

# Welcome to KeywordCruncher for Wordtracker

## For "Keyword Researcher" Only

### Wordtracker Update

Wordtracker is in the middle of updating their system. They've added the "Keyword Researcher" that will eventually replace the other multiple search options. This presents us with a challenge! What we've decided to do for now, is to have you:

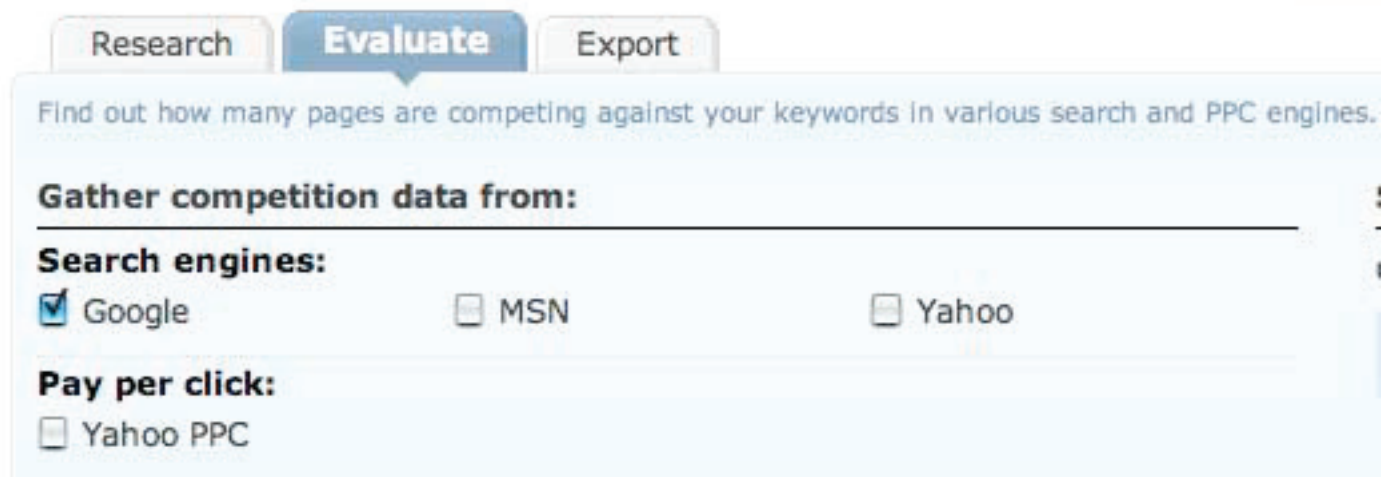
- 1) Continue to use KeywordCruncher version 1.10 for everything *but* the new "Keyword Researcher" portion of the Wordtracker options.
- 2) For "Keyword Researcher" use version 1.2 of KeywordCruncher. The following are brief instruction on how to use this version.

### Get Data From Wordtracker

If you're not familiar with how to use the Wordtracker service, please visit their web site for further instructions.

After you've done your research, click the "Evaluate" tab in your browser. Here you have three options that are compatible for our program. Please note that KeywordCruncher does not work with the "Yahoo PPC" option.

It's important at this point that you **select only one search engine at time**. Your choices are, of course, Google, MSN and Yahoo. So go ahead and select just one of these option so that Wordtracker can analyze your keywords.



Research Evaluate Export

Find out how many pages are competing against your keywords in various search and PPC engines.

**Gather competition data from:**

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**Search engines:**

Google  MSN  Yahoo

**Pay per click:**

Yahoo PPC

While Wordtracker will allow you to select multiple search engines at a time, for our purposes, you need to **select one at a time**.

After you've made your selection, click the "Evaluate" button:

Evaluate >>

The next step is to export the resulting data for use in KeywordCruncher. Here's the export screen:

Export any data you have gathered in the researcher and evaluator.

**What would you like to export?**

Popularity  Predict  Google 24Hr Predict

Google  Google KEI

**In what format would you like to export?**

excel  comma (,) separated  pipe (|) separated

tab separated

**How would you like to export?**

on screen  download  email

We've made this simple for you here - simply make the selection that you see presented in the screen above. Of course the particular search engine presented will depend on the one you selected in the previous step.

Please check for this - in the above screen shot, you should see "Predict" right above "Google KEI." There has been an intermittent bug in Wordtracker's system (hopefully it's fixed). If you don't see it, you'll need to keep working at it until it's an option for you to select. You may want to contact Wordtracker about it as well.

### Note about Predict

In Keyword Researcher there are two different "Predict" options. The first, labeled just "Predict" is a *combined* figure for all search engines. The second option, "<selected search engine> 24 Hr Predict" is the predicted number for just that search engine alone.

OK, now you're ready to export your data. Just click the "Export" button:



and you're ready to go. What you are going to do is save this data to your hard disk as a text file. Then we'll show you how to get that into KeywordCruncher.

## Importing Data Into KeywordCruncher

There are two ways to get your Wordtracker data into KeywordCruncher:

### 1) Drag and Drop

This is the easiest method to use. With KeywordCruncher open, simply click on the icon of your downloaded Wordtracker data and drag it over onto the "Source" field portion of KeywordCruncher.

### 2) Import

Either click the "Import Data" button at the top of the KeywordCruncher window, or select "Import Data" from the File menu of the menu bar.



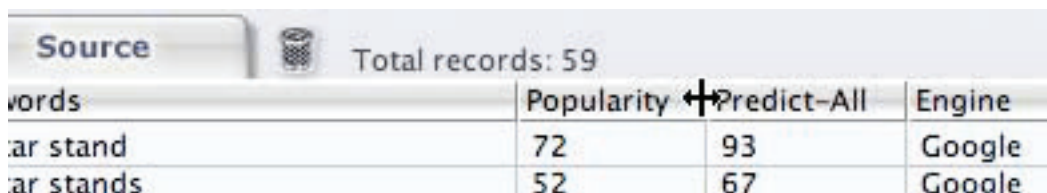
In either case, you'll be presented with the option to  
1) Cancel; 2) Replace; 3) Append

With option #3 you have the opportunity to combine keyword lists - one of the great features of KeywordCruncher.

## Working in KeywordCruncher

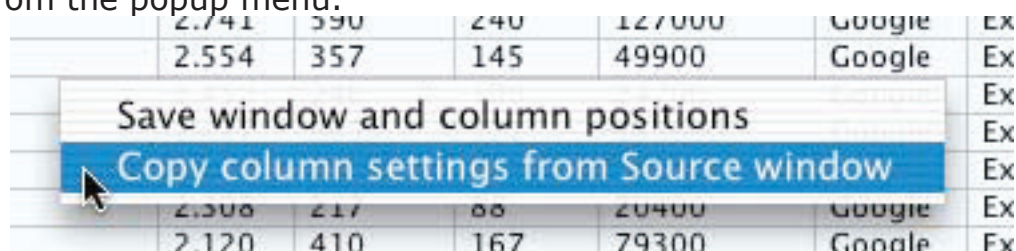
### Interface Options

If you want to change column widths, move the cursor up in between the column markers. When the cursor changes shape, just click and drag to the position you want. If you find yourself really cramped for space, you can set the widths to just what they need by sorting (click the column label) so that the largest numbers are at the top, then size the columns accordingly.



Source	Total records: 59			
words	Popularity	Predict-All	Engine	
car stand	72	93	Google	
car stands	52	67	Google	

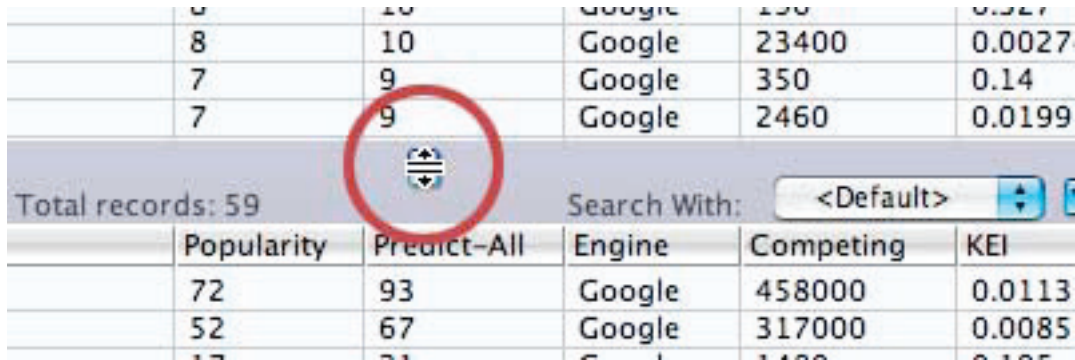
Once you have the Source window adjusted, you can copy the settings to the lower, or Results window by right clicking (option-clicking on Macintosh) on the field and selecting that option from the popup menu.



2,741	390	240	127000	Google	Ex
2,554	357	145	49900	Google	Ex
2,308	217	88	20400	Google	Ex
2,120	410	167	79300	Google	Ex

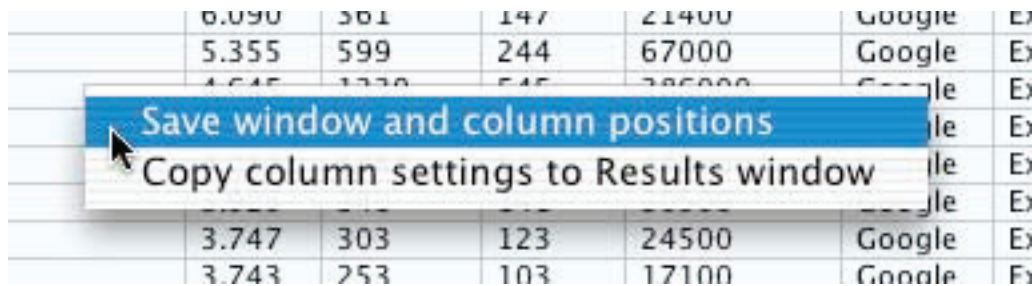
Save window and column positions  
Copy column settings from Source window

You can change the size of the Source and Results fields by clicking and dragging the divider button between the fields.



8	10	Google	23400	0.0027
7	9	Google	350	0.14
7	9	Google	2460	0.0199
Total records: 59		Search With: <Default>		
Popularity	Predict-All	Engine	Competing	KEI
72	93	Google	458000	0.0113
52	67	Google	317000	0.0085

Once you have the windows configured the way you like, you can save these as default settings by right clicking (option-clicking on Macintosh) either field and choosing that option from the popup menu. This will also save the state of the checkmark to include or not include quotes when you do a Google search (more on this later).



0.090	361	147	21400	Google	E
5.355	599	244	67000	Google	E
4.645	1338	545	386000	Google	E
3.747	303	123	24500	Google	E
3.743	253	103	17100	Google	E

Save window and column positions  
Copy column settings to Results window

## The Control Panel

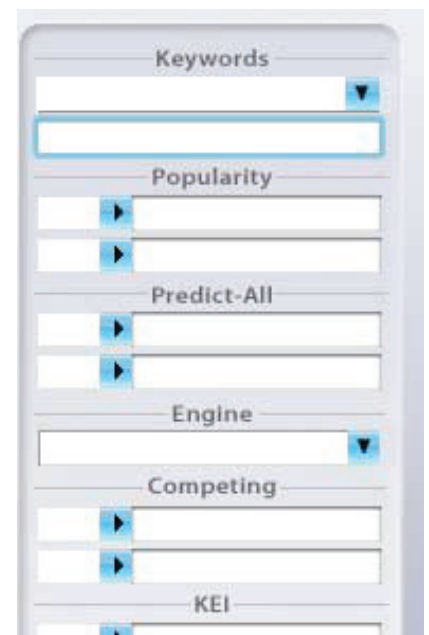
On the right side of the screen is the control panel. Each control corresponds to a specific component of the keyword data. The controls consist of a drop-down menu, and in most cases a field into which you can enter the parameters of your search. Most options have two controls each. This allows you great flexibility in your search.

So, to search or filter down the data you want, enter your parameters and then click the "Crunch Source" button. This will apply the control panel settings to the Source data and dump the result into the Results, or bottom field. You can also type the Return or Enter key to activate the "Crunch Source" button, provided that the blinking cursor is in one of the Control Panel fields.

You can run successive searches and either replace or append the results to what you already have. You can also use the Control Panel to crunch the Results field data. Setup is the same, only in this case, click the "Crunch Results" button.

## Save Search

KeywordCruncher has the ability to save your search settings. Click the "Save Search" button and give it a name. To load these setting, click the "Load Search" button and



Keywords

Popularity

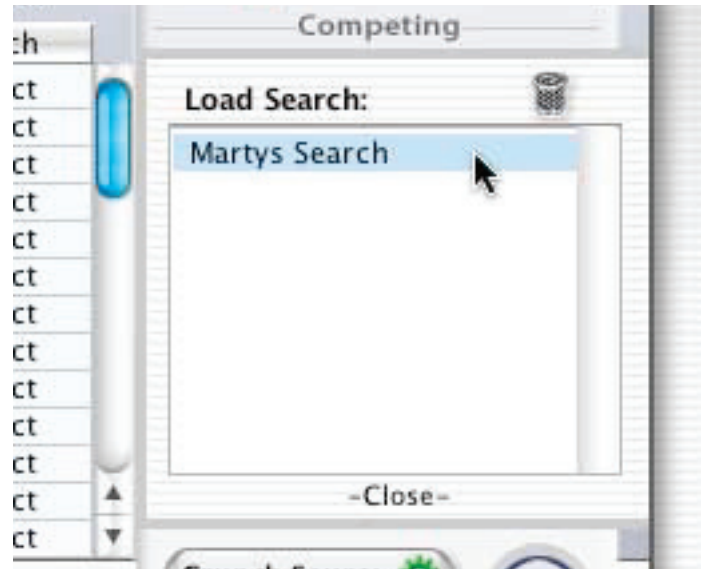
Predict-All

Engine

Competing

KEI

double-click its name in the list. You can delete a search by highlighting it in the window and clicking the trash icon.



### Sorting

You can sort your data on each column in either descending or ascending order - just click the column label. To switch from ascending to descending, click again.

ds: 59

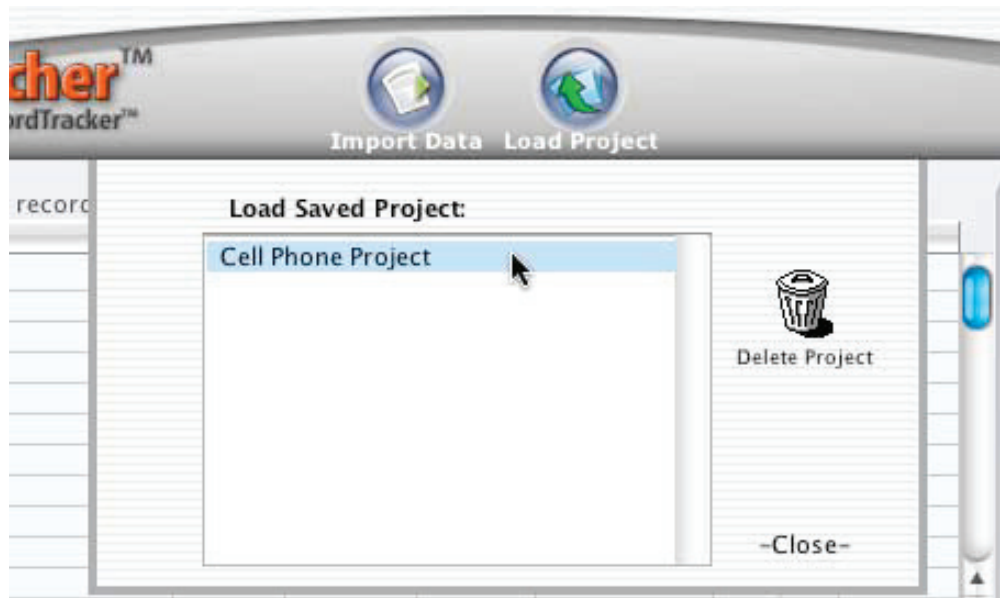
Popularity	Predict-All ▼	Engine
72	93	Google
52	67	Google
17	21	Google

### Saving

KeywordCruncher can save the data in the Results field as a project. Click the "Save Project" button (or select it from the File menu). Give your project a name and save it into the "Saved Projects" folder inside your program folder.

### Load Project

To then access a saved project, click the "Load Project" button at the top-middle of the screen. A drop-down window will present you with all your saved projects. Double click to load the project into the top, or Source field. If there is already data present, you'll have the option to replace it or append to it. In this way you can combine various keyword lists.



## Export

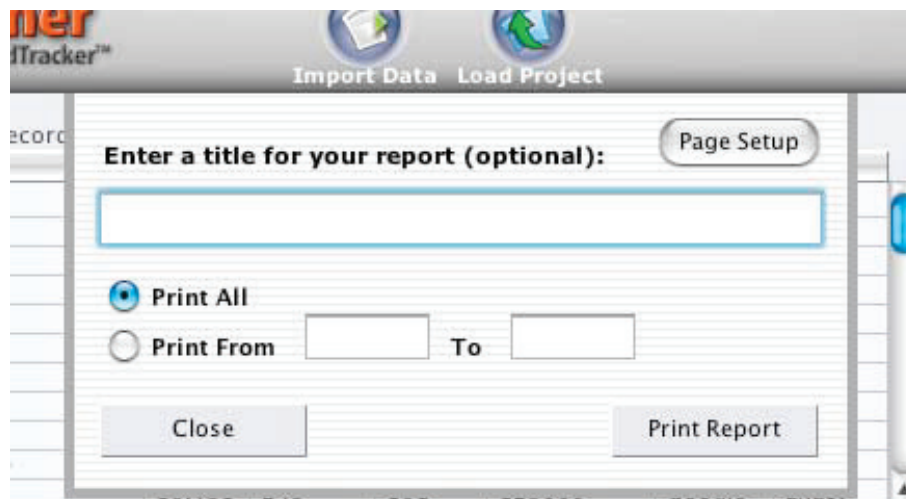
You can export the data from the Results field to a .csv (comma separated values) file for use elsewhere. Exported files can also be loaded into the program by copying and pasting into the import window, or by dragging and dropping the file onto the Source window.

## Export Keywords

This option is found in the File menu and exports the keyword phrases only. Wordtracker allows you to import keyword list on which you can then perform analysis.

## Printing

To print your Results, click "Print" or select it from the File menu. In the drop-down window, you can enter a title, which will print at the top of the report. Select the page range you wish to print and click the "Print Report" button. The report is formatted in a landscape orientation. For Macintosh users, you'll need to click the "Page Setup" button before you click the Print Report button. In the Windows version, you'll need to first click the Print Report button, then click the "Preferences" button in the Print dialog box to set the page orientation.



## Reverting

After you've changed the data in the Results section, you can revert to the previous state by clicking the "Revert" button in the lower right corner of the screen.

## Deleting a Keyword Phrase

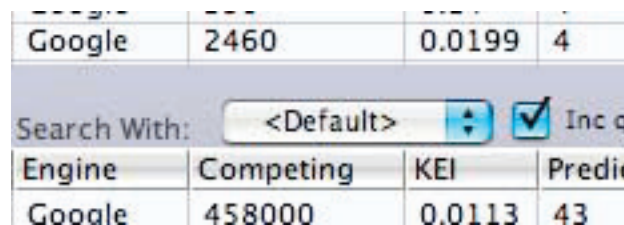
Occasionally you may accidentally end up with a keyword phrase that you didn't want. In either the Source or Results field hold down the Alt key (Option key for Mac) and double-click the line you wish to delete. You'll be prompted for a confirmation.

## Search Your Keyword Phrases!

Once you've distilled your keyword list down, you may want to do further research on this data. Double click any keyword phrase in the Source or Results sections and your default browser will open and a search will be initiated for you.

In between the Sources and Results section, there is a pop-up menu where you can select which search engine you'd like to perform the search in. If you select the first option, "<Default>" then the search engine listed in your data will be used.

There is also a check box where you can control whether the search is done with quotes (exact match) or without quotes (partial match). An exact match will indicate your true competition, though most internet surfers don't use quotes.



Engine	Competing	KEI	Predictions
Google	2460	0.0199	4
Google	458000	0.0113	43

If you're on a Windows machine and have the Google Toolbar installed, you can visit the sites that Google gives you and check their page rank and the number of backward links.

Don't too quickly give up on keywords that at first seem to have too much competition. Your research on the Google results may reveal that though there're lots of sites with that keyword phrase, that doesn't mean they are well optimized or rank highly. If there are sites with a Page rank of 3 or 4 on the first page of your search, some work and some time may easily put you ahead of them.

## Updates

After you've purchased KeywordCruncher, you never have to pay for any upgrades - you get free upgrades for the life of the product! To check for updates, selected "Check for Updates" from the Help menu. If there is an update you'll be given the option to download it on the spot or visit our web site to find out more.

