

Wordtracker Tutorial

Finding Profitable Keywords has never been so easy.

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<http://ez-search-engine-optimization.com>

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This report was based on a series of newsletters I wrote for my Internet Marketing Newsletter.

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1. Why Wordtracker?

A well-planned site is a successful site, and nothing is more important than the initial keyword research.

I am constantly asked about a large number of tools, that, if you believe the hype, will allow you to find untapped niches, and keywords that will bring you loads of traffic and untold wealth.

I have looked at many of these tools, and where most fall flat is in the data they return for number of searches made on each keyword. If some software tells you that "blue widgets" is searched for 30 times a day, you need to have confidence in that value before spending time building pages. Unfortunately, I don't have that confidence in most of the keyword research tools I have tried.

The number of times a keyword is searched for every month is vitally important if you are going to generate traffic. There is absolutely no point building a web page about a topic that no one is looking for. e.g. you might be able to get #1 on Google for "reproduction in aliens", but why bother when no one is looking for it, and even less ways of making money from that phrase (unless you write an eBook on the subject)?

Most keyword tools use Overture suggestion tool,

<http://inventory.overture.com/d/searchinventory/suggestion/>

.. to find out how many people are searching for a particular phrase. I make no secret of my dislike for this free service provided by Overture. Here is a true story from my own experience with this tool (taken from my website on the Wordtracker Review page):

"..I carried out keyword research for a web page of mine about pheromones. I was going to send my traffic to a merchants site and get commission on any sale generated. Using the Overture tool, I found 4 or 5 terms with reportedly 47000 + searches in recent weeks.... and that is just at Overture.

I thought, hey, great. Should be several times this many searches originating from Google. I created a couple of pages and optimized them. I got #1 position on MSN, and later, #1 on Google too for some of my chosen terms. I could see the \$\$\$ signs in front of my eyes. Two days later I had received on 6 visitors. I was heart broken. My millions were melting away before my eyes. I checked on WordTracker and found that in the last month, there has only been 41 searches for my main keyword according to Wordtracker. I'll leave you to decide which my favourite keyword research tools is."

Looking at the same research today, Overture does seem to have more realistic values, but I certainly won't trust this tool again. In addition, Overture has started banning IP addresses of people who abuse their suggestion tool.

If you are using any one of the tools that finds thousands of keywords from Overture, you run the risk of being banned!

So, where can you get accurate information on the number of people searching for any given keyword?

The only place I know of is [Wordtracker](#).

Time and time again Wordtracker has proven itself to me - its information is accurate.

I can go to Wordtracker for a couple of hours one day, and leave with 5 or 6 thousand potentially profitable keywords. In the data I take home I know how many times each keyword is searched for, how much competition there is in Google (or any other search engine for that matter) for each keyword, and make informed decisions about what I should build my sites about.

Obviously, 5000 words is going to take a lot of organising and sorting before I can make those all important decisions. Out of those 5000, I may only decide on 300 phrases that are worth targeting. That is where my second tool of choice comes in. [Keyword Results Analyzer - Wordtracker Version](#)

I will make full use of this tool during this report and make no apologies for this obvious plug – there is no better tool for mining the gold in Wordtracker.

This tool has really taken the Webmaster world by storm. You only need to read the testimonials on the sales page to see that this tool can unlock the potential in your keyword lists from Wordtracker.

1.1 But Wordtracker is so expensive...

There is a saying about getting what you pay for.

Many people are put off Wordtracker by its high perceived price. An annual subscription is \$250. However, it is the best \$250 a webmaster can spend, and it can be written off as a business expense too!

If you don't want to invest that much in one go, a daily subscription comes in at under \$8 – and that is enough time to find enough keywords to last you months.

1.2 Why do so many webmasters still not use Wordtracker?

The most common reasons I hear why webmasters don't subscribe to Wordtracker are:

1. It costs too much
2. It is too difficult to use
3. It is too difficult to handle all those keywords effectively.

This report will solve point number 2 by showing you how to use the various parts of Wordtracker.

Point number 1 is just plain wrong. I regularly find keywords at Wordtracker that make me more money than the cost of the annual subscription itself. If anything, **Wordtracker is under-priced.**

Point number 3 is handled by the KRA-WT software. You can see how easy it is to handle large volumes of keywords if you read the "[Niche Within A Niche report](#)".

The bottom line is this. If you want to make sites that get traffic, you must be properly informed about what people are searching for. If you are interested in ranking high in Google without having to pay for clicks, Wordtracker is the only option I recommend with 100% certainty.

2. How Wordtracker works

In chapter 1, we looked at why Wordtracker is the number one choice among professional webmasters. In this section, I want to start looking at the various features of Wordtracker, how it works, and how to use it.

This report will assume that you have a subscription to Wordtracker and are not using the trial version, which has limitations. You can order a day at [Wordtracker](#) for just a few dollars and follow along this course to learn why Wordtracker truly is the secret weapon of successful webmasters.

Before we look at the interface, it is important to understand how Wordtracker works and where it gets its results.

2.1 Wordtracker uses Meta Crawlers

Wordtracker tracks and stores search data from two Meta Crawler “search engines” and keeps this data for the last 60 days at any one time. New data gradually replaces old data. The two search engines used are:

<http://metacrawler.com>

and

<http://dogpile.com>

A metacrawler search engine is one that queries several of the main search engines to compile its own results e.g. Google, Yahoo and Altavista may all be queried when you run a search at Dogpile, and Dogpile will collate those results and output what it considers the best sites from those three engines.

Whenever a search is made at either of these two metacrawlers, the search term is recorded in the Wordtracker database. Over 175 million searches are recorded every month in this way, and all are stored in Word tracker's database. This massive amount of data is then made available to subscribers of Wordtracker.



Wordtracker keeps the last two months of search results in its database at any one time. If you do a search in November at Wordtracker for "Halloween", you are likely to find a lot of Halloween related phrases. If you do the same search in March, you are going to get a lot less phrases related to this topic. Bearing this in mind, if you want to target seasonal products on your site, do your keyword research towards the end of that season to make sure you capture relevant phrases made during that season.

2.2 OK, let's login to Wordtracker.

On logging into Wordtracker you are taken to the main menu screen which gives you access to the 7 main sections of Wordtracker. If you are ever lost in Wordtracker and want to get back to this screen, click the Home button in the menu at the very top of the screen you are on.

We will look at the 7 sections in more detail and show you examples of using some of these sections, but let's quickly go over them here by way of an introduction.

Section 1 - KEYWORD UNIVERSE

The Keyword Universe is a section of Wordtracker that lets you find keywords in much the same way that the trial of Wordtracker does. If you are new to Wordtracker, this is probably where you have done most of your keyword research.

Section 2 - VIEW ALL RESULTS

Wordtracker keeps records of all your keyword searches, competition analysis etc. The View All Results screen allows you to see the results of your research in one convenient place. From here you have options like exporting or e-mailing those keywords and data.

Section 3 - KEYWORD PROJECTS

If you work on several websites at the same time, you will want to keep the keywords for each project separate. The Keyword Projects screen allows you to do just this. You can keep up to 7 different projects on the go at any one time, with up to 50,000 keywords per project.

When you log out, and then back into Wordtracker, all your data remains in your Wordtracker account. Note if you use daily subscriptions every month or so, your projects will stay intact (even though your subscription is not current)

for several months. Just sign up with the same details next time you get your daily subscription and your projects and keywords will still be there.

Section 4 - FULL SEARCH

This section is similar to Keyword Universe but with a much simpler interface.

Section 5 - MULTIPLE SEARCH

The Multiple Search screen allows you to carry out a range of different searches. Compressed, comprehensive, misspellings etc. We will look at what each of these search options do later in this series.

Section 6 - TOP 1000 REPORTS

Two options here, long-term (over the last 60 days) or short-term (last 36 hours). These reports show which keywords have been searched for over those periods. If you are having a problem coming up with ideas for your latest site, look at these reports and see the top 1000 searches made. Use these phrases as spring-boards for your own imagination. The short-term report is great for getting the inside scoop on what people are looking for in the last few days.

Section 7 - WORDTRACKER SUPPORT

Speaks for itself. The support section offers a knowledge base - answers to frequently asked questions, documentation, and a way of getting e-mail support to your questions or problems.

OK, we are ready to start using Wordtracker.

3. Keyword Universe

In this section, we will use the Keyword Universe to collect our keywords. Many of you familiar with Wordtracker have probably used this area of Wordtracker already. You go in, spend a couple of hours sifting and come away with a couple hundred keywords, right? Not today. We will go in, spend less than an hour, and come away with a few thousand potentially profitable keywords. Sound good? OK, login to Wordtracker, start the clock, and let's make a start.

On the main menu, click on the "Click Here" link in the Keyword Universe section.

The familiar split screen opens.

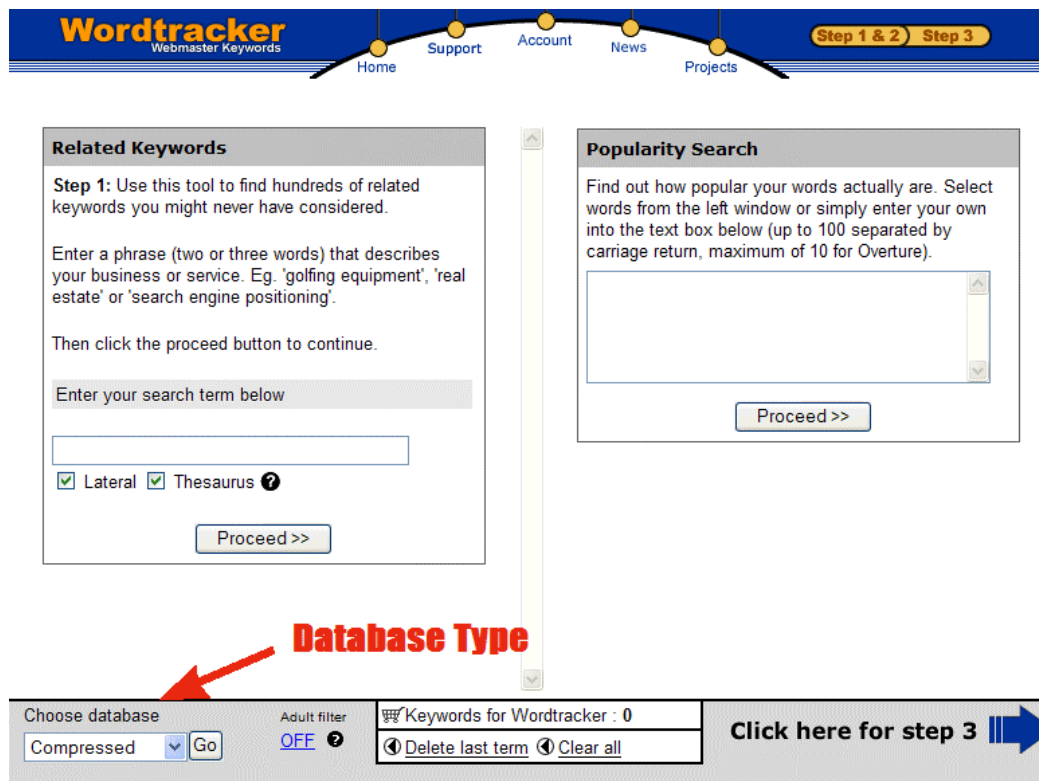


Figure 1.

On the left hand side you see a box where you can type in a "root" or "seed" word that starts of your research. However, before we begin, look at the bottom left of this screen. There is a drop down box labelled "Choose Database". The default is set to "Compressed", but other options include Comprehensive, Simple and Exact.

3.1 The Databases

Let me first clarify what these different databases mean:

Compressed: The database has had unnecessary characters removed and all forms of the same phrase have been compressed and converted to lower case e.g. "Batman", "batman" and "BATMAN" will all be returned as "batman".

Simple: Finds all phrases containing your word, including plurals. e.g. a search for "widget" might return "blue widget", "green widget", "purples widgets" and "what are widgets".

Comprehensive: Allows word stemming to the right and left. e.g. a search for bat will return "bat", "bats", "batman", "batmobile" as well as "combat".

Exact: Returns all the phrases in the case they were typed in at the search engines. e.g. a search for banana will return "banana", "Banana" and "BANANA" as separate phrases.

Precise: Similar to exact but compresses all capitalisation variations into a single phrase.

Overture: Return phrases from the Overture database.

OK, with that done, let's start our research. I am going to go for a competitive niche that I know nothing about, just to show you how easy it is. My topic is baseball. We will use the Compressed database.

3.2 Creating a Project

Before we get down to finding keywords, I want to create a new project to store my phrases in. On the menu at the very top, click "Projects".

Go in and create a project called Baseball and then click the Wordtracker link under the project name. This takes you back to the split screen (figure 1).

3.3 Collecting Keywords

In the box on the left, type in the word baseball and hit the "Proceed" button.

Below this box, a number of phrases will appear. You can scroll down and have a look at them if you like, but then return to the top of the list.

The list I see when completing this step starts off:

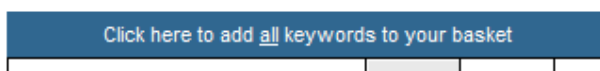
Keyword	Count	Predict
Baseball	16514	14899
Baseball cards	1655	1493
Major league baseball	1613	1455
Baseball hall of fame	1088	982
Baseball bats	958	864
Baseball bat	663	598

And so on...

The first item in the list is, surprise, surprise, "baseball". Click on that word.

On the right hand side of the screen, a number of phrases appear with the word baseball in them.

You can click on these phrases individually to add them to your basket, but lets do something a little different. In the title bar just above your keyword list, you will see the following:



OK, Click on that hyperlink ([all](#)) in the title bar.

That's 300 phrases added to your basket in one go.

In the list on the left, scroll down and click on any word that is 100% related to baseball, then follow the procedure above and click on the add "all" link.

Here are the keywords I clicked on in the left window and then added all the phrases found to my basket:

baseball
mlb
major league baseball
baseball cards
baseball history
baseball teams
baseball card prices
louisville slugger baseball bat
ncaa baseball
baseball books
baseball news
babe ruth
home run
youth baseball
baseball equipment
baseball bat
kids baseball
high school baseball
louisville slugger
little league world series
junior baseball
select baseball
baseball magazines
baseball parent
usa baseball
baseball card price guide
topps baseball cards
vintage baseball cards
baseball cards for sale
baseball family
baseball singles
history of baseball cards
baseball clinics
dixie baseball

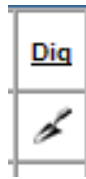
OK, lets stop there.

You will probably notice that as you add keywords to your basket, they don't always add up to the total keywords found. That is because the basket removes duplicates.

That research took about two minutes and I now have 4302 phrases in my basket related to baseball. Now, I know what you are thinking. 4302 phrases is way to many to handle and sort. How on earth do you find the good phrases and ditch the bad?

3.3.1. The Dig Feature

You will notice that on the right screen, there is a small icon labelled “Dig”.



Clicking on the small shovel icon will do a second search on Wordtracker for all phrases that contain the “root word” next to the dig icon.

e.g. Clicking on the shovel next to “baseball bats”, opens search results showing all phrases in the Wordtracker database containing the phrase baseball bats, like baseball bats, wood baseball bats, Easton baseball bats, youth baseball bats etc.. In fact Wordtracker found 300 phrases that contain the sub-phrase “baseball bats”.

You can add these to your project in the usual way. Be aware though that many of these “dig” searches will turn up only the same keywords that are found by following the process above since many of the highly searched for phrases will have an entry in the left hand column. Clicking on that entry will show the same 300 phrases.

I personally don’t use the dig feature as I can do the same job in KRA-WT later, and I rarely have a lack of keywords!

3.4 Finding how many web pages compete for your phrases in Google

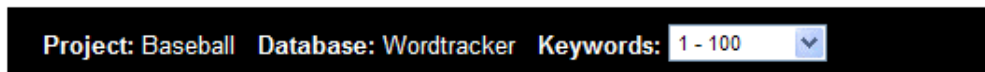
OK, here is how I do it.

At the bottom of the right hand window, click the "Continue to Step 3".

At the top of the step 3 screen there is a menu made up of images.

Click on "Competition Search". This will take you to the competition screen where you define which engines you are interested in Wordtracker will find the number of competing pages at the engines you specify.

At the top of this screen is a black box:



This next step is the most time consuming. We are going to find out how much competition our 4302 phrases have in Google (I don't bother with the other search engines).

With 1-100 selected in the drop down box (in the black box mentioned above) check the Google box, and then click the proceed button.

As soon as the competition results are listed on screen (you can tell by watching the scroll bar on the left of your browser), select 101 - 200 from the drop down box, check Google and click proceed again.

Repeat this for each set of 100. Sorry but there is no short cut here since Wordtracker only allow competition searches on batches of 100 to be fair on the search engines and their own servers.

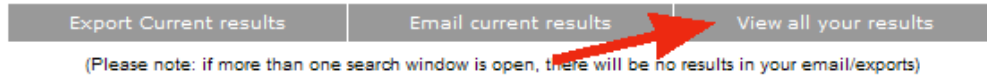
The last one is 4301 - 4302.

OK, finished? Don't worry, all the phrases and competition research has been saved by Wordtracker.

That bit took about 40 minutes even on an ADSL connection, but I promise you it will be well worth the effort.

3.5 Getting the keywords home

Now for the magic. Scroll to the bottom of the page and click on the link "View all your results".



In the table on the screen that loads, you will see that next to Wordtracker is the number 4302. That is the number of phrases we have collected.

Scroll to the bottom of that page and click the link "Merge/Email All".

A new window opens. Have patience as it takes a little while to load with so many keywords ;o)

Scroll to the bottom of that page and fill in your details to send the results to yourself.

Stop the clock. That whole research process took me 44 minutes 35 seconds. Depending on the speed of your connection it may take you more or less time, but that's not bad for a days work, and the phrases you have collected could keep you busy for months!

Open your e-mail program and collect your research.

3.6 Handling so many keywords

What you do next depends on how you handle the list. If you use a spreadsheet program, good luck, you'll need it. If you own [Keyword Results Analyzer - Wordtracker version \(KRA-WT\)](#), you have a much easier ride:

Fire it up and create a new project called Baseball.

Copy the entire e-mail and paste it into KRA-WT and click the convert button. Once the e-mail has been converted to a format that KRA can read, click the Add to Project. The keywords will then import into your Baseball project in KRA-WT ready for you to sort, filter, produce listings etc.

KRA allows us to quickly filter our phrases to really help us mine the gold in the Wordtracker results. If you are proficient with a spreadsheet program and can write scripts, I am sure you can also do similar filtering.

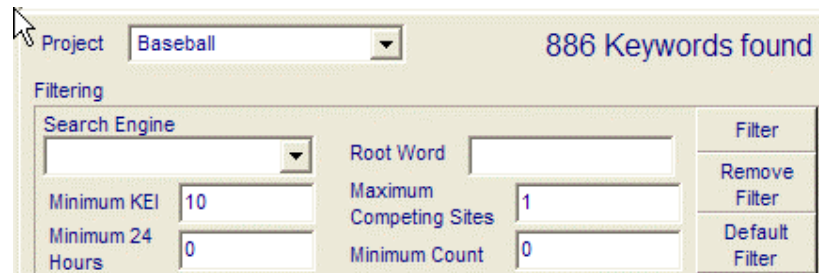
Just a quick filtering of our phrases reveals that there are **99 phrases with a KEI greater than 10, less than 350 competing pages in Google, and 5 or more searches at Google per day.**

KEI	Keyword	Count	24Hrs	Competing Engine
225	babe ruth red sox picture	15	5	0 Google
225	stats mlb sortable espn sports	15	5	0 Google
196	babe ruth 16 18 regulations	14	5	0 Google
196	prices and free discount senior league ba	14	5	0 Google
196	why doesn't the mlb have a salary cap	14	5	0 Google
196	listing of baseball bat manufacturers	14	5	0 Google
196	baseball cards value baseball card wort	14	5	0 Google
196	creighton gubanich and mlb	14	5	0 Google
196	demarini dxvnl youth baseball bat	14	5	0 Google
196	photos of babe ruth day	14	5	0 Google
98	demarini vexxum youth baseball bats	14	5	2 Google
16.333	bill russell and major league baseball	14	5	12 Google
15.077	bobs baseball cards	14	5	13 Google
13.067	major league baseball historical standings	14	5	15 Google
12.25	all time mlb records	14	5	16 Google
11.529	arkansas youth baseball	14	5	17 Google

These keywords represent profitable keywords for writing articles. You could easily get into the top 10 at Google with very little effort. By clicking the "24 Hour Total?" button in KRA, I can see that these 99 phrases would get me

around 900 visitors a day from Google if I could get top positions for each of them.

Lets remove the 5 or more searches per day part of the filter and see how many phrases have a KEI greater than 10 and 1 or zero competing pages in Google.



The screenshot shows the KRA-WT software interface. At the top, the 'Project' is set to 'Baseball' and '886 Keywords found' are displayed. Below this is a 'Filtering' section with several input fields and buttons. The 'Search Engine' is set to a dropdown menu. The 'Minimum KEI' is set to 10, 'Minimum 24 Hours' is set to 0, 'Root Word' is an empty text box, 'Maximum Competing Sites' is set to 1, and 'Minimum Count' is set to 0. On the right side of the filtering section, there are three buttons: 'Filter', 'Remove Filter', and 'Default Filter'.

KRA-WT shows me 886 words that meet those criteria. Who could not get #1 in Google for these 886 words with only one or ZERO competing pages in Google? Now some of them may not be searched for that often, but top positions for these phrases would get around 1800 visitors a day to YOUR SITE from Google alone.

A little more filtering tells me that there are **15 keywords with a KEI over 400, most with zero competition**. Ranking well for just these 15 keywords would get me around 168 visitors per day.

Are you beginning to see the potential?

If you own [James Martell's handbook](#) , and have a copy of KRA-WT and a subscription to Wordtracker, imagine the power you have. In under an hour you have collected thousands of keywords for a competitive niche, and already identified lots of phrases that would be great for articles. A little more filtering would identify the main phrases for your product pages.

With the "Niche within a Niche" feature of KRA-WT I can click a button, sit back, and wait while KRA-WT finds groups of related keywords.

This can take some time with a large database, and depending on the criteria you select, but relax, have a coffee, and start designing your baseball website templates.



For those without HTML or SEO skills, [SEO Website Builder](#) offers an easy way to build search engine optimized sites. It does the hard work of building the site for you while you can concentrate on the content and getting links to your site.

Once the "Niche within a Niche" process is complete, you will have lots of sub-niche reports that make ideal blueprints for individual pages (primary and secondary keywords) or even mini-sites (where each keyword is used to build a page around).

Here is one niche within the niche of baseball that KRA found for me:

Collectibles:

KEI	Count	24Hours	Comp. Engine	Keyword
400	20	7	0	Google mlb bobble heads collectible
18	6	2	2	Google cards and collectibles baseball beckett's for sale
16	4	1	0	Google don mattingly baseball cards collectibles
16	4	1	0	Google collectibles dishes trains baseball cards auction
9.8	7	2	5	Google topps collectible bronze baseball cards
9	3	1	0	Google collectible . baseball card prices and values
7.2	6	2	5	Google collectible topps baseball cards
4.5	3	1	2	Google 2004 topps collectible baseball cards
4	2	1	1	Google collectibles online baseball card price guide
0.218	8	3	294	Google babe ruth collectibles
0.034	6	2	1060	Google collectible baseball cards

Unique Keywords:

- .
- 2004
- auction
- babe
- baseball
- beckett's
- bobble
- bronze
- card
- cards
- collectible
- collectibles
- dishes
- don
- guide
- heads
- mattingly
- mlb
- online
- price
- prices
- ruth
- sale
- topps
- trains
- values

and here is another one:

Equipment:

KEI	Count	24Hours	Comp.	Engine	Keyword
144	12	4	0	Google	marketing research of baseball equipment
100	10	3	0	Google	mexican baseball equipment
81	9	3	0	Google	history of the baseball equipment
64	8	3	0	Google	baseball equipment distributor opportunities
49	7	2	0	Google	large baseball equipment bags
49	7	2	0	Google	baseball speed building equipment
49	7	2	0	Google	purple baseball equipment
36	6	2	0	Google	all-star sports baseball equipment
36	6	2	1	Google	louisville slugger red equipment bags
25	5	2	0	Google	baseball equipment in wheaton il
16	4	1	1	Google	hitting baseball training equipment
16	4	1	0	Google	baseball equipment in bangor maine
16	4	1	0	Google	speed building equipment for baseball
16	4	1	0	Google	baseball equipment p&l sports pitch master pitching machine
16	4	1	0	Google	little league baseball training equipment
16	4	1	1	Google	bats gloves baseball equipment
9	3	1	0	Google	baseball groundskeeping equipment
9	3	1	0	Google	baseball equipment base ball accessories
9	3	1	0	Google	baseball field maintance equipment
9	3	1	0	Google	toro baseball equipment
9	3	1	0	Google	cnc equipment baseball bat making
9	3	1	0	Google	cooper city florida baseball equipment
9	3	1	0	Google	all star baseball catching equipment refurbishing
9	3	1	0	Google	pictures of old old baseball equipment
9	3	1	0	Google	baseball equipment in cincinnati oh
9	3	1	0	Google	blemished baseball equipment
9	3	1	0	Google	indoor baseball training equipment
7.2	6	2	5	Google	clearance baseball equipment
5	5	2	5	Google	baseball bat manufacturing equipment
4.5	3	1	2	Google	sporting goods baseball sports equipment
4.5	3	1	2	Google	baseball turf equipment
4	2	1	0	Google	alpharetta used baseball equipment
4	4	1	4	Google	schutt baseball equipment
4	2	1	0	Google	wholesale baseball equipment bag
4	2	1	0	Google	baseball game used equipment memorabilia
4	2	1	0	Google	used baseball equipment in nyc
4	2	1	0	Google	haarlem baseball equipment
4	2	1	0	Google	toro baseball groundskeeping equipment
4	2	1	0	Google	baseball player equipment needed for baseball
4	2	1	0	Google	baseball equipment mizuno batting gloves
4	2	1	1	Google	baseball bat making equipment
4	2	1	0	Google	jason kelley baseball equipment
4	2	1	0	Google	baseball grounds equipment
4	2	1	0	Google	baseball equipment not for sale
4	2	1	0	Google	equipment major league baseball memorabilia
4	2	1	0	Google	fernandez cooper city florida baseball equipment
4	2	1	0	Google	youth baseball practice equipment
4	2	1	1	Google	baseball equipment toronto ontario canada
4	2	1	0	Google	youth baseball equipment review
4	2	1	0	Google	youth baseball equipment on sale
4	2	1	0	Google	baseball equipment ship international
4	2	1	0	Google	built equipment baseball field design
4	2	1	0	Google	sporting goods baseball equipment fairfield
4	2	1	0	Google	baseball batters equipment
4	2	1	0	Google	1800's baseball equipment

4	2	1	1	Google baseball equipment fairfield
4	2	1	0	Google baseball catcher's equipment packages
4	2	1	0	Google baseball equipment columbus georgia
4	2	1	0	Google buy equipment used baseball bats
4	2	1	1	Google baseball equipment fairfield
4	2	1	0	Google easton pitch back baseball equipment
2.062	616	206	184000	Google baseball equipment
2	2	1	2	Google black diamond baseball equipment
2	2	1	2	Google equipment used baseball batting machines
1.877	17	6	154	Google antique baseball equipment
1.8	3	1	5	Google equipment needed to play baseball
1.121	58	19	3000	Google baseball field equipment
1.11	9	3	73	Google baseball equipment louisville slugger
1	12	4	144	Google pictures of baseball equipment
0.8	2	1	5	Google baseball equipment oregon
0.667	2	1	6	Google free baseball equipment catalog
0.667	2	1	6	Google youth baseball catcher's equipment
0.625	5	2	40	Google baseball coaching equipment
0.605	17	6	478	Google baseball practice equipment
0.603	36	12	2150	Google youth baseball equipment
0.571	2	1	7	Google australian baseball equipment
0.571	2	1	7	Google baseball uniform and equipment
0.516	4	1	31	Google louisville slugger equipment bags
0.5	2	1	8	Google baseball instruction equipment
0.5	2	1	8	Google baseball equipment clearance
0.464	28	9	1690	Google baseball training equipment
0.379	5	2	66	Google baseball equipment toronto
0.364	2	1	11	Google youth baseball catchers equipment
0.338	5	2	74	Google game used baseball equipment
0.297	30	10	3030	Google discount baseball equipment
0.286	2	1	14	Google size baseball equipment
0.267	2	1	15	Google baseball sporting equipment
0.229	4	1	70	Google baseball field maintenance equipment
0.2	2	1	20	Google online stores baseball equipment
0.152	18	6	2130	Google used baseball equipment
0.095	8	3	677	Google wholesale baseball equipment
0.089	20	7	4490	Google baseball catchers equipment
0.088	4	1	181	Google baseball equipment manufacturers
0.087	4	1	183	Google atec baseball equipment
0.086	7	2	567	Google nike baseball equipment
0.079	5	2	315	Google baseball equipment catalogs
0.065	17	6	4420	Google baseball umpire equipment
0.056	7	2	878	Google baseball equipment online
0.044	2	1	91	Google louisville slugger baseball equipment
0.042	9	3	1940	Google equipment bags baseball
0.04	4	1	396	Google discounted baseball equipment
0.024	8	3	2650	Google baseball sports equipment
0.02	4	1	814	Google vintage baseball equipment
0.02	5	2	1240	Google rawlings baseball equipment
0.019	5	2	1300	Google professional baseball equipment
0.018	3	1	501	Google worth baseball equipment
0.018	5	2	1400	Google little league baseball equipment
0.017	6	2	2100	Google gloves baseball equipment
0.016	7	2	3060	Google baseball coaches equipment
0.014	3	1	623	Google baseball pitching equipment
0.014	3	1	621	Google louisville slugger equipment bag
0.012	7	2	4130	Google all star baseball equipment
0.011	2	1	368	Google pitching machines baseball equipment
0.011	2	1	372	Google equipment baseball officials
0.008	9	3	9840	Google baseball equipment bags

0.007	2	1	600	Google franklin baseball equipment
0.004	2	1	964	Google baseball equipment bag
0.003	2	1	1300	Google baseball equipment batting cages
0.002	3	1	4540	Google wilson baseball equipment
0.002	2	1	2090	Google baseball catcher equipment
0.002	2	1	1970	Google easton baseball equipment
0.002	3	1	4130	Google all-star baseball equipment
0.002	2	1	2480	Google equipment baseball bats
0.001	2	1	2940	Google baseball bats equipment
0.001	2	1	4190	Google baseball softball equipment
0.001	2	1	4250	Google baseball equipment training
0.001	2	1	3350	Google baseball protective equipment
0.001	2	1	3210	Google equipment baseball express

Unique Keywords:

1800's
 accessories
 all
 all-star
 alpharetta
 antique
 atec
 australian
 back
 bag
 bags
 ball
 bangor
 base
 baseball
 bat
 bats
 batters
 batting
 black
 blemished
 building
 built
 buy
 cages
 canada
 catalog
 catalogs
 catcher
 catchers
 catcher's
 catching
 cincinnati
 city
 clearance
 cnc
 coaches
 coaching
 columbus
 cooper
 design
 diamond
 discount
 discounted

distributor
easton
equipment
express
fairfield
fernandez
field
florida
franklin
free
game
georgia
gloves
goods
grounds
groundskeeping
haarlem
history
hitting
il
indoor
instruction
international
jason
kelley
large
league
little
louisville
machine
machines
maine
maintance
maintenance
major
making
manufacturers
manufacturing
marketing
master
memorabilia
memorabilia
mexican
mizuno
needed
nike
nyc
officials
oh
old
online
ontario
opportunities
oregon
p&l
packages
pictures
pitch
pitching
play

player
practice
professional
protective
purple
rawlings
red
refurbishing
research
review
sale
schutt
ship
size
slugger
softball
speed
sporting
sports
star
stores
toro
toronto
training
turf
umpire
uniform
used
vintage
wheaton
wholesale
wilson
worth
youth

Keyword research has always been the hardest part of building a site, especially a Martell style site, but I think you will agree that it does not have to be difficult.

Finding niches within the main niche can highlight possible areas you might like to develop as a web page (as in the collectible sub-niche), or a complete minisite (as in the equipment sub-niche).

4. Profiting from misspellings

In the last section we used Keyword Universe to build a list of over 4000 keywords in around 2 minutes. Following that, we went through the time-consuming competition analysis at Wordtracker, e-mailed the results to ourselves and then imported the keywords into KRA-WT.

KRA-WT ran its Niche within a Niche feature and found over 1000 sub-niches on our topic of baseball. After looking through these mini-niche reports, I discarded those that I thought were not relevant, or good enough, and ended up with about 500 good sub-niches. Each sub-niche could be used to build a great web page around. Since all words in the sub-niche are related, I can easily choose one primary keyword and several secondary keywords to write my page about. We have talked about that in previous newsletters, so I won't go there today.

e.g. here is a snippet of the sub-niche "bats";

KEI	Count	24Hours	Comp.	Engine	Keyword
361	19	6	0	Google	turnings wood baseball bats
256	16	5	0	Google	recommendation different lengths of baseball bats
256	16	5	0	Google	closeouts on baseball bats
196	14	5	0	Google	prices and free discount senior league baseball bats
169	13	4	0	Google	baseball bat redline bats
144	12	4	0	Google	closeout & blemished baseball bats
98	14	5	2	Google	demarini vexxum youth baseball bats
81	9	3	0	Google	cheap prices for baseball bats
81	9	3	0	Google	closeouts on baseball bats bt8z
64	8	3	0	Google	used senior league baseball bats
64	8	3	0	Google	baseball aluminum bats stealth
64	8	3	0	Google	wooden baseball bats on sale
49	7	2	0	Google	baseball bats personalized
49	7	2	0	Google	using a lathe to make baseball bats
46.286	18	6	7	Google	used youth baseball bats
36	6	2	0	Google	discounts buy bulk baseball bats
36	6	2	0	Google	aluminum bats in collegiate baseball
36	6	2	0	Google	baseball bats and virginia
36	6	2	0	Google	most popular youth baseball bats
36	6	2	0	Google	rate high school baseball bats
36	6	2	0	Google	louisville slugger softball bats dealers
36	6	2	0	Google	mlb mini baseball bats
36	6	2	0	Google	youth big barrell baseball bats

Look at that competition. There were actually 155 phrases containing the word bats.

In the space of a few hours (including going through my sub-niche reports), I pretty much planned out a new site on Baseball that could easily span several hundred pages. Who said keyword research was difficult? And that was a topic I know nothing about.

OK, now I want to cover a potentially great feature of Wordtracker - the ability to find misspellings. In this section, Wordtracker attempts to find out how many different ways people spell, and misspell your target phrase.

Misspellings are great to target in your PPC advertising, but also in your web pages aimed at free search engine listing.

One of the most common questions I get asked on this topic is "How do you use misspelled words on your web page?". What concerns most people is that their web page does not look amateurish with words misspelled all over the place. At the same time, they want to rank high for the misspelled phrase to get traffic to their site.

There is no definitive answer to this question, it is more or a compromise. To be found for a phrase, it must appear on your page (not totally true, but no time to explain here). That means having a misspelled word in plain view of your visitors.

One way I have seen to make it look better is for the webmaster to include a list of misspelled words at the bottom of the page, e.g.

"Depression is often misspelled as: depressiom, depresiom, deplessiom, deplesiom, dpression, deression, depression, deprssion, depresson, depressin, depretion, deplestion, depression, depletion, deplession, deplesion, depresshun, depreshun, deplesshun, depleshun, deprestion, d3pr3s1on, d3pr3s1om, depres1on, depressino, depressoin, depresison, deprsesion, deperssion, derpression, dperession, edpression"

I would warn against this technique because listing keywords in this manner could be classed as spam and cause your site some problems. It would certainly make me feel uneasy, and as I always tell you, **any technique that makes you feel uneasy is probably best avoided.**

In my opinion, it is much better to put the misspelled keyword in plain view on your page and hope your visitor does not mind too much. Since most misspelled words will have relatively little competition, it is quite possible that you will rank well with only one occurrence of the keyword on your page.

Try to put the phrase as high up the page as possible, and don't forget that you do have ALT tags to play with. I don't suggest over use (or abuse) of keywords in ALT tags, but certainly putting a phrase once in an ALT tag wont hurt.

Obviously if you are concentrating on PPC phrases, this issue is not a problem. You can bid on the misspelled keywords without having them on your web page.

OK, back to Wordtracker.

The way Wordtracker handles misspellings is not necessarily the best way, but it can provide some great untapped phrases. Let's see what I mean:

Login to Wordtracker.

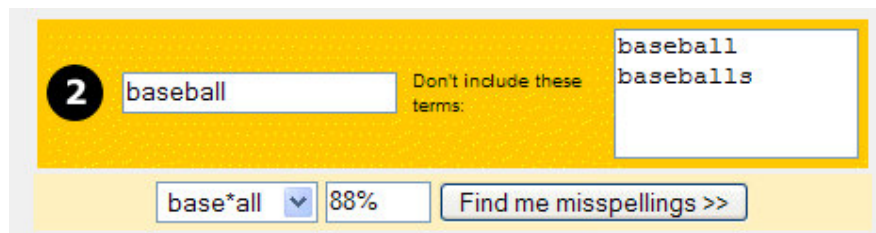
At the main menu, in section 5. Multiple Search, the last item in the list is called "Misspelling Search". Click on it.

You are taken to a screen that allows you to type in your "base" or "root" word.

Do it.

Type in baseball and click Proceed to step 2.

In step 2 you will see a drop down box that currently shows "base*all", and next to it 88%.



If you click on the drop down box, you will see alternatives such as:
baseb*ll (88%)
bas*ll (63%)
base*I (63%)
etc

Wordtracker is prompting you to select one of these "masks".

What it will then do is search its database for phrases that match your chosen mask.

To explain what I mean by mask, let's take base*all for example.

This mask tells Wordtracker that it can find any word that begins with "base" and ends in "all". The * can be any character or characters.

Click the "Find Me Misspellings" button.

The phrases that appear are probably not what you would of expected at all. The first few are shown below:

<u>Keep</u>	<u>Keyword</u>	<u>Count</u>	<u>Predict</u>
<input checked="" type="checkbox"/>	baseketball	199	180
<input checked="" type="checkbox"/>	base ball	104	94
<input checked="" type="checkbox"/>	basement walls	95	86
<input checked="" type="checkbox"/>	baseballcards	67	61
<input checked="" type="checkbox"/>	constructing concrete basement walls	50	45
<input checked="" type="checkbox"/>	insulating basement walls	40	36
<input checked="" type="checkbox"/>	specifications concrete basement walls	34	31
<input checked="" type="checkbox"/>	painting basement walls	34	31
<input checked="" type="checkbox"/>	Framing Basement Walls	33	30
<input checked="" type="checkbox"/>	baseballbats	32	29

Do you see how the mask works?

baseketball (* has been replaced with "ketb")

base ball (* has been replaced by " b")

basement walls (* has been replaced by "ment w")

If you look at the complete list in Wordtracker, you can see that a lot of these phrases are not related to our chosen niche topic of baseball. Words like "basement" can be excluded from this search by including them in the list of exclude words (next to the box where you enter your base phrase).

2 Don't include these terms:

By looking down the list of returned words, and adding those that have nothing to do with baseball to the exclusion list, e.g. basement and BASEketball, we can do the search again and get a much cleaner list of phrases. Of the 100 found, I imported them into KRA-WT and 44 have less than 10 competing pages in Google. 33 of those phrases have 1 or less competing pages. Almost guaranteed #1.

But Wordtracker is missing something here.

To find "misspellings", you have to do a lot of work.

I typed the word baseball into my text editor 10 times as quickly as I could. 2 out of 10 were misspelled as "basebasll". Now if this was a common misspelling, it would be found in Wordtracker using the baseb*ll misspelling (and it was in three phrases). But think of all the combinations of mis-typed spelling errors like this. To find them all in Wordtracker you would have to use all the masks in turn and then wade through a lot of irrelevant keywords, . Surely there must be a better way.

Well, have a look at this tool:

<http://www.searchspell.com/typo/>

It wont cost you a cent, and gives me just what I want - common misspellings of the word I choose.

For baseball I get (note it puts them into a META Keyword tag):

```
<META NAME="keywords" CONTENT="baseball, basebll, baseall, basball, baeball,  
bseball, basebarl, basebawl, bahsebarl, bahsebawl, bahseball, basebal, basebar,  
bahsebal, bahsebar, bsebal, baeбал, basbal, baseal, basebl, bas3bal, basebal, baseblal,  
baseabl, basbeall, baesball, bsaeбall, abseball">
```

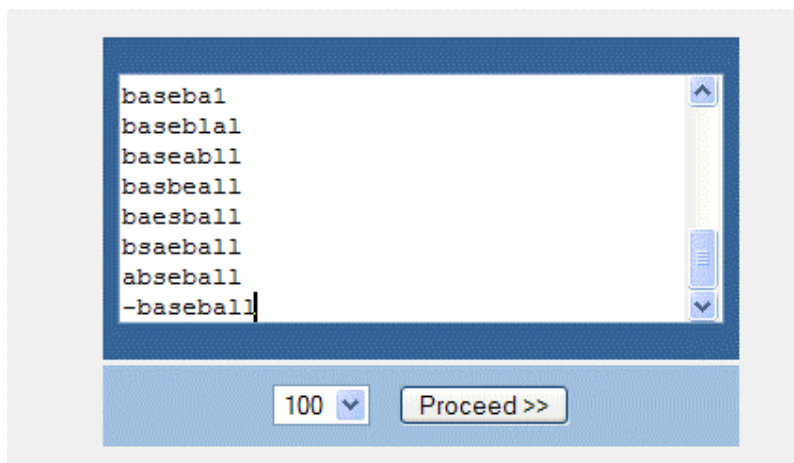
It doesn't include my own typo basebasll, but it is a good starting point for Wordtracker research.

From the main Home screen in Wordtracker, click on the "Comprehensive Search" link in section "5. Multiple search".

Paste these phrases into Wordtracker and add another line to the list:

-baseball

This will exclude phrases containing the word baseball which might otherwise be included from the stemming of the misspelling "basebal" (now that is a cool thing to know, eh?)



Select 500 from the drop down box and click proceed.

Below is a sample of the phrases found:

<input checked="" type="checkbox"/>	basball	35	32
<input checked="" type="checkbox"/>	basebal	17	15
<input checked="" type="checkbox"/>	basballe basballe	13	12
<input checked="" type="checkbox"/>	white ash baeball bats	13	12
<input checked="" type="checkbox"/>	baeball	10	9
<input checked="" type="checkbox"/>	bsaeball	7	6
<input checked="" type="checkbox"/>	basball team	7	6
<input checked="" type="checkbox"/>	cardinal basball radio	7	6
<input checked="" type="checkbox"/>	basball card internet appraisal	7	6
<input checked="" type="checkbox"/>	basebal hats	6	5
<input checked="" type="checkbox"/>	basball cards	6	5
<input checked="" type="checkbox"/>	basball bats	6	5
<input checked="" type="checkbox"/>	Trevino basball gloves	6	5
<input checked="" type="checkbox"/>	Basebal History.com	5	5
<input checked="" type="checkbox"/>	Basball Tournaments in GA	5	5
<input checked="" type="checkbox"/>	basebal tekeningen	5	5
<input checked="" type="checkbox"/>	bseball	5	5

225 phrases using these misspellings were found in Wordtracker's database. These phrases are all related to my niche of baseball, and therefore I don't need to sort through them as I did with Wordtracker's misspelling tool. On top of that, I can do the search without messing around with masks, and in only one step!

After doing the competition search and e-mailing myself the results, I find that of those 225 phrases:

175 of the phrases have 0 competing pages in Google. How high do you think you could rank for those?

Now, the issue with misspellings is that they don't bring in much traffic. Those 175 phrases would probably bring you in around 200 visitors a day from Google (as reported by KRA-WT).

Is it worth building a page for each one? Probably not, but slip these phrases into the pages you are building for your mega-baseball site (from the other 4000 keywords we found in the previous section), and you can get an extra 200 visitors a day for no extra work. Now that IS worth the effort. Good Keywords is a great free tool that will offer Misspellings in version 2. Not sure if that version will also be free, but it is certainly one to keep an eye on.

<http://goodkeywords.com>

Whatever way you decide to use misspellings, they can be a valuable source of traffic. I hope I have shown you at least one way that can add visitors to your web site.

5. Top 1000 reports – surges in traffic revealed

In the last section we looked at the best way of researching misspellings to help you effortlessly build extra traffic to your site.

In this section, I want to have a look at another under-used feature of Wordtracker - the Top 1000 reports, and how to use them to spot potential niches for quick profits, or long-term gains.

Login to Wordtracker.

On the main screen, look for: "6. Top 1000 reports"



There are two reports listed:

1. The "long term" report shows a list of the top 1000 phrases searched for in the last 60 days. These keywords are ordered by popularity, so that at the top of the list are the phrases that have been searched for the most.

This list is a good one to see what phrases are consistently popular at the engines. It is much less dependent on "spike" searches where a topic becomes popular one day because of a news broadcast that gets people's attention. This report is a good one to look at if you want to build a site with long-term appeal.

2. The "short term" report shows a list of the most popular searched within the last 36 hours. That means that niches can be spotted and profited from as topics become popular, with news and current affairs programs doing the promotion work for you.

Now, knowing that a topic is popular today is not much good if you have to wait around for 6 weeks to get the page indexed. That might be where blogs & RSS feeds can help you out ([RSS Made Easy by Adrian Ling explains how](#)).

Get the spiders coming back daily to your site, and you could well spot a "surge" phrase, create a page and get it indexed within 24-48 hours, easily picking up traffic and making money before the public loses interest.

5.1 Anatomy of the Top 1000 reports

Both of these reports are fairly simple. The table produced has just two columns:

1	google	157145
2	yahoo	142262
3	paris hilton	136153
4	ebay	128981
5	britney spears	95520
6	mapquest	93709
7	halloween costumes	82504
8	yahoo.com	80337
9	89.com	77140
10	lindsay lohan	71154

Note: it is a good idea to switch the adult filter ON, to prevent undesirable content in these reports.

1. **Keyword** - These are the top words gathered in order of popularity
2. **Count** - This shows the number of times each keyword has appeared in the Wordtracker database (around 350 million words for long-term report, and 6 million words for short term report). The higher the number, the more popular a topic. .

Let's look at some examples.

Suppose I wanted to build a site around a popular topic. I don't want this report to be seasonal (see previous newsletters in this series about seasonal searches and how to profit from those).

Click the Long Term link.

As you look down the list, you can see that a lot of these keywords are not appropriate for a family orientated site.

However, down at #16 (as I search today in November 2004), is "Halloween costumes". This is obviously because of the large number of searches made in the last 3 months in preparation for Halloween. Maybe a good topic for a seasonal site - plenty of time to build it for next year, and now is the right time to do Halloween keyword research while related phrases are still found in Wordtrackers database.

This is not what I am looking for this time, so continue looking down the list.

Here is one for the boys:

41 lingerie 52791

Lingerie has nearly 25 million competing pages in Google, so we cannot compete for that, but there are a lot of niches within this topic, which you could compete for. Use the techniques described earlier in this report and you could find hundreds of lingerie related phrases to target in a lingerie site.

Here are the top 20 lingerie related searches using Keyword Universe:

1. lingerie
2. bras
3. panties
4. underwear
5. sexy lingerie
6. stockings
7. corsets
8. sexy
9. intimate apparel
10. bra
11. thongs
12. teddies
13. bustier
14. clothing
15. slip
16. women
17. string
18. lace
19. thong
20. plus size lingerie

Most of these are great niche topics to target on a lingerie site. Clicking down this list will quickly build you a huge list of lingerie related phrases from which you can choose the ones that are most.

Here is another interesting item in the long-term Top 1000 report:

117 wallpaper 29989

Wallpaper is something people are always looking for and it is the 117 most popular keyword found in Wordtracker.

Looking at Google, there are 104 million competing pages for "Wallpaper".

Obviously this is a hugely popular niche and one that might warrant further keyword research. Obviously we cannot compete for the term "wallpaper" in Google, but with careful research, you can quickly identify lots of phrases with less competition that would be profitable. e.g.

Harry Potter Wallpaper
Bob the Builder Wallpaper
Nursery wallpaper, etc, etc.

Build a ministe around one of these topics (getting primary and secondary keywords as we have described before), or build a mega site with lots of different, highly focused and targeted pages offering a large range of different themed wallpaper.

Remember, think Niche.

OK, that is how I use the long-term report. What about short-term?

Go back to the main menu and click the short term link. Your results will differ, but the top 10 results for me, today, are as follows:

1	Tara reid	6800
2	Sex	4453
3	porn	3096
4	Yasser Arafat	3090
5	Google	2749
6	Tara reid topless	2594
7	Yahoo	2381
8	ebay	2213
9	milf	2144
10	Free porn	2127

See what I mean about the adult filter? In the above results it is turned OFF. Turning it ON would remove items 2,3,9 & 10 from this report and replace them with other top phrase.

#1 there is tara reid. I have never heard of her but would bet she has been in the news recently. She even makes an appearance at number 6. I would guess she is quite attractive? ;o)

Sidenote: I since found out about her bare-breasted attempts at publicity.

5.2 Using Long and Short-term Reports to spot trends

As you compare the long-term report and the short-term report, you will notice that a lot of the phrases in this list are similar to the phrases in the long-term list. That is because in the last three days, the majority of searches made at the search engines will be similar to the searches made over the last three months as reported in the long-term report.

What we are looking for are the odd entries that seem out of place. Tara Reid is an example of this, being the most search for "item" at the search engines in the previous three days.

Other "spike" traffic include:

16	rebel billionaire	1785
21	cma awards	1396
28	veterans day	1244
42	ashcroft evans	994
43	alberto gonzales	991
44	scott peterson	991

etc.

Now it may not be possible to profit from all these entries, but if we find an entry we can profit from, we have a good chance of making money from it.

Here is one that might be of use:

100	thanksgiving	577
-----	--------------	-----

Thanksgiving is definitely a seasonal item highlighted in the short-term report.

It produced a spike in traffic during the last three days. If you have a shopping site that was visited daily by Google, you could put up a few pages in time for Thanksgiving, and make profits when your pages are in Google in 24 – 48 hours. Remember that your short term report will be very different to the one I am describing (I searched in November).

Keyword Universe can provide you with thousands of thanksgiving related phrases. Just plug them into KRA-WT, and let KRA-WT tell you which phrases you could achieve a top position in Google for. Build a page around that topic, add an affiliate program, throw in a few secondary keywords for additional traffic, and you have a profit-pulling web page.

How about writing a Thanksgiving Recipe eBook and put that up for sale? Maybe a good idea for next year!

Even if you don't find phrases that immediately spring out at you, this list can provide a lot of ideas for long-term sites. Just strip the long-term keywords out of the short term report and you can find all of the keywords producing these "spikes" in traffic.

KRA-WT has just such a spike detector to help you quickly find surges in traffic from these two reports.

The short and long-term reports offer great brainstorming ideas for those who have trouble coming up with ideas. Plug in the phrases to Keyword Universe, import the results into KRA-WT, and your site is pretty much planned for you.

5.3 Tara Reid Revisited

Using KRA-WT, I found that 7 days after the last short term report was collected, Tara is no longer a surge topic, she has had enough searches in the last week to put her into Wordtracker's long-term report.

What this means now is that Tara has become the 68th and 305th most searched for topic in the last 3 months. Wow, this girl is popular, and looking at some of the links I was sent by newsletter subscribers, I can see why ;o)

Just for fun I ran Tara Reid on the Wordtracker Comprehensive Search this morning. Wordtracker easily found 500 phrases (the maximum number this search returns) relating to Tara Reid, and I have no doubt that if I ran a more in depth search on this lady, I could double that number of phrases!

Today, Nicolette Sheridan is at the top of this surge report, being the 3rd most popular search in the last 3 days. I know of Nicolette, but don't know why she has made it into the limelight.

Here are today's top 10 hot topics out of 212 identified in the KRA-WT Spike Report:

3 nicolette sheridan 3868
5 sharon reed 3158
9 david lee roth 2422
21 polar express 1576
23 terrell owens 1553
26 nicollette sheridan 1459
47 full metal jacket 1030
53 vincent d'onofrio 947
55 condoleezza rice 904
59 margaret hassan 866
76 vibe awards 755

100 monday night football 638
146 desperate housewives 510
162 gary sheffield 481
171 bcs rankings 466
177 ap poll 460
182 turkey 454
183 colin powell 453
206 sharon reed nude 421
213 susan selles 410

Seems to me that if you have a poster site, you could profit quickly by monitoring this report. Especially if you have a site that is indexed daily by the "Big 3" and new pages included in 24-48 hours. Now that is an idea!

6. Wordtracker – Multiple Search

Login to Wordtracker, and the main menu comes up. See the Multiple Search section?

As with anything in Wordtracker, you can do the same research many ways, however, the nice thing about this type of search is that you don't have to go in and create a project to hold keywords.

Where I find this extremely useful is if I want to write a review and promote a new product. I can go into Wordtracker, use the multiple search feature, and come away with up to 500 phrases I can use related to the product.

Let's take a specific example. Suppose I have a poster site like the one I mentioned in section 5.3.

I notice that Nicolette Sheridan is hot this week (excuse the pun) - she is 3rd and 26th in the surge report mentioned above, and I want to promote some Nicolette Sheridan posters on my poster site to make some sales while there is public interest.

Click on the Comprehensive search link.

Now, from the surge report, we can see that Nicolette makes it into the top 20 twice:

3 nicolette sheridan 3868
26 nicollette sheridan 1459

The only difference here is the spelling of her first name, so we want to make sure we capture visitors for both spellings.

Type

nicolette sheridan
nicollette sheridan

into the box, and select 500 from the drop down box.

Wordtracker found 500 phrases relating to "Nicolette Sheridan". We only need a few to make a successful page, but without finding competition for these phrases, we don't know which to select.

Scroll to the bottom of this page and click on the "Perform Competition Search".

You will remember that Wordtracker only allows us to do a competition search for 100 phrases at a time, so this will get a little ugly.

On the next screen, select Google, and click on the "Proceed" button.

Wordtracker goes away and sees how much competition there is for the first 100 phrases. When it is complete, scroll to the bottom of the list and click on the "Email Current Results" link.

Send the results to your e-mail address.

Now the ugly bit. Click the back button on your browser TWICE to go back to the original list of 500 phrases. Now you need to deselect the top 100 results.

Click the first item in the list and then press the SPACEBAR to deselect, TAB to go to the next item, Spacebar etc. Repeat as you count 100. This deselects the top 100 items.

I use a Macro program to automatically deselect 100 items at a time. You can get a free trial of this macro software at:

<http://macros.com>

Once you have deselected 100, do the competition search again. Send the results to your e-mail address.

Repeat this until you have found the competition for all 500 phrases and sent those results to yourself.

Once you have all 5 e-mails, you can import the results into your spreadsheet or KRA-WT if you own it, and decide on the phrases to use on your page.

Using KRA-WT I can quickly apply filters:

KEI	Count	24Hours	Comp.	Engine	Keyword
1656.2	91	29	5	Google	monday night football nicolette sheridan
8100	90	29	1	Google	Nicolette Sheridan Photo Gallery
3969	63	20	1	Google	Nicollette Sheridan football
841	29	9	0	Google	Nicolette Sheridan football
841	29	9	1	Google	nicollette sheridan football
784	28	9	0	Google	Nicolette Sheridan commercial
625	25	8	0	Google	nicolette sheridan football
484	22	7	1	Google	Nicolette Sheridan and Monday Night Football
32.4	18	6	10	Google	Nicolette Sheridan MNF
256	16	5	0	Google	Nicollette Sheridan monday night football video
45	15	5	5	Google	Monday Night Football Nicolette Sheridan
225	15	5	0	Google	nicolette sheridan monday night football video

12 phrases relating to Nicolette Sheridan that have less than **10 competing pages in Google, and a minimum of 5 searches per day at Google.** These phrases are easy targets for top rankings and combined would achieve over **140 visitors per day from Google.**

A lot of the 12 phrases differ only in the spelling of Nicolette, so it would be easy to create a single page optimized for all these phrases, and with so little competition in Google, you could expect top rankings for all terms. For me, that is easy traffic for a couple hours work.

Find the right Nicolette Sheridan products to promote and it would be easy money.

Looking around various merchants, I see that Tara Reid has a lot more potential, so repeating the above procedure for Tara Reid could prove very profitable.

7. Surge Report Revisited

Before we finish this report, I had an e-mail from one subscriber to my newsletter who was still not sure how the keyword "Spike Detector" built into KRA-WT could help find profitable niches that were hot TODAY. So, armed with my Wordtracker subscription and KRA-WT, I copied and pasted in the long and short term reports and set KRA-WT to work.

In the top 20 traffic surge items, there were some interesting items. I have mentioned them below, together with an idea of why they are the most searched for "surge" phrases in the last three days. You should be able to think of ideas on how to profit from them. If you can't find affiliate programs for these items, there is always Google AdSense!

5 hunting dispute 2218

This entry was the 5th most search for term in the last three days. What does it refer to? Well, in the UK, the government is trying to ban fox hunting. Just wait for the day that Spain decide to get rid of Bull Fighting!

17 jfk reloaded 1402

A new film perhaps, or is it just an interactive web site?

<http://www.jfk-reloaded.com>

19 stuffing recipes 1304

Thanksgiving advice on how to stuff your turkey. Turkeys are popular at Christmas too. Why not write a turkey stuffing eBook?

157 turkey 373

And the turkey itself...Cooking advice could be included in your eBook on stuffing, setup an affiliate program at Clickbank, and you'd be "quids in".

227 reindeer 297

A sign of Christmas arriving? A comprehensive search at Wordtracker shows 500 phrases including the word Reindeer.

241 aragorn legolas 288

Perhaps a toy that people are searching for to give as Christmas presents to their kids. Lord of the Rings is a very popular topic!

If those examples still don't show the power of knowing what is hot now, I don't now what does... and that is only 6 of the 200+ surge phrases in the last 3 days....

Also in the surge report, these people must have done something to make them famous for a few days (or at least more famous than usual:

36 dan rather 944

122 robin quivers 445

Incidentally, searching Google for Robin Quivers showed an interesting Google Adwords entry - Online Degree Review!!! Not particularly targeted traffic, and not how I would recommend you set up your Adwords campaigns.

The surge report is only one of a host of powerful features built into [KRA-WT](#).

8. Resources

[Wordtracker](#)

The tool of choice for successful webmasters

[Keyword Results Analyzer – Wordtracker Version](#)

Quick and easily analysis of Wordtracker results. Find the gold in your keyword lists.

[EzSEO Newsletter](#)

The newsletter that offers real advice and information. This Wordtracker report was originally serialized in this newsletter (as were several others in various aspects of running an online business and making web sites successful).

[SEO Website Builder](#)

Build a search engine optimised site WITHOUT HTML knowlesge or SEO skills.

[Ez Search Engine Optimization](#)

Website offering tips, advice and unbiased reviews.