Weak Aspects

The weak points of this product:

- Not as many features as other software on the market.

Who is it ideal for?

This software suits niche miners and PPC advertisers on a budget.

Rating

For Niche Miners:



For Search Engine Optimizers:



For Pay Per Click Advertisers



For AdSense Publishers:



Usability:



Value:



[Visit NKA Pro Now!](#)

CHAPTER **14**

KEYWORD RESULTS ANALYZER FOR WT

Software Type: Desktop Software (Windows)

Cost: \$67

[Keywords Results Analyzer for Wordtracker](#) (WRA-WT) is a Wordtracker add-on tool that has been released by the well known SEO expert Dr Andy Williams. Andy is also the mastermind behind other software such as the SEO Website Builder and Sitemap Creator as well as the author of a popular SEO newsletter.

It is nice when experts in their field build tools (as opposed to strictly entrepreneurial people) because the tools are normally very well designed, and do things the right way. It is the subtle things that often make all the difference.

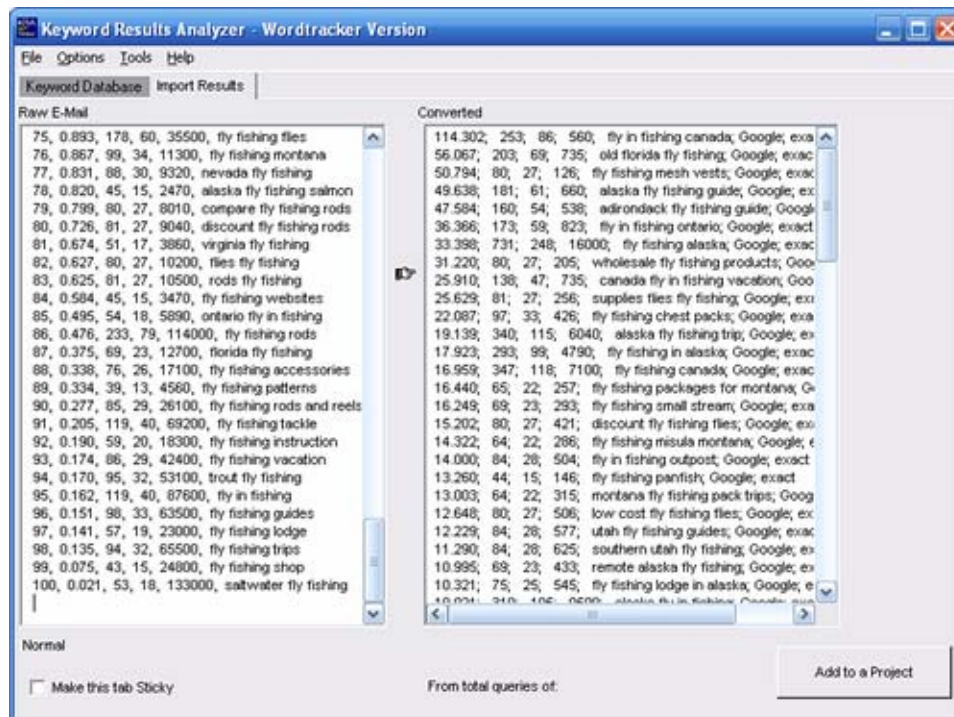
Let's take a look at what I found.

My Experience

KRA-WT is designed to be used in conjunction with Wordtracker. KRA-WT adds the reporting functionality that Wordtracker should really provide in the first place.

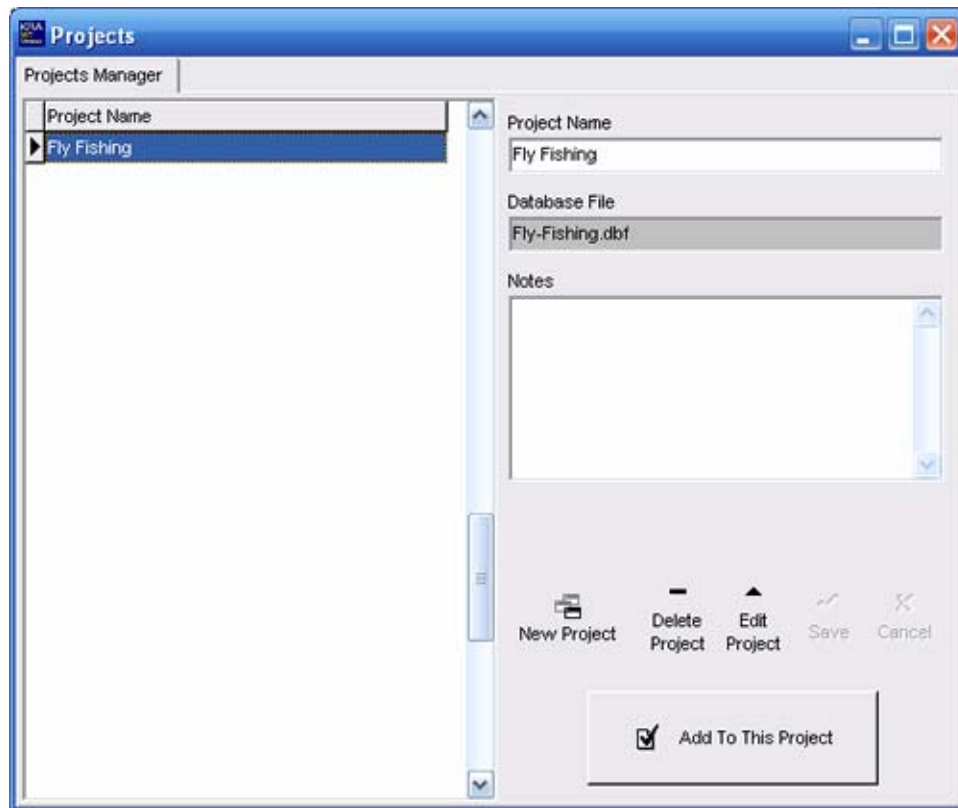
I ran my reports at Wordtracker and emailed them to myself. I was now in a position where I could start using KRA-WT.

I fired up the program and created a new project called “Fly Fishing”. I went straight to the import results screen and pasted the contents of my email from Wordtracker into the raw email box.



Once this was in there, I pressed on the little hand between the two boxes and KRA-WT converted the data into a usable format.

I added these keywords to my newly created project.



For good measure I added a slight variation of the output to see if I could load in the keywords from two slightly different lists. I was successfully able to load both lists into the same project. In the Keyword Database tab I was also able to delete the duplicates. Very nice!

Once I had the keywords loaded I started to get an understanding of the power of KRA-WT. It really does fill a huge gap that Wordtracker leaves in terms of being able to drill down into the data to mine the valuable information. There are many methods you can use to do this mining. The software allows you to filter the keywords by:

- Search Engine
- Minimum KEI
- Minimum 24 Hour
- Root Word
- Minimum Competing Sites
- And Minimum Count.

Once you have filtered out the junk from your list you are left with the gold. You can then sort this data by:

- KEI
- Total Count

- 24 Hour Count
- Competing
- Keywords
- As well as two extra data columns or PageRank and Backwards Linking (manually input).

KEI	Keyword	Count	24hrs	Competing Engine	Match	PR	Back Link
1.765	fly fishing	1975	670	2210000 Google	exact	0	0
33.398	fly fishing alaska	731	248	16000 Google	exact	0	0
1.537	fly fishing gear	413	140	111000 Google	exact	0	0
2.03	fly fishing equipment	408	138	62000 Google	exact	0	0
3.786	alaska fly fishing	354	120	33100 Google	exact	0	0
16.959	fly fishing canada	347	118	7100 Google	exact	0	0
19.139	alaska fly fishing trip	340	115	6040 Google	exact	0	0
0.109	flyfishing	339	115	1050000 Google	exact	0	0
2.008	fly fishing reels	330	112	54200 Google	exact	0	0
10.021	alaska fly in fishing	310	105	9590 Google	exact	0	0
17.923	fly fishing in alaska	293	99	4790 Google	exact	0	0
6.662	wyoming fly fishing	278	94	11600 Google	exact	0	0
114.302	fly in fishing canada	253	86	560 Google	exact	0	0
6.361	sage fly fishing	237	80	8830 Google	exact	0	0
1.39	montana fly fishing	234	79	39400 Google	exact	0	0
0.476	fly fishing rods	233	79	114000 Google	exact	0	0

The PageRank and Backwards Linking columns are also included if you wish to manually put this information into the software yourself. It is a bit of a shame that it doesn't do this automatically as technically it is possible and would save a lot of time if you wished to use this aspect of the software.

You can create all sorts of reports from your manipulated data, as well as create sub-niches that export into new projects. You can quickly and easily manipulate the Wordtracker data in ways that are very powerful and easily drill into the data to find the gold. I felt like an old timer with my trusty pan, sifting out the rocks to reveal the precious stones. It is a close to perfect tool for what it is designed to do.

In saying that, this tool could do a lot more and would become even more powerful if a couple of extra features were designed into it. At the moment it simply manipulates the data that Wordtracker provides. It really doesn't add to it. There is more intelligence that I would like to see alongside this data to take it to the next level. This could include ad counts, bid prices, as well as automated PageRank and Backwards Link counts to just get you started. Perhaps this will be released in the coming versions? I really hope so.

The End Result

So what did I end up with after using Keyword Results Analyzer for Wordtracker?

- My Wordtracker data sorted with power and precision.

Strong Aspects

The strong points of this product:

- An amazing ability to manipulate Wordtracker data.

Weak Aspects

The weak points of this product:

- Not as many features as other software on the market.
- Have to manually input some of the data rather than getting it automatically by the software.

Who is it ideal for?

This software is only for people who have a Wordtracker account. Essentially it extends the ability to use the Wordtracker data more effectively and get more value from your subscription.

Ratings

For Niche Miners:



For Search Engine Optimizers:



For Pay Per Click Advertisers



For AdSense Publishers:



Usability:



Value:



[Visit Keyword Results Analyzer for Wordtracker Now!](#)

CHAPTER 15**THE DOWSER**

Software Type: Desktop Software (Windows)

Cost: \$97

[The Dowser](#) is a piece of software that has been gaining a lot of publicity lately. I was able to get a pre-release copy to review to see what all the fuss was about. I have heard lots of promotion and read lots of sales copy and teleconference transcripts harking its praises. I was keen to see if this software really lived up to its promotional efforts, or if the praises were more motivated by the strong affiliate program.

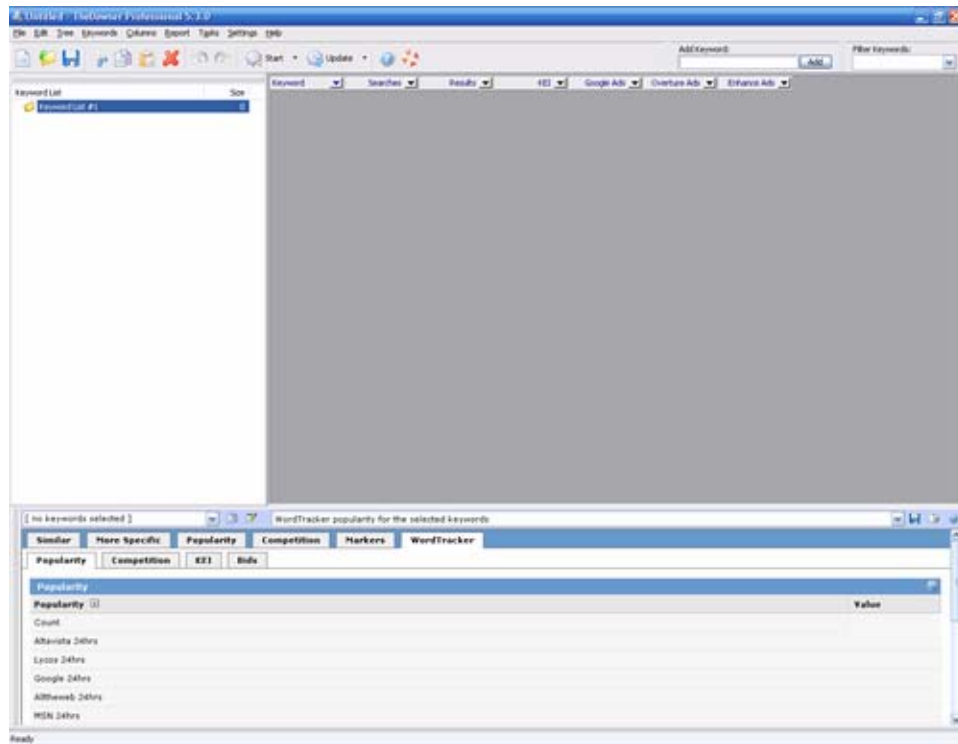
I installed my copy of the Dowser Professional, fired it up and set to work. Here is what I found.

My Experience

I opened up the software and I was welcomed to a very nice looking, but complex interface. It was one of the most professional pieces of software in the review from an aesthetic standpoint, with a very modern design looking much like a piece of software Microsoft might have designed.

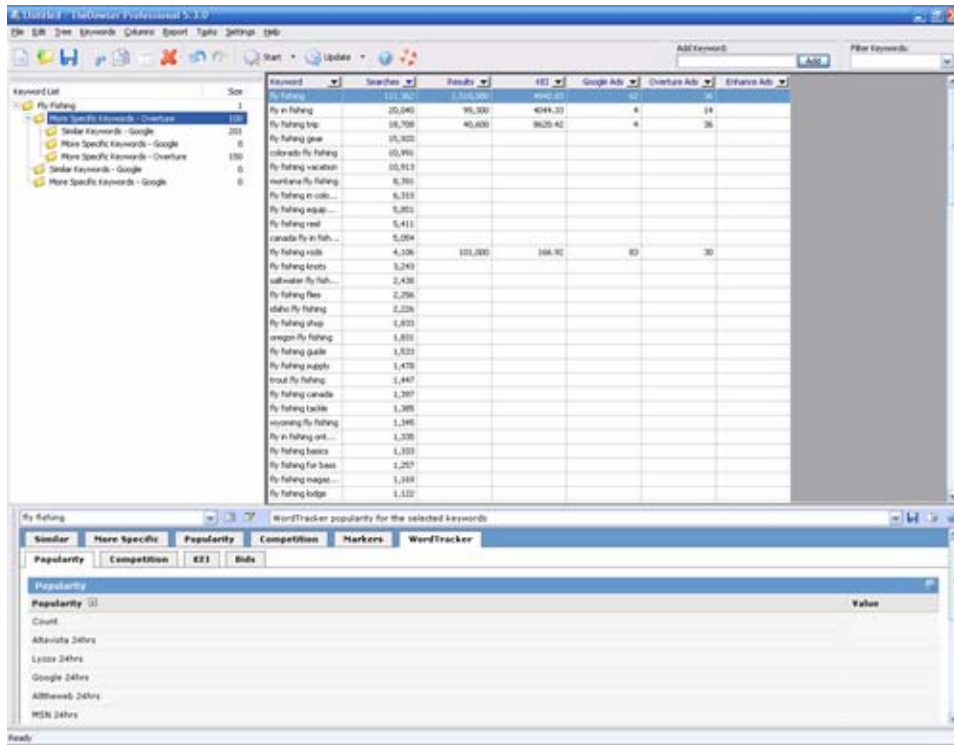
I looked through the settings to see if there was any proxy set-up. They had a very nice way of doing this by allowing multiple proxies to be set up and the software would automatically and randomly choose which one to use. This is an excellent feature that stops any negative attention from the search engines. This helps to avoid getting your IP address banned.

Once I had this set up to my liking, I jumped in and started using the software. This was a bad move. It became quite confusing very quickly and I ended up with too many keyword lists that became of little use to me. I had folders upon folders of keywords in no logical order and often they were completely off target.



Despite my normal aversion to help files, I had no choice but to look through these because I was feeling a bit lost. They were generally good, even though they left out one or two key steps. Nonetheless, I was able to get moving with the tool in a more organized way.

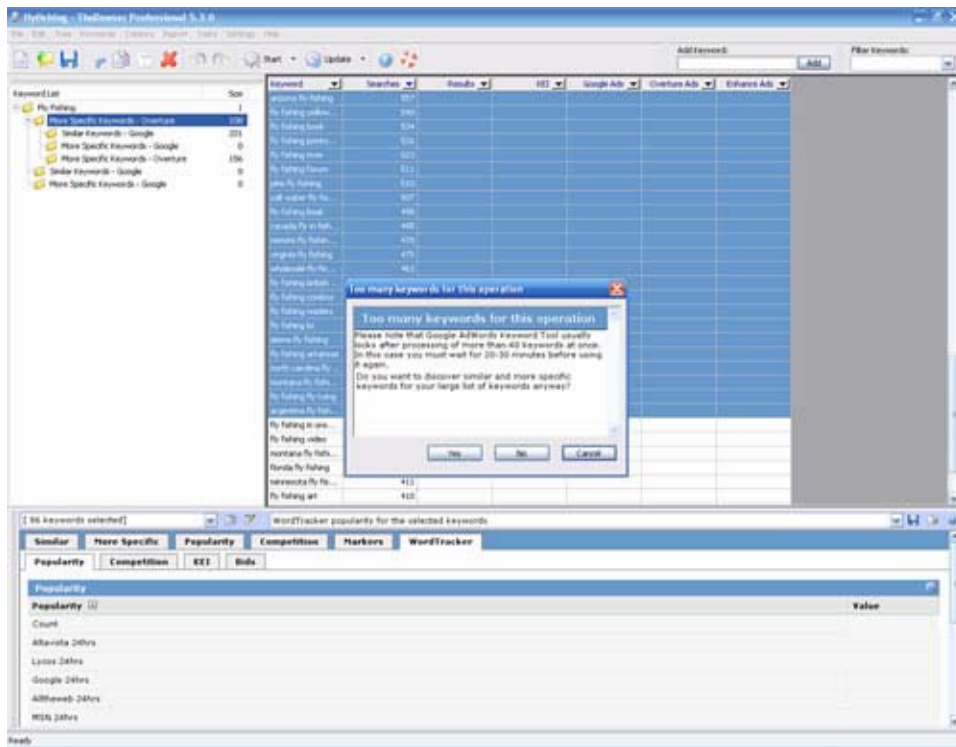
I went through it as the help files outlined and began my research. It brought me back a couple of keyword lists as compiled in the folder structure on the left.



I noticed that it wouldn't populate the data automatically. You will notice in the screenshot only a few of the lines in the data grid were filled. Basically, you had to press update for each of these individually. Most software will go ahead and fill it for you.

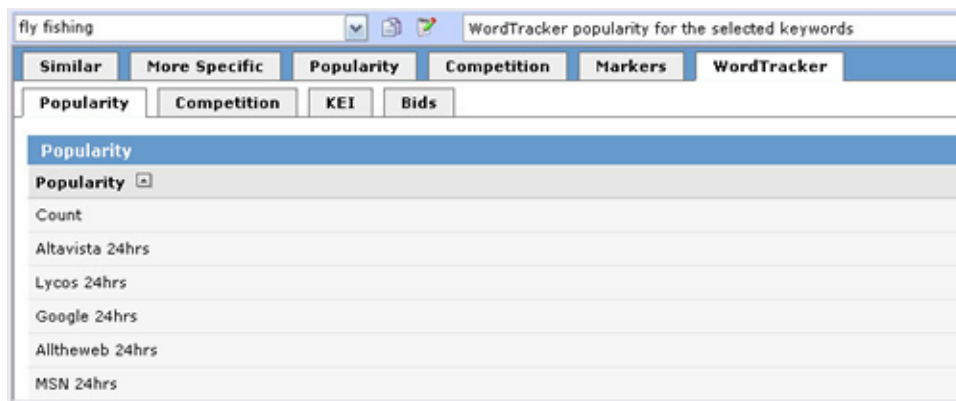
I had a hunt around the settings and I couldn't find anywhere to make this work automatically. I then tried to highlight all of the keywords/ phrases and press update, but it gave me a message telling me that I was unable to process that many keywords. It said that Google would lock you out after 40 processes.

This is certainly true, but I think this problem should be handled by the delay settings and proxy switches that are available in the software itself. This software has excellent methods for circumventing this and I think they should use it more so that it doesn't add two extra steps every time you want to process the keywords in this way.



The actual data it did grab was really quite good. For each search it gave:

- Similar drill down of keywords (which was generally lateral)
- Specific drill down of keywords (which was other specific key phrases that included your original key phrase)
- Popularity (which was just the same as search volume)
- Competition Information (bids, bid cost, the actual ad with the full text, as well as search results)
- Wordtracker Import Data



The Wordtracker import was excellent as it allowed you to either copy the Wordtracker web page, or else the emails that they sent (even multiples at a time).

This imported the keywords well, but didn't import any of the other data that Wordtracker provides very well, if at all.

The export features were above average with the ability to export as text, CSV and HTML as well as be able to print your lists.

I must admit the biggest problem I have with this software is not the features. They have put some excellent features into this package and I hear they have plenty more in the pipeline. Nor is my beef with the interface. On the surface the interface is very nice, with pretty icons, nice warning messages and it is well laid out. My biggest problem with this software is the usability.

I found it quite clumsy and the way things are done seems counter intuitive at times. I have been known to be a bit strict on usability in the past. Perhaps it comes from my psychology and HCI (human computer interaction) background. So perhaps I am being a bit hard on the software in this way.

However, I think that this software would be a lot better if things were done slightly differently. I found my keyword lists to get out of hand very quickly and they lost their value as I was unable to get the kind of information I was looking for from them due to their size. I prefer to work with single groups of words and then drill down based on filtering and labeling methods. I find the usability of folder systems break down very quickly. What is the use of lots of large keyword lists if I cannot mine the valuable data from them easily?

Now in saying this, they have built in a huge amount of flexibility into this software, with the ability to merge lists, add columns and other keyword management strategies. I am sure there will be people out there who might like to work in this way. For me personally, I didn't and I think that only a select few will be able to get the value out of this flexibility. I think most people will find it too difficult to use in a meaningful way and will prefer to use other more intuitive software.

The End Result

So what did I end up with after using The Dowser?

- Thousands of relevant and quite irrelevant keywords with Supply, Demand, KEI, Ad Data, competition data, lateral keywords as well as imported Wordtracker data.

Strong Aspects

The strong points of this product:

- Visually pleasant.
- Good use of proxy server.
- Can potentially generate very large lists.
- Can work with the data in flexible and powerful ways.
- Can save sessions.
- Wordtracker importer.
- Extra data that many others don't have e.g. see the actual ads etc.

Weak Aspects

The weak points of this product:

- Not intuitive and gets unwieldy quickly.
- Slow to use.
- Long learning curve.

Who is it ideal for?

This software is suitable for more advanced Niche Miners, and PPC advertisers due to its more complex interface, and corresponding learning curve.

Ratings

For Niche Miners:



For Search Engine Optimizers:



For Pay Per Click Advertisers



For AdSense Publishers:



Usability:



Value:



[Visit The Dowser Now!](#)

A graphic for Chapter 16. It features the word "CHAPTER" in a small, black, sans-serif font on the left. To its right is a large, bold, black number "16". The entire graphic is enclosed in a thin, dotted rectangular border.

CHAPTER **16**

SBI! RESEARCH TOOL

Software Type: Web Based

Cost: \$299 a year

[Site Build It!](#) is a well known and respected service that helps people research, develop and market niche websites no matter what their skill level. Many newcomers love Site Build It! because they don't have to mess around with learning the technical aspects and can focus on the marketing side of their website. In a similar way, even experienced campaigners use SBI! as a way to streamline the development of multiple niche sites.

As part of the SBI! system they include a Keyword Research system that has been highly acclaimed by many Internet marketers. While there are many other features that are part of the SBI! software, I'm going to focus on the keyword research aspect. You can learn more about the how the whole system works by going to the website.

Ok, let's have a look at what I found.

My Experience

I logged into SBI! with the understanding that this is not only a keyword research tool, but also offers a complete solution for building niche websites from scratch. However, as I believe that keyword research is such an important aspect in creating a successful online business, I was interested to see just how well the SBI! system handles it.

Once I was in there I had a look around and found Brainstorm It!, The keyword research tool of SBI!. Within Brainstorm It! there were two options, Brainstormer and Master Keyword List. I clicked on the Brainstormer and went to work.



I completed the Vertical Brainstorm and selected the Yahoo! keyword tool method. This basically goes out and grabs the data from the Overture (Yahoo! Search Marketing) keyword suggestion tool. It was a little strange - when you clicked it, it launched the actual page of the keyword suggestion tool. It asked you to save the HTML source and create a new file to load into the Brainstormer. I guess this helps get around any page scraping that other tools do that may be a violation of the terms of service. I completed these requirements and loaded the keywords into the Master Keyword List.

I went back to the Brainstormer and performed the other version of the vertical search and used the Wordtracker version. This is a neat use of Wordtracker

without the expense of having to subscribe directly. You start with 25 free Wordtracker queries and then can purchase additional packages of 100 (\$20) and 500 (\$50) queries. This is full access to the entire Wordtracker database, not just the free component. I loaded up the Wordtracker keywords to complete my vertical search component of the Brainstormer.

I was now ready to use the lateral search aspects to see if there were some other niche areas I could tap into using this tool. The lateral search tool went out and looked up words from the top 200 sites that Google returns for the search phrase I was using (“fly fishing”). This was actually a really good way to find lots of loosely related keywords. However, I found the interface a bit clumsy when I tried to deal with them all.

This created a lot of work for me and was quite time consuming. There should ideally be a way to delete many at the same time without having to check each one individually. I guess that is one of the drawbacks of using web based software instead of desktop based. However, it found lots of useful keywords that no other software seemed to find.

The screenshot shows a web browser window displaying the Keyword Workshop interface. The page title is "analyze and delete the keywords generated and researched by the creative hall, Brainstormer." The search term is "fly fishing", and it shows 137 words of 137 total (1000 max). The interface includes a search bar, a list of keywords, and columns for Demand, Supply, Profitability, and Advice. The keywords listed include "american angler", "angler", "anglers", "anglers guide", "angling", "angling art", "angling prints", "argentina fly fishing", "arizona fly fishing", "beginner fly fishing", "california fly fishing", "canada fly in fishing", "canada fly in fishing trip", "canadian fly in fishing", "carp fly fishing", "cast", "casting", and "white fly fishing".

Keyword	Demand	Supply	Profitability	Advice
american angler				
angler				
anglers				
anglers guide				
angling				
angling art				
angling prints				
argentina fly fishing	926			
arizona fly fishing	557			
beginner fly fishing	705			
california fly fishing	572			
canada fly in fishing	5054			
canada fly in fishing trip	495			
canadian fly in fishing	934			
carp fly fishing	600			
cast				
casting				
white fly fishing	713			

It loaded all of the keywords up, but it was missing the demand and supply data for many of the keywords. This was due to the fact that many of the lateral keywords were found using methods that didn't come with corresponding search volume. I was able to reload the keywords via the Wordtracker data with this information. I liked how it did it in this way as it was good to get a consistent measure across all keywords despite where it originated from. This consistency gives a clearer

message on the value of the keywords in question. Once this data was brought in it would provide the corresponding KEI data.

I could now sort the list as I wished and had 617 good keywords to work with. For the words that seemed worthwhile pursuing, Brainstorm It! could provide me with a lot more information including the URLs that have a high ranking for the keyword as well as the ranking quality of the site. This quality included its Alexa rank, and the inbound links. This really helps you understand how stiff the competition is. The higher these values, the harder it will be to do well with this keyword. It takes a while to generate this info, but it is always available.



I was also pleasantly surprised that the software allowed me to create keyword sets based on my original seed keyword or phrase. This meant that I could do keyword research for topics outside my SBI! Site's topic. They could have easily restricted you to just one set of keywords.

Unfortunately Brainstorm It! does not have any PPC data for comparison as it just focuses on organic search traffic. However, you can also attach notes and ideas to each keyword as you work which may be helpful depending upon how you work. You can also find free associated content and imagery to help you build your site.

There is a separate PPC module but it doesn't provide the sort of data experienced PPC advertisers need. A new "Monetize It!" module is planned. It is believed this will provide more useful data.

The End Result

So what did I end up with after using Site Build It!?

- 617 relevant keywords with Supply, Demand, KEI. There were also other tools included as part of the larger workflow required to successfully build a niche website.

Strong Aspects

The strong points of this product:

- Part of a larger powerful package and workflow.
- Great way to generate large lists.
- Uses both Wordtracker and Overture (Yahoo! Search Marketing) data.
- Excellent lateral searching.
- Unique approach.

Weak Aspects

The weak points of this product:

- The interface is a little clumsy and requires some reading to get up and running correctly.
- Doesn't have enough PPC data.
- A little slow at times.

Who is it ideal for?

This package is perfect for people who are looking for more of a complete solution, of which Keyword Research is a part of this solution. This is especially the case for people who are looking at targeting niche areas.

Do you have a question about Site Build It? Talk to a successful SBI user and [ask any question at all](#).

Rating

For Niche Miners:



For Search Engine Optimizers:



For Pay Per Click Advertisers



For AdSense Publishers:



Usability:



Value:



[Visit Site Build It! Now!](#)

A graphic for Chapter 17. It features the word "CHAPTER" in a small, black, sans-serif font on the left. To its right is the number "17" in a very large, bold, black, sans-serif font. The entire graphic is enclosed in a thin, dotted rectangular border.

CHAPTER 17

PPC TOOLKIT

Software Type: Desktop Software (Windows)

Cost: \$99

If you are a Pay Per Click advertiser, [this software](#) has you in mind. It is produced by the same guys who produced one of the first pieces of desktop software that leveraged the Overture keyword suggestion data. Therefore, they are certainly not new to the keyword research game.

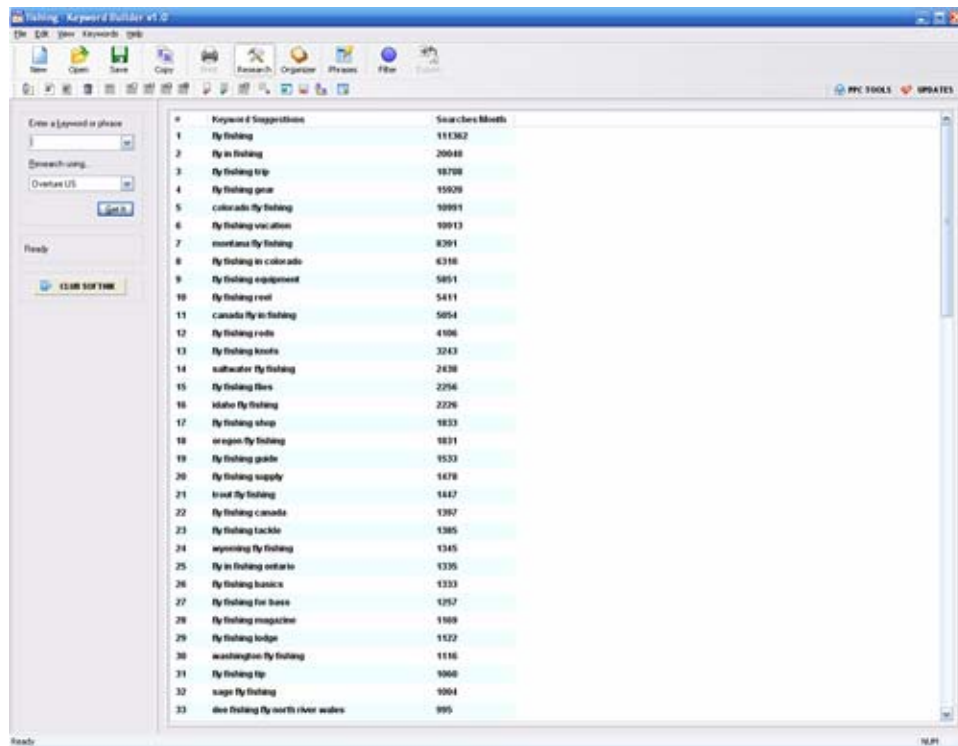
PPC Toolkit is three tools in one – a keyword builder, bid reporter and an ad maker for Google which helps streamline the process that PPC advertisers often take. So have they hit their target? Well let's take a look at what I found out with a particular focus on the keyword research aspect of the tool kit.

My Experience

The first thing I did was jump into the keyword builder tool and get started. I was impressed by how the software looked with a nice interface, set out in a very professional looking way.

I discovered the keyword builder software has three parts; Research, Organizer, and a Phrase Builder.

The research aspect has a few different methods for building keywords and phrases. You can mine keywords using the Overture data, Yahoo, Teoma, as well as a misspelling generator. Only the Overture data was able to show search volume. There was no way of getting the search volume for the keywords found in alternative methods, which would have been nice.



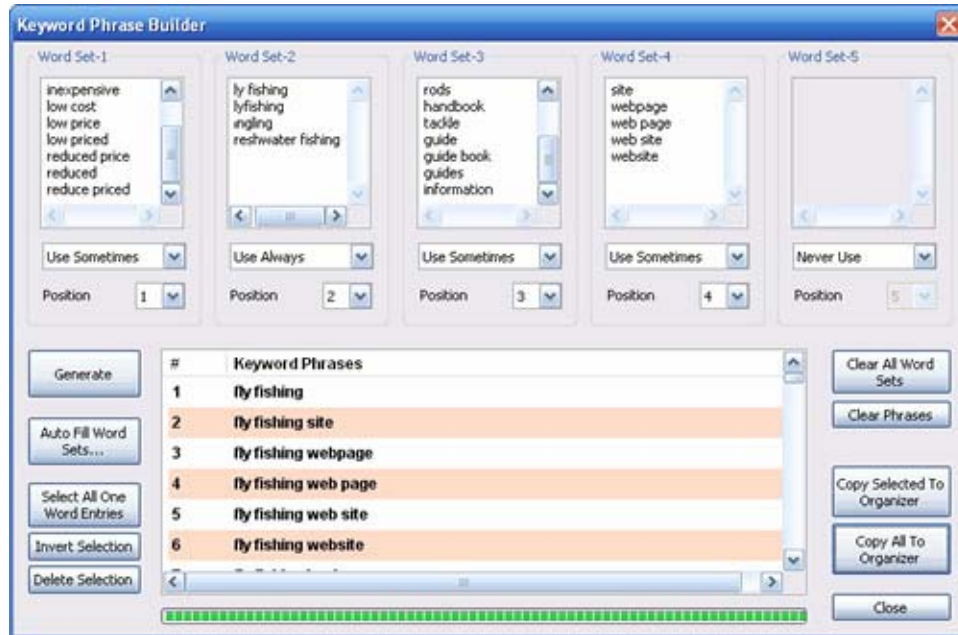
The screenshot shows the Keyword Builder v1.0 software interface. On the left, there is a search input field with the text "Enter a keyword or phrase" and a dropdown menu for "Research using" set to "Overture US". Below this is a "Ready" status and a "1.0 MB SOFTWARE" button. The main area displays a table of keyword suggestions and their search volumes.

	Keyword Suggestions	Searches Monthly
1	fly fishing	111362
2	fly in fishing	20048
3	fly fishing trip	18798
4	fly fishing gear	15929
5	colorado fly fishing	10991
6	fly fishing vacation	9991
7	montana fly fishing	8391
8	fly fishing in colorado	6318
9	fly fishing equipment	5851
10	fly fishing reel	5411
11	canada fly in fishing	5054
12	fly fishing rods	4106
13	fly fishing knots	3243
14	subwater fly fishing	2438
15	fly fishing flies	2296
16	nhavo fly fishing	2226
17	fly fishing shop	1833
18	in region fly fishing	1821
19	fly fishing guide	1533
20	fly fishing supply	1478
21	invt fly fishing	1447
22	fly fishing canada	1367
23	fly fishing tackle	1385
24	wyoming fly fishing	1345
25	fly in fishing ontario	1335
26	fly fishing basics	1333
27	fly fishing for teens	1257
28	fly fishing magazine	1169
29	fly fishing lodge	1122
30	washington fly fishing	1116
31	fly fishing tip	1080
32	sage fly fishing	1004
33	also fishing fly north river waters	995

The interface for this tool was slightly different to other tools that I have reviewed. You essentially used the various methods for generating the keywords, then you send these keywords to the organizer part of the software. I sent all my keywords to a group I named Fly Fishing.

I then went to the phrase builder and in a similar way to several other tools (e.g. PPC Galaxy) generated a huge list of other possible keywords. I did this by putting together a combination of possible words that might work together.

I ended up having my organizer filled with 3571 keywords. However, I had no idea whether or not these were any good, or if people actually searched for them as I had no other data. For people who are using this tool for reasons other than PPC advertising, it makes it difficult to see what keywords are more popular than others, and consequently which keywords might be best to focus on, or to identify niche markets.



At this point I could have generated an AdWords compatible file that I could use if I was wanting to create an AdWords campaign. This would definitely save time and allow direct exporting to Google.

I went ahead and exported this data to the bid reporter tool, which is another piece of software that is part of the Toolkit. I loaded in the keywords and ran the keyword report. It generated the costs for all of the keywords, which helps zero in on the keywords that might have a higher return on investment.

Of all the tools I've tested, this software gave the most bid prices for the most PPC companies. These included bid prices for Overture US, Overture UK, Miva, Xuppa, GoClick, Search Feed, Miva Uk, Miva Fr, AhHa, Kanoodle and Brainfox.

Keywords	Rank	Ov US	Ov UK	Miva	Xuppa	GoClick	SearchF...	Miva UK	Miva FR	AHha	Kanoodle	BrainFox
fly fishing rods	1	\$0.19	\$0.10	\$0.06	\$0.02	\$0.02	\$0.03			\$0.25	-	0
colorado fly fishing	2	\$0.18		\$0.05	\$0.01	\$0.01	\$0.03			\$0.09	-	
fly fishing flies	3	\$0.17		\$0.05	\$0.0011	\$0.01	\$0.03			\$0.07	-	
alaska fly fishing	4	\$0.14		\$0.05	\$0.001	\$0.01	\$0.03			\$0.03	-	
montana fly fishing	5	\$0.12		\$0.01	\$0.001		\$0.03			\$0.03	-	
fly fishing gear	6	\$0.12			\$0.001					\$0.03	-	
saltwater fly fishing	7	\$0.11			\$0.001						-	
fly fishing pa	8	\$0.10			\$0.001						-	
wisconsin fly fishing	9				\$0.0009						-	
fly fishing equipment	10				\$0.0005						-	
washington fly fishing	11				\$0.0001						-	
fly fishing reels	12				\$0.0001						-	
fly fishing for bass	13				\$0.0001						-	
orvis fly fishing	14				\$0.0001						-	

The way the software worked was really well thought out and could powerfully show me the data in many different ways. Some of the ways you could sort the data included: PPC Ranks & Bids, PPC Top Bids, Competitors, Keyword Suggestions, Bid Trend Charts, Recent Alerts, Google Competitors, and Google AdWords View. This information is displayed in ways that most other tools cannot, which makes this software a real drawcard for avid PPC users.

This software also had lots of other potentially useful tools for big PPC users. Some other functions include a cost calculator, an alert system if you need to modify your ad prices, as well as a Google AdWords ad builder where you can look at other people's ads and then reformat those to suit your offering. This way you could glean ideas from other people's ads instead of having to start from scratch.

The End Result

So what did I end up with after using PPC Toolkit?

- Thousands of semi-relevant keywords with some demand data, as well as the PPC bid prices for Overture US, Overture UK, Miva, Xuppa, GoClick, Search Feed, Miva UK, Miva FR, AhHa, Kanoodle and Brainfox.

Strong Aspects

The strong points of this product:

- Offers some unique tools for PPC advertisers.
- Has a good phrase builder software built in.
- Many extras to cater for PPC advertisers.
- One of the few tools that allowed comparison across many of the major PPC companies.
- Good control over the presentation of the data.

Weak Aspects

The weak points of this product:

- Didn't allow you to check search volume on data other than that of Overture (Yahoo! Search Marketing).
- Didn't cater for other groups.
- Keyword mining was fairly limited.
- Not integrated and the workflow was a little hard to manage easily.
- Not very easy to sort out hot niche areas.

Who is it ideal for?

This tool is definitely designed for PPC advertisers. It is not trying to be all things to everyone and does a nice job at what it sets out to do. AdSense advertisers may also benefit as it will give quite a good indication of high priced keywords. However, it will not show actual AdSense data.

Rating

For Niche Miners:



For Search Engine Optimizers:



For Pay Per Click Advertisers



For AdSense Publishers:



Usability:



Value:



[Visit PPC Toolkit Now!](#)

A graphic for Chapter 18. It features a dotted rectangular border. Inside, the word "CHAPTER" is written in a small, black, sans-serif font on the left. To its right, the number "18" is displayed in a very large, bold, black, sans-serif font.

CHAPTER 18

PAY PER CLICK GALAXY

Software Type: Desktop Software (Windows)

Cost: \$97

[Pay Per Click Galaxy](#) is an interesting tool that is focused completely on generating the maximum number of keyword phrase combinations possible. This makes sense when you consider that over half of all searches have never been searched for before.

I took a look at this tool in light of how it could be included for anyone doing keyword research. Let's take a look at what I found.

My Experience

I must admit I jumped right into this tool and didn't read the guidebook that came along with it. This may be why I found it a little frustrating to use at first. I also think the fact that I had used largely automated tools up until now, made me a little lazy

and changed my expectations. When I found out I had to do a reasonable amount of thinking to kick things off, I was a little put off!

I quickly worked through my mental laziness and began trying to use this tool in the way it was designed. Once I conceptually understood how this tool works, I quickly began to get a handle on how I could use it to generate lots of keywords.

This tool creates lists of words that could be used somehow in a keyword phrase that relates to your market and then creates every possible combination of those. For example, you might set up a whole list of prefix words like “cheap”, “inexpensive” and “low priced”. These will be tacked on to the start of your keywords. Then you can create other optional combinations to add into the phrase such as “website” and “guidebook”. As you can see, it can be quite tough thinking of what these words could be. Fortunately, PPC Galaxy has a couple of little helpers to get you on the right track.

Firstly I set up my required column. This was the keyword or phrase that had to be in the keyword phrase. For this I put in “fly fishing”, “flyfishing”, “angling”, and “freshwater fishing”. This meant that every keyword would have to contain one of these phrases. I then created a whole bunch of optional keywords, prefixes and suffixes. You can see in more detail how I set it out below.

Prefix	A	B	C	Suffix
Clear	Clear	Clear	Clear	Clear
Quick Fill	Quick Fill	Quick Fill	Quick Fill	Quick Fill
Optional	Required	Optional	Optional	Optional
cheap ?	fly fishing ?		books ?	site ?
discount ?	flyfishing ?		guide books ?	web page ?
discounted ?	angling ?		hand books ?	web site ?
inexpensive ?	freshwater fishing ?		book ?	webpage ?
low cost ?			rod ?	website ?
low price ?			rods ?	
low priced ?			handbook ?	
reduce priced ?			tackle ?	
reduced ?			guide ?	
reduced price ?			guide book ?	
			guides ?	
			information ?	

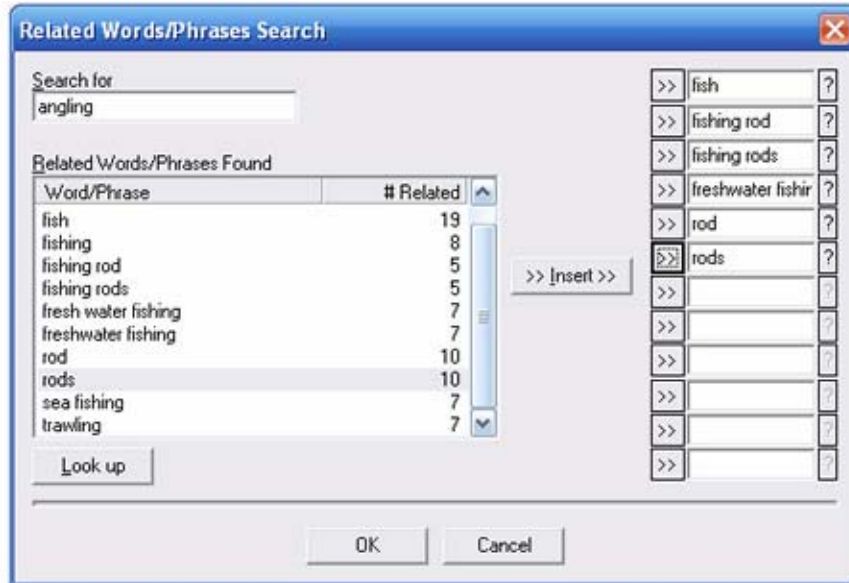
Generation Algorithm: Variable Order

Generate!

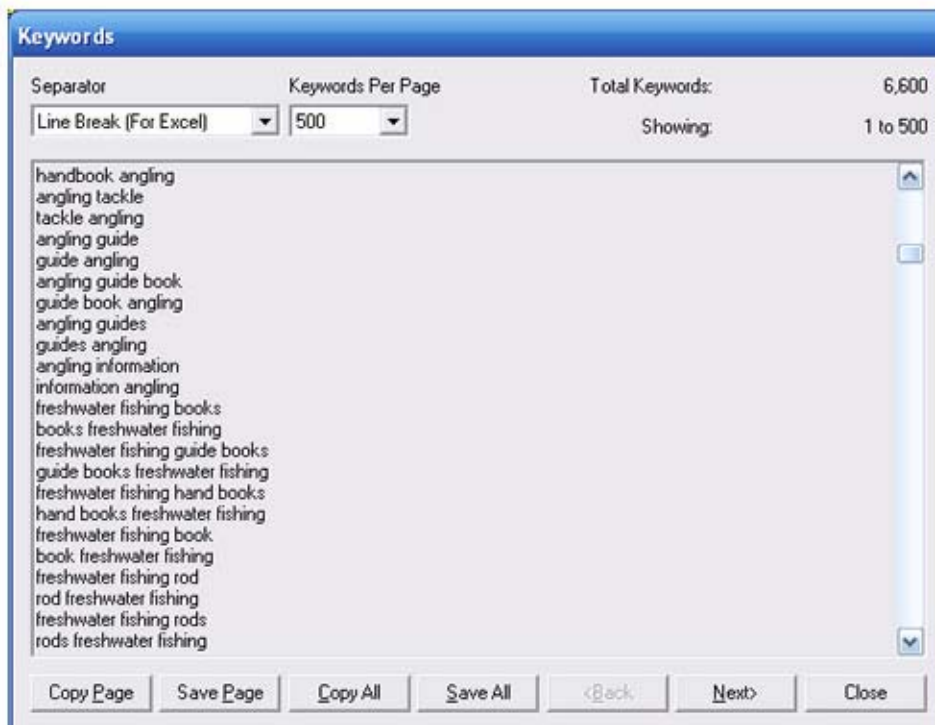
It took me some time to really tap into this software’s power. It certainly isn’t just plug and play. I rearranged things a few times to try to get the most out of the

software. It helps to already know what words are being used, so this is probably going to be more of an add-on tool rather than your only tool.

There was a reasonably helpful related word generator that helps generate lateral terms to maximize the number of keywords and phrases output.



Once I was reasonably happy with my keyword combinations, I selected the variable order algorithm (so it mixes the order of the words in the phrases) and then clicked on the generate button.



I was quite surprised at how many keywords this tool generated – and output of well over 6000. I scrolled through these and on the whole they seemed pretty feasible keywords that would perhaps be searched for. I was able to export this into an Excel file.

While this tool does this very well, it is certainly not perfect. Other than the functionality I have discussed, it does almost nothing else. There was no way to accurately look at the actual volumes of these key phrases. There was also no way to automatically generate advertiser friendly lists. The software could be improved by adding more lateral search generation methods, as well as providing unlimited keyword columns instead of limiting these to 12. For \$97 I guess I was expecting more.

The End Result

So what did I end up with after using Pay Per Click Galaxy?

- 6000+ semi-relevant keywords without any extra data.

Strong Aspects

The strong points of this product:

- Can generate combinations that otherwise would be very difficult to find.
- Reach keywords that otherwise might be missed.
- Generate huge lists.

Weak Aspects

The weak points of this product:

- Bit of a learning curve in getting sensible results.
- Slower, not just point and click.
- Doesn't do anything else.
- Limited in volume by the number of boxes.
- Quite expensive for what it does.

Who is it ideal for?

This tool is limited to PPC advertisers who are looking for other ways to generate large lists. It would need to be used in conjunction with other tools if you wish to find out more valuable information about the keywords and phrases it generates.

Rating

For Niche Miners:	★
For Search Engine Optimizers:	★
For Pay Per Click Advertisers	★★★★
For AdSense Publishers:	★
Usability:	★★★
Value:	★★

[Visit Pay Per Click Galaxy Now!](#)

CHAPTER **19**

RAPID KEYWORD

Software Type: Desktop Software (Windows)

Cost: \$69.99

[Rapid Keyword](#) is a newcomer to the keyword research game. To be honest, until I began searching out some of the more fringe dwelling Keyword Research software, I had never heard of Rapid Keyword.

I jumped on to their site and found they presented a very professional image and promised some quite interesting features. The sales page got me excited and I was eager to put the tool through its paces.

Let me show you what I found.

My Experience

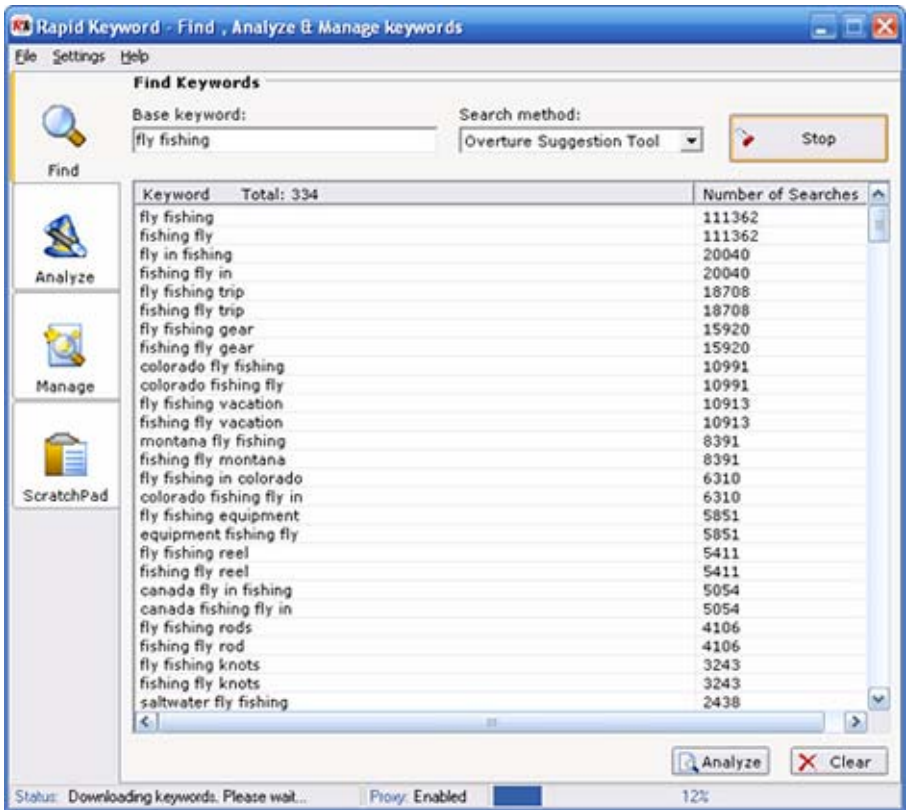
My first impressions with this software were very positive. The design of the interface was very professional and it seemed like they used a vertical tabbing approach to help the user adopt an appropriate workflow. I was presented with tabs that led to sections called “Find”, “Analyze”, “Manage” and “Scratch Pad”. The software starts in the “Find” tab.

As usual, I looked at the settings of the software to ensure that I had everything set up correctly, as well as looking at what kinds of tweaks were available to me. There were a few localization settings, a meta-tag search depth setting as well as a proxy setting. I plugged in my anonymous proxy and pressed OK.

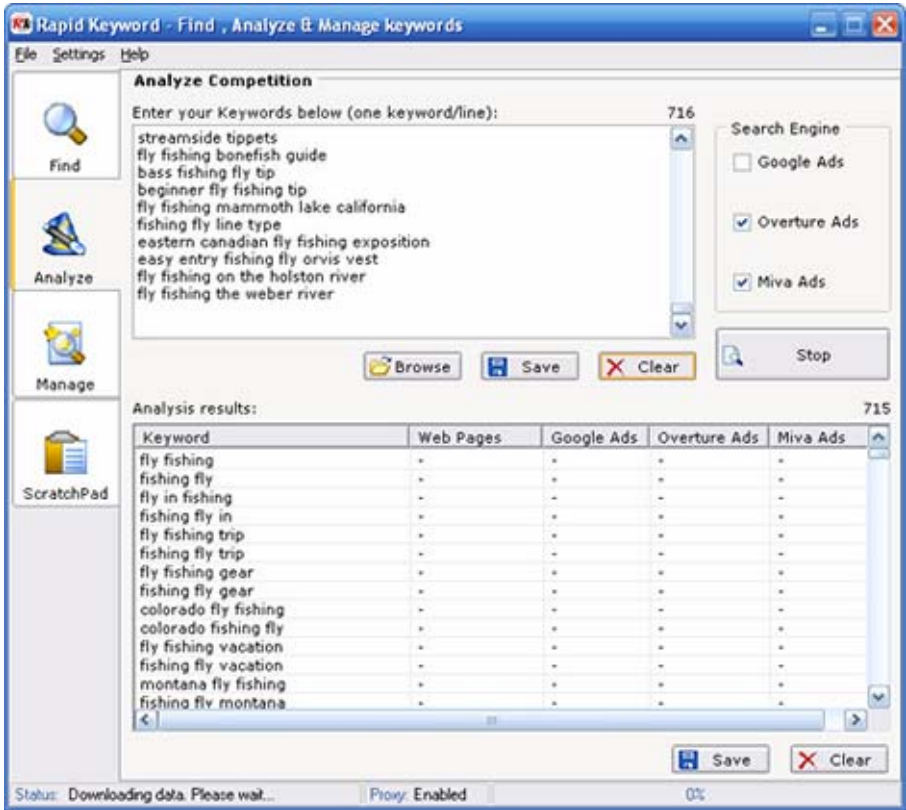
I was back in the “Find” tab, and I typed my keyword phrase “fly fishing” in the text box. I was presented with several different methods for generating keywords. They included:

- Overture Suggestion Tool using Overture's Keywords Selector.
- Meta Tag Spider. This method searches for the keyword in search engines and returns the keywords from meta tags of top positioned web pages.
- Related Keywords Spider, which spiders meta-crawlers for related keywords.
- Yahoo Related Keywords: spiders Yahoo! for related keywords.
- Google Proximity Search, which spiders websites that have top positions for your base keyword, and expands your base keywords based on that data.
- Google Groups Proximity, which works the same as above, but spiders the Google Groups archive of millions of messages.
- Google Suggest, which uses the new Google Suggest method that is currently in beta at Google Labs.

As you can see, this software has many different and quite useful methods of finding keywords. I first selected the “Overture Suggestion Tool” from the drop down and it started to populate with the number of searches data as well. I systematically went through each of the different digging methods to generate a large list of keywords. The excellent part of this software was that it would just keep expanding the list, while at the same time ensuring there were no duplicates. Therefore, I could get a few alternative keywords (for example, “flyfishing”) to add to the list and it would collectively gather all the keywords in one space. I liked this aspect. In comparison, many tools remove your past searches when you enter a new one. I ended up with 715 well targeted keywords.



Once I had my keywords I was able to click on the analyze button at the bottom of the page. This took me directly to the analyze tab.



This section allowed me to take those keywords that I had generated in the “Find” section and look at them in relation to how many ads there were for that keyword in Google, Overture and Miva, as well as how many competing web pages there were. Unfortunately, that was the only information it provided.

At this point, as a Keyword Researcher, I would want to know in addition to this at least the search volume as well, if not the actual cost information of these ads. This way I could use a rough KEI measure to try to assess which keywords I should place more emphasis on targeting.

Once I had processed this information I moved on to the “Manage” tab. This tab contained many tools that help manage your keyword lists. You could probably go from the “Find” tab to this one before going to analyze, as it had a typo generator tool that would have been handy to expand your list even further.



The tools contained within this section would be quite useful for people who are working with large keyword lists. It provides the ability to remove duplicates, filter, split and merge lists. It also provides a well done keyword wrapper for outputting in a compatible format for Google AdWords.

There was also a scratchpad functionality (on the next tab) which I didn't find very useful, but perhaps others would.

The only method of saving the data was in a text format. There was not the ability to save as a CSV, Excel or HTML file.

The End Result

So what did I end up with after using Rapid Keyword?

- 715 relevant keywords with Supply, some Demand, and Ad Data.

Strong Aspects

The strong points of this product:

- Huge list of keywords built with no subscription necessary.
- Excellent lateral searching although missing a thesaurus.
- Great way of managing keyword lists.
- Excellent interface.
- Proxy works well.

Weak Aspects

The weak points of this product:

- Not very good search engine controls beyond a proxy.
- Doesn't give KEI or Demand data for most keywords.
- Doesn't have some of the advanced other features other software has.

Who is it ideal for?

This software is for PPC advertisers. It could most powerfully be used in conjunction with another piece of software such as Keyword Locator, to fill in the information that is missing in the analysis.

Rating

For Niche Miners:



For Search Engine Optimizers:



For Pay Per Click Advertisers



For AdSense Publishers:



Usability:



Value:



[Visit Rapid Keyword Now!](#)

CHAPTER **20**

KEYWORD DISCOVERY

Software Type: Web Based

Cost: \$49.95 a month

[Keyword Discovery](#) is a Wordtracker alternative that has received nowhere near the attention Wordtracker has attracted. I had never used Keyword Discovery before. I have always loved Wordtracker, so I was quite excited to see this alternative.

Keyword Discovery keep quiet about where they sample their data from. Here is the official company line on the matter:

“The data comes from many sources, including first and second tier search engines from several countries (including PPC). In addition Keyword Discovery also analyzes traffic logs, so indirectly, the data includes keyword searches from most of the major engines like Google, Yahoo and MSN. We are not able to publish the list of engines that physically provide their search logs.”

What they do share freely, is the features that they offer. This feature list was quite impressive including:

- Keyword Research
- Competitive Intelligence
- Search Intelligence
- Industry Keywords
- Spelling Mistake Research
- Seasonal Search Trends
- Related Keywords
- KEI Analysis
- Keyword Density Analysis

They also provide an API (an easy interface between software applications and their system) for applications which may wish to use some of the data they offer.

Well, that is a lot to live up to for \$49.95 a month. Let's take a look to see if they deliver.

My Experience

I logged into the system and quickly set to work researching for my niche phrase "fly fishing". I typed it into the text box, selected 100 to display and then selected the keyword discovery database. I clicked on the search button and Keyword Discovery delivered over 1800 phrases which include the words "fly fishing".

Very impressive! Wordtracker brings me only 500 so I was quite happy.

At this point I noticed a couple of things. I was able to check the checkbox beside each keyword and then add them to a project list. I also noticed I could drill down on each of the keywords and this would load a new list with the phrases that included those words in it as well. I could also add these to the project list. I found out I could start unlimited projects and unlimited keywords per project. Wow! Quite a bit more than Wordtracker, which offers only 7 projects and 500 word limits.

I continued to look at these results and noticed that when I clicked on the search volume for each keyword, it would load up a seasonal graph. I was able to see exactly what time of the year is most popular for those given keywords. I loaded a few up and I found all the graphs looked fairly similar. It suggested that May, June and July were the least popular time of the year with a drop off at about 800%. Something seemed a little "fishy" (sorry, pun intended) so I checked it out further.

Even for keywords that were not seemingly seasonal, they showed a similar trend. I was then informed (by a Keyword Discovery representative) that the data was not consistent and they were working on a way to normalize this across months. It wasn't all bad and they are nearly there. When I searched for "Christmas", the curve looked correct. It certainly is an indicator, but you shouldn't use this data as gospel. Hopefully they will get this sorted out and make it an excellent feature for predicting when to launch certain marketing efforts.

The screenshot shows the Keyword Discovery website interface. The search term is 'fishing'. The results are displayed in a table with two columns: 'Keyword' and 'Searches'. The table lists various fishing-related keywords and their corresponding search volumes.

Keyword	Searches
fy fishing	173,881
fy fishing equipment	3,490
fy fishing gear	3,250
fy michigan fy fishing	3,063
fy fishing reels	2,803
fy fishing rod	2,338
fy fishing tackle	2,050
fy fishing reel	1,997
fy fishing and tying journal	1,982
fy fishing tackle	1,715
fy fishing knots	1,595
fy fishing wallpaper	1,553
fy fishing trip	1,544
fy montana fy fishing	1,473
fy fishing vest	1,195
fy saltwater fy fishing	1,048
fy fishing rods	1,033
fy fishing guide	995
fy new zealand fy fishing	924
fy fishing vacation	818
fy in fishing	730
fy fishing flies	719
fy fishing montana	686
fy fishing colorado	652
fy fishing fly free wallpaper	596
fy idaho fy fishing	585
fy fishing magazine	585
fy fishing screen savers	566
fy desktop fishing fy wallpaper	559
fy fishing guides	523

I also noticed several other options at my disposal once I had loaded my keywords. At the bottom of the page there was a button labeled "Analyze". I clicked on this and for every keyword it brought up the extra data that Wordtracker provides only when you get to the end of the process and run a competition analysis. Wordtracker has an edge on it, however, as Keyword Discovery doesn't give you the option to choose which search engine to use as the point of analysis. To be fair, I generally don't use this function in Wordtracker and tend to stick to Google as the comparison point anyway.

This analyze screen provided a KEI analysis and the predicted daily total. You're able to sort these by whatever column you wish. This is a sorely lacking feature in Wordtracker and I always wish that they would include this feature. I always desperately want to sort by volume in Wordtracker.

The screenshot shows the KeywordDiscovery software interface. The search term is 'fly fishing'. The results table is as follows:

Query	Searches, M	Occurrences, M	KEI, M	Estimated Rank, M
X fly fishing	173,881	2,390,000	0.053	357
X fly fishing equipment	3,490	91,300	0.001	7
X fly fishing gear	3,250	131,000	0.000	7
X michigan fly fishing	3,063	8,460	0.010	9
X fly fishing reels	2,821	34,100	0.001	6
X fly fishing rods	2,318	31,700	0.001	5
X fly fishing alaska	2,000	13,300	0.001	4
X fly fishing reel	1,997	14,500	0.001	4
X fly fishing and tying journal	1,982	5,680	0.004	5
X fly fishing tackle	1,715	62,200	0.000	4
X fly fishing knots	1,595	8,200	0.001	3
X fly fishing wallpaper	1,553	4,340	0.005	5
X fly fishing trip	1,544	41,600	0.000	4
X montana fly fishing	1,473	37,300	0.000	3
X fly fishing vest	1,195	7,660	0.002	4
X saltwater fly fishing	1,048	43,500	0.000	2
X fly fishing rods	1,013	34,300	0.000	2
X fly fishing guide	995	39,700	0.000	2
X new zealand fly fishing	824	6,850	0.001	2
X fly fishing vacation	818	71,300	0.000	2
X fly in fishing	730	51,300	0.000	2
X fly fishing flies	719	12,600	0.000	2
X fly fishing montana	666	7,570	0.000	2
X fly fishing colorado	652	9,790	0.000	2
X fishing fly free wallpaper	596	385	0.016	2
X idaho fly fishing	585	4,480	0.000	1
X fly fishing magazine	585	14,700	0.000	1
X fly fishing screen savers	566	1,020	0.002	1
X desktop fishing fly wallpaper	558	66	0.080	2
X fly fishing guides	523	30,900	0.000	1

There was another button that intrigued me. It was labeled X-Ref, which means cross reference. I was able to put in a website (so I put in flyfishing.com) to see how many times those keywords occurred on that site. You may wish to do it for your competitors to see what keywords they're using on their site.

I added all of the keywords to my project and then looked at some of the alternative options to expand my keyword list even further. I noticed in the select database option some other alternatives. One option in there really got me excited. It looked as though there was the ability to search using Overture's (Yahoo! Search Marketing) data with regionalization!

I tried this and selected Overture – Australia. I ran the search and I found the list was very nicely regionalized for searches that had obviously been performed by either Australians, or people using an Australian search engine. For example it gave phrases like "australian fly fishing school" and "fishing flies tasmania" which are relevant Australian keywords. This is an amazingly powerful feature for people who are targeting local markets and don't wish to base their results on international or U.S. based search data.

I continued my walk through the software and found two other lateral search methods. These methods allowed me to look at related keywords in a similar way to Keyword Universe in Wordtracker, as well as misspellings. I ran the related search tool and found excellent keyword suggestions that were easily as good as Wordtracker's. I then tried to run the misspelling tool, which I didn't have any luck

with. It kept timing out and bringing back zero search results. Perhaps they were working on this part of the software while I was conducting my analysis.

The screenshot shows the KeywordDiscovery.com interface. The search term is 'fly fishing' and the results are displayed in a table with two columns: 'Query' and 'Searches, M'. The table lists various related terms and their search volumes. For example, 'trout' has 17,341 searches, 'trout fishing' has 13,266, and 'rainbow trout' has 3,839. The interface also includes navigation links like 'Directory', 'Contacts', 'Stats', 'Subscribe', 'Logout', and 'Account Details'.

Query	Searches, M	Query	Searches, M
<input type="checkbox"/> trout	17,341	<input type="checkbox"/> trout	17,341
<input type="checkbox"/> flyng	5,925	<input checked="" type="checkbox"/> trout fishing	13,266
<input type="checkbox"/> tackle	5,185	<input checked="" type="checkbox"/> rainbow trout	3,839
<input type="checkbox"/> rivers	74,588	<input type="checkbox"/> trout feed	3,652
<input type="checkbox"/> saltwater	8,833	<input checked="" type="checkbox"/> brook trout	2,278
<input type="checkbox"/> salmon	138,623	<input type="checkbox"/> trout unlimbed	1,771
<input type="checkbox"/> rod	11,863	<input checked="" type="checkbox"/> brown trout	1,372
<input type="checkbox"/> trip	84,053	<input checked="" type="checkbox"/> lake trout	1,299
<input type="checkbox"/> casting	65,015	<input checked="" type="checkbox"/> trout recipes	1,051
<input type="checkbox"/> reels	10,734	<input checked="" type="checkbox"/> trout fishing in america	1,041
<input type="checkbox"/> flyfishing	15,774	<input checked="" type="checkbox"/> water trout	1,032
<input type="checkbox"/> lakes	18,036	<input checked="" type="checkbox"/> lake trout fishing	1,008
<input type="checkbox"/> angler	4,290	<input type="checkbox"/> trout pictures	837
<input type="checkbox"/> knot	8,858	<input type="checkbox"/> trout streams	815
<input type="checkbox"/> alberta	105,250	<input type="checkbox"/> trout flies	739
<input type="checkbox"/> instruction	38,308	<input type="checkbox"/> speckled trout	660
<input type="checkbox"/> flies	8,287	<input type="checkbox"/> rainbow trout fishing	587
<input type="checkbox"/> loop	51,172	<input type="checkbox"/> trout bait	583
<input type="checkbox"/> lodges	41,658	<input type="checkbox"/> alaska fishing trout	549
<input type="checkbox"/> streams	2,999	<input type="checkbox"/> trout fishing tips	545
<input type="checkbox"/> packages	137,384	<input type="checkbox"/> new zealand trout fishing	532
<input type="checkbox"/> anglers	1,062	<input type="checkbox"/> smoked trout	522
<input type="checkbox"/> drift	8,942	<input type="checkbox"/> rainbow trout pictures	521
<input type="checkbox"/> rods	15,884	<input type="checkbox"/> brown trout fishing	504
<input type="checkbox"/> salt	83,205	<input type="checkbox"/> wv trout stocking	495
<input type="checkbox"/> tubon	41,229	<input type="checkbox"/> trout recipe	441
<input type="checkbox"/> writers	75,959	<input type="checkbox"/> alaska fishing rainbow trout	441
<input type="checkbox"/> cast	1,037	<input type="checkbox"/> rainbow trout recipes	438
<input type="checkbox"/> authoritative	4,760	<input type="checkbox"/> trout lake	421
<input type="checkbox"/> guided	4,695	<input type="checkbox"/> sea trout	401

One thing I liked about the data that Keyword Discovery generated was that the data was compressed in the same way that most major search engines compress the data. For example, it was not case sensitive, but it still separated people searching for words using the plural, compared to the singular. For example you get a quite different result if you type in “salmon recipes” as opposed to “salmon recipe”. Salmon recipes had 80,000 searches while salmon recipe had only 4000. This sort of differentiation is clearly an advantage over how Overture handles their data collection, in which both those terms would be combined into a single result.

Once I had collected my thousands of keywords in my “fly fishing” project, I decided to explore further the other features of Keyword Discovery. I was able to search the directory and drill down into different subject categories and extract the top keywords for those categories. I was a bit disappointed, because there was not even a fishing category at all! So unfortunately this function was of no use to me.

Once I was satisfied I had collected all the keywords I was after, I exported this to a CSV file which contained the Keyword, Supply, Demand, KEI and Predicted Daily data.

The End Result

So what did I end up with after using Keyword Discovery?

- Thousands of highly relevant keywords with Supply, Demand, KEI, Historical and Competitive Data.

Strong Aspects

The strong points of this product:

- Own unique data list.
- Exact searching, not combined like Overture data.
- Large number of keywords listed.
- Nice Interface.
- Historical Data.
- Seasonal Data.
- Regionalized Overture (Yahoo! Search Marketing) data.
- Sortable lists.
- Cross reference data with competitors website.

Weak Aspects

The weak points of this product:

- No PPC data.
- A bit slow at times.
- Misspellings not working.

Who is it ideal for?

This tool really gives Wordtracker a run for its money. In fact, if I had to choose one or the other, I would probably go with Keyword Discovery. Generally this software will suit SEO people and Niche Miners. It has a few features lacking for PPC advertisers, but would be a great foundation tool to export keyword data and then import into other tools that will provide this kind of intelligence.

Ratings

For Niche Miners:



For Search Engine Optimizers:



For Pay Per Click Advertisers



For AdSense Publishers:



Usability:



Value:



[Visit Keyword Discovery Now!](#)

A graphic for Chapter 21. It features the word "CHAPTER" in a small, black, sans-serif font on the left. To its right is a large, bold, black number "21". The entire graphic is enclosed in a thin, dotted rectangular border.

CHAPTER **21**

WEB CEO

Software Type: Desktop Software (Windows)

Cost: \$389.00

[Web CEO](#) is an all-in-one search engine optimization package. I remember my first encounter with the software about two years ago and at the time I was very impressed with their approach. Their methodology for the whole SEO process seemed to be more in line with my own way of thinking how SEO should be done. During the past few years they have worked hard to have weekly (often daily) updates (at least) and have been constantly improving their software.

As part of this extensive SEO software, they include a keyword research component. It is this aspect only that I was looking to investigate. I grabbed my Professional Edition version and set to work.

My Experience

I hadn't used Web CEO for a year or two, so it took me a little time to reacquaint myself with the interface. This software does a lot and consequently there are many areas of the software to explore. However, it is also very intuitive. There is a quick launch window that helps you get started quickly and easily. I added my site using the new site wizard. Once I was up and running, I clicked on the Research keywords button and set to work.

In the Keyword Research section, I was presented with three tabs; "Find Keywords", "View Competitors", and "Analyze Competition". I entered "fly fishing" in the find keyword tab and pressed start.

The column on the left hand side began to populate with Daily World Searches, Competition and a KEI calculation. In total, Web CEO found 373 relevant keywords and their corresponding information. In a very nice way, you can then add these keywords to a keyword basket. I really like this method, as you can sort out the junky keywords from the ones with greater potential. You can also set up multiple baskets which allow you to add sets of keywords that you're targeting.

The screenshot shows the Web CEO Keyword Research interface. The main window displays a list of keywords with columns for Keyword/phrase, Daily world searches, Competition, and KEI. The 'Fly fishing' keyword is highlighted at the top. To the right, there is a 'Keyword basket' section with a table containing the same columns and data for the selected keywords. The interface includes a search bar, navigation tabs, and a 'Start' button.

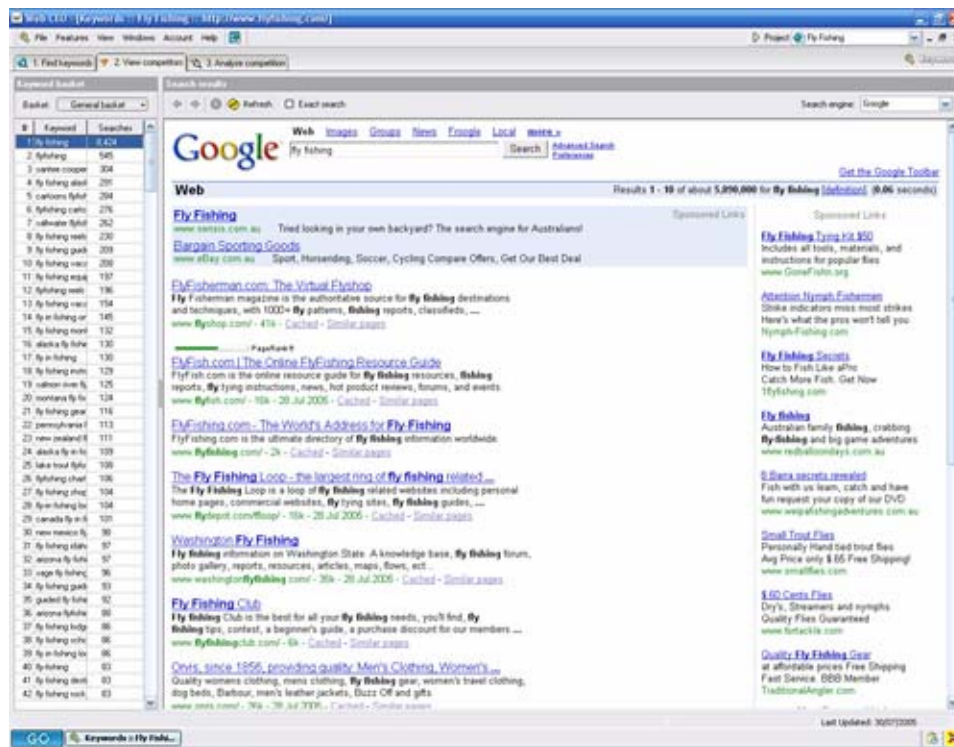
Keyword/phrase	Daily world searches	Competition	KEI
1 fly fishing	8,424	2,080,000	34.117
2 flyfishing	545	1,110,000	0.368
3 fly fishing equipment	304	78,000	1,184.629
4 fly fishing clubs	201	72,500	1.168
5 catfish flyfishing	204	0	10,000,000
6 flyfishing catfish	276	27	2,821.333
7 saltwater flyfishing	262	27,100	2.533
8 fly fishing reels	230	36,000	0.962
9 fly fishing guides	209	76,300	0.980
10 fly fishing vacation	208	32,200	1.944
11 fly fishing equipment	197	36,000	0.431
12 flyfishing reels	186	4,300	7.752
13 fly fishing vacations	154	26,300	0.952
14 fly in fishing centers	145	7,800	2.676
15 fly fishing montana	132	11,800	1.427
16 alaska fly fishing	130	35,500	0.420
17 fly in fishing	130	96,900	0.174
18 fly fishing instruction	129	21,900	0.760
19 salmon over flyfishing	125	26	446.429
20 montana fly fishing	124	40,900	0.376
21 fly fishing gear	116	114,600	0.116
22 pennsylvania fly fishing	113	4,240	3.022
23 new zealand fly fishing	111	10,600	1.162
24 alaska fly in fishing	109	10,600	1.121
25 lake trout flyfishing	108	21	666.429
26 flyfishing charter	106	706	39.267
27 fly fishing shops	104	6,140	1.762
28 fly in fishing lodge	104	7,020	1.541
29 canada fly in fishing	101	21,700	0.470
30 new mexico fly fishing	98	5,300	1.620
31 fly fishing clubs	97	648	14.095
32 arizona fly fishing	97	7,810	1.190
33 uspa fly fishing equipment	95	24	34.909
34 fly fishing guide	93	94,100	0.092
35 guided fly fishing tips	92	15,300	0.952
36 arizona flyfishing	88	1,250	6.196
37 fly fishing lodges	86	7,210	1.026
38 fly in fishing lodge	86	7,300	0.966
39 fly fishing schools	86	21,100	0.391
40 fly fishing rocky mountain	83	2,050	3.900

Unfortunately there wasn't any method to expand on this keyword list using any lateral search methods, for example related terms. This would be a nice feature to have to continue building the list and sorting out the keywords that look as though they have potential. At this stage, you would have to do this manually and then

build the list from within the keyword basket you have set up. I also noticed you can load the keywords from a file if you're using other tools to build your raw keyword list.

There were a couple of complaints I had at this stage. Firstly, on more obscure keywords, there weren't a huge number of keywords to choose from. This would signal that their sample size is perhaps a bit small and they need to increase the raw pool from which they extract this keyword intelligence. I guess this may increase over time as this part of the software becomes more established. The other small quirk that I found a bit annoying was I couldn't add the whole group into my keyword basket. It would allow me to add only about 30 at a time. This became a bit tedious after a while.

Once I was happy with my keyword list, I clicked on the "View Competitors" tab. For each keyword I could select a search engine and it would then load that search term in a browser and I could see the actual result from that search engine. If I selected Google (the default), I could also see the PageRanks for each of these sites that it bought up.



What is so good about this part of the tool, you might ask? Well after a while, you can assess the competition of a keyword just by looking it up in a search engine. Let's say you load the search term, and get lots of high quality looking sites with highly optimized pages (keywords in title and summary). If they have high PageRank, you know you will have some work to do to overtake those sites.

However, if you see sites that seem a bit off topic, if few keywords are seen and if PageRanks are lower, you can roughly assess how difficult it will be to out optimize them.

This is a nice feature that is not seen in any other keyword research tool.

Once I had gone through and checked out the different keywords and deleted the ones I thought were going to be too difficult, I clicked over to the analyze competition tab. I was immediately excited when I saw the information it provided.

As I have mentioned, I think KEI is only a rough indicator and most of the time is an inadequate analytical tool. There are too many other factors involved with analyzing the competition to rely on KEI alone.

Web CEO's analyze competition goes further than any other tool I know of, giving you a more accurate analysis of how tough your competition really is. It tells you searches, KEI, pages with keywords in it, pages with keywords in the titles of the page (which is a strong ranking element and shows to a certain extent SEO element), number of links pointing to the first and second site, Alexa traffic rank for sites 1 and 2, the cost of the first two bids (at Overture/ Yahoo! Search Marketing), as well as the PageRank of the first two sites (may be not completely accurate, but helpful). Wow! This is powerful stuff.

The screenshot shows the 'Analyze competition' tab in the Keyword Workshop software. The table displays the following data for various keywords:

Keyword	Searches	KEI	Pages w/ keyword	Titles w/ keyword	Links to #1	Links to #2	Traffic Rank for #1	Traffic Rank for #2	Bid #1	Bid #2	PR #1	PR #2
fly fishing	8,424	34,117	4,940,000	285,000	1,930	2,300	1,267,407	163,300	\$1.37	\$1.33	6	6
flyfishing	545	0,260	970,000	67,000	135	2,300	474,995	163,300	\$1.37	\$1.33	5	6
waterfowl fly fishing	334	1,181	14,500	6	1	2	1,828,038	1,334,865	n/a	n/a	4	-
fly fishing alaska	291	1,168	644,000	5,240	19	13	2,086,794	193,978	\$2.23	\$2.00	3	4
waterfowl flyfishing	284	15.0	188,000	2	477	1,760	140,195	140,195	n/a	n/a	6	7
flyfishing carolina	276	2.82	188,000	2	477	1,760	140,195	140,195	n/a	n/a	6	5
waterfowl flyfishing	262	2,533	792,000	5,113	150	25	119,685	912,982	\$2.05	\$2.00	5	5
fly fishing west	230	0,962	1,150,000	6,560	160	83	223,312	387,804	\$0.68	\$0.68	5	5
fly fishing guides	209	0,580	999,000	7,800	430	95	131,988	1,021,637	\$1.57	\$1.53	5	5
fly fishing vacation	208	1,344	696,000	883	49	37	1,593,323	5,279,114	\$0.75	\$0.95	4	4
fly fishing equipment	187	0,429	2,235,000	9,300	160	39	223,312	753,595	\$0.97	\$0.95	5	4
flyfishing gear	196	2,792	682,000	549	83	160	387,804	223,312	\$0.69	\$0.69	5	5
fly fishing vacations	154	0,902	694,000	7,800	430	674	131,988	131,988	\$0.75	\$0.95	5	5
fly fishing ontario	145	2,675	709,000	3,790	3	17	660,406	190	\$1.17	\$1.15	3	4
fly fishing montana	132	1,477	714,000	5,760	35	364	1,281,442	123,897	\$2.37	\$2.36	4	5
alaska fly fishing	130	0,428	711,000	5,220	85	53	1,345,969	2,114,321	\$2.23	\$2.00	5	5
fly fishing	130	0,174	4,640,000	293,000	3	6	660,406	3,989,066	\$1.99	\$1.15	3	3
fly fishing instruction	129	0,760	626,000	679	64	172	763,442	477,544	\$0.96	\$0.49	5	5
salmon over flyfish	125	446	417,000	47	2	-	165,487	145,497	\$0.19	\$0.18	3	3
montana fly fishing	124	0,376	711,000	5,760	388	22	123,897	123,897	\$2.37	\$2.36	5	4
fly fishing gear	116	0,179	1,780,000	9,000	487	160	11,073	223,312	\$0.92	\$0.90	6	5
panoramas fly fishing	113	3,932	713,000	911	40	2	3,349,889	5,264,742	\$0.90	\$0.20	4	3
new zealand fly fishing	111	1,162	625,000	4,480	47	72	1,734,095	3,697,160	\$0.92	\$0.90	5	4
alaska fly fishing	109	1,121	712,000	5,240	-	47	1,823,979	5,241,972	\$1.48	\$0.70	-	4
lake trout flyfishing	108	595	598,000	24	6	11	193	792,970	\$0.18	n/a	4	4
flyfishing charter	106	39,267	357,000	115	-	-	131,988	131,988	\$1.00	\$0.15	3	-
fly fishing alaska												
fly fishing lodge												
canada fly fishing												
new zealand fly fishing												
fly fishing alaska												
arizona fly fishing												
page fly fishing mt												
fly fishing guide												
guided fly fishing t												
arizona flyfishing												
fly fishing lodges												
fly fishing schools												
fly fishing instruction												

All of these elements give a strong indication on the competition of the keywords. It shows how well optimized these sites are that you will have to compete against, as

well as how popular they are. It also gives you an idea of the value of that keyword by showing you the top bid prices.

I selected the top 10 keywords and pressed start. I could have selected a different search engine to pull my data from depending upon which one I was trying to optimize for. The search engines included are Google, Yahoo!, Hotbot and MSN. Web CEO went out and pulled all of the data in an efficient, but somewhat slow manner.

I was pleased to see in the settings, that this apparent slowness is a deliberate ploy. The software cleverly tries to mimic human browsing so as to not draw attention to you while you are running these checks. The settings give you quite a bit of incremental control - you can be as conservative, or as aggressive in this way as you wish. I also noticed in the settings you can use the Google and Yandex API directly if you wish. This feature allows you to sign up for a free API key where you can access and manipulate the data directly from the search engines. The results may be slightly different, but you know that you are not violating terms of service agreements in using the search engines in the way that most of this kind of software does.

I couldn't help looking through the rest of the software features and ended up spending hours doing so. While there isn't the scope to cover the other features here, I will just say that it is a very complete package and is definitely one to take a close look at if you are looking for an easy method to streamline or improve your search engine optimization processes. They also include some free SEO training and certification for people who buy the software.

The End Result

So what did I end up with after using Web CEO?

- 373 relevant keywords with Supply, Demand, KEI, Ad Data as well as other very useful competition data like competing pages, Google PageRank, Alexa ranking, and measures of the level of their Search Engine Optimization.

Strong Aspects

The strong points of this product:

- The ability to analyze keywords and competition in excellent ways that no other tool offers.
- Nice interface.
- Large number of keywords.
- Ability to import keywords.
- Strong user mimicking settings.
- Lots of extra features that provide an excellent SEO workflow.

Weak Aspects

The weak points of this product:

- Poor lateral searching.
- Only one source of keyword analysis of which the sample size was probably a bit small.

Who is it ideal for?

While I probably wouldn't rely on this tool as my sole source of Keyword Research, it would be highly useful for all people who are interested in finding a method to both improve their organic search results, as well as a more efficient method to assess keyword competition more accurately.

Ratings

For Niche Miners:



For Search Engine Optimizers:



For Pay Per Click Advertisers



For AdSense Publishers:



Usability:



Value:



[Visit Web CEO Now!](#)

CHAPTER 22

KEYWORD INTELLIGENCE

Software Type: Web Based

Cost: \$189 a month

[Keyword Intelligence](#) was launched by Hitwise earlier this year as a way to access the small business market with their search engine keyword intelligence that couldn't afford their enterprise offering. Here is how they describe their service:

“The data featured in the Keyword Intelligence product is based on search engine usage of over 25 million people, across all the major search engines, including Google, Yahoo! and MSN.

Keyword Intelligence data is a subset of the more extensive search term data available within the Search Intelligence features, found in the Hitwise Competitive Intelligence Service. Search Intelligence helps marketers understand which keywords are driving traffic to their competitor websites together with charting and analysis tools for maximizing search marketing campaigns. “

At \$189 a month for the top 1000 keywords, I would hardly call this service inexpensive. However, sometimes this kind of intelligence can pay for itself hundreds of times over if it really is as valuable as they say it is.

I checked it out and here is what I found.

My Experience

Once I had signed up and set up my account I was ready to jump right in and get to work. I found out that this service will supposedly work from only one machine which is a shame as I have multiple machines and work on different ones depending upon my location.

Once I logged in, I input my usual keyword search phrase “fly fishing” into the text box and hit submit. The system generated a large list of over 1500 keywords which looked great on the surface.

The screenshot shows the 'Keyword Intelligence' interface. At the top, there's a navigation bar with links: Home, Search Term Suggestions, Industry Search Terms, Search Term Portfolios, and Logout. The main heading is 'Search Term Suggestions for 'fly fishing''. Below this, a text block explains that the results are the most popular search terms for 'fly fishing' in the US over the last 12 weeks ending July 23, 2005, ordered by search volume. It notes that 1 to 100 of 1,504 search terms are displayed.

<input type="checkbox"/>	#	Search Term	Volume	Success Rate
<input type="checkbox"/>	1	fly fishing	6.92%	73.14%
<input type="checkbox"/>	2	fly fishing knots	1.96%	84.21%
<input type="checkbox"/>	3	fly fishing flies	0.62%	91.67%
<input type="checkbox"/>	4	oregon fly fishing guides	0.62%	100.00%
<input type="checkbox"/>	5	fly fishing tips	0.62%	100.00%
<input type="checkbox"/>	6	fly fishing gear	0.52%	90.00%
<input type="checkbox"/>	7	fly fishing supplies	0.46%	100.00%
<input type="checkbox"/>	8	oregon fly fishing guide	0.41%	100.00%
<input type="checkbox"/>	9	fly fishing equipment	0.36%	85.71%
<input type="checkbox"/>	10	fly fishing reels	0.31%	83.33%
<input type="checkbox"/>	11	fly fishing rods	0.31%	100.00%
<input type="checkbox"/>	12	orvis fly fishing	0.31%	100.00%
<input type="checkbox"/>	13	fly fishing va	0.31%	100.00%
<input type="checkbox"/>	14	fly fishing in oregon	0.31%	100.00%
<input type="checkbox"/>	15	montana fly fishing	0.26%	80.00%
<input type="checkbox"/>	16	flv fishing basics	0.26%	80.00%

On the right side of the screenshot, there are sections for 'Extras' (listing Industry Settings, Preferences, Account Settings, FAQ's, and Support), 'Explanation' (defining Volume and Success Rate), 'Refine your keywords' (explaining keyword matching options), and 'Broad match' (describing the default search term variations).

Unfortunately, the only way that search volume was presented was as a percentage. The volume for each keyword was presented as relative to the rest of the keywords on the list. They take the total keyword volume and then for each keyword present the percentage of traffic that keyword contributes to the total

volume. However, they seem to have a threshold whereby keywords that fall below that threshold (don't get many clicks at all) are not given a percentage and do not form part of the whole volume measure.

The other interesting measure they gave for these keywords was an indication of "Success". This basically means the percentage of people who were happy enough with the results of the search that they clicked through. For example, the term "fly fishing" gave only 73% as they obviously were not happy with the results. Perhaps that term generated results that were too general and did not meet the specific needs they had.

As there was no indication of the actual volume of the sample size, I decided to check out some of the keywords specifically and exported all 1500 words. I looked down the list to assess the quality.

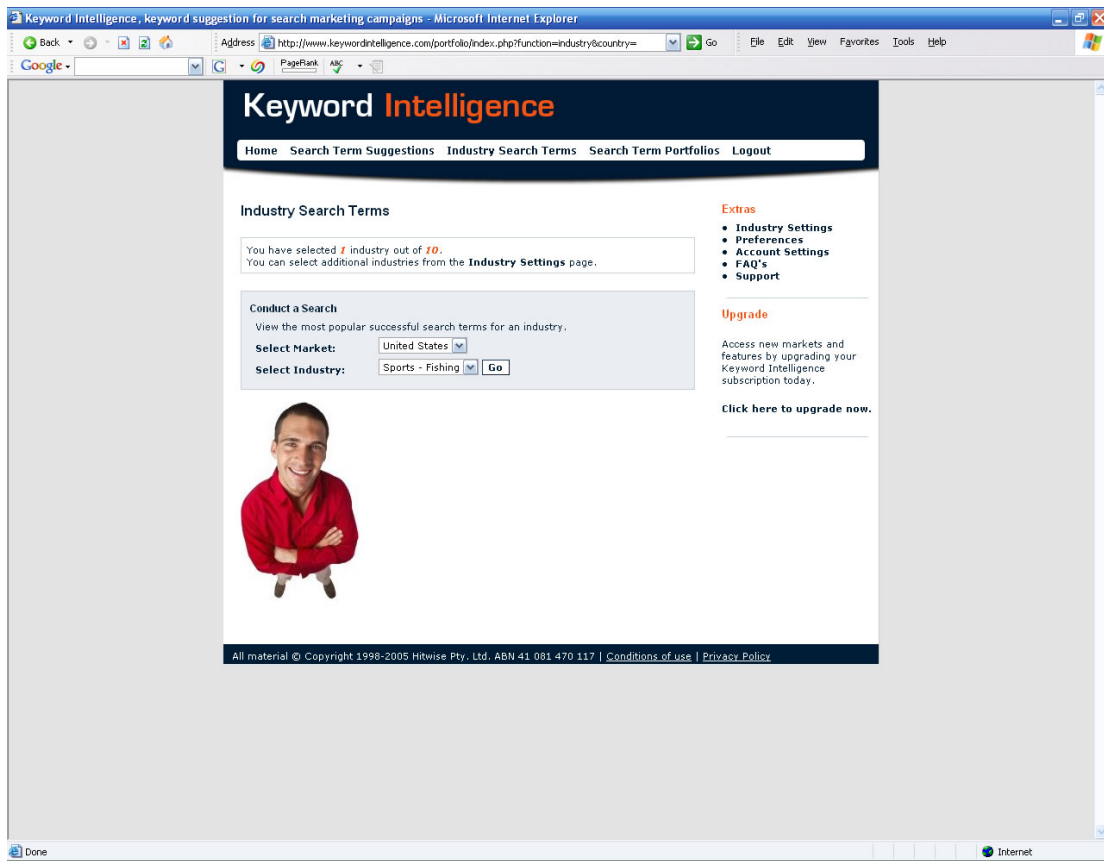
What I found disappointed me for a service that is as expensive as this one. As I went through I discovered that perhaps the real reason why they give only a relative volume measure is because the data sample size is simply not big enough. This means that the pool of keywords that they gather the data from is too small and the results produced lack statistical significance.

For example, the seemingly 27th most popular key phrase was:

oregon fly fishing guide tomwatersriverguide

This seems to me to be a one-off phrase. I don't think there is a high chance that more than one or maybe two people would be entering that term in the search engines more than once. Some may argue that it is an automated query to create these kinds of entries for exposure. However, I would disagree. These kinds of queries are normally URLs, not arbitrary search terms like this. I typed this phrase into both Wordtracker and Keyword Discovery and it was not within the top 500 keywords with "fly fishing" in it.

I decided to check out the industry search to see if I could drill out some more value from this service. This is an add-on service that you get as part of your subscription. For \$189 a month you get to select five industries to analyze what the most popular keywords and phrases are for that industry.



Unfortunately, I was disappointed here as well, mostly because the data appeared to be completely skewed. According to Keyword Intelligence, the search term “cabelas” (which is an online outdoors store) was 13 times greater than the search term “fishing”. Clearly this didn’t make sense. I checked this term on Keyword Discovery and their data made a lot more sense. Their results showed that “fishing” was searched 10 times more than “cabelas”. Quite a contrast. Similar results were found at Wordtracker.

Why is this data skewed? I think, for two reasons. One thing they taught in my psychological research and statistics classes at college was that the sample size is important to get accurate results. It appears that the sample size is too small for this data. I think the sample size would become statistically significant only on very popular keywords.

Secondly, I think this data is skewed due to the way they sample it. Think about this scenario. You have to conduct a survey that asks the question, “Are you hungry for some donuts?” Now do you think the data is going to be different if you did that survey at the front door of Dunkin’ Donuts compared with doing exactly the same survey in the same town, but asking the people who are going into the a book store? Of course the results will be different.

Keyword Intelligence, keyword suggestion for search marketing campaigns - Microsoft Internet Explorer

Address: http://www.keywordintelligence.com/portfolio/index.php?function=industry&pagenum=1&col=

PageRank: ABC

Keyword Intelligence

Home Search Term Suggestions Industry Search Terms Search Term Portfolios Logout

Industry Search Terms for 'Sports - Fishing'

The following report lists the most popular terms typed into a search engine over the past 12 weeks ending July 23, 2005 in United States that resulted in traffic to websites classified by Keyword Intelligence within the 'Sports - Fishing' industry. For example, the most popular search term was 'cabelas' representing 6.49% of all search terms that delivered users to websites classified by Keyword Intelligence in the 'Sports - Fishing' industry.

Displaying 11 to 100 of 16,996 search terms

<input type="checkbox"/>	#	Search Term	Volume
<input type="checkbox"/>	1	cabelas	6.49%
<input type="checkbox"/>	2	bass pro shop	2.34%
<input type="checkbox"/>	3	bass pro shops	2.12%
<input type="checkbox"/>	4	cabela's	1.61%
<input type="checkbox"/>	5	bass pro	1.40%
<input type="checkbox"/>	6	cabellas	1.22%
<input type="checkbox"/>	7	cabelas.com	0.82%
<input type="checkbox"/>	8	www.cabelas.com	0.62%
<input type="checkbox"/>	9	fishing	0.56%
<input type="checkbox"/>	10	basspro	0.51%
<input type="checkbox"/>	11	orvis	0.51%
<input type="checkbox"/>	12	basspro.com	0.50%
<input type="checkbox"/>	13	ifish	0.38%
<input type="checkbox"/>	14	cabela	0.36%
<input type="checkbox"/>	15	cabella's	0.31%
<input type="checkbox"/>	16	lake link	0.27%
<input type="checkbox"/>	17	cabella	0.26%
<input type="checkbox"/>	18	walleye central	0.23%
<input type="checkbox"/>	19	bassproshops	0.20%
<input type="checkbox"/>	20	cabela's.com	0.15%
<input type="checkbox"/>	21	sporting goods	0.15%
<input type="checkbox"/>	22	www.basspro.com	0.15%
<input type="checkbox"/>	23	bassproshop	0.15%

Extras

- Industry Settings
- Preferences
- Account Settings
- FAQ's
- Support

Explanation

Volume: The Volume provides an indication of the volume of searches for each term in relation to all terms in the report.

Upgrade

Access new markets and features by upgrading your Keyword Intelligence subscription today.

[Click here to upgrade now.](#)

So how does this relate to Keyword Intelligence? In this case they don't collect the data directly from the search engines, they collect most of the data on the websites that the search finishes up at. Consequently, you are going to get search terms that relate specifically to those particular websites. For example, look at the industry search "fishing":

- 1 cabelas
- 2 bass pro shop
- 3 bass pro shops
- 4abela's
- 5 bass pro
- 6 cabellas
- 7 cabelas.com
- 8 www.cabelas.com
- 9 fishing
- 10 basspro

The top keywords for the industry are not generic search terms. They're simply the terms that reflect the words that are found on the sites that the data is sampled from. Keyword Intelligence either needs to get the data from a larger cross section of sites, or else remove the terms that relate to those individual websites.

They do not have any other tools for Keyword Research.

The End Result

So what did I end up with after using Keyword Intelligence?

- 1500 semi-relevant keywords with relative demand and success measurements. Many not so relevant industry terms.

Strong Aspects

The strong points of this product:

- A different data source.
- Lots of keywords
- Nice interface.

Weak Aspects




The weak points of this product:

- Expensive.
- Skewed data set.
- Limited data.
- No PPC or other useful tools.
- No actual volume shown.
- Good only for people working in very popular and competitive keyword environments.

Who is it ideal for?

People working in very popular keyword environments.

RATINGS

- For Niche Miners: 
- For Search Engine Optimizers: 
- For Pay Per Click Advertisers 
- For AdSense Publishers: 
- Usability: 
- Value: 

[Visit Keyword Intelligence Now!](#)

A graphic for Chapter 23. It features the word "CHAPTER" in a small, black, sans-serif font on the left. To its right is the number "23" in a very large, bold, black, sans-serif font. The entire graphic is enclosed in a thin, dotted rectangular border.

CHAPTER 23

KEYWORD COUNTRY

Software Type: Desktop Software (Windows)

Cost: \$54.33 per month.

[Keyword Country](#) is an interesting service that has taken a very serious approach to maximizing your profits from AdSense. There are quite a few keyword lists around that claim to give you the highest paying AdSense keywords. Most of these tend to top out at about 100,000 keywords, and don't provide much of an interface to search on. Keyword Country has gone the extra metaphorical mile and has a huge list that is 28 times bigger than the other guys' with over 2.83 million keywords and growing. Quite a feat! They claim to be constantly expanding and were kind enough to give me a pre-release beta copy of the software that will be released in the next few weeks.

I was very impressed with what I found. Let me show you.

My Experience

Keyword Country works as a hybrid piece of software that requires a desktop application that interfaces with an online database. This means that the database can be kept up to date without intervention from the user, which is a clear advantage over traditional keyword list offerings.

I downloaded my software and installed it. Once I had finished installing the software, I opened it up and logged in with the username and password I was given. Initially I must admit, I found the interface a little garish at first with its strong purple coloring a little overwhelming for my liking. Nevertheless, the actual usability of the interface was very straight forward and easy to use.



I found there were primarily two ways I could use this software. One way suits a direct approach (via the search engine), while the other way suits an exploratory approach (via the directory structure).

First, I took the direct approach and performed a search on my research keyword phrase “fly fishing”. It returned a list of keyword phrases groups that contained my keywords in a DMOZ style format. When I clicked on one of these keyword groups I was presented with a group of keywords with pretty much everything I would want to know as an AdSense publisher. It was quite amazing!

For each keyword it gave me several measures including the highest CPC, as well as the "Average Price". The average price is important because it demonstrates the depth of the keyword. It highlights if there are lots of people willing to pay a high price for their ad to be shown, or if there are just a few people. The average price is a more realistic measure of what the keyword is really worth to an AdSense publisher.

This pre-release version also provided me with the number of clicks per month the highest advertiser should expect to receive as well as the number of competing pages. All of these columns were able to be sorted by any of those measures.

I was so amazed by how much people were bidding for particular keywords that I contacted Keyword Country asking for an explanation. Some AdWords bid prices shown were a lot higher than the bid prices at Overture (Yahoo! Search Marketing). I wanted to verify how Keyword Country obtained this data.

I was amazed once more when their friendly staff gave me an extensive explanation with screenshots outlining how the keyword price collection process works and how they accurately and regularly update these prices every 10 days. I can honestly say that this was some of the best service I have had from any software vendor ever.

They also told me about several features that will be completed within the next month that really excite me. For each keyword, Keyword Country will also include the following:

1. The number of searches performed in a month.
2. The number of sponsors or competing ads.
3. A new field which tells the "Overall Score" of a keyword based on the number of searches, cost per click, searches performed per month and the number of sponsors the keyword has. By looking at the score the user will quickly be able to make a very accurate competition analysis! By using these types of measures you can ascertain much more accurately the competition compared with traditional competition measures like KEI. The word on the street is that you will also be able to customize the calculation of this Score as well. So you can actually specify if you want to give more weight to "Number of Sponsors" or "Number of Searches" or "Average Cost/Click". Exciting stuff!

As I mentioned earlier, you can search the Keyword Country database or browse it in a similar style to DMOZ. This was a really fun and amazingly powerful exercise. In the same way as I can browse any directory site I could browse through Keyword Country and scout for opportunities without having to explicitly know what I was looking for.

This is excellent for brainstorming and researching at the same time. While my beta copy did not have all the categories complete, many were, and I was able to get a feel for just how powerful this will be. The way that you can instantly see price and competition data is excellent. Apparently they are quickly expanding this to cover high paying and niche keywords from more than 600,000 within the next few weeks. I will update this report as the new features are released.

The screenshot shows the Keyword Country software interface. The main window displays a list of keywords related to fishing in Michigan. The columns are: Keyword, Keyword CPC, Keyword Price, Clicks Per Month, and # of Advertisers. The keywords listed include various fishing-related terms such as 'fishing lake michigan', 'charter fishing lake michigan', 'lake michigan fishing charters', etc. The interface also includes a sidebar with navigation options like 'Top > Recreation > Outdoors > Fishing > Fly Fishing' and a search bar.

Keyword	Keyword CPC	Keyword Price	Clicks Per Month	# of Advertisers
fishing lake michigan	0.11	0.2	21	401
charter fishing lake michigan	13.25	0.71	6	137
lake michigan fishing charters	11.59	10.93	15	56
lake michigan charter fishing	0.8	0.88	6	129
fishing on lake michigan	0.89	4.01	6	75
lake michigan fishing charter	0.77	0.96	6	112
salmon fishing lake michigan	7.61	7.10	6	59
lake michigan salmon fishing	6.4	5.64	6	114
lake michigan fishing reports	5	4.39	6	46
michigan dnr fishing report	5	5	6	15
michigan fishing reports	3.91	3.01	7	34
lake michigan fishing report	2.4	1.9	9	73
michigan fishing	1.41	2.98	300	3103
bass lake indiana	1.18	1.01	15	58
indiana bass fishing	1	1	6	41
indiana bass federation	1	1	6	11
michigan fishing report	1	1.18	42	269
michigan fishing reports	1	1.65	12	136
michigan dnr fishing	1	1	6	30
michigan trout fishing	1	2.06	6	71
trout fishing michigan	1	1	6	49
fishing report michigan	1	1	6	107
michigan walleye fishing	1	1.02	12	71
michigan bass fishing	1	1.12	6	70
michigan fishing regulations	1	1	6	11
bass fishing michigan	1	1.21	6	40
michigan fishing maps	1	1.65	6	12
fishing reports michigan	1	1.5	6	49
lake michigan perch fishing	1	1	6	28
michigan fishing charters	0.87	0.93	21	91
michigan charter fishing	0.95	7.53	6	238
michigan fishing guide	0.74	3.3	6	54
fishing michigan	0.73	1.15	39	1429
michigan salmon fishing	0.62	2.82	27	236
indiana bass	0.5	5	6	136
bass indiana	0.5	5	6	9
lake michigan fishing	0.5	5	6	14
fishing license michigan	0.5	5	6	23
michigan fishing seasons	0.5	5	6	5
michigan city fishing	0.5	5	6	15
michigan fishing licenses	0.5	5	6	6
fishing in michigan	0.49	2.57	27	203
michigan perch fishing	0.4	1.01	6	49
michigan fishing seasons	0.4	4	6	5
michigan fishing charter	0.4	4	6	163
michigan fishing season	0.4	4	6	9
trout fishing in michigan	0.4	43	6	10

While they continue developing Keyword Country I would love for them to include a way to do an advanced search based on certain criteria. This way you could quickly target with more precision keywords that meet your specific criteria. The Keyword Burner software does this well.

It would also be beneficial to be able to submit your own keywords for the database to expand on and include. This is also an excellent feature Keyword Burner has that Keyword Country would be wise to include, I believe.

Keyword Country is aimed at AdSense publishers primarily and they don't claim to cater specifically for other groups. However, I think even if you are not an AdSense publisher, you can get a lot of value out of this software by leveraging some of the extra intelligence about keywords that Keyword Country provides. For example, you can see as a PPC advertiser what keywords are inexpensive, and would consequently be good to advertise on. As a Niche Miner you would be able to use the data to tap into profitable niches (high clicks with low prices or high prices with few advertisers).

The End Result

So what did I end up with after using Keyword Country?

- Hundreds of relevant keywords with Highest PPC, Average PPC price, Clicks Per Month and Competing Site. This is expanding to include many more powerful features in the coming weeks.

Strong Aspects

The strong points of this product:

- 2.83 million of the highest paying keywords.
- Lots of highly useful data for each keyword that goes beyond any other tool of its type on the market.

Weak Aspects

The weak points of this product:

- Interface a little ugly.
- Needs a more advanced search method to drill more precisely into the database.

Who is it ideal for?

This is aimed at people who publish AdSense on their websites and I highly recommend it for these folks. Using this tool, they can know how to modify their content so their site shows more profitable ads. It would also suit PPC advertisers looking for low priced keywords.

RATINGS

For Niche Miners:



For Search Engine Optimizers:



For Pay Per Click Advertisers



For AdSense Publishers:



Usability:



Value:



[Visit Keyword Country Now!](#)

CHAPTER

24

ADWORD ACCELERATOR

Software Type: Desktop Software (Windows)

Cost: \$19.95 per month

[AdwordAccelerator](#) is software that is totally focused on getting the most out of Google AdWords. This software uses a slightly different method for Keyword Research by searching on themes rather than single seed keywords. This methodology suits Google AdWords because experienced advertisers use thematic clustering to create ad groups. This lets them get better click-through rates, and consequently lower click costs.

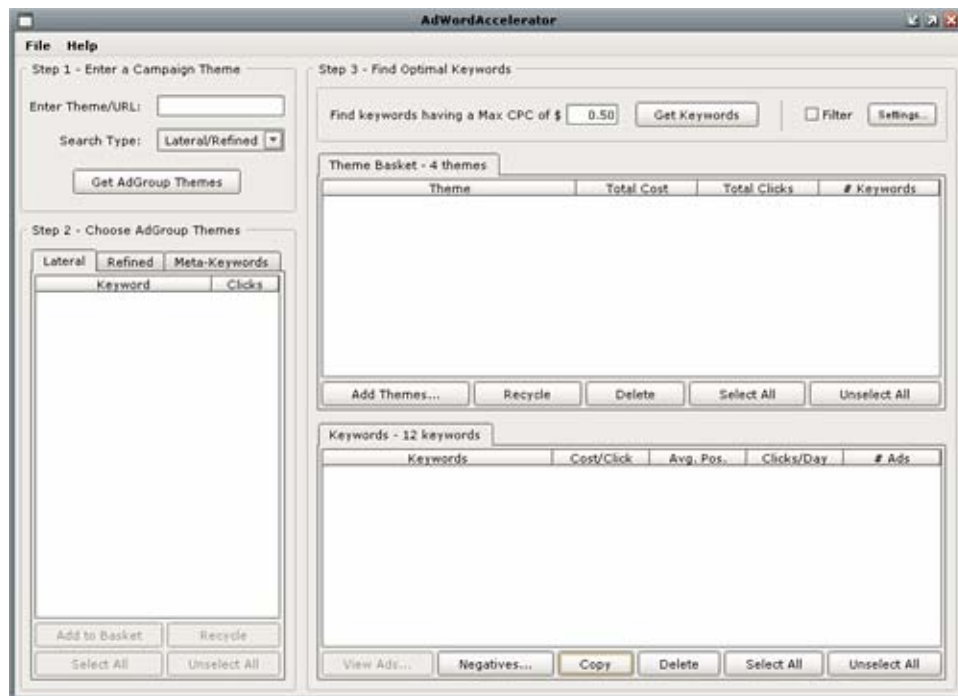
As this software has obviously been designed by an AdWords power user, it can be assumed will be on the right track in terms of its underlying design. I like it when design is birthed out of a need.

Let's take a look at how I went with AdwordAccelerator.

My Experience

After opening AdWordAccelerator, I was able to get straight into it due to its simple interface. There are no configuration settings to mess with. I could just get started.

I entered my theme, “fly fishing”, into Step 1 and pressed the “Get AdGroup Themes” button. This returned a whole lot of words that related to fly fishing under the lateral tab. However, it didn’t bring many words under the refined tab. This should ideally bring me lots of vertical results such as “fly fishing trips” or “fly fishing store”.



I asked the developer Steve Juth about this, and he said: *“It’s a limitation within the source from which AdWordAccelerator pulls its data. However, this could change in a few days, as it often does.”* I hope they improve this because it’s a really nice interface, loading up vertical and lateral at the same time separated by tabs.

Once the lateral and refined keyword results were returned into Step 2, I was able to click (or multi-select) the ones that interested me and place them into the “Keyword Theme Basket”. I was able to jump back and forth adding words as I required. The software was smart enough to know which words were already in the theme basket and not display them in the tabbed section.

I was able to reload any keyword back into the lateral and refined search section by simply clicking on the recycle button. This is a neat way to keep expanding your list and adding ad group themes that relate to your campaign.

Once I felt I had a sufficient number of themes loaded into Step 3, I let AdWordAccelerator investigate each one by automatically generating related keywords, checking their bid and position estimates, along with the related # of competing AdWords ads. I entered the maximum CPC into Step 3 and pressed the “Get Keywords” button. AdWordAccelerator will went to work mining for this information.

Once mining was complete, I could click on any theme in the theme basket under step 3 to see what keywords, estimates and ad counts AdWordAccelerator discovered for a particular ad group theme. For each keyword or phrase it gave me the plural of that word, plus broad, phrase, and exact matching. These are the different methods of keyword matching that AdWords allows – different ways to optimize for the types of searches your ad is shown for. You can learn more about this from Google here: <https://adwords.google.com/select/tips.html>

The screenshot shows the AdWordAccelerator software interface. The main window is titled "AdWordAccelerator" and has a menu bar with "File" and "Help". The interface is divided into several sections:

- Step 1 - Enter a Campaign Theme:** Includes a text input field for "Enter Theme/URL:" containing "angling", a dropdown menu for "Search Type:" set to "Meta-Keywords", and a "Get AdGroup Themes" button.
- Step 2 - Choose AdGroup Themes:** A table with columns "Keyword" and "Clicks". It lists various fishing-related keywords such as "fishing" (2,400 clicks), "rods", "penn", "saltwater", "reels", "trotling", "bass pro", "st croix", "pike", "bass pro shop", "tackle", "lures", "rigs", "carp", "fenwick", "big game", and "daiwa". There are buttons for "Add to Basket", "Recycle", "Select All", and "Unselect All".
- Step 3 - Find Optimal Keywords:** Includes a text input field for "Find keywords having a Max CPC of \$" set to "0.50", a "Get Keywords" button, and checkboxes for "Filter" and "Settings...".
- Theme Basket - 5 themes:** A table with columns "Theme", "Total Cost", "Total Clicks", and "# Keywords". The data is as follows:

Theme	Total Cost	Total Clicks	# Keywords
angling	\$0.16	.8	3
flies fishing	\$46.41	144.6	12
fly fishing	\$45.19	141.2	12
salmon	\$70.24	202.7	5
trout	\$31.91	149.8	5
- Keywords - 5 keywords:** A table with columns "Keywords", "Cost/Click", "Avg. Pos.", "Clicks/Day", and "# Ads". The data is as follows:

Keywords	Cost/Click	Avg. Pos.	Clicks/Day	# Ads
"trout"	\$0.21	1.1	110	0 / 0
trout	\$0.22	1.1	36	0 / 0
[trout]	\$0.30	2.2	2.6	6 / 4
trouts	\$0.09	1.1	0.6	1 / 1
"trouts"	\$0.09	1.1	0.6	1 / 1

I noticed that the ad count column showed not just the number of ads for a particular match type (broad/phrase/exact), but also shows the number of ads that contain the actual keywords (this is the number after the slash /). This is significant, since a keyword with a high number of ads and a lower number of ads with the actual keywords might be a good place for you to get into AdWords for that keyword phrase at a cheaper price.

As I used AdWordAccelerator, it was interesting to see the methodology in action. A lot seemed to rely on Perry Marshall's "wildcard" trick. This trick cleverly helps advertisers learn how to get clicks for a cheaper price while discovering which of their competitors' ads have higher click-thru ratios. For people interested in this

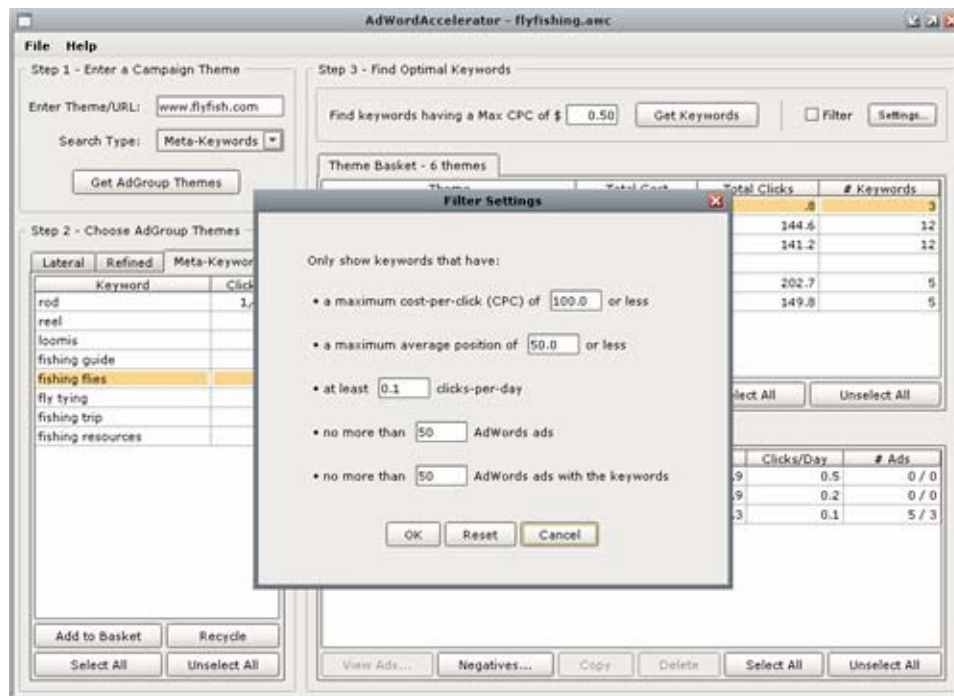
technique you should grab a copy of Perry's ebook "[The Definitive Guide to Google AdWords](#)", which among other excellent information explains this technique clearly. AdWordAccelerator also has some videos available that help explain how they make use of this technique using this software.

I was also able to click a keyword phrase in Step 3 and click the "View Ads" button to see what my competitors' ads look like for this phrase. I could then press "Refresh" which is just like refreshing a browser on Google's page. This updated the AdWords ads to show you which ones are split-testing, which ones show only some of the time, and which ones are more stable.

I could also press the "Negatives" button to come up with a list of negative keywords for an ad group theme, ranked by popularity. These are especially useful for broad and phrase matches.

Finally, there is a "Filter" checkbox and "Settings" button at the top. Steve gave me a tip on how he uses this feature. He says:

"Sometimes what I do is this: load up Step 3 with a lot of themes, mine data for them, click the filter checkbox to turn on filtering, press the Settings button and set max ads to 12 or so, press OK, and then click the Total Clicks column to sort the results. This way I can quickly test out a lot of ad group theme ideas to find out which ones have a better chance of allowing me to enter into that market at a cheaper price while getting traffic (clicks)."



This is a very useful tool for large AdWords users to more powerfully research the best keywords and themes. The actual data source (especially for vertical keywords) is a bit weak at the moment. However, I'm hoping they will ramp that up somewhat or find an alternative source.

The End Result

So what did I end up with after using AdWordAccelerator?

- Hundreds of relevant keywords with Supply, Demand, KEI and Ad Data.

Strong Aspects

The strong points of this product:

- Nice interface.
- Ability to save sessions.
- Advanced AdWords interaction.

Weak Aspects

The weak points of this product:

- The actual data source didn't bring me a lot of results.
- Focused primarily on AdWords users.

Who is it ideal for?

This software is designed specifically for AdWords users almost exclusively. However, I would recommend using an alternative data source and paste keywords in manually until they can ramp their capabilities up.

Ratings

For Niche Miners:



For Search Engine Optimizers:



For Pay Per Click Advertisers



For AdSense Publishers:



Usability:



Value:



[Visit AdwordAccelerator Now!](#)

A graphic for Chapter 25. It features the word "CHAPTER" in a small, black, sans-serif font on the left. To its right is the number "25" in a very large, bold, black, sans-serif font. The entire graphic is enclosed in a thin, black, dotted rectangular border.

CHAPTER **25**

KEYWORD BURNER

Software Type: Web Based

Cost: \$47 per month

[Keyword Burner](#) launched in August, and is starting to make some noise in Internet marketing circles. In a similar way to Keyword Country they are targeting website publishers who leverage income through showing Google AdSense ads on their website or advertise through the related Google Adwords service.

Keyword Burner is designed to meet the needs of both the advertiser and the publisher. It can show the advertiser what keywords are cheap, and the publisher what keywords are expensive so they can target those areas on their website.

Let's take a look at this service in more details.

My Experience

Once I was logged in I was presented with a simple yet powerful interface with several useful options to get the most out of the data. Instead of having just a simple text box with a search button I was able to do an advanced style search on the database.

As part of my search I could choose multiple keywords or phrases using either “and” or “or”, the minimum or maximum cost of the keywords, the minimum search count as well as the minimum ratio between search volume and the corresponding results. I could then display the results in an ascending (for AdWords users) or descending (for AdSense users).

The screenshot shows the Keyword Burner web interface in a Microsoft Internet Explorer browser window. The address bar shows the URL <http://www.keywordburner.com/search.php>. The page features a header with the 'KB KEYWORD_BURNER' logo and a tagline 'Targeted keywords for your websites INSTANTLY!' next to a woman's photo. Below the header are navigation links: [Search Keywords](#), [Market Values](#), [Import Keywords](#), and [Logout](#). The main section is titled 'Search For Keywords (Current Database Size is 702,208 keywords)'. It contains several search criteria fields: 'Search For:' with three input boxes and 'Or' dropdowns; 'Where:' with a 'CPC' dropdown, a 'is greater than or equal to' dropdown, and a '0.00' input box; 'Min Search Count' with a '0' input box; 'Max R/S Ratio' with a '0' input box; and 'Order By' with a 'AdWords CPC Descending' dropdown. A 'Find Keywords' button is located below these fields. A note states: 'Keep in mind that no query will return more than 500 results. If you get 500 results, try being more specific in your queries.' At the bottom, there is a 'Run A Saved Report' section with a 'fly fishing' dropdown, 'Run Report', and 'Delete Report' buttons, and a 'What's This?' link.

I was keen to get started so I typed in “fly fishing” and “flyfishing” and left the rest of the options at their defaults. I hit enter and the software very quickly returned the results.

At the time of writing, the software held 705,396 keywords that had pricing data. The awesome thing I found was that you can add keywords to the database and in about 24 hours the data will be available. This is a huge drawback. In other tools, you’re usually stuck with whatever keywords are in the database.

Keyword Burner returned around 95 results. I submitted about 700 more results I had obtained from the Rapid Keyword software. I waited 24 hours.

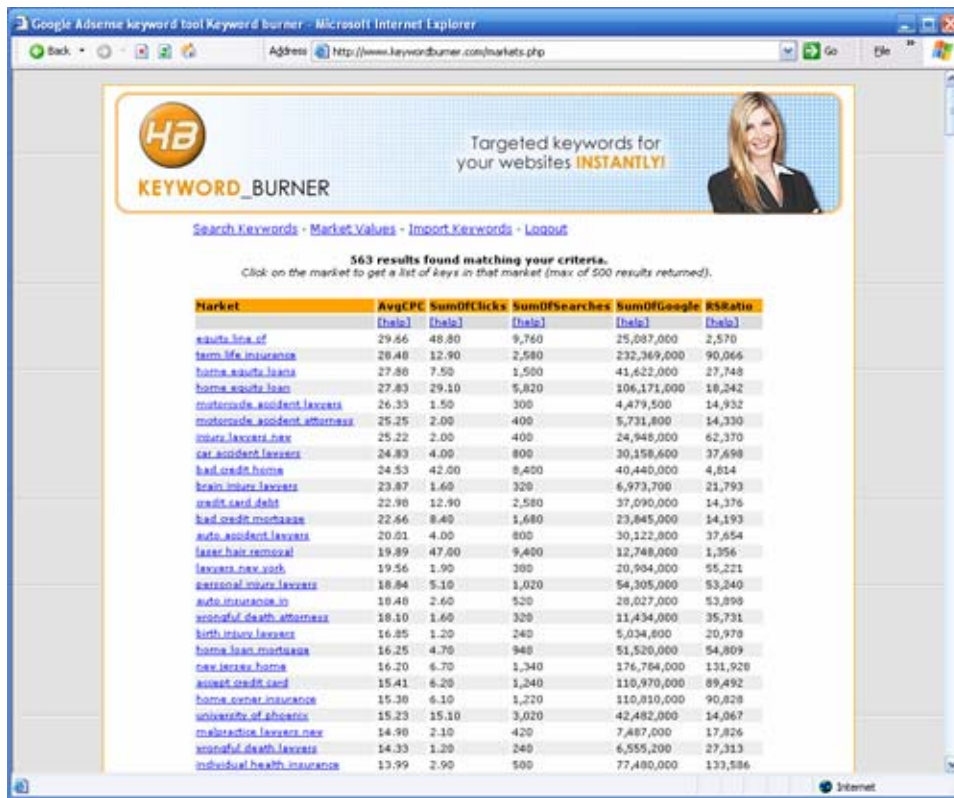
The software returned some interesting results that seemed to check out well. The information included: Keyword, CPC (highest), Daily Clicks, Searches, Number of Pages in Google with that phrase as well as the R/S ratio. The daily clicks was a useful measure, showing (based on some industry assumptions) the number of clicks you should expect to receive. Obviously how well the ad copy is written, and the relevancy will impact this dramatically. But it is nice to get this approximation.

The screenshot shows the Keyword Burner search results page. At the top, there is a banner for 'KEYWORD_BURNER' with the tagline 'Targeted keywords for your websites INSTANTLY!'. Below the banner, it states '88 results found matching your criteria.' and provides buttons for 'Download CSV Version', 'Download Keywords Only', and 'Save Search As Report'. The main content is a table with the following data:

Keywords	CPC	DailyClicks	Searches	Google	RSRatio
alaska fly fishing lodges	11.17	0.10	20	700,000	35,000
fly fishing canada	9.61	1.80	360	978,000	2,717
fly fishing vacation	8.27	0.60	120	891,000	7,425
fly fishing alaska	8.20	3.10	620	809,000	1,305
alaska fly fishing	8.20	3.10	620	671,000	1,082
fly fishing in alaska	6.56	0.80	160	720,000	4,500
fly fishing trips	4.26	3.30	660	1,450,000	2,197
alaska fly fishing lodge	4.20	0.20	40	421,000	10,525
fly fishing savannah	4.05	3.40	680	199,000	204
fly fishing lodge	4.04	1.20	240	676,000	2,817
alaska fly fishing trip	3.90	0.20	40	696,000	17,400
florida fly fishing	3.85	2.20	440	809,000	1,839
charleston fly fishing	3.48	0.20	40	133,000	3,325
fly fishing colorado	3.45	4.00	800	718,000	896
colorado fly fishing	3.45	4.00	800	730,000	923
manitoba fly fishing	3.01	0.40	80	168,000	2,100
fly fishing chile	2.88	1.60	320	472,000	1,475
remote alaska fly fishing	2.74	0.10	20	268,000	13,400
fly fishing vacations	2.70	0.30	60	1,180,000	19,667
flies fly fishing	2.61	12.00	2,400	668,000	278
utah fly fishing guides	2.39	0.10	20	387,000	19,350
fly fishing lodge in alaska	2.30	0.10	20	406,000	20,300
discount fly fishing flies	2.26	0.70	140	796,000	5,686
fly fishing oear	2.24	6.40	1,280	1,440,000	1,125

There was another function that Keyword Burner offered for people who are interested in unearthing new opportunities to create new pages or websites on completely new topics. This function is called Market Values and lists the top keywords or keyword phrases that currently appear in the database.

You can manipulate how this data is displayed by searching by either single keyword markets, 2 word phrase markets, 3 word phrase markets, or all of them at once. I searched the market by 3 word phrases and it returned 563 of the top available phrases. I noticed that these were often just cropped search terms of longer search phrases, for example, "equity line of" which I am assuming was "equity line of credit". A well thought out feature was I could click on those words, and it would take me to the complete list containing those words where I could drill into the data even more to uncover more gold.



For all keyword sets you can download the lists as a CSV report, download the keywords only, or save the search as a report so you can access it later. These all worked flawlessly.

There were a couple of little things that I would have liked to have seen in Keyword Burner. Firstly, you cannot sort the columns. It would be nice to have some control of this aspect of the display. Obviously the most important measurement is Cost Per Click, but I would also like to sort it by the volume of clicks as well.

Another feature that I would like to see is an extra column that so there is both Max CPC as well as the average CPC. This way you could see which keywords had depth, and were more likely to hold their high values.

Other than that, Keyword Burner is an excellent release for a first version.

The End Result

So what did I end up with after using Keyword Burner?

- Access to 705,396 (growing) keywords with Max CPC, Search Demand, Click Demand, Supply and R/S Ratio.

Strong Aspects

The strong points of this product:

- Good search features.
- Excellent choice of data to display.
- Ability to add your own keywords.

Weak Aspects

The weak points of this product:

- Fewer keywords than other services.
- Columns not able to be sorted.

Who is it ideal for?

This product has been designed for PPC advertisers and AdSense publisher who want to get the required intelligence to maximize their income by either saving money when advertising, or make more money from their published ads.

Ratings

For Niche Miners:



For Search Engine Optimizers:



For Pay Per Click Advertisers



For AdSense Publishers:



Usability:



Value:



[Visit Keyword Burner Now!](#)

A graphic for Chapter 26. It features the word "CHAPTER" in a small, black, sans-serif font to the left of the number "26". The number "26" is significantly larger, bold, and in a black, sans-serif font. The entire graphic is enclosed in a thin, black, dotted rectangular border.

CHAPTER **26**

INSTANT KEYWORD RESEARCH

Software Type: Desktop Software (Windows)

Cost: \$297

[Instant Keyword Research](#) is a new solution that seems to target mainly Niche Miners. Their sales letter suggests that they have already done lots of keyword research for you and this software allows you to quickly tap into these reservoirs of niche gold.

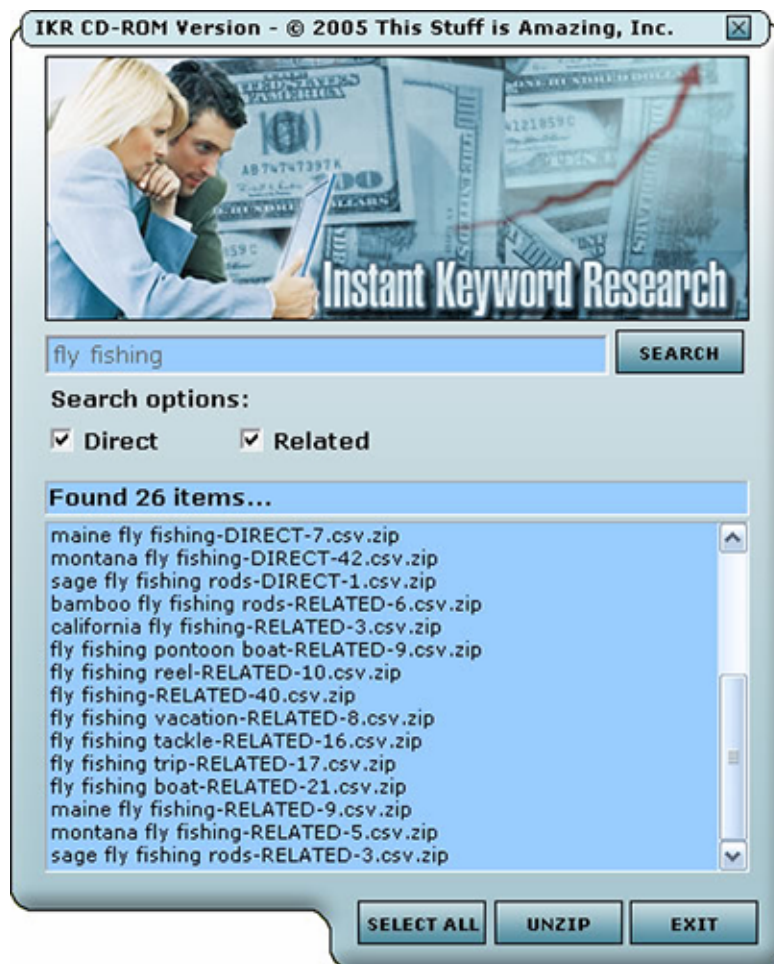
This tool takes the approach that many people are doing nowadays of sending a physical product rather than providing it as a download. Sometimes I wonder if it's really necessary to go down this track for practical reasons. Perhaps the lists are so extensive it is not feasible to download it?

Let's take a look!

My Experience

When I finally got the Instant Keyword Research product into my hot little hands I was quite excited. It is funny how I still get excited to open up a shrink wrapped DVD. Once I had removed the wrapper in record time I opened up the case and found two DVDs. One was the main Instant Keyword Research software, and the other was a bonus disk.

I put in the DVD and it auto started the Instant Keyword Research tool. I was presented with a very simple, yet professional search interface. There was very little for me to access except a text box and two check boxes. I entered my comparison keyword search, “fly fishing”, and clicked on the direct (vertical) and related (lateral) search box.



I clicked search and it quickly brought back 26 results. You can see for this search the results returned the keyword phrase, the relationship (direct or lateral) as well as the number of keywords contained in the keyword group. So what it actually brought back for me was 26 keyword group results. By group results I mean while there were only

26 results, there were actually many keywords contained within each group. So for example the “fly fishing tackle” result had 16 phrases within that group. This software is more or less an interface to a huge set of precompiled keyword lists.

I see some advantages and disadvantages of doing Keyword Research in this way. Let’s take a look at the advantages first. This software package puts the keywords into individual lists. Most keyword tools will just fetch a large unsorted list, and you have to drill down separately for each sub-niche. In this case “fly fishing” is the niche, and “fly fishing tackle” is the sub-niche.

This is a nice way of doing it for Niche Miners in particular. However, it is perhaps best suited to a particular type of Niche Miner – someone who is building many sites very quickly, using a shotgun approach where they fire off as many rounds as possible and hope to hit as much as possible. Often they don’t have time to spend on lots of quality Keyword Research because their sites are often getting kicked out of search engines almost as quickly as they can build them. This kind of software can save them a lot of time. And after all, time is money.

However, Niche Miners who are more interested in building high quality sites that are going to stick around for the long haul may not see the same kind of benefits from this approach.

The other major problem for pretty much all types of Keyword Researchers when using this kind of approach is that these lists are a snapshot of time. Consequently these lists may become outdated very quickly. This is especially the case when dealing with things that are seasonally driven such as outdoor sports.

I continued on my research and went ahead and selected all and then pressed unzip. Unfortunately the software could not create a folder to unzip into. I had to go back and create a new folder to unzip my new group of data into.

The end result was an output of a large collection of CSV files, some of them were labelled as “direct” and others “related”. This essentially told me if the keyword group was a vertical search or a lateral search output.

I opened up a “direct” file and it gave me the total search volume as well as the monthly search volume. These are two important measures because they show you which of the keywords or phrases are searched for the most.

I then opened up a file labelled “related”. In this group, it simply gave me a list of related keywords. Ideally I would have been able to just click on one of these and it would have generated a search of those keywords. Unfortunately, due to the restrictions in the interface, I would have to cut this from the CSV file and paste it

back into the software. There was also the negative aspect of a lack of search volume information for any of these “related” (or lateral) keywords.

So as you can with this kind of software, if you are going to get value out of it, you have to trust the vendor that these really are niche markets worth pursuing. We have to ask the question, are these keyword lists worth the money? That is where most of the value for this software is, because the actual software itself is quite basic and limited.

Are they actually profitable keywords? I would be reluctant to say yes because there is very little added information to support their case. They are simply relying on volume data, it would seem, and that is just one piece of the puzzle.

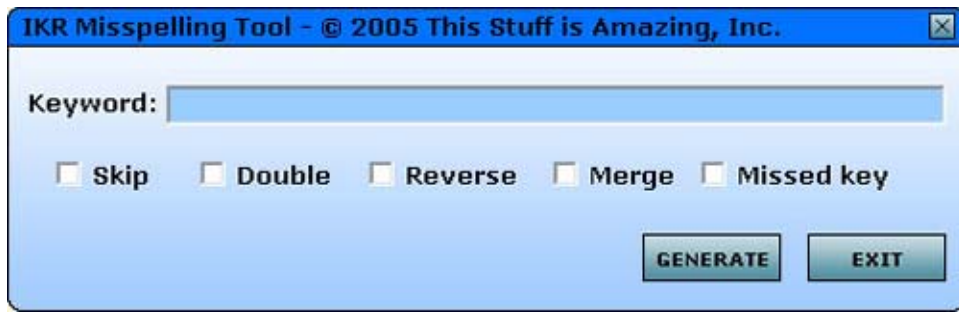
It would have been nice if the software could do more and provide this kind of extra information (such as current search volume, bid statistics, or competition analysis) on the fly. That would give you a nice foundation to build on. This is version 1 of the software, so perhaps they will improve this aspect. We can't have everything we want in the first version I guess. It's just a shame you would need to buy extra software to do this kind of analysis on the data they give you.

Once I was finished with this aspect of Instant Keyword Research I grabbed the bonus disk and put that into my machine to see what else they had included for us. A menu auto-loaded and presented me with several options including some more Keyword Metrics data, a bonus Keyword List, a Misspelling generator and a Keyword Miner.

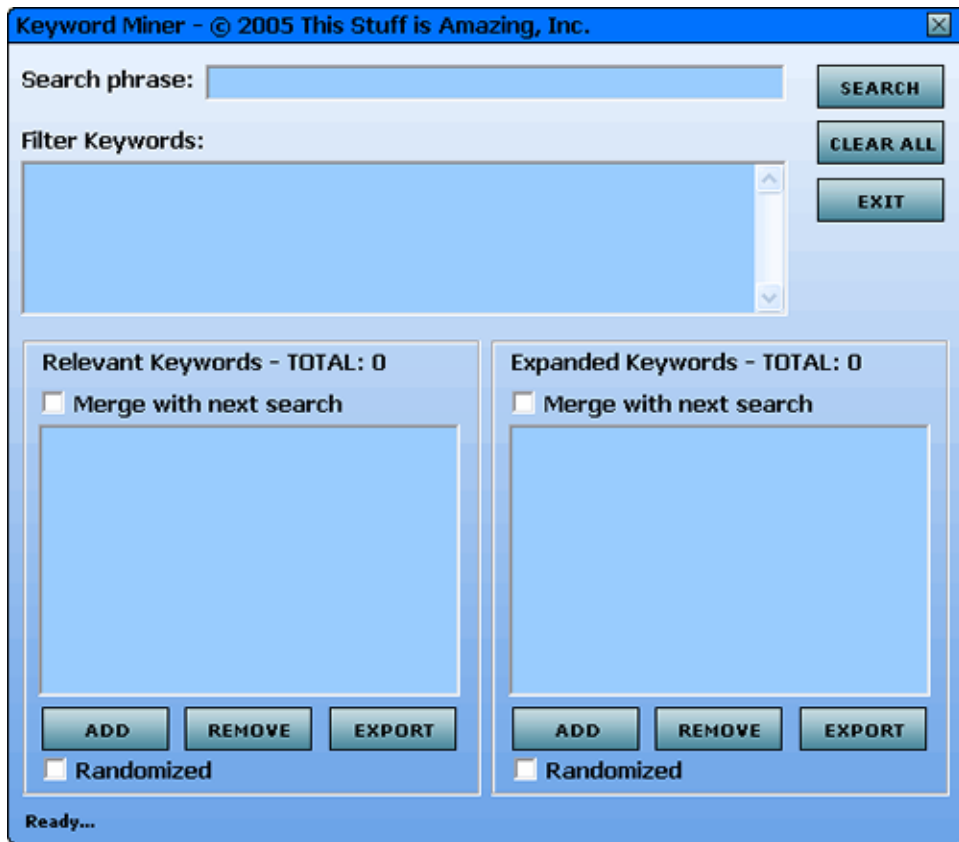
The Keyword Metrics aspect of the software was quite interesting. It was made up of around 93,000 keywords that include keyword cost data from AdWords as well as their search volume. This is really useful data, and would have been excellent if it was integrated with the other Keyword Research information. Unfortunately, they just included it as a CSV file so you're restricted to working with it in software like Excel or Access. Some people are happy to work in this creating formulas and macros, but many will find this difficult to make use of.

On this disk there was also a bonus keyword list pack. I'm not sure why they didn't include this in the main list of data that was included on the other disk. Perhaps they bought this list from another company. Either way, it seems a bit silly to have two different lists and interfaces when they should have combined to two to have a single larger list that was available from the same interface.

The bonus disk also included a misspelling generator which I found worked very well and is one of the better ones I've used.



The bonus disk also included a Keyword Mining tool, which I guess is meant to help you build new fresh lists to add into the mix. This worked in a similar way to Niche Finder 2 by using a combination of Overture data, as well as mining meta-tags etc. Unfortunately, I couldn't figure out a way to add these newly created lists into the main application. Again, it also doesn't give search volumes or any other extra data to help you decide if the keywords and topics are worth pursuing.



The End Result

So what did I end up with after using Instant Keyword Research?

- Access to 14 keyword vertical sub-niche lists that contained total and monthly search volume and 12 lateral sub-niche lists. I was also able to generate many misspellings and mine for new keywords.

Strong Aspects

The strong points of this product:

- Results sorted by sub-niches.
- Pre-selected niche markets?
- Good misspelling generator.
- Large raw keyword list for AdSense.

Weak Aspects

The weak points of this product:

- Keyword lists will get outdated quickly due to the fact they are contained on the DVD instead of being rolling data.
- Limited keyword list management interface.
- Expensive for most people.

Who is it ideal for?

This product is mainly a keyword list. People interested in building throw-away sites (for example, portal type sites) can quickly use this kind of data. However, people building businesses will require more information to justify their time investment. Unfortunately, Instant Keyword Research doesn't provide this.

Ratings

For Niche Miners:



For Search Engine Optimizers:



For Pay Per Click Advertisers



For AdSense Publishers:



Usability:



Value:



[Visit Instant Keyword Research Now!](#)

CHAPTER **27**

THE KEYWORD BIBLE

Software Type: Desktop Software (Windows)

Cost: \$495

[The Keyword Bible](#) is a very new Keyword Research tool that has had some strong marketing behind it, with some big time Internet marketers endorsing it. There were some big claims being thrown around by some folks, so I was keen to get my hands on it to see how it stood up against all the other software I've looked at.

I was also interested to find out that Jim Morris from Nichebot.com fame is involved in the project. Jim has had a lot of experience in Keyword Research, and has quite a following of people who rely on his expertise, especially in the Niche Mining aspects of Keyword Research.

Let me show you what I found.

My Experience

Once I was sent my link I quickly downloaded and installed The Keyword Bible on to my machine. I was interested as it decompressed thousands of keyword lists that seemed very interesting. I'm constantly trying to think of keyword areas that may be worth pursuing that are currently untapped. As the software installed, thousands of these were flashing before my eyes. My heart rate began to increase a little at the thought.

Once the software had finished installing I fired it up and was presented with a very simple interface. It seemed to me that this was again another interface to pre-compiled lists of keywords in the same sort of way that Instant Keyword Research (IKR) was. This interface, however, seemed to have more functionality than IKR.

I was presented with three tabs, which represented three different ways of working with the pre-compiled lists. The first one was "Search in files". This search function obviously searched through all of the keyword files and brought back every keyword phrase that contained the search query. In my case I was looking for "fly fishing". The software returned lots of results. Unfortunately, the software didn't actually give me a results count. So I cut and pasted the keywords into my text editor to get a line count. I was pleasantly surprised to find The Keyword Bible had returned 5117 keyword phrases!



So I had 5117 keyword phrases now at my disposal. I was able to save this data to a file so I had a single list for future reference. I was also able to automatically enclose the keywords to make them friendlier for submitting to Google AdWords using the different methods of matching that AdWords offers. This is especially useful. Because of the large numbers of keywords being generated, pay per click advertisers may be using this tool as a way to get lots of keywords for their campaigns.

At this stage I began to be a little disappointed in The Keyword Bible. It offered me no real way of analyzing this list at all. I would have liked to have at least volume data so I could sort my list in terms of popularity. Unfortunately, there was no method for any sort of analysis. The only way I would be able to analyze the data would be if I imported my list into another piece of software to go out and grab all the data I require to make a more educated decision on what is worth spending time pursuing.

In a similar way to Instant Keyword Research, this kind of approach is fine for folks who build throw-away sites that are built as traffic nets, rather than long-term businesses. But for most people this is a major drawback for the Keyword Bible.

This software shares the same problem as IKR when we look at how fresh the keyword data is. The data contained in The Keyword Bible is simply a snapshot in time and is not updated dynamically to evolve with the ever changing landscape of the Internet.

For this data to remain current, The Keyword Bible folks would have to always send you updated lists, or else you would need to update the lists yourself. It also means that you will be using the same lists as many other Internet marketers and consequently won't necessarily have an advantage of an overlooked market. They have, however, just released an add-on piece of software that you use on your own server that works mining fresh keywords so you can continue to build new keyword lists to add into The Keyword Bible. This is useful, and because the tool doesn't provide any volume stats anyway will probably work OK with this somewhat flawed method of Keyword Research.

At least The Keyword Bible does quite a nice job of Keyword List organization. It allows you to create new lists and add them to the mix. Unfortunately, you can have only the actual keyword (rather than other volume and competition data) in the file unless you do some tweaking.

I moved on to the next tab of The Keyword Bible to see what other functionality it included. This tab was labelled "Search in titles". This provided search functionality of the list subset's actual title, and returned the file names of those keyword

phrases. For example when I searched for “fly fishing” it returned file names like fly fishing trip.txt.

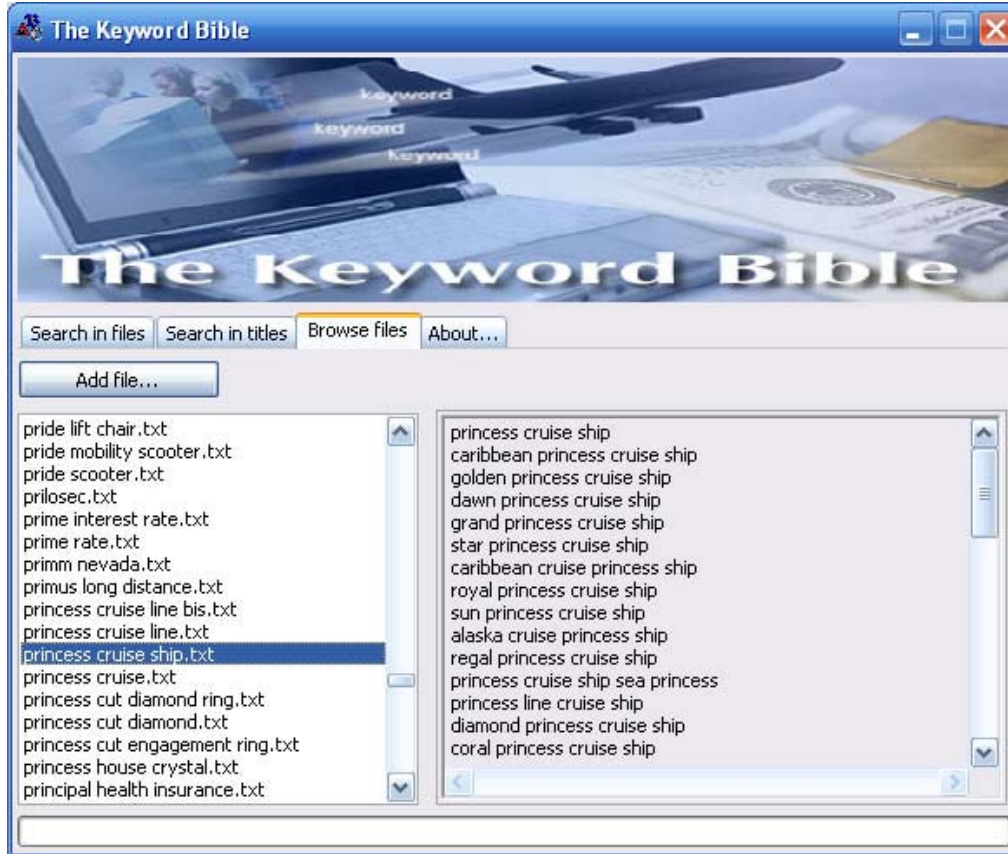


The software allowed me to either copy the files to a new folder, save the file list for later reference or to merge the file contents. This was useful to a certain extent. However, I would have preferred it to work in the same way that the Instant Keyword Research software worked. They showed you how many items are in the list, as well as allowed you to browse the files from within the software. Sadly, with The Keyword Bible I was left in the dark.

I then clicked on to the final tab in The Keyword Bible software. This allowed me to browse the entire list of keyword files that were available. I am not sure if it was supposed to be designed like this, but I actually found this aspect of The Keyword to be of the most value.

This is a real gold mine of possible niche markets to target. It is like an idea bank! Even though there is the issue of other people sharing this idea bank, I believe there are too many opportunities for the number of people likely to pay the asked price for this software to exhaust totally. It looks as though they have done a good job filtering the keywords to possible niche areas with just about all the keywords I have seen looking like they could be viable money spinners.

Unfortunately there is no other data available to further investigate their potential, but it could be quite useful for many as a solid idea starting point.



The End Result

So what did I end up with after using Keyword Bible?

- 5117 keyword phrases that related to my seed keyword phrase.

Strong Aspects

The strong points of this product:

- Nice keyword management interface.
- Lots of ideas generated.

Weak Aspects

The weak points of this product:

- Expensive.
- Lacks extra information to assess if the keyword is worth following up.
- List will be outdated fairly quickly because it is a static list (not live data).

Who is it ideal for?

At the end of the day, I think that The Keyword Bible would hold quite a bit of value for some people, especially those who are building automated portal type sites that act as traffic funnels. However, for most (including PPC advertisers who will like the large lists it generates at times), it will be of little use except as an idea generator, and a starting point for more extensive Keyword Research offered by other tools.

Ratings

For Niche Miners:



For Search Engine Optimizers:



For Pay Per Click Advertisers



For AdSense Publishers:



Usability:



Value:



[Visit The Keyword Bible Now!](#)

CHAPTER 28

MY RECOMMENDATIONS

Before I tell you my recommendations, I want to remind you that this advice is birthed out of hundreds of hours of research and use of every Keyword Research tool I could find. I have pored over these tools till the early hours of the morning running all sorts of different scenarios from a wide array of perspectives including real world research for our own businesses.

This isn't some airy fairy quick look over to try to find an angle to promote the software. I have looked at the good, the bad and the ugly and have come up with some solid conclusions.

These are my recommendations. I am confident that there isn't another person on earth would know what I know, and have experienced what I have experienced when it comes to Keyword Research. I don't say that in an arrogant way, I say that in almost embarrassment. Who else is crazy enough to do what I have done for the past few months?

Here they are. The fresh, hype-free recommendations that are based on hundreds of hours of research so you don't have to. I wish you the best of luck.

For Niche Miners

I recommend a combination of tools for Niche Miners to provide the perfect process for discovering keyword gold.

- 1) I recommend [Keyword Discovery](#) to ensure that you are tapping into a high quality, yet very extensive keyword source. While it's not *absolutely* essential to get this service, you will find that it will give you access to a lot more untapped niche markets. Basically, you will be putting yourself at a disadvantage if you don't get it.

Used in combination with...

- 2) I recommend [Keywords Analyzer](#) to do the advanced analysis on this information. You can import this data directly into Keywords Analyzer.

[Click here to go to Keyword Discovery](#)

[Click here to go to Keywords Analyzer](#)

For Search Engine Optimizers

I recommend a combination of tools for Search Engine Optimizers. While the first tool is essential, the second is optional but highly recommended for those who would like to streamline their SEO process.

- 1) I recommend [Keyword Discovery](#) as the best option for Search Engine Optimizers due to its extensive keyword source and its quick and efficient interface.

Used in combination with... (optional)

- 2) I recommend [WebCEO](#) for SEO people who want to streamline their process. You can import Keyword Discovery data into WebCEO and do advanced analysis within an efficient project based interface. While not essential, this software is highly recommended.

[Click here to go to Keyword Discovery](#)

[Click here to go to WebCEO](#)

For Pay Per Click Advertisers

I recommend a combination of tools for Pay Per Click advertisers. Using these tools in combination will yield larger and more accurate results.

- 1) I recommend [Keyword Discovery](#) as an excellent tool for generating very large, yet relevant lists. With unlimited projects, and unlimited keywords per project, this tool is a must for serious PPC advertisers. However, if you're on a tight budget, this tool would be the one I would sacrifice if you cannot afford both tools in this combination.

Used in combination with....

- 2) If you're primarily an AdWords advertiser, I recommend [Keywords Analyzer](#). It has some fantastic features that interface with AdWords pricing that other tools struggle to compete with. It also has an excellent keyword permutation tool to help you build huge lists of potential keywords.

If you use many PPC companies, I recommend as alternative or addition the Keyword Locator software. This software provides lots of extra data across many PPC networks that very few if any other tools provide.

[Click here to go to Keyword Discovery](#)

[Click here to go to Keywords Analyzer](#)

For AdSense Publishers

For AdSense Publishers, one tool stands out clearly above the rest. I recommend Keyword Country simply because it provides much more information that is going to help make AdSense produce more income on your site. At this stage, there isn't another tool that comes even close.

[Click here to go to Keyword Country](#)

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