

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

# Keyword Discovery User Manual

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

**Help and Support at:**

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

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## **Introduction**

Keyword research is the foundation to successfully marketing your website on the Internet. Finding and implementing the most popular and relevant keywords is vital to driving traffic to your website.

Whether you are optimizing your website, maximizing your PPC campaigns, Keyword Discovery will help find your keyword gems to start taking traffic from your competitors. Keyword Discovery provides the most advanced keyword research and analysis tool with incomparable features.

Multiple database options including Industry terms and language/regional databases and nearly 40 advanced features.

### **With Keyword Discovery, you can:**

- Optimize website content and meta tags
- Maximize your pay per click advertising campaigns
- Find and target niche audiences
- Take traffic away from your competitors

# **An Overview of Keywords and Search Engine Ranking**

Keywords, also known as search terms, are the words or phrases that people enter into search engines to find websites about or related to that term. To attract more visitors to your page, you need to know which keywords people are using to find similar websites, and optimize your website for these keywords. If a key search phrase is not in at least one of your pages, the search engine will not rank your page highly for that phrase, therefore you are missing out on all the potential traffic the search phrase generates.

To help achieve high ranking on search engines, you need to optimize the keyword content of your web pages. There are several different areas in your webpages where keywords should be placed, not just in the META KEYWORD tag. The keywords need to be used effectively throughout the site, and good rankings can be obtained without resorting to spammy techniques such as listing keywords at the bottom of a page in a white font on a page with a white background.

Most search engines place a large emphasis on the actual text on a web page. As a result, the way that the text on a page is constructed plays an important role in determining the way engines index your site. When building a web site it is important to ensure that your pages contain as much relevant text as possible. Search engines gather keywords from your page contents, and rank your web page based on the keyword density. Keyword density is number of times a word or phrase is counted on a web page. The keywords can appear in the page title, links, content, descriptions and headings.

# The Keyword Research Interface

All the features of the Keyword Research tool are available on the main screen. The interface is easy to navigate and is designed to be user friendly. Features that apply to specific tools, such as Project manipulation are found under the relevant sections.

The screenshot displays the Trellian Keyword Discovery interface. At the top, there is a navigation bar with the Trellian logo and menu items: Competitive Intelligence, Keyword Discovery (highlighted), Paid Inclusion, Need More Hits, SEO Software, Account, Help, Order, and Logout. Below the navigation bar is a secondary menu with icons for Research, CI Data, Keyword Trends, Keyword Tools, Reports, Industry Terms, Import, and Projects - Target: default (10).

The main search area includes a search term input field containing "shoes", a "Results per page" dropdown set to "10", and a "Search" button. Below this are several filter options: "Exclude:" (empty), "Database:" (Global Premium), and "Historical" (unchecked). A grid of checkboxes allows for further filtering: Phrase Match, Include Plurals, Remove Spaces, Adult Filter, Spell, Thesaurus, Inflected Form, Competitors, Related, Fuzzy/Like, Industry, and Domain Score.

Below the search filters, the interface shows "Estimated results: 165,822" and "Page: 1 2 3 4 5 6 7 8 9 10 >>". To the right, there is a "News & Updates" section with a plus icon.

The results are presented in two columns. The left column, titled "Query", lists search terms with their respective search counts and icons for details, share, and favorite. The right column, titled "Also Searched Queries - Sorted by user frequency", lists related search terms with their counts and similar icons.

Query	Searches
shoes	143,457
jordan shoes	15,483
nike shoes	12,882
dc shoes	11,829
womens shoes	9,070
running shoes	6,538
payless shoes	6,254
vans shoes	5,589
coach shoes	5,264
shoes store	4,964

Query	Searches
ebay	1,993,127
boots	65,366
nike	86,348
myspace	2,818,338
heels	11,832
dresses	68,226
youtube	2,772,570
google	3,496,362
handbags	25,265
search	3,589,787

At the bottom of the results section, there are buttons for "Add", "Clear", "Select All", and "Select By", along with various utility icons.

# The Keyword Research Interface - Toolbar

All primary tools in Keyword Discovery can be found on the main toolbar.



Rolling over **Keyword Tools** or **Reports** will display a drop-down menu. You can click on a tool in the drop-down menu to go straight to it or click on **Keyword Tools** to go to the main page with details on each tool.

## The main tools are:

- **[Research](#)** - The Research tool is where to start your keyword research. Enter one or more keywords and click search. From there, you can drill down, analyze or filter your keywords.
- **[CI Data](#)** - From here you can manage your [Competitive Intelligence](#) subscriptions.
- **[Keyword Trends](#)** - See trend data, market share, Search Demographics and Search Engine Market Share for upto 5 search terms at once.
- **[Keyword Tools](#)**
  - **[Cross Reference Tool](#)** - Use the Cross Reference Tool to quick check if a list of keywords are used on a specific URL.
  - **[Domain Researcher Tool](#)** - Use the DNS Researcher to quick check if a search phrase, either excluding spaces or split with a - (hyphen) are available to be registered.
  - **[Google Formatting Tool](#)** - Use the Formatting tool to generate keyword lists ready for Google AdWords™.
  - **[Keyword Density Tool](#)** - Use the Keyword Density to quickly check the keyword densities on any URL.
  - **[Keyword Filter Tool](#)** - Use the Keyword Filter to manage, expand and build up your keyword lists. Run advanced search and replace strings and much more.
  - **[Keyword Permutations](#)** - Run Keyword Permutations to quickly check what ordering of keywords in a phrase are most commonly used.
- **[Reports](#)**
  - **[Top Search Term Lists](#)** - Find out what keywords are searched for the most as a whole or in specific countries and even specific search engines, such as Google and Yahoo.

- **[Exhaustive Keyword Lists](#)** - The long tail or tail end keyword data, are the gems that not many know about. Since many keywords have more than 1,000 related results, in some cases hundreds of thousands, with the exhaustive list you can have the complete set of results for a given keyword.
- **[Exhaustive Industry Keyword Lists](#)** - Just like the "Exhaustive Keyword Lists" above, you can order the full list of keyword that are classified in the same industry or category. This is great for classifying keywords to a specific category.
- **[Drop Domain Reports](#)** - If you buy domains via the SnapNames and NameJet drop domain services, then use our Drop Domain Reports to filter and fine tune the daily lists of expiring domains against our KeywordDiscovery database.
- **[Keyword Statistics - Query Size by Country](#)** - Quickly see search behavior trends and how the nature of search differs per country.
- **[Industry Terms](#)** - The Industry terms tool provides lists of common search terms grouped by category. This makes it easy to discover some of the top searches for specific industries.
- **[Import](#)** - You can import a list of keywords from a file, a URL or copy and paste it into the import field. (Importing is limited to 500 keywords per import, and 5000 keywords per day.)
- **[Projects](#)** - From the Projects tool, you can manage your projects or keywords in your projects. The projects tool also includes a translator.  
Next to the Projects button on the toolbar, there is a drop down menu where you can select the Target project (the open project that keywords will be added to).
- **[Account](#)** - All your account & subscription settings are available in the account section. See the [Account & Subscription](#) frequently asked questions for more information.
- **[Help](#)** - Mouse over for quick links to the Keyword Discovery [frequently asked questions](#), [manual](#), [news and updates](#), etc
- **[Order](#)** - Order Trellian services including Keyword Reports, [Competitive Intelligence](#) and [SEO Software](#).
- **[Logout](#)** - Logs you out of your account.

# The Keyword Research Interface - Research Box

Your initial search will generally be performed using the **Research** box. It allows you access to all databases and search options.

See the [Searching For Keywords](#) manual page for information on basic searches.

The screenshot shows the Trellian Keyword Discovery interface. At the top, there is a navigation bar with 'Trellian' and various menu items like 'Competitive Intelligence', 'Keyword Discovery', 'Paid Inclusion', 'Need More Hits', 'SEO Software', 'Account', 'Help', 'Order', and 'Logout'. Below this is a secondary navigation bar with icons for 'Research', 'CI Data', 'Keyword Trends', 'Keyword Tools', 'Reports', 'Industry Terms', 'Import', and 'Projects - Target: default (10)'. The main search area includes a 'Search Term' field with 'shoes', a 'Results per page' dropdown set to '10', and a 'Search' button. There are also fields for 'Exclude' and 'Database' (set to 'Global Premium'). A grid of checkboxes allows for various search filters: 'Historical', 'Phrase Match', 'Include Plurals', 'Remove Spaces', 'Adult Filter', 'Spell', 'Thesaurus', 'Inflected Form', 'Competitors', 'Related', 'Fuzzy/Like', 'Industry', and 'Domain Score'. To the right, there is a 'News & Updates' section. Below the search area, it shows 'Estimated results: 165,822' and 'Page: 1 2 3 4 5 6 7 8 9 10 >>'. There are two tables of results. The first table lists queries related to 'shoes' with their search counts. The second table, titled 'Also Searched Queries - Sorted by user frequency', lists other popular queries like 'ebay', 'boots', 'nike', 'myspace', 'heels', 'dresses', 'youtube', 'google', 'handbags', and 'search'.

Query	Searches
shoes	143,457
jordan shoes	15,483
nike shoes	12,882
dc shoes	11,829
womens shoes	9,070
running shoes	6,538
payless shoes	6,254
vans shoes	5,589
coach shoes	5,264
shoes store	4,964

Query	Searches
ebay	1,993,127
boots	65,366
nike	86,348
myspace	2,818,338
heels	11,832
dresses	68,226
youtube	2,772,570
google	3,496,362
handbags	25,265
search	3,589,787

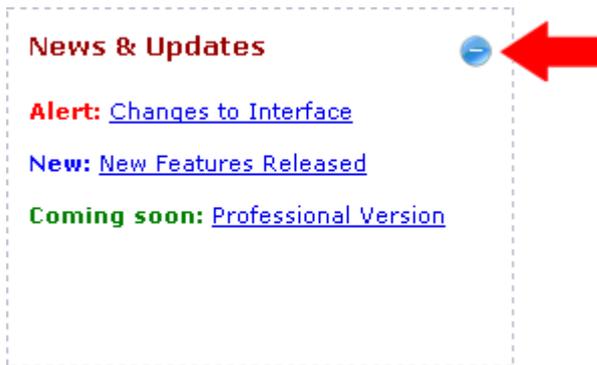
For information on advanced search types, see the [Search Types](#) manual page.

For detailed information on the different databases, see the [Databases](#) manual page.

# The Keyword Research Interface - News and Updates

The News and Updates box shows important news and updates, such as added features, tools, search types and databases as well as upcoming features.

Click on one of the links will take you to the Keyword Discovery News and Updates page.



If you do not wish to see the News and Updates box, you can click the minimise button to hide it. Keyword Discovery will remember your selection.

## The Keyword Research Interface - Help Icons

Help icons are displayed for many items. Mouse over the icon to display help for a particular feature.



The screenshot shows a search results interface. At the top, it displays "? Estimated results: [165,822](#) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >>". Below this is a table with two columns: "Query ?" and "Searches ?". A red arrow points to the question mark icon in the "Query" column header. A tooltip is displayed over the "Query" header, containing the text: "Query This column shows the keyword results for your search. The results contain the exact keyword/phrase that was searched for." The table lists various shoe-related keywords with their respective search counts and icons for help, charts, and other features. At the bottom of the table, there is a link: "Access the top 10,000 results via the Enterprise API!". Below the table are several buttons: "Add", "Clear", "Select All", "Select By", and a row of icons including a trash can, a chart, a cloud, a magnifying glass, a person, and "DNS".

<input type="checkbox"/>	Query ?	Searches ?
<input type="checkbox"/>	shoes	
<input type="checkbox"/>	jordan shoes	
<input type="checkbox"/>	nike shoes	
<input type="checkbox"/>	dc shoes	11,829   
<input type="checkbox"/>	womens shoes	9,070   
<input type="checkbox"/>	running shoes	6,538   
<input type="checkbox"/>	payless shoes	6,254   
<input type="checkbox"/>	vans shoes	5,589   
<input type="checkbox"/>	coach shoes	5,264   
<input type="checkbox"/>	shoes store	4,964   

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

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

See the Quick-Start Guide at  
<http://www.keyworddiscovery.com/quick-start-guide.html>

Frequently Asked Questions are answered at  
<http://www.keyworddiscovery.com/kd-faq.html>

A Keyword Discovery tour is available at  
<http://www.keyworddiscovery.com/tour-overview.html>

# The Keyword Research Interface - Results Page

After performing a search, initially, you will see two sets of results.

The left set of results are the actual search results. The results are shown from highest number of searches to lowest.

On the right are "**Also Searched Queries**". These are search terms that people searching for your initial keyword also search for.

See the [Also Search Queries](#) manual page for more information.

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

<input type="checkbox"/>	Query ?	Searches ?	<input type="checkbox"/>	Query ?	Searches ?
<input type="checkbox"/>	shoes	143,457   	<input type="checkbox"/>	ebay	1,993,127   
<input type="checkbox"/>	jordan shoes	15,483   	<input type="checkbox"/>	boots	65,366   
<input type="checkbox"/>	nike shoes	12,882   	<input type="checkbox"/>	nike	86,348   
<input type="checkbox"/>	dc shoes	11,829   	<input type="checkbox"/>	myspace	2,818,338   
<input type="checkbox"/>	womens shoes ✓	9,070   	<input type="checkbox"/>	heels	11,832   
<input type="checkbox"/>	running shoes ✓	6,538   	<input type="checkbox"/>	dresses	68,226   
<input type="checkbox"/>	payless shoes	6,254   	<input type="checkbox"/>	youtube	2,772,570   
<input type="checkbox"/>	vans shoes	5,589   	<input type="checkbox"/>	google	3,496,362   
<input type="checkbox"/>	coach shoes	5,264   	<input type="checkbox"/>	handbags	25,265   
<input type="checkbox"/>	shoes store	4,964   	<input type="checkbox"/>	search	3,589,787   

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

Add Clear Select All Select By        

Add Clear Select All Select By        

## What do the results mean?

The **Searches** column number represents the actual number of times each keyword or phrase has been searched in the selected database.

These results should be viewed as a benchmark for relative popularity, or ranking by popularity as compared to other searched terms.

## What do the icons mean?

-  - **Help** - See the [Help Icon](#) manual page.

-  - **Trends** - Shows a graph of trends for the search term.

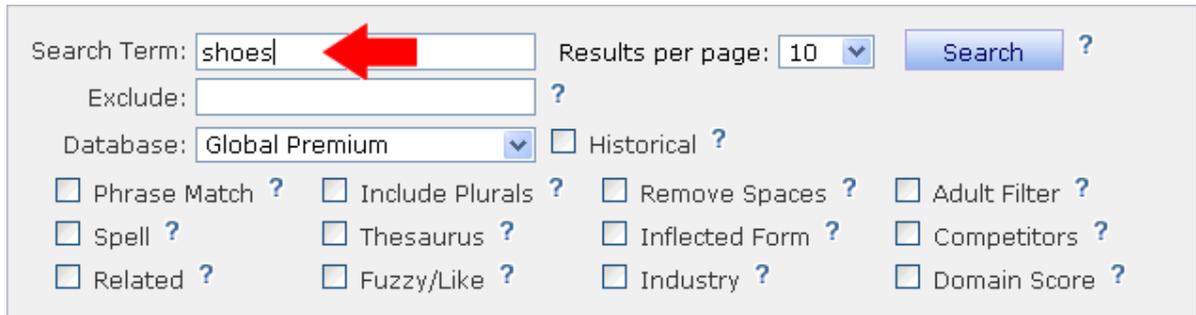
-  - **Market Share** - Shows a pie graph of Search Engine Market share for the search term.

-  - **Find Industry Categories** - Shows a list Industry Categories related to the search term.
-  - **In Project** - Means that this search term is in your current project.
-  - **Add to Project** - Add the selected keywords to the **Target Project**.
-  - **Clear Selected** - Deselects any selected keywords in the results.
-  - **Select All** - Selects all keywords in the results.
-  - **Select By** - Selects keywords that match a string you enter.
-  - **Delete from Project** - Deletes the selected keywords from the **Target Project**.
-  - **Analyze Keywords** - Analyzes the selected keywords. See the [Analyzing Keywords](#) manual page for more information.
-  - **Export Keywords** - Exports the selected keywords. See the [Exporting Keywords](#) manual page for more information.
-  - **Search & Replace** - See the [Search & Replace](#) manual page.
-  - **Search DNS** - Cross-references keywords with domains, and displays the availability of the domains. See the [Domain Researcher Tool](#) manual page for more information.
-  - **Cross reference Tool** - Check your competitor's web site to see which keywords they are using. See the [Cross Reference Tool](#) manual page for more information.

# Searching For Keywords

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

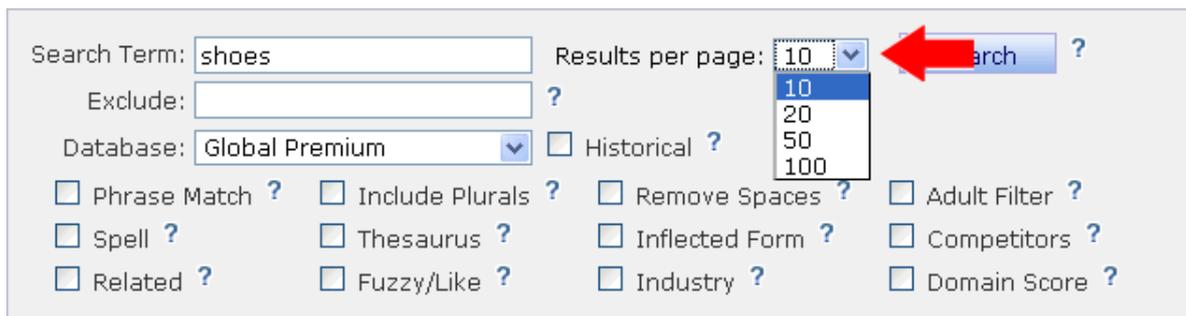
1. Enter a search term in the Search Term field.



The screenshot shows the search interface with the following elements:

- Search Term: shoes (with a red arrow pointing to the text)
- Results per page: 10 (dropdown menu)
- Search button (with a question mark icon)
- Exclude: (empty text field)
- Database: Global Premium (dropdown menu)
- Historical: (checkbox, unchecked)
- Phrase Match: (checkbox, unchecked)
- Include Plurals: (checkbox, unchecked)
- Remove Spaces: (checkbox, unchecked)
- Adult Filter: (checkbox, unchecked)
- Spell: (checkbox, unchecked)
- Thesaurus: (checkbox, unchecked)
- Inflected Form: (checkbox, unchecked)
- Competitors: (checkbox, unchecked)
- Related: (checkbox, unchecked)
- Fuzzy/Like: (checkbox, unchecked)
- Industry: (checkbox, unchecked)
- Domain Score: (checkbox, unchecked)

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



The screenshot shows the search interface with the following elements:

- Search Term: shoes
- Results per page: 10 (dropdown menu is open, showing options 10, 20, 50, 100)
- Search button (with a red arrow pointing to it)
- Exclude: (empty text field)
- Database: Global Premium (dropdown menu)
- Historical: (checkbox, unchecked)
- Phrase Match: (checkbox, unchecked)
- Include Plurals: (checkbox, unchecked)
- Remove Spaces: (checkbox, unchecked)
- Adult Filter: (checkbox, unchecked)
- Spell: (checkbox, unchecked)
- Thesaurus: (checkbox, unchecked)
- Inflected Form: (checkbox, unchecked)
- Competitors: (checkbox, unchecked)
- Related: (checkbox, unchecked)
- Fuzzy/Like: (checkbox, unchecked)
- Industry: (checkbox, unchecked)
- Domain Score: (checkbox, unchecked)

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

Search Term: shoes Results per page: 10 Search ?

Exclude: ?

Database: Global Premium ?

Phrase Match ?  Remove Spaces ?  Adult Filter ?

Spell ?  Inflected Form ?  Competitors ?

Related ?  Industry ?  Domain Score ?

**Keyword Discovery**

- Global Premium
- Historical Global
- Australia
- Canada
- Dutch
- French
- German
- Italian
- Norwegian
- Polish
- Portuguese
- Spanish
- Swedish
- UK
- US
- Other**
  - Google
  - Yahoo
  - eBay

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

Search Term: shoes Results per page: 10 Search ?

Exclude: ?

Database: Global Premium ?  Historical ?

Phrase Match ?  Include Plurals ?  Remove Spaces ?  Adult Filter ?

Spell ?  Thesaurus ?  Inflected Form ?  Competitors ?

Related ?  Fuzzy/Like ?  Industry ?  Domain Score ?

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

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

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

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

Add Clear Select All Select By

7. To drill down (focus further) on a keyword, click on a keyword in the **Query** column. This image displays search phrases obtained by clicking on the "nike shoes" keyword.

? Estimated results: [165,822](#) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >> Also Searched Queries - Sorted by user frequency ?

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

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

Add Clear Select All Select By

<input type="checkbox"/> Query ?	Searches ?
<input type="checkbox"/> ebay	1,993,127
<input type="checkbox"/> boots	65,366
<input type="checkbox"/> nike	86,348
<input type="checkbox"/> myspace	2,818,338
<input type="checkbox"/> heels	11,832
<input type="checkbox"/> dresses	68,226
<input type="checkbox"/> youtube	2,772,570
<input type="checkbox"/> google	3,496,362
<input type="checkbox"/> handbags	25,265
<input type="checkbox"/> search	3,589,787

Add Clear Select All Select By

## **Search Types**

By default, Keyword Discovery will search the Global premium database. To search on other databases such as shopping, news, regional, eBay etc. select the database from the list. To set a default database, click on the Account link, then click the Update details link.

An overview of each search type is provided below.

Also see the [Databases manual page](#).

*Note: The number of results returned is dependent on the subscription level.*

## **Adult Filter**

This function removes search terms containing adult keywords from the result set.

[Read More...](#)

## **Competitors**

Based on Trellian Competitive Intelligence user path data, the Competitors feature lists up to the top 100 sites/domains that receive the most traffic for that keyword from Search Engines.

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## **Domain Score Search**

The Domain score feature is recommended when querying a domain name. It performs 4 separate queries for the keyword entered. The sum of all 4 results, if any, are then represented as the total search volume.

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## **Exclude terms**

Prevents specific keywords from being displayed in the results. Enter excluded keywords separated by commas.

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## **Fuzzy/Like search**

A fuzzy (or "like") search performs a fuzzy string match on the keyword or phrase to return similar search terms. Ideal to find reverse misspellings.

[Read More...](#)

## **Include Plurals search**

This option includes plurals of the keyword entered.

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## **Industry Categories**

Industry Categories search queries the Industry Terms database to list the actual categories that the keyword(s) falls under. This option is useful in matching keywords to specific categories and also in locating related keywords from the same category or niche.

[Read More...](#)

## **Inflected Form**

Also searches different forms of the word.

For example: A search for the keyword "swim" will also include results containing the keywords "swam", "swum", "swimming" and "swims".

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## **Phrase match**

A phrase match search will return search terms containing the keywords in the EXACT order provided.

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## **Project search**

To search within a project, select it from the "Database" drop-down box on the search form.

## **Related search**

A related search will find keywords related to the keyword(s) entered. This may help discover relevant keywords that you may not be targeting, helping you to broaden your keyword range.

[Read More...](#)

## **Remove Spaces Search**

This function returns search results with and without spaces of the searched phrase.

[Read More...](#)

## **Search and Replace**

Acts like a regular search and replace tool in text editors. Once clicked on, enter a string you wish to replace and then click on OK.

[Read More...](#)

## **Spell search**

A spell search will find keyword that are common misspellings for keywords entered. Targeting popular keyword misspellings can often increase traffic.

[Read More...](#)

## **Thesaurus Search**

The Thesaurus search provides a set of keywords and phrases that have similar "word-sense" to keywords entered. This feature complements the Related search feature by looking at a broader spectrum of semantically similar keywords.

[Read More...](#)

# Search Types - Adult Filter

This function removes search terms containing adult keywords from the results.

### For example:

A search for the keyword *camel* will return the following unfiltered results below.

Enabling the adult filter will remove any adult words from being displayed within the results. In the example below, any phrase with *camel toe* will be omitted from the results.

? Estimated results: [12,502](#) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >>

<input type="checkbox"/> Query ?	Searches ?
<input type="checkbox"/> camel toe	38,005
<input type="checkbox"/> camel	7,875
<input type="checkbox"/> camel toes	7,499
<input type="checkbox"/> camel spider	6,946
<input type="checkbox"/> camel clips	3,018
<input type="checkbox"/> camel spiders	2,907
<input type="checkbox"/> camel toe pussy	972
<input type="checkbox"/> rate my camel toe	849
<input type="checkbox"/> camel toe pics	791
<input type="checkbox"/> camel cigarettes	784

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

Add Clear Select All Select By

? Estimated results: [12,502](#) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >>

<input type="checkbox"/> Query ?	Searches ?
<input type="checkbox"/> camel	7,875
<input type="checkbox"/> camel spider	6,946
<input type="checkbox"/> camel clips	3,018
<input type="checkbox"/> camel spiders	2,907
<input type="checkbox"/> camel cigarettes	784
<input type="checkbox"/> burning camel	425
<input type="checkbox"/> camel back	384
<input type="checkbox"/> joe camel	375
<input type="checkbox"/> camel style	368
<input type="checkbox"/> camel trophy	306

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Add Clear Select All Select By

Please report any Adult keywords not filtered to our [support team](#)

## Search Types - Competitors

Based on Trellian Competitive Intelligence user path data, the Competitors feature lists upto the top 100 sites/domains that receive the most traffic for that keyword from Search Engines. This is great to identify who your main competitors are for a give search term. It is also valuable as it highlights that fact that the #1 ranked sites are not always the ones that receive most of the search traffic.

To do a Competitors search, tick the Competitors option on the research box.

For example: A search for "**shoes**" will return the following results

### **Beta Release**

Following are top competing sites receiving most traffic for: **shoes**

Results: 2911 Results/Page:  Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#)

<input type="checkbox"/>	<b>Top Competing Sites</b> ?
<input type="checkbox"/>	<a href="http://craigslist.org">craigslist.org</a>
<input type="checkbox"/>	<a href="http://nextag.com">nextag.com</a>
<input type="checkbox"/>	<a href="http://ebay.com">ebay.com</a>
<input type="checkbox"/>	<a href="http://walmart.com">walmart.com</a>
<input type="checkbox"/>	<a href="http://target.com">target.com</a>
<input type="checkbox"/>	<a href="http://amazon.com">amazon.com</a>
<input type="checkbox"/>	<a href="http://shoes.com">shoes.com</a>
<input type="checkbox"/>	<a href="http://gaiaonline.com">gaiaonline.com</a>
<input type="checkbox"/>	<a href="http://kpsn.com">kpsn.com</a>
<input type="checkbox"/>	<a href="http://zappos.com">zappos.com</a>



The results are in order of traffic. That is, the more traffic the domain received from that keyword the higher up in the list it is. For example, if there were 10 searches done that resulted in clicks to 2 different domains, one had 7 clicks and the other 3 clicks, then we would show the one with 7 clicks first with 70% traffic score an the second domain would show 30% traffic score.

## Search Types - Domain Score

The Domain score feature is recommended when querying a domain name.

It performs 4 separate queries for the keyword entered. The sum of all 4 results, if any, are then represented as the total search volume.

To use this feature, enter a domain name and check the "Domain Score" checkbox from the search form.

**For example:** A search for "domain" would retrieve search counts for domain.com, www.domain.com, http://www.domain.com and http://www.domain.com/ and combine them to give you a total count.

? Estimated results: 1 Page: 1

<input type="checkbox"/> Query ?	Searches ?
<input type="checkbox"/> domain.com	226   

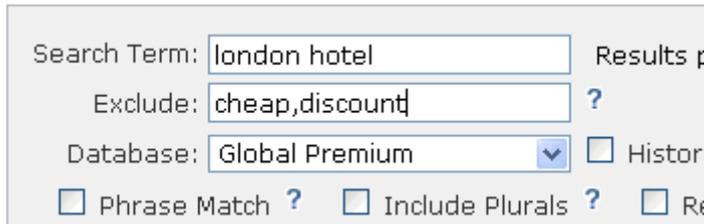
[Access the top 10,000 results via the Enterprise API!](#)

Add Clear Select All Select By      

## Search Types - Exclude Terms

Keyword exclusion prevents the specified keywords from being displayed in the results. Enter excluded keywords separated by commas.

**For example:** Entering the keywords **cheap,discount** in the "Exclude:" field, and performing a search on **london hotel**



Search Term:  Results per page:

Exclude:  ?

Database:   History

Phrase Match ?  Include Plurals ?  Results per page

### Returns these results:

? Estimated results: [3,268](#) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)

<input type="checkbox"/> <a href="#">Query</a> ?	<a href="#">Searches</a> ?
<input type="checkbox"/> london hotel	1,841
<input type="checkbox"/> hotel london	1,014
<input type="checkbox"/> london uk hotel	118
<input type="checkbox"/> hotel in london	101
<input type="checkbox"/> new london hotel	99
<input type="checkbox"/> london hotel deals	74
<input type="checkbox"/> brunel hotel london	74

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

But excludes terms such as: **cheap hotel in london, discount london hotel, discount hotel london,** etc.

## Search Types - Fuzzy/Like

A "like" search performs a fuzzy string match on the keyword or phrase to return similar search terms.

To use this feature, enter a keyword and check the "Fuzzy/Like" checkbox from the search form.

**For example:** entering the keyword "**government**" and checking the "Fuzzy/Like" checkbox returns:

? Estimated results: [100,064](#) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >>

<input type="checkbox"/> <u>Query</u> ?	<u>Searches</u> ?
<input type="checkbox"/> government	13,185
<input type="checkbox"/> government grants	11,427
<input type="checkbox"/> government jobs	9,406
<input type="checkbox"/> free government grants	2,838
<input type="checkbox"/> federal government	2,209
<input type="checkbox"/> state government	1,997
<input type="checkbox"/> apply for free government grants	1,955
<input type="checkbox"/> free government money	1,937
<input type="checkbox"/> us government	1,541
<input type="checkbox"/> government auctions	1,524

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

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

Outside of the research search page, a fuzzy/like search can be performed by entering **like:** as the prefix for the search term.

# Search Types - Include Plurals Search

This option includes plurals of the keyword in the search results.

To use this feature, enter a keyword and check the "Include Plurals" checkbox from the search form.

**For example:** A search for the keyword "**cookie**" will also include results containing the keyword "**cookies**".

? Estimated results: [62,349](#) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >>

<input type="checkbox"/> Query ?	Searches ?
<input type="checkbox"/> cookies	16,440   
<input type="checkbox"/> cookie	5,539   
<input type="checkbox"/> cookie jar	4,633   
<input type="checkbox"/> cookie monster	4,403   
<input type="checkbox"/> cookie recipes	2,953   
<input type="checkbox"/> chocolate chip cookies	2,706   
<input type="checkbox"/> sugar cookies	2,590   
<input type="checkbox"/> peanut butter cookies	2,335   
<input type="checkbox"/> christmas cookies	2,134   
<input type="checkbox"/> no bake cookies	2,003   

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

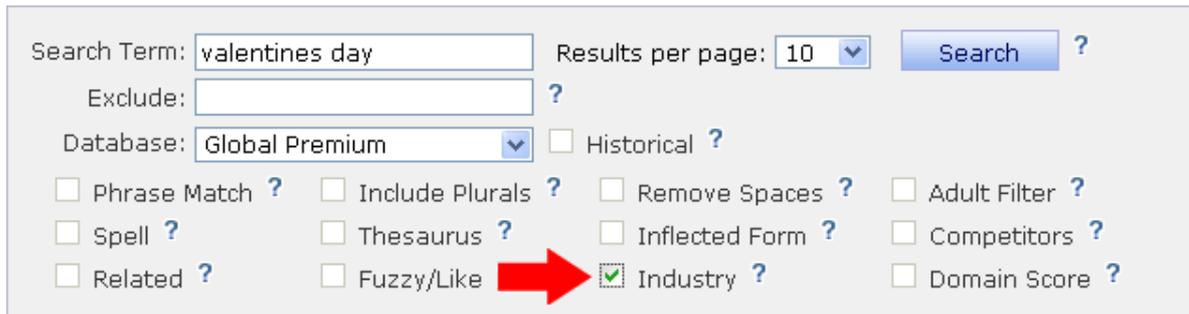
[Add](#) [Clear](#) [Select All](#) [Select By](#)      

**Note:** This function is not available on the Historical Global database.

## Search Types - Industry Categories Search

Industry Categories search queries the Industry Terms database to list the actual categories that the keyword(s) falls under.

This option is useful in matching keywords to specific categories and also in locating related keywords from the same category or niche.



The screenshot shows a search interface with the following elements:

- Search Term: valentines day
- Results per page: 10
- Search button
- Exclude: (empty)
- Database: Global Premium
- Historical: (unchecked)
- Phrase Match: (unchecked)
- Include Plurals: (unchecked)
- Remove Spaces: (unchecked)
- Adult Filter: (unchecked)
- Spell: (unchecked)
- Thesaurus: (unchecked)
- Inflected Form: (unchecked)
- Competitors: (unchecked)
- Related: (unchecked)
- Fuzzy/Like: (unchecked)
- Industry: (checked) - A red arrow points to this checkbox.
- Domain Score: (unchecked)

? Estimated results: [5,821](#) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [e](#)

<input type="checkbox"/> <a href="#">Query ?</a>	<a href="#">Searches</a>
<input type="checkbox"/> valentines day	7,408   
<input type="checkbox"/> happy valentines day	1,165   

A red arrow points to the 'Searches' column header in the table.

Enter a search term and click on the Industry button.

Alternatively you can click on the industry terms icon within an existing list of results.

Search Term:  Results per page:   ?

Exclude:  ?

Database:   Historical ?

Phrase Match ?  Include Plurals ?  Remove Spaces ?  Adult Filter ?

Spell ?  Thesaurus ?  Inflected Form ?  Competitors ?

Related ?  Fuzzy/Like ?  Industry ?  Domain Score ?

These are the top categories that receive the most traffic from the search term: **valentines day**

Click on the links below to navigate to the actual Industry Terms category to view other keywords.

See the [Industry Terms Methodology](#) page for a detailed explanation of how this unique keyword dat

Results: 29 Results/Page:  Regional Categories:

- Industry ?**
- [/Kids\\_and\\_Teens/People\\_and\\_Society/Holidays\\_and\\_Special\\_Days/Valentine's\\_Day/History](#)
- [/Society/Holidays/Valentine's\\_Day/Classroom](#)
- [/Kids\\_and\\_Teens/People\\_and\\_Society/Holidays\\_and\\_Special\\_Days/Valentine's\\_Day](#)
- [/Society/Holidays/Valentine's\\_Day](#)
- [/Kids\\_and\\_Teens/People\\_and\\_Society/Holidays\\_and\\_Special\\_Days](#)

To include regional categories such as [/Regional/North\\_America/United\\_States;](#), click on "Show" within the "Regional Categories:" drop down list.

- [Top](#)
- [Society](#)
- [Holidays](#)
- **[Valentine's Day](#)**
- [Classroom](#)
- [Graphics](#)
- [History](#)
- [Opinions](#)

[/ Top / Society / Holidays / Valentine's Day](#)

These are the top searches driving traffic to sites in this category. See the [Industry Terms Methodology](#) page for a detailed explanation of how this unique keyword database is created.

If you need to know the top searches driving traffic to a specific website, then please see the advanced [Competitive Intelligence solution](#).

Results: [4,513](#)

Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)

<input type="checkbox"/> Query	Searches ?	Volume ?
<input type="checkbox"/> love quizzes	2,295	2.33%
<input type="checkbox"/> dance moves	854	1.06%
<input type="checkbox"/> love letters	4,795	0.84%
<input type="checkbox"/> love calculator	11,710	0.54%
<input type="checkbox"/> wedding bouquets	2,518	0.49%
<input type="checkbox"/> dance steps	362	0.48%
<input type="checkbox"/> love horoscope	1,758	0.40%
<input type="checkbox"/> build me up buttercup lyrics	122	0.36%

Results represent the categories that the selected keyword fall under. You can drill down further to the specific Industry Terms page to view other keywords that also fall under the same Industry category. In the above example, clicking on /Society/Holidays/Valentine's\_Day displays the top keywords and the volume of traffic being driven to that particular category.

? Estimated results: [5,821](#) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >>

<input type="checkbox"/> <u>Query</u> ?	<u>Searches</u> ?
<input type="checkbox"/> valentines day	7,408
<input checked="" type="checkbox"/> happy valentines day	1,165
<input type="checkbox"/> valentines day poems	659
<input checked="" type="checkbox"/> valentines day cards	589
<input type="checkbox"/> valentines day hearts	466
<input checked="" type="checkbox"/> valentines day ideas	461
<input checked="" type="checkbox"/> valentines day gifts	372
<input checked="" type="checkbox"/> valentines day coloring pages	311
<input type="checkbox"/> valentines day crafts	225
<input type="checkbox"/> history of valentines day	223

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

You can either search for Industry categories for a single keyword, or a group of keywords. For a group of keywords, simply tick the keywords within an existing list of results you would like to check and click on the Industry Icon at the bottom of the results.

See the [Industry Terms Methodology](#) page for a detailed explanation of how the Industry Terms database is created.

## Search Types - Inflected Form Search

**Inflected Form Definition:** An alteration of the form of a word by the addition of an affix, as in English *dogs* from *dog*, or by changing the form of a base, as in English *spoke* from *speak*, that indicates grammatical features such as number, person, mood, or tense.

To use this feature, enter a keyword and check the "Inflected Form" checkbox from the search form. In other words, this option includes the inflected form of the keyword in the search results.

**For example:** A search for the keyword *run* will also include results containing the keywords *ran*, *runs* and *running*.

As a result Keyword Discovery will perform a search for every Inflected Form type and provide the a list of the top searched for results, and in this case would include search terms such as:

? Estimated results: [142,413](#) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >>

<input type="checkbox"/> <u>Query</u> ?	<u>Searches</u> ?
<input type="checkbox"/> ran	11,908
<input type="checkbox"/> running	10,356
<input type="checkbox"/> see kai run	8,716
<input type="checkbox"/> running shoes	6,538
<input type="checkbox"/> see kai run craigslist	5,812
<input type="checkbox"/> run	4,689
<input type="checkbox"/> the book running out of time summary	4,656
<input type="checkbox"/> runs	3,586
<input type="checkbox"/> dog run	2,954
<input type="checkbox"/> oblation run multiply	2,855

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

### NOTES:

Keep in mind that in English only some words have inflected forms, where keyword *run* has an inflected form but keywords *running* or *ran* do not.

This function is not available on Historical databases.

## Search Types - Phrase Match Search

A phrase match search performs a broad match search, which only returns the keyword phrases that match the order of the keywords provided.

To use this feature, enter a keyword and check the "Phrase Match" checkbox from the search form.

For example: **"free hosting"** will return only the keyword phrases that match the order of the keywords. The keyword "free web hosting" would not be included in the results.

? Estimated results: 463      Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >>

<input type="checkbox"/> <u>Query</u> ?	<u>Searches</u> ?
<input type="checkbox"/> free hosting	660
<input type="checkbox"/> free hosting promotion site web	136
<input type="checkbox"/> free hosting guide	81
<input type="checkbox"/> cjb.net offers free hosting and internet services	54
<input type="checkbox"/> free hosting email games music audio pictures photo programs	40
<input type="checkbox"/> free hosting sites	24
<input type="checkbox"/> siti free hosting	21
<input type="checkbox"/> free hosting per video	18
<input type="checkbox"/> free hosting with free domain	16
<input type="checkbox"/> find free hosting	16

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

Outside of the research search page a phrase search can be performed by surrounding the keyword with quotes - "

## Search Types - Related

There may be keywords that are closely related to your web site's purpose that you are not targeting. There could also be different words or names that have the same meaning as other words due to regional or cultural differences.

To use this feature, enter a keyword and check the "Related" checkbox from the search form.

**For Example:** Consider an online store selling shoes. To find related terms, you would enter "shoes".

The results will include words such as:

Results: 147 (28.84 secs) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >>

<input type="checkbox"/> <u>Query</u> ?	<u>Searches</u> ?
<input type="checkbox"/> women's shoes	1,383   
<input type="checkbox"/> men's shoes	654   
<input type="checkbox"/> shoes	143,457   
<input type="checkbox"/> womens shoes	9,070   
<input type="checkbox"/> mens shoes	4,622   
<input type="checkbox"/> dress shoes	2,313   
<input type="checkbox"/> casual shoes	407   
<input type="checkbox"/> kids shoes	1,995   
<input type="checkbox"/> sandals	18,736   
<input type="checkbox"/> mens performance series	n/a   

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

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

Outside of the research search page a related search can be performed by prefixing your search term with **related:**

## Search Types - Remove Spaces

This feature allows the option to search for keywords with and without spaces.

To use this feature, enter a keyword and check the "Remove spaces" checkbox from the search form.

**For example:** A search for the keyword *motor bike* will also include results containing the keywords *motor bike* and *motorbike*.

? Estimated results: [2,768](#) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >>

<input type="checkbox"/> <u>Query</u> ?	<u>Searches</u> ?
<input type="checkbox"/> motor bike	4,570
<input type="checkbox"/> motor bikes	1,767
<input type="checkbox"/> motor bike games	451
<input type="checkbox"/> bike motor	243
<input type="checkbox"/> whizzer motor bikes	206
<input type="checkbox"/> motor bike insurance	192
<input type="checkbox"/> electric bike motor	173
<input type="checkbox"/> mini motor bike	147
<input type="checkbox"/> motor bike carbs	141
<input type="checkbox"/> mini motor bikes	136

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

## Search Types - Search and Replace

Acts like a regular search and replace tool in text editors. Once clicked on, enter a string you wish to replace and then click on OK. You will be prompted again for the string you wish to replace it with. In this example, shoes has been replaced with slippers. "Mens shoes" will be replaced by "Mens slippers" and returned with the relevant search counts. Results are in descending order from the most search counts to lowest. Terms with no search counts will not be displayed.

? Estimated results: [6,756](#) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >>

<input type="checkbox"/> <u>Query</u> ?	<u>Searches</u> ?
<input type="checkbox"/> slippers	8,003   
<input type="checkbox"/> mens slippers	945   
<input type="checkbox"/> ballet slippers	572   
<input type="checkbox"/> womens slippers	484   
<input type="checkbox"/> women's slippers	336   
<input type="checkbox"/> crochet slippers	324   
<input type="checkbox"/> acorn slippers	264   
<input type="checkbox"/> knitted slippers free	249   
<input type="checkbox"/> men's slippers	247   
<input type="checkbox"/> ruby slippers	241   

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

## Search Types - Spell Search - (Fetch terms that are also misspellings)

Many people have difficulty spelling, make typing mistakes when entering keywords or simply write words in a different way, for example, the word "color" in the US is written as "Colour" in Australia.

To use this feature, enter a keyword and check the "Spell" checkbox from the search form.

You can take advantage of this by targeting commonly misspelled keywords. These keywords are often far less competitive than the correctly spelled keyword.

**For Example:** You are running a hotel business, lets try and find the different ways people spell the word accommodation.

Enter the keyword **accommodation** and check the "Spell" checkbox.

? Estimated results: 823      Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >>

<input type="checkbox"/> <u>Word</u>	<u>Similarity</u> ?	<u>Searches</u> ?	<u>Queries</u> ?
<input type="checkbox"/> accommodation	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%	280,428   	48,024
<input type="checkbox"/> accomodation	<div style="width: 75%;"><div style="width: 75%;"></div></div> 75%	95,769   	25,166
<input type="checkbox"/> accomodations	<div style="width: 50%;"><div style="width: 50%;"></div></div> 50%	43,259   	12,284
<input type="checkbox"/> accommodations	<div style="width: 75%;"><div style="width: 75%;"></div></div> 75%	31,723   	6,525
<input type="checkbox"/> accomadation	<div style="width: 50%;"><div style="width: 50%;"></div></div> 50%	21,380   	6,738
<input type="checkbox"/> accomadations	<div style="width: 25%;"><div style="width: 25%;"></div></div> 25%	4,902   	2,322
<input type="checkbox"/> accomidation	<div style="width: 50%;"><div style="width: 50%;"></div></div> 50%	3,381   	1,504
<input type="checkbox"/> accommadation	<div style="width: 75%;"><div style="width: 75%;"></div></div> 75%	2,820   	1,028
<input type="checkbox"/> accommodate	<div style="width: 25%;"><div style="width: 25%;"></div></div> 25%	2,512   	400
<input type="checkbox"/> accomidations	<div style="width: 25%;"><div style="width: 25%;"></div></div> 25%	1,867   	1,002

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

Note, the different ways in which people misspelled "accommodation".

If you target the common keyword misspellings in your PPC campaigns and even in organic SEO, you can get a real edge over your competition.

Outside of the research search page a spell search can be performed by prefixing your search term with **spell:**

## Search Types - Thesaurus Search

The Thesaurus search allows you to find search terms that have similar 'word-sense' to the keyword entered. This feature complements the *Related Search* feature by looking at a broader spectrum of semantically similar keywords.

To use this feature, enter a keyword and check the "Thesaurus" checkbox from the search form.

**For example:** a search for the keyword "translator" will return the following words:

Results: 15 Page: 1 2 >>

<input type="checkbox"/> <u>Query</u> ?	<u>Searches</u> ?
<input type="checkbox"/> translator	28,933   
<input type="checkbox"/> program	7,106   
<input type="checkbox"/> interpreter	1,811   
<input type="checkbox"/> programme	1,782   
<input type="checkbox"/> linguist	513   
<input type="checkbox"/> mediator	471   
<input type="checkbox"/> transcriber	399   
<input type="checkbox"/> polyglot	241   
<input type="checkbox"/> computer program	112   
<input type="checkbox"/> intercessor	99   

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

## **Databases**

By default, Keyword Discovery will search the Global premium database. To search on other databases such as shopping, news, regional, eBay etc. select the database from the list. To set a default database, click on the Account link, then click the Update details link.

An overview of each database is provided below.

Also see the [Search Types manual page](#).

*Note: The number of results returned is dependent on the subscription level.*

### **Global Premium**

The Global Premium database contains over 4.4 billion keyword searches based purely on user panel data, which is less prone to skew caused by automated agents.

[Read More...](#)

### **Regional**

The regional databases contains searches performed by users in that region, and searches on engines in that region. eg. The UK database contains searches made by UK users, and searches on UK search engines by users in ANY region.

### **Also Searched**

The keywords listed in the **Also Searched** column are the most commonly searched keywords, searched for by the same users that also searched for the supplied search term. To qualify, the also searched keywords had to be searched for in the same session on the same day as the supplied search term.

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### **Historical**

By checking the Historical checkbox, you will see results from August 2006 to present.  
**Note:** Available for the Global Premium and Regional databases only.

[Read More...](#)

## **Historical Global**

The Historical Global Database (can be found in the drop down list of keyword databases) contains over 36 billion keyword searches performed worldwide from over 200 different sources. Based on data from June 2005 to present.

[Read More...](#)

## **Adult database**

The adult database returns search terms containing adult keywords.

**For example:** A search for the keyword "**wear**" returns "sexy club wear" and "erotic wear".

## **eBay database**

The eBay database contains searches performed at eBay. It provides the ability to find what eBay buyers are looking for, potential opportunities and high conversion keywords for use in PPC campaigns.

## **Google database**

The Google database contains searches performed at Google.com and localized Google sites such as google.es, google.fr etc. Data is collected from our user panel.

## **Industry Keywords**

The Industry terms tool provides lists of common search terms grouped by category. This makes it easy to discover some of the top searches for specific industries. To display the Industry terms, click on the Industry terms button in the toolbar.

[Read More...](#)

## News database

The news database contains searches performed at major news sites and news portals such as Google news. It provides the ability to identify and monitor current news trends.

## Question Phrases database

Question phrases will help you find search terms in which the user is asking a question.

**For example:** A search for the keyword "**tyre**" returns "how to fix a bicycle tyre puncture" and "where can i find a tyre fitting job".

## Shopping database

The shopping database contains searches performed at major ecommerce and shopping sites such as Amazon, Buy, Bizrate, Froogle, shopping, Yahoo shopping and many others. This data can show you how customers search for products on major shopping sites, how they think about products, which search phrases they use, what specific SKUs that are most searched for etc.

## Yahoo database

The Yahoo database contains searches performed at Yahoo.com and localized Yahoo sites such as au.yahoo.com, fr.yahoo.com etc. Data is collected from our user panel.

# Databases - Global Premium

Skew is a major problem that has traditionally faced all keyword suggestion services. Typically search statistics reported on popular queries are impacted by various automated agents such as search engine crawlers, rank and bid checkers. These inflate the true search numbers making it difficult to accurately estimate available traffic.

To overcome this problem, the Global Premium database contains over 4.4 billion keyword searches based purely on user panel data. This data is less prone to skew caused by automated agents.

The Global Premium Database is the default database and can be changed by selecting another database from the "Database" drop-down menu on the search form.

Keyword Discovery is currently the only keyword research service with this level of data quality.

Below is an example on the search term "ipod" from both our Global Premium and Historical Global databases.

Comparison of keyword search using the term "ipod" on the Global Premium database displays results that contain less skew and are hence provide a far more accurate indication of searches in comparison to the results reported by the Global database.																																													
Global Premium Database	Historical Global Database																																												
<p>? Estimated results: <a href="#">116,844</a> Page: <a href="#">1</a> <a href="#">2</a> <a href="#">3</a> <a href="#">4</a> <a href="#">5</a> <a href="#">6</a> <a href="#">7</a> <a href="#">8</a> <a href="#">9</a> <a href="#">10</a> &gt;&gt;</p> <table border="1"> <thead> <tr> <th>Query ?</th> <th>Searches ?</th> </tr> </thead> <tbody> <tr><td><input type="checkbox"/> ipod</td><td>188,639   </td></tr> <tr><td><input type="checkbox"/> ipod touch</td><td>53,274   </td></tr> <tr><td><input type="checkbox"/> ipod nano</td><td>38,734   </td></tr> <tr><td><input type="checkbox"/> ipod shuffle</td><td>9,974   </td></tr> <tr><td><input type="checkbox"/> apple ipod</td><td>9,956   </td></tr> <tr><td><input type="checkbox"/> ipod classic</td><td>6,130   </td></tr> <tr><td><input type="checkbox"/> ipod accessories</td><td>4,198   </td></tr> <tr><td><input type="checkbox"/> ipod video</td><td>4,009   </td></tr> <tr><td><input type="checkbox"/> ipod firmware 1.3</td><td>3,381   </td></tr> <tr><td><input type="checkbox"/> ipod firmware 1.3 features</td><td>3,380   </td></tr> </tbody> </table> <p><a href="#">Access the top 10,000 results via the Enterprise API!</a></p> <p>Add Clear Select All Select By     </p>	Query ?	Searches ?	<input type="checkbox"/> ipod	188,639   	<input type="checkbox"/> ipod touch	53,274   	<input type="checkbox"/> ipod nano	38,734   	<input type="checkbox"/> ipod shuffle	9,974   	<input type="checkbox"/> apple ipod	9,956   	<input type="checkbox"/> ipod classic	6,130   	<input type="checkbox"/> ipod accessories	4,198   	<input type="checkbox"/> ipod video	4,009   	<input type="checkbox"/> ipod firmware 1.3	3,381   	<input type="checkbox"/> ipod firmware 1.3 features	3,380   	<p>? Estimated results: <a href="#">438,009</a> Page: <a href="#">1</a> <a href="#">2</a> <a href="#">3</a> <a href="#">4</a> <a href="#">5</a> <a href="#">6</a> <a href="#">7</a> <a href="#">8</a> <a href="#">9</a> <a href="#">10</a> &gt;&gt;</p> <table border="1"> <thead> <tr> <th>Query ?</th> <th>Searches ?</th> </tr> </thead> <tbody> <tr><td><input type="checkbox"/> ipod</td><td>4,002,517   </td></tr> <tr><td><input type="checkbox"/> apple ipod</td><td>595,733   </td></tr> <tr><td><input type="checkbox"/> ipod accessories</td><td>489,591   </td></tr> <tr><td><input type="checkbox"/> free ipod</td><td>449,195   </td></tr> <tr><td><input type="checkbox"/> free ipod nano</td><td>328,527   </td></tr> <tr><td><input type="checkbox"/> apple ipod mini</td><td>265,653   </td></tr> <tr><td><input type="checkbox"/> ipod nano</td><td>252,613   </td></tr> <tr><td><input type="checkbox"/> ipod mini</td><td>233,863   </td></tr> <tr><td><input type="checkbox"/> ipod case</td><td>161,870   </td></tr> <tr><td><input type="checkbox"/> ipod shuffle</td><td>142,451   </td></tr> </tbody> </table> <p><a href="#">Access the top 10,000 results via the Enterprise API!</a></p> <p>Add Clear Select All Select By     </p>	Query ?	Searches ?	<input type="checkbox"/> ipod	4,002,517   	<input type="checkbox"/> apple ipod	595,733   	<input type="checkbox"/> ipod accessories	489,591   	<input type="checkbox"/> free ipod	449,195   	<input type="checkbox"/> free ipod nano	328,527   	<input type="checkbox"/> apple ipod mini	265,653   	<input type="checkbox"/> ipod nano	252,613   	<input type="checkbox"/> ipod mini	233,863   	<input type="checkbox"/> ipod case	161,870   	<input type="checkbox"/> ipod shuffle	142,451   
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## Databases - Also Searched Queries

The keywords listed in the **Also Searched** column are the most commonly searched keywords, searched for by the same users that also searched for the supplied search term. To qualify, the also searched keywords had to be searched for in the same session on the same day as the supplied search term.

The order of the results is based **User Frequency**. That is, the more users that did the same search, the higher that term is in the results.

Also search queries are automatically displayed in the right set of results when performing a normal search.

For example: Searching for "**shoes**" would return this in the right set of results.

Also Searched Queries - Sorted by user frequency ?

<input type="checkbox"/> <a href="#">Query</a> ?	<a href="#">Searches</a> ?
<input type="checkbox"/> ebay	1,993,127   
<input type="checkbox"/> boots	65,366   
<input type="checkbox"/> nike	86,348   
<input type="checkbox"/> myspace	2,818,338   
<input type="checkbox"/> heels	11,832   
<input type="checkbox"/> dresses	68,226   
<input type="checkbox"/> youtube	2,772,570   
<input type="checkbox"/> google	3,496,362   
<input type="checkbox"/> handbags	25,265   
<input type="checkbox"/> search	3,589,787   

**Also Searched** results are great for brain storming and identifying new potential trends, paths and niche terms that others users have performed in the past.

**NOTE: For very popular terms, we recommend to use the Adult filter.**

## Databases - Historical

There are now 2 types of historical keyword databases:

1. **Historical Databases**
2. **Historical Global Database** (the original keyword database)

### Historical Databases

By ticking the **Historical** checkbox, results displayed are from August 2006 onwards for selected databases, including Global Premium, Australian, Canadian, Dutch, French, German, Italian, Norwegian, Polish, Portuguese, Spanish, Swedish, UK and US.

If the Historical box is left un-ticked, displayed results will be a rolling 12 months of data.

The screenshot shows the search interface for Keyword Discovery. The search term is 'chicken'. The 'Historical' checkbox is checked, and a red arrow points to it. The 'Database' dropdown menu is open, showing a list of databases: Global Premium, Historical Global, Australia, Canada, Dutch, French, German, Italian, Norwegian, Polish, Portuguese, Spanish, Swedish, UK, and US. The 'Other' option is also visible at the bottom of the dropdown. The 'Search' button is visible, along with other options like 'Remove spaces', 'Adult filter', 'Inflected form', 'Competitors', 'Industry', and 'Domain score'.

**This feature is not available when using the Historical Global database.**

The search counts are collected from a user panel of around 3 million users, and are thus real searches performed and not estimates. This is the reason why the search volumes reported will be smaller than what they would be if we did have all internet users in our panel.

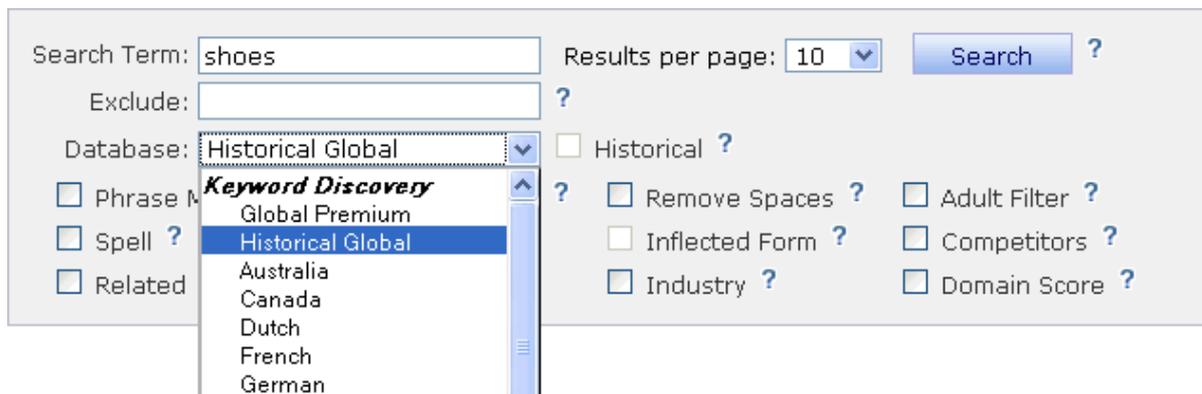
Search numbers should be used relative to other terms, but more importantly the common skews generated by rank checkers and other automated scripts found in other tools are minimized.

## Databases - Historical Global

There are now 2 types of historical keyword databases:

1. **Historical Databases**
2. **Historical Global Database** (the original keyword database)

### Historical Global Database



The screenshot shows the Keyword Discovery search interface. The search term is 'shoes'. The 'Database' dropdown menu is open, showing 'Historical Global' selected. Other options in the dropdown include 'Keyword Discovery', 'Global Premium', 'Australia', 'Canada', 'Dutch', 'French', and 'German'. The 'Search' button is visible, along with various filters like 'Historical', 'Remove Spaces', 'Adult Filter', 'Inflected Form', 'Competitors', 'Industry', and 'Domain Score'.

The Historical Global Database (**can be found in the drop down list of keyword databases**) includes data from all data sources since June 2005 onwards. This includes data from search engine logs themselves that include unfortunately a lot of "spam" and "automated" searches that artificially inflate the search counts.

Keep in mind that the Historical Global Database includes data from a longer period of time. That is why the numbers in Historical Global Database should not be used or relied upon, especially those in the top of the lists.

However the Historical Global database is very useful and serves 2 great objectives:

1. Ideal for tail end and niche research. As we have included all the keywords that we have collected to date, it is great at finding those relevant, yet not so frequently searched for terms. So great at finding those elusive keywords.
2. Great to build up **stop word** lists for PPC campaigns... If we have any search term in our database, it is because a search by real human or not was done for them, it means that if you are running PPC campaigns, your ads will also be displayed in such cases... So by removing them from your campaigns, or adding them into your campaigns but at a much lower CPC rate, you are then making your primary ads perform better and are not penalized for ads that have a poor click through ratio. Which can make a huge difference to your ads rank.

## Databases - Industry Terms

The Industry terms tool provides lists of common search terms grouped by category. This makes it easy to discover some of the top searches for specific industries. To display the Industry terms, click on the Industry terms button in the toolbar.

*Note: This list is not filtered and may contain adult related keywords*

**Top**

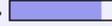
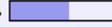
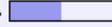
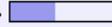
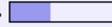
- Adult
- Arts
- Business
- Computers
- Games
- Health
- Home
- Kids and Teens
- News
- Recreation
- Reference
- Regional
- Science
- Shopping
- Society
- Sports
- World

[/ Top](#)

These are the top searches driving traffic to sites in this category. See the [Industry Terms Methodology](#) page for a detailed explanation of how this unique keyword database is created.

If you need to know the top searches driving traffic to a specific website, then please see the advanced [Competitive Intelligence solution](#).

Results: [17,559,790](#) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)

<input type="checkbox"/> Query	Searches ?	Volume ?
<input type="checkbox"/> mspace	2,917,661   	0.17% 
<input type="checkbox"/> sex	1,350,772   	0.15% 
<input type="checkbox"/> google	3,632,118   	0.14% 
<input type="checkbox"/> yahoo	4,101,451   	0.09% 
<input type="checkbox"/> mspace.com	1,403,356   	0.08% 
<input type="checkbox"/> porn	840,791   	0.07% 
<input type="checkbox"/> ebay	2,100,480   	0.07% 
<input type="checkbox"/> games	683,481   	0.06% 
<input type="checkbox"/> youtube	3,019,011   	0.06% 
<input type="checkbox"/> lyrics	148,989   	0.06% 

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

Results per page : [10](#), [20](#), [50](#), [100](#)

Select a category from the list on the left to drill down to more specific categories. Keywords from this list can be added to a project, analysed, cross referenced and exported.

# Analyzing Keywords

A keyword search returns a list of keywords sorted in descending order. Further analysis can be performed to help qualify keywords.

## Keyword Analysis

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

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

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

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

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

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

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

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

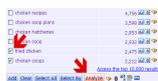
Results: [102,526](#) (2.00 secs) Results/Page:

<input type="checkbox"/>	Query	Searches ?	Successful Search ?	Occurrences
<input type="checkbox"/>	chicken	33,300   	23.10%	121,000,0
<input type="checkbox"/>	chicken pox	5,221   	64.16%	
<input type="checkbox"/>	robot chicken	5,046   	36.54%	
<input type="checkbox"/>	bump of chicken	4,963   	69.09%	
<input type="checkbox"/>	chicken recipes	4,756   	89.80%	1,680,0
<input type="checkbox"/>	chicken coop plans	3,598   	100%	
<input type="checkbox"/>	chicken hatcheries	2,953   	54.25%	
<input type="checkbox"/>	chicken coop	2,932   	44.95%	706,0
<input type="checkbox"/>	fried chicken	2,475   	43.60%	
<input type="checkbox"/>	chicken coops	2,212   	84.04%	

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

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



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

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

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



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

## What do these figures mean?

### Searches

This column contains the number of times that each keyword or phrase has been searched for over the last 12 months.

### Successful Search

See the [Successful Search manual page](#).

### Occurrences

This column contains an estimate of the number of pages in which each search term appears. If there are a large number of pages for a keyword, it will be more difficult to achieve good rankings due to the number of competitors.

If the occurrence value for a keyword is not cached (ie. Has not been recently fetched), Keyword Discovery will display the other available data immediately, while fetching the occurrence data in the background. The occurrences and KEI columns will initially show 'working' for these keywords, which will gradually be replaced with the data as it is retrieved.

### KEI (Keyword Effectiveness Indicator)

See the [KEI manual page](#).

### Predicted Daily

See the [Predicted Daily manual page](#).

## Analyzing Keywords - KEI (Keyword Effectiveness Indicator)

**KEI** stands for **Keyword Effectiveness Indicator** and designed to measure the effectiveness, or the value of a given search term. KEI is a value between 0 and 10.

The value of each keyword is calculated by correlating a number of factors including the popularity of the keyword and the number of pages on which it occurs. The most effective keywords will be those with a high KEI value. Such terms are typically searched for often, but appear on a small number of pages, and are therefore less competitive.

When using KEI, keep in mind that KEI is only an indicator and should not be the sole reason for choosing particular keywords.

You can use [SEO Toolkit](#) to check the other more important criteria, such as in-links, Google Page Rank, Alexa Rank, PI Rank and the number of competing PPC ads on both Google and Yahoo.

## **Analyzing Keywords - Successful Search**

This column contains the percentage of searches that generated a click on one of the search results. That is, what percent of people that did that search for the same keyword, actually found and **clicked on a result returned by the search engines**.

The % is rather insightful as it provides a very clear indication on search terms that generate clicks. It also provides a great way to find search terms that are currently not optimized for. If the results returned do not generate clicks, then obviously vast majority of users do not see any relevant results, so spending time optimizing on these low Successful Search Score terms could be a valuable exercise.

And finally it also highlights search terms that have very high Successful Search Score percentages as ones that will be optimized and will be harder to compete against. So closers to 100% will mean that users tend to find what they are looking for in the results returned by the search engines.

## Analyzing Keywords - Predicted Daily

Figures in this column provide an estimate of the total number of daily searches, for Global Premium, or the number of daily searches in that country for Regional databases, for each given search term.

The predicted daily figure is calculated by determining how many searches Keyword Discovery captures, compared to the total searches performed in that country for the selected Regional database (or the world for the Global Premium database).

### **For example:**

Assume that the search volume, in our Australian database, for the keyword **womens shoes** is 3,000 and that we have captured searches from 5% of users in Australia. From this, we calculate the predicted total searches for this keyword in Australia, then divide it by 365 to get the average Daily predicted searches.

Of course, the actual formula is a little more complex and allows for keywords that only started to be searched for on a particular date, and seasonality.

This is also the reason why when you multiply the daily prediction figure by 365, you will get a much larger number than the number of actual searches recorded in our database.

## Analyzing Keywords - Historical Trends

You can now obtain Historical Trends graphs from two places. The first is available from most result sets, by clicking the **Trends** icon, the second is available by clicking **Keyword Trends** on the toolbar. The Keyword Trends tool allows you to compare upto 5 search terms at once and see trends for specific countries.

- To obtain Trend information, you can click the Trends icon on a result set.

? Estimated results: [5,821](#) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >>

<input type="checkbox"/> Query ?	Searches ?
<input type="checkbox"/> valentines day	7,408   
<input type="checkbox"/> happy valentines day	1,165   
<input type="checkbox"/> valentines day poems	659   

A few moments later, the trend graph will load, showing you result from the last 12 months. The chart type can be changed between historical (shows weekly data), monthly and trend.



**NOTE:** All chart data is from the global premium database.

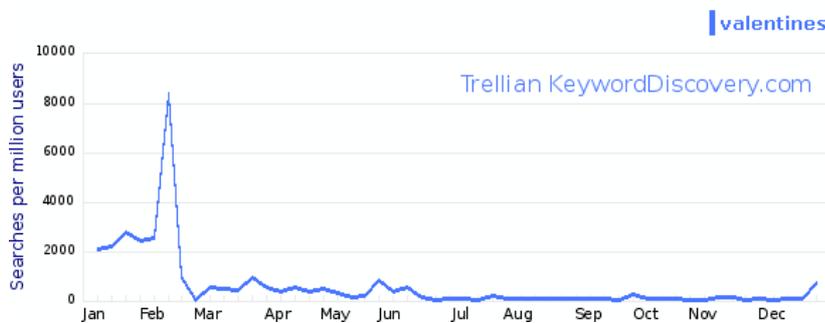
- The second way allows you to compare upto 5 search terms at once and see trends for specific countries. It can be accessed by clicking **Keyword Trends** on the toolbar.



1. Enter upto 5 search terms into the **Keywords** field, seperated by commas
2. Select a **Database**
3. Choose from **Trend** or **Monthly Graph**
4. Click **Search Trends**

**Keywords:**  **Database:**  **Graph:**  Trend  Monthly  ?  
Use commas to compare up to 5 search terms

**Search Trends**



**Search Results**

Query ?	Searches ?
<input type="checkbox"/> valentines	8,748

The Keyword Trends tool will also display **Search Engine Market Share** and **Search Demographics**. For more information, see their manual pages:

- [Search Market Share](#)
- [Search Demographics](#)

# Analyzing Keywords - Search Engine Market Share

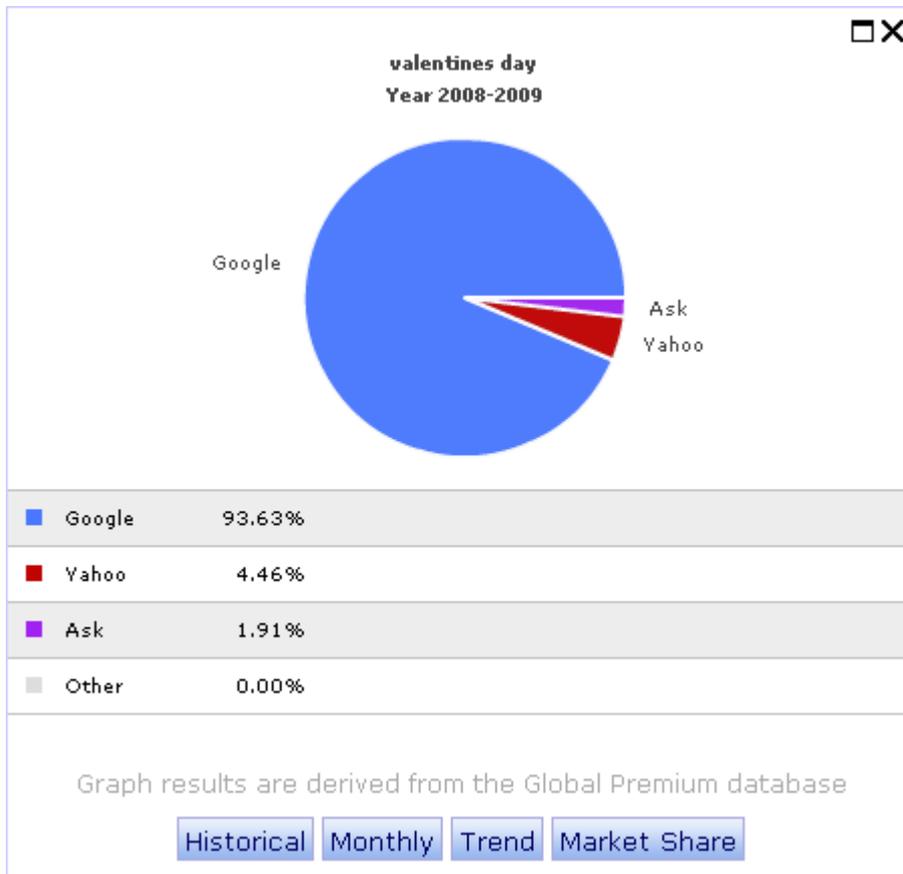
You can now obtain Search Engine Market Share graphs from two places. The first is available from most result sets, by clicking the **Market Share** icon, the second is available by clicking **Keyword Trends** on the toolbar. The Keyword Trends tool allows you to compare upto 5 search terms at once and see Search Engine Market Share for specific countries.

- To obtain Search Engine Market Share information, you can click the Market Share icon on a result set.

? Estimated results: [5,821](#) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [>>](#)

<input type="checkbox"/> Query ?	Search ?
<input type="checkbox"/> valentines day	7,408   
<input type="checkbox"/> happy valentines day	1,165   
<input type="checkbox"/> valentines day poems	659   

A few moments later, the trend graph will load, showing you result from the last 12 months. The chart type can be changed between historical (shows weekly data), monthly and trend.



**NOTE:** All chart data is from the global premium database.

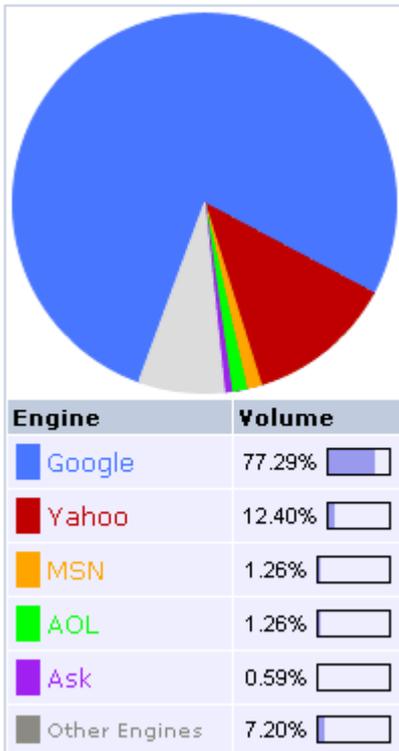
- The second way allows you to compare up to 5 search terms at once and see Search Engine Market Share for specific countries. It can be accessed by clicking **Keyword Trends** on the toolbar.



1. Enter up to 5 search terms into the **Keywords** field, separated by commas
2. Select a **Database**
3. Click **Search Trends**
4. Scroll down to the **Search Engine Market Share** section

### Search Engine Market Share

valentines



The Keyword Trends tool will also display **Historical Trends** and **Search Demographics**. For more information, see their manual pages:

- [Historical Trends](#)
- [Search Demographics](#)

# Analyzing Keywords - Search Demographics

The Keyword Trends tool allows you to compare upto 5 search terms at once and see a Search Demographic break down. It can be accessed by clicking **Keyword Trends** on the toolbar.



1. Enter upto 5 search terms into the **Keywords** field, seperated by commas
2. Select a **Database**
3. Click **Search Trends**
4. Scroll down to the **Search Demographics** section

**Search Demographics** - (Click on Country to view State and City GEO data)

valentines day

Region: [United States](#)



Region	Percent	State	Percent	City	Percent
<a href="#">India</a>	34.22%	<a href="#">California</a>	2.70%	Waukesha	1.09%
<a href="#">United States</a>	31.11%	<a href="#">New York</a>	2.52%	New York	1.00%
<a href="#">Australia</a>	7.20%	<a href="#">New Jersey</a>	1.77%	Mt. Laurel	0.81%
<a href="#">United Kingdom</a>	4.95%	<a href="#">Wisconsin</a>	1.66%	Chillicothe	0.59%
<a href="#">South Africa</a>	3.33%	<a href="#">Ohio</a>	1.53%	Kodiak	0.55%
<a href="#">Croatia</a>	3.17%	<a href="#">Missouri</a>	1.24%	Kansas City	0.51%
<a href="#">Philippines</a>	2.86%	<a href="#">Texas</a>	1.16%	House Springs	0.51%
<a href="#">Malaysia</a>	1.34%	<a href="#">Florida</a>	0.80%	Evansville	0.51%
<a href="#">Brazil</a>	1.31%	<a href="#">Pennsylvania</a>	0.76%	Stratford	0.46%
<a href="#">Egypt</a>	1.20%	<a href="#">Connecticut</a>	0.66%	Reston	0.36%

[More](#)                      [More](#)                      [More](#)

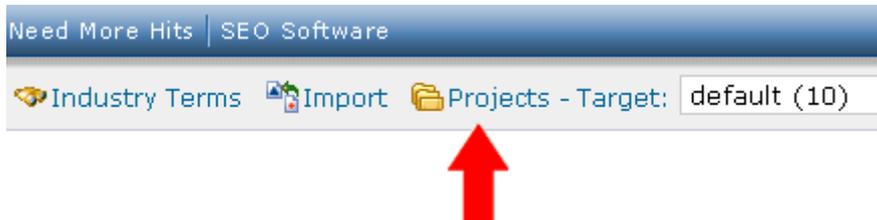
You can click on a country to get a break down of States and Cities or click more to get a full list.

The Keyword Trends tool will also display **Search Trends** and **Search Market Share**. For more information, see their manual pages:

- [Historical Trends](#)
- [Search Market Share](#)

# Projects

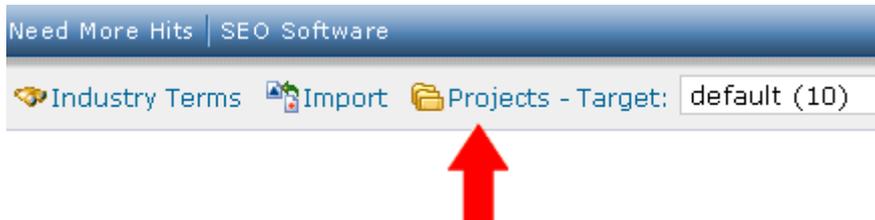
Projects are lists of keywords that can be saved for later use, analyzed, translated or export. To display the project manager, click the **Projects** button in the toolbar.



For information of how many projects you get with your subscriptions and how many keywords you can store per project, see the [Subscription Plans Comparison](#) page.

# Projects - Working with Projects

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



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



## ***Creating a new project***

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



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

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

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

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



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

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

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

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

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

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

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

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

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

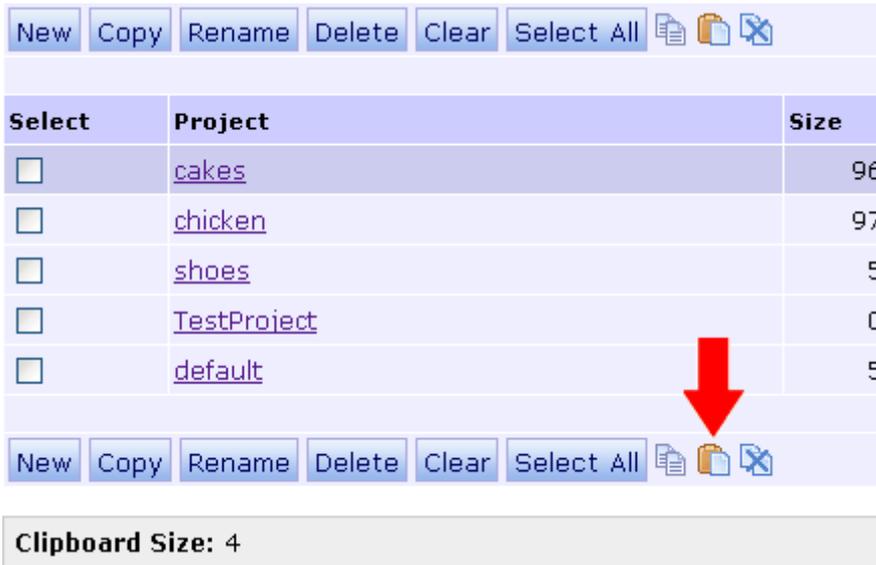
### ***Clipboard***

Clipboard allows you to copy and paste selected keywords from one project to another. In the Project tool, select the project to copy keywords from. Next select the keywords and click on the copy to clipboard icon.



To paste, simply click on another project and click the clipboard paste icon.

Note: Ensure the project you wish to paste to is highlighted by a darker shade of color.



The screenshot shows a menu with a toolbar at the top containing buttons for 'New', 'Copy', 'Rename', 'Delete', 'Clear', 'Select All', and three icons (document, folder, and a crossed-out document). Below the toolbar is a table with three columns: 'Select', 'Project', and 'Size'. The table contains five rows of data. A red arrow points to the 'Clear' button in the toolbar below the table. At the bottom of the menu, a grey box displays 'Clipboard Size: 4'.

Select	Project	Size
<input type="checkbox"/>	<a href="#">cakes</a>	96
<input type="checkbox"/>	<a href="#">chicken</a>	97
<input type="checkbox"/>	<a href="#">shoes</a>	5
<input type="checkbox"/>	<a href="#">TestProject</a>	0
<input type="checkbox"/>	<a href="#">default</a>	5

Clipboard Size: 4

Clearing the clipboard is achieved by clicking the clear clipboard icon.



This screenshot is identical to the one above, showing the same menu structure, table of projects, and 'Clipboard Size: 4' indicator. A red arrow points to the 'Clear' button in the toolbar below the table.

Select	Project	Size
<input type="checkbox"/>	<a href="#">cakes</a>	96
<input type="checkbox"/>	<a href="#">chicken</a>	97
<input type="checkbox"/>	<a href="#">shoes</a>	5
<input type="checkbox"/>	<a href="#">TestProject</a>	0
<input type="checkbox"/>	<a href="#">default</a>	5

Clipboard Size: 4

Clipboard size is displayed at the bottom of the menu. In this example, five keywords are currently stored in the clipboard.

## Projects - Loading Projects

To load a Project (or "Open" it), select the project from the **Projects - Target** drop-down menu, found on the toolbar.



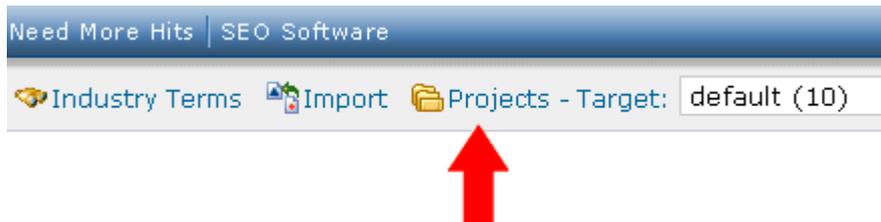
Wait for a moment for the project to load, then you will be able to add, analyze, export keywords from the target project.

For information on working with your project, see the [Working with Projects](#) manual page.

# Projects - Exporting Projects

Projects can be exported to Microsoft Excel or CSV formats and can include analyze data as well as search volumes.

1. To export a project, first click **Projects** from the toolbar.



2. Click any project from the projects list in Projects view.



3. Click the **Export** icon.

Select Database: Global Premium  
Results/Page: 10 Page: 1

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

Clear Select All Select By [trash] [line graph] [globe] [gear] [print] [copy] [paste] [DNS]

4. The project that you wish to export can be selected from the **Choose Project** drop-down menu. You can also choose which database to get search volumes from, export format, and what data to export.

**Export Options**

Choose Project: default (10)  
Choose Database: Global Premium

**Default Export Type**

Export as a Microsoft Excel document  
 Export as Comma Separated document (CSV)  
 Email export results in CSV format

**Export Data Filter**

Include all details (Searches,Occurrences,KEI)  
 Include only the following

Searches  Occurrences  
 KEI  Daily  
 Successful Search

Note: Occurrences, KEI and Daily are available only when exporting from Global Premium database and if you have already analyzed the data.

**Google AdWords tags in Excel export**

Surround keywords with " " for phrase match  
 Surround keywords with [ ] for exact match

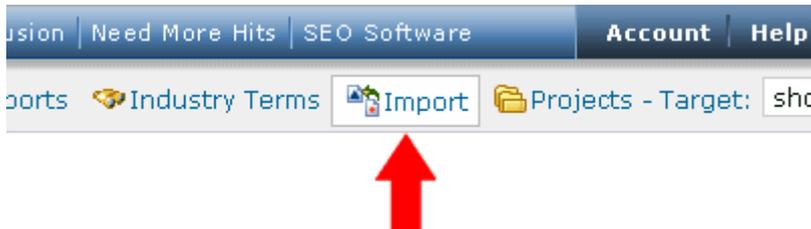
Export

Please click [here](#) to close this window when the download is complete.

5. Click the **Export** and download the exported data.

## Projects - Importing to Projects

To import a text list of keywords or keywords from a website's meta tags, click the **Import** button on the toolbar.



Select a project from the "Select Project" dropdown to import directly to a project. You must remove all non-alphanumeric characters or the import will fail.

You can only import 100 keywords at a time to the selected project.

Select Database:  ?

Select Project:

Results per page:

**Enter one keyword per line or comma separated keywords:**

NOTE: Please remove all non alphanumeric characters as they will cause the import to fail.

Importing is limited to 500 keywords per import, and 5000 keywords per day.

Select a project from the "Select Project" dropdown to import directly to a project. You can only import 100 keywords at a time to the selected project.

?

**Upload file**

?

**Import Meta Tags from a URL**

?

NOTE: Importing is limited 5,000 keywords per day.

## Projects - Translating Keywords

Keywords in projects can be translated from English to French, German, Italian and Spanish, and vice versa. To translate a project, load the project then click on the translate button (yellow fish).

Select Database: Global Premium

Results/Page: 10 Page: 1 2 3 4 5 6 7 8 9 10 >>

Select	Query	Searches
<input type="checkbox"/>	yahoo	4,230,320   
<input type="checkbox"/>	bar	3,651,858   
<input type="checkbox"/>	search	3,589,787   
<input type="checkbox"/>	google	3,496,362   
<input type="checkbox"/>	myspace	2,818,338   
<input type="checkbox"/>	youtube	2,772,570   
<input type="checkbox"/>	ebay	1,993,127   
<input type="checkbox"/>	facebook	1,659,826   
<input type="checkbox"/>	us	1,542,893   
<input type="checkbox"/>	myspace.com	1,350,640   

Clear Select All Select By          DNS



*The translation link*

Select a translation option from the list and click the translate button.

### Translation Options

Language options		
<input checked="" type="radio"/> English	→	French
<input type="radio"/> English	→	German
<input type="radio"/> English	→	Italian
<input type="radio"/> English	→	Spanish
<hr/>		
<input type="radio"/> French	→	English
<input type="radio"/> German	→	English
<input type="radio"/> Italian	→	English
<input type="radio"/> Spanish	→	English

Translate Project

*The translation options*

The translated keywords are then displayed in the chosen language, and can be used in any way. Eg. added to a new project. The original keywords in the project are not modified.

The translation tool should only be used with 50 or fewer keywords.

# Keyword Tools

Keyword Discovery includes many powerful keyword tools, which can be found in the **Keyword Tools** menu on the toolbar.



## Go to the manual page:

[Cross Reference Tool](#)

[Domain Researcher Tool](#)

[Google Formatting](#)

[Keyword Density](#)

[Keyword Manager](#)

[Keyword Permutation](#)

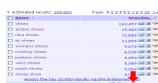
[Keyword Trends](#)

# Keyword Tools - The Cross Reference (XREF) Tool

Use the Cross Reference Tool to quickly check if a list of keywords are used on a specific URL. On top of this, the Xref tool also works like a Density Tool and checks these data points: Meta Title, Meta Description, Meta Keywords, Body Content, Heading Tags, In Links, ALT Tags, Href Title Tags and also provides the Keyword Discovery search volumes.

There are 2 different Cross Reference tools available.

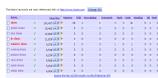
- You can use the Cross Reference tool from results.



This will cross reference the provided URL against the keywords displayed in the results.

### To use cross reference tool:

1. Click the cross reference icon in any set of results.
2. Enter a URL to cross reference your keywords with.
3. Click **Ok** to perform the cross reference.



The results page will now be shown. Keywords already in your project will show a green tick next to them. You can add keywords to your project by selecting them and clicking the **Add** button.

You can change the URL to cross reference against by clicking the **Change URL** button.

For explanations of the columns in the results, [click here](#).

- The second way is to use the stand alone Cross Reference tool which is available from the **Keyword Tools** menu.

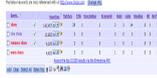


With the stand alone tool, you can provide your own keyword list to cross reference with the provided URL.



**To use the stand alone cross reference tool:**

1. Select the database to retrieve search volumes from.
2. Enter a URL to cross reference your keywords with.
3. Enter a list of keywords (upto 100 at a time).
4. Click **Get Cross Reference Results** to perform the cross reference.



The results page will now be shown. Keywords already in your project will show a green tick next to them. You can add keywords to your project by selecting them and clicking the **Add** button.

You can change the URL to cross reference against by clicking the **Change URL** button.

For explanations of the columns in the results, see below.

## The X-Ref Columns

The following explains the meaning of each column in the results:

### *Searches*

Displays keyword's search volume in the selected database.

### *Matches*

Displays the number of times the search term was found on the web site outside of the Meta tags. These keywords are shown in red.

### *Title*

Number of times the search term appears in the title tag of the page.

### *Description*

Displays the number of times the search term appears in the meta description tag of the page.

### *Keywords*

Displays the number of times the search term appears in the keywords meta tag of the

web site. Keywords are shown in black if they are found in the meta tags only.

### ***Body***

The total number of times the search term appears between the <body> tags, excluding anything that is counted elsewhere.

### ***Links***

The number of times the search term appears in link text. Eg. <a href="">**here**</a>

### ***Heading***

The number of times the search term appears in heading tags. Eg. <h1>,<h2>,<h3>, etc.

### ***Alt***

The number of times the search term appears in the alternative text for images. Eg. .

### ***Href***

The number of times the search term appears in the title or name attributes of a hyperlink tag. Eg. <a href="" title="**here**" name="**or here**">a link</a>

For an in depth analysis of your website, including a competitor analysis, have a look at SEO Reports at

<http://www.trellian.com/seoreport/>

## Keyword Tools - Domain Researcher Tool

The DNS tool cross references keywords with domains, and displays the availability of the domains.

There are now two ways to use this tool.

- You can use the Domain Researcher Tool from results.

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

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

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

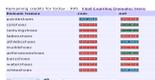
[Add](#) [Clear](#) [Select All](#) [Select By](#)

This will check availability of the displayed keywords as domains in the .com and .net namespace.

### To use DNS tool:

- Click the DNS icon in any set of results.
- The results will appear in the right table

Please note the full use of this tool is available for Enterprise subscriptions only. Standard subscriptions will return the top 3 results. The DNS tool is limited to 1000 queries per day.



Available domain names in either the .com or .net TLD are marked as **Available** and domains for sale are marked as **For Sale**. You can click the icons to buy the domains.

Spaces in keywords are removed by default. The domain names can also be displayed with a

hyphen instead of a space. Click the [- separator] button to perform the search using hypens.



- Alternatively, the Domain Researcher Tool is available from the Keyword Tools menu.



With the stand alone tool, you can provide your own keyword list to check for available domains. (**NOTE:** Not available to Free or Standard users).

### Domain Researcher Tool (DNS Tool) ?

Use the Domain Researcher to quick check upto 100 search phrases, are available to be registered as either a .com or .net domain once all the spaces are stripped out. [Click here for more info.](#)

NOTE:

**Enter upto 100 search phrases, one search phrase per line.**

Please remove all non alphanumeric characters as they will cause this tool to fail. This tool currently does not support IDN based domains.

```
shoes
mens shoes
womens shoes
nike shoes|
```

Get DNS results

**To use the stand alone DNS tool:**

1. Enter a list of keywords (upto 100 at a time).
2. Click **Get DNS Results** to perform the domain search.

Remaining credits for today : 998 [Find Expiring Domains Here](#)

Query ?	Searches ?	Domain Names	.com	.net
<input type="checkbox"/> shoes	143,457	shoes	<b>REGISTERED</b>	<b>REGISTERED</b>
<input type="checkbox"/> nike shoes	12,882	nikeshoes	<b>REGISTERED</b>	<b>REGISTERED</b>
<input type="checkbox"/> womens shoes	9,070	womensshoes	<b>REGISTERED</b>	<b>REGISTERED</b>
<input type="checkbox"/> mens shoes	4,622	mensshoes	<b>REGISTERED</b>	<b>REGISTERED</b>

Add Clear Select All Select By

Search volumes will be retrieved from the Global Premium database and displayed next to the table of domain availability.

Available domain names in either the .com or .net TLD are marked as **Available** and domains for sale are marked as **For Sale**. You can click these icons to buy the domains.

# Keyword Tools - Google Formatting Tool

The Google Formatting Tool is available from the Keyword Tools menu.



You can use the Google Formatting tool to generate keyword lists ready for use with Google AdWords™ Campaigns.

## Google AdWords™ Formatting

Insert keywords here	Filtered keyword results
<div style="border: 1px solid #ccc; height: 100px;"></div>	<div style="border: 1px solid #ccc; height: 100px;"></div>

### Google AdWords™ Formatting

Add Quotes

Add Quotes for **Phrase Match** formatting.

Add Brackets

Add Brackets for **Exact Match** formatting.

Add Brackets and Quotes

Add Quotes and Brackets for both **Phrase Match** and **Exact Match** formatting.

To export the result, use the **Save to Clipboard** option below. Once saved you can then paste the results.

### Upload file

Browse

Upload ?

### Import Meta Tags from a URL

Get Meta Tags

Export Filtered Results To Text File

Export Filtered Results As CSV

Select All

Clear Filtered Results

### To use the Google Formatting tool:

1. Insert keywords in the **Insert keywords here** field by:
  - Copy & pasting keywords into the field
  - Importing keywords from a text file
  - Importing keywords from a URL
2. Choose from **Add Quotes**, **Add Brackets** or **Add Brackets and Quotes**

### Google AdWords™ Formatting

Insert keywords here	Filtered keyword results
shoes	"shoes" [shoes]

**Google AdWords™ Formatting**

Add Quotes for **Phrase Match** formatting.

Add Brackets for **Exact Match** formatting.

Add Quotes and Brackets for both **Phrase Match** and **Exact Match** formatting.

To export the result, use the **Save to Clipboard** option below. Once saved you can then paste the results.

Upload file	Import Meta Tags from a URL
<input type="text"/> <input type="button" value="Browse"/> <input type="button" value="Upload"/> ?	<input type="text"/> <input type="button" value="Get Meta Tags"/>
<input type="button" value="Export Filtered Results To Text File"/>	<input type="button" value="Export Filtered Results As CSV"/>
<input type="button" value="Select All"/>	<input type="button" value="Clear Filtered Results"/>

3. Export your formatted keywords by:

- Clicking the **Select All** button and copying the keywords to your clipboard
- Exporting to keywords to a text file by clicking the **Export Filtered Results To Text File** button
- Exporting to keywords to a CSV file by clicking the **Export Filtered Results As CSV** button

## Keyword Tools - Keyword Density Tool

Most search engines place a large amount of importance on the actual text that is placed on a web page. As a result, the way that the text on a page is constructed plays an important role in determining the way engines index your site. When building a web site it is important to ensure that your pages contain as much relevant text as possible. Search engines gather keywords from your page contents, and rank your web page based on the keyword density. Keyword density is number of times a word or phrase is counted on a web page. The keywords can appear in the page title, links and headings, as well as text in the page body. Ideally the keyword density should be around 3% for your major keywords.

The keyword density tool checks a webpage and returns a list of keywords from the webpage, along with the density data. To display the keyword density tool, click the Density button in the toolbar.

The Keyword Density Tool is available from the Keyword Tools menu.



To start the analysis process, follow these steps:

1. Enter a webpage URL in the URL field. The density tool only searches the webpage specified, not the entire website.
2. Select either 1 or 2 from the Minimum Keywords Per Phrase
3. Select the number of Maximum Keywords Per Phrase, values are from 1 to 4
4. Select the Minimum Word Character Length, values are 1 to 5
5. Select the number of Minimum Occurrences Per Page, values are 1 to 5
6. Select Ignore Meta Keywords if you wish to filter out Meta Keywords from the results.
7. Select Ignore Meta Description if you wish to filter out Meta Description from the results.
8. Select Use Default Stopword list if you wish to filter out stopwords.
9. Select the View: option. Combined lists all keywords within one single column. By Keyword Count lists each column by the number of words in the phrase. For example, 1st column will display 1 word phrases, 2nd column will include 2 word phrases and 3rd column, 3 word phrases.

10. Select the number of results to return from the Results drop down menu
11. Click the Search button

**Keyword Density**

URL:  Results: 10  ?

Min. Keywords Per Phrase   
  Max. Keywords Per Phrase   
 View:

Ignore Meta Keywords   
  Ignore Meta Description   
  Use Default Stopword List

Min. Word Character Length   
  Min. Occurances Per Page

*The keyword density tool*

**Keyword Density**

URL:  Results: 10  ?

Min. Keywords Per Phrase   
  Max. Keywords Per Phrase   
 View:

Ignore Meta Keywords   
  Ignore Meta Description   
  Use Default Stopword List

Min. Word Character Length   
  Min. Occurances Per Page

Add Clear Select All Select By [Next Page >>](#)

<input type="checkbox"/>	Query	Density	Matches	Title	Description	Keywords	Body	Link	Heading	ALT	HREF	Searches
<input type="checkbox"/>	<a href="#">shoes</a> ✓	3.461%	29	1	1	3	3	14	6	1	0	143457
<input type="checkbox"/>	<a href="#">usm</a>	3.103%	26	0	0	0	26	0	0	0	0	813
<input type="checkbox"/>	<a href="#">shop</a>	1.909%	16	0	1	0	8	3	3	1	0	30073
<input type="checkbox"/>	<a href="#">sale</a>	1.551%	13	0	0	0	5	8	0	0	0	25690
<input type="checkbox"/>	<a href="#">boots</a>	1.074%	9	1	0	0	4	4	0	0	0	65366
<input type="checkbox"/>	<a href="#">sandals</a>	1.074%	9	1	0	0	4	4	0	0	0	18736

*Combined view*

**Keyword Density**

URL:  Results:   ?

Min. Keywords Per Phrase   
  Max. Keywords Per Phrase   
 View:

Ignore Meta Keywords   
  Ignore Meta Description   
 Use Default Stopword List

Min. Word Character Length   
 Min. Occurances Per Page

Add Clear Select All Select By [Next Page >>](#)

<input type="checkbox"/>	Term	Density	Count	Searches	<input type="checkbox"/>	Term	Density	Count	Searches	<input type="checkbox"/>	Term	Density	Count	Searches
<input type="checkbox"/>	<a href="#">shoes</a>	3.461%	29	143457	<input type="checkbox"/>	<a href="#">shoes.com</a>	0.835%	7	2716	<input type="checkbox"/>	<a href="#">4.0</a>	0.716%	6	0
<input type="checkbox"/>	<a href="#">usm</a>	3.103%	26	813	<input type="checkbox"/>	<a href="#">kids shoes</a>	0.477%	4	1995	<input type="checkbox"/>	<a href="#">6.0</a>	0.716%	6	0
<input type="checkbox"/>	<a href="#">shop</a>	1.909%	16	30073	<input type="checkbox"/>	<a href="#">work shoes</a>	0.477%	4	642	<input type="checkbox"/>	<a href="#">4.5</a>	0.716%	6	0
<input type="checkbox"/>	<a href="#">sale</a>	1.551%	13	25690	<input type="checkbox"/>	<a href="#">new arrivals</a>	0.477%	4	2093	<input type="checkbox"/>	<a href="#">5.5</a>	0.716%	6	0
<input type="checkbox"/>	<a href="#">boots</a>	1.074%	9	65366	<input type="checkbox"/>	<a href="#">dc shoes</a>	0.358%	3	11829	<input type="checkbox"/>	<a href="#">5.0</a>	0.716%	6	0
<input type="checkbox"/>	<a href="#">sandals</a>	1.074%	9	18736	<input type="checkbox"/>	<a href="#">see more</a>	0.358%	3	781	<input type="checkbox"/>	<a href="#">3.0</a>	0.716%	6	1
<input type="checkbox"/>	<a href="#">keen</a>	1.074%	9	4894	<input type="checkbox"/>	<a href="#">health wellness</a>	0.358%	3	98	<input type="checkbox"/>	<a href="#">3.5</a>	0.716%	6	3

*View by keyword count*

**Term:**

The search terms / keywords from the webpage

**Density:**

The density of the keyword from the webpage (shown as a percentage).

**Count:**

The number of times the keyword/search term appears on the webpage.

**Title:**

The number of times the keyword appears in the html title tags.

**Keywords:**

The number of times the keyword appears in the meta tags keywords.

**Description:**

The number of times the keyword appears in the meta tags description.

**Link:**

The number of times the keyword appears in link anchor text. For example, `<a href="http://www.keyworddiscovery.com">Keyword Research</a>` will include Keyword Research under the link column.

**Heading:**

The number of times the keyword appears in html heading tags.

**Searches:**

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

The number of times the keyword has been searched for, click on a column heading to order the results by the column data

***Graphs:***

Trend graphs display seasonal data in weekly or monthly increments for the selected keyword.

Market Share Graph displays the search engine market share for the selected keyword.

# Keyword Tools - Keyword Manager

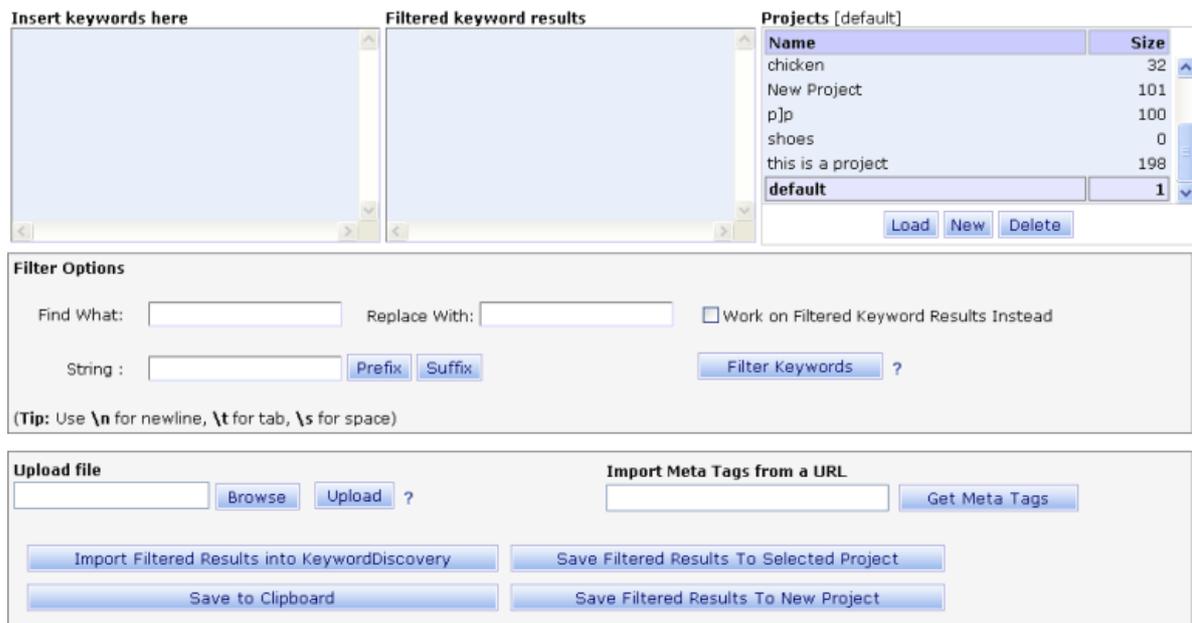
Keywords in projects can be filtered to replace substrings. The keyword search and replace function works similarly to a search and replace function in a text editor application.

The Keyword Manager Tool is available from the Keyword Tools menu.



Keywords can be entered manually (separated by new line), loaded from a text file, imported from a website, or imported from a saved project. The Get Meta Tags function retrieves keywords from a website's meta tags and displays them, ready for filtering.

## Keyword Filter



To filter keywords:

1. Enter the keywords to filter. Each keyword should be on a separate line.
2. Enter the character or string to search for in the "Find What:" box
3. Enter the character or string to replace the search string with in the "Replace With:" box
4. To filter keywords from the already filtered results, select the "Work on Filtered Keyword Results Instead" option.
5. Click on the "Filter Keywords" button

*Note: Single character keywords and keywords that are prepositions, articles or conjunctions will be filtered out.*

After filtering, the keywords can be saved into current loaded project, clipboard, a new project, or imported to the keyword discovery results page.

*Up to 5000 keywords can be imported into Keyword Discovery per day. The limit also takes into account keywords imported via the filter tool.*

## Keyword Tools - Keyword Permutations Tool

Permutation search is a useful tool that searches for terms that contain the set of keywords ordered in different sequences. This is a more restricted and targeted search, and is particularly useful when you are trying to target a specific group of keywords.

To use this feature, click **Keyword Tools** from the toolbar, then click **Keyword Permutation**.



Keywords must be separated by commas. If "N/a" is shown in the resulting search column, the keyword has no searches registered in the Keyword Discovery database. A Permutation search can be performed by selecting "Permutation" from the database selector.

**For example:** entering the keywords "low,interest,loan" returns:

## Keyword Permutation Tool

Use commas to compare upto 5 single phrase keywords.  
eg. low,interest,loan

**Search Term:**   ?

**Select Database:**  ▼

<input type="checkbox"/> Query ?	Searches ?
<input type="checkbox"/> loan	27,160
<input type="checkbox"/> low	18,910
<input type="checkbox"/> interest	1,075
<input type="checkbox"/> low interest	177
<input type="checkbox"/> low interest loan	56
<input type="checkbox"/> loan interest	23
<input type="checkbox"/> interest loan	7
<input type="checkbox"/> loan low interest	3
<input type="checkbox"/> low loan	3
<input type="checkbox"/> interest loan low	1
<input type="checkbox"/> interest low	1
<input type="checkbox"/> loan low	1
<input type="checkbox"/> low loan interest	n/a
<input type="checkbox"/> interest low loan	n/a
<input type="checkbox"/> loan interest low	n/a

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

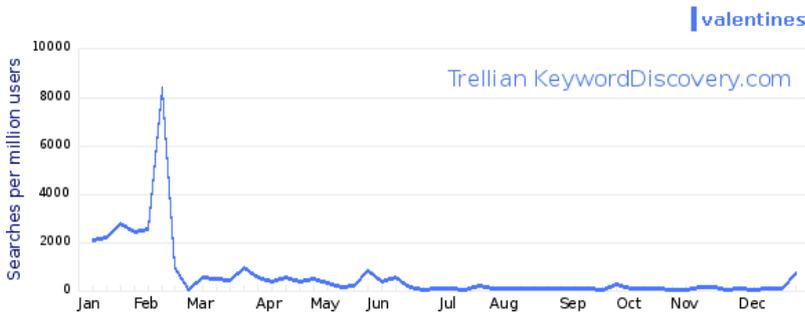
# Keyword Tools - Keyword Trends Tool

The Keyword Trends tool allows you to compare upto 5 search terms at once and see trends for specific countries. It can be accessed by clicking **Keyword Trends** on the toolbar.

1. Enter upto 5 search terms into the **Keywords** field, seperated by commas
2. Select a **Database**
3. Choose from **Trend** or **Monthly Graph**
4. Click **Search Trends**

Keywords:  Database:  Graph:  Trend  Monthly  ?  
Use commas to compare up to 5 search terms

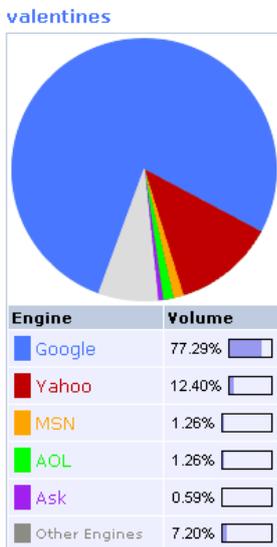
### Search Trends



### Search Results

Query ?	Searches ?
<input type="checkbox"/> valentines	8,748

### Search Engine Market Share



### Search Demographics - (Click on Country to view State and City GEO data)

Region: United States

Region	Percent	State	Percent	City	Percent
<u>United States</u>	55.48%	<u>California</u>	2.37%	Orlando	1.04%
<u>Philippines</u>	8.59%	<u>Texas</u>	1.74%	New York	0.64%
<u>India</u>	8.39%	<u>Florida</u>	1.73%	Atlanta	0.62%
<u>Viet Nam</u>	8.16%	<u>New York</u>	0.88%	Stevenson Ranch	0.45%
<u>United Kingdom</u>	4.59%	<u>Georgia</u>	0.78%	Los Olivos	0.43%
<u>China</u>	2.94%	<u>Michigan</u>	0.47%	Oklahoma City	0.34%
<u>Norway</u>	1.97%	<u>Colorado</u>	0.47%	Houston	0.32%
<u>Japan</u>	1.53%	<u>Oklahoma</u>	0.41%	Woodland Hills	0.32%
<u>Guatemala</u>	1.21%	<u>Indiana</u>	0.38%	El Paso	0.31%
<u>Canada</u>	1.12%	<u>Virginia</u>	0.33%	College Station	0.30%

[More](#)                      [More](#)                      [More](#)

The Search Trends graph is based on the last 12 months of data.

The Keyword Trends tool will also display **Search Engine Market Share** and **Search Demographics**. Yo can click a Country or State, in Search Demographics to show a detailed break down.

# Keyword Reports

Keyword Discovery offers these advanced keyword reports for those that simply need more keyword data.

For detailed information of each report please see the [Keyword Reports Information Page](#)



## **Go to the manual page:**

[Drop Domain Report](#)

[Exhaustive Report](#)

[Keyword Statistics](#)

[Top Search Term List](#)

## **Keyword Reports - Drop Domain Report**

Every day a new list of expired domains becomes available at [Snap Names](#). We run this list through our KeywordDiscovery Global Premium database and extract the search volumes for any matching domains.

For detailed information on the Drop Domain Report, see the [Keyword Discovery Drop Domain Report - For Domainers](#) page.

## Keyword Reports - Exhaustive Report

The **long tail** or **tail end** keyword data, are the gems that not many know about. Since many keywords have more than 1,000 related results, in some cases hundreds of thousands, with the exhaustive list you can have the complete set of results for a given keyword.

For detailed information on the Drop Domain Report, see the [Search Phrase Exhaustive Lists](#) page.

Just like the "Exhaustive Keyword Lists" above, you can order the full list of keyword that are classified in the same industry or category. This is great for classifying keywords to a specific category.

For detailed information on the Drop Domain Report, see the [Industry Keyword Report](#) page.

## Keyword Reports - Keyword Statistics - Query Size by Country

The Keyword Statistics Report is available from **Keyword Reports** on the toolbar.



The Keyword Statistics Report allows you to quickly see search behavior trends and how the nature of search differs per country. Since the average number of terms per search phrase varies substantially from country to country, gain some useful insights into search behavior in the markets you are active in.

For example, English users predominantly use 2 and 3 word search terms, with single keyword searches becoming less common. This information can help you target your keywords to the searching audience more effectively.

### ***Words:***

This column displays the number of words in the search.

### ***en, de, fr, es etc.***

These columns display the data for each language eg. en is English, de is German, fr is French etc. Note: All figures are given as percentages. The data is compiled from searches done in the previous month and is updated monthly.

Words:	 us	 uk	 au	 ca	 de	 es	 fr	 nl	 no	 se	 pl	 pt	 it
<b>1</b>	26.94%	26.45%	27.21%	29.26%	34.50%	33.83%	29.24%	33.16%	47.43%	46.84%	25.92%	40.43%	29.36%
<b>2</b>	41.60%	45.81%	38.60%	40.14%	42.29%	34.72%	37.42%	42.55%	34.61%	33.36%	45.09%	32.65%	38.03%
<b>3</b>	18.17%	17.71%	24.03%	19.98%	15.22%	17.61%	19.16%	16.57%	12.59%	12.69%	15.70%	14.74%	19.42%
<b>4</b>	7.00%	5.66%	5.72%	5.66%	4.59%	6.99%	7.20%	4.64%	3.23%	3.91%	6.51%	6.16%	7.01%
<b>5</b>	3.37%	2.38%	2.45%	2.59%	1.90%	3.37%	3.45%	1.78%	1.28%	1.76%	3.27%	3.00%	3.24%
<b>6</b>	1.58%	1.05%	1.05%	1.24%	0.81%	1.74%	1.72%	0.71%	0.49%	0.70%	1.71%	1.50%	1.53%
<b>7</b>	0.73%	0.50%	0.49%	0.59%	0.38%	0.87%	0.90%	0.32%	0.21%	0.35%	0.91%	0.73%	0.76%
<b>8</b>	0.35%	0.25%	0.25%	0.30%	0.18%	0.47%	0.49%	0.16%	0.09%	0.20%	0.49%	0.42%	0.40%
<b>9</b>	0.17%	0.13%	0.12%	0.15%	0.08%	0.24%	0.26%	0.07%	0.04%	0.10%	0.23%	0.22%	0.16%
<b>10+</b>	0.09%	0.06%	0.07%	0.08%	0.05%	0.15%	0.18%	0.04%	0.03%	0.09%	0.16%	0.16%	0.09%

*Word Statistics*

## **Keyword Reports - Top Search Term List**

The Top Search Term List Report allows you to find out what keywords are searched for the most as a whole or in specific countries and even specific search engines, such as Google and Yahoo.

For detailed information on the Top Search Term Lists, see the [Keyword Discovery Top Search Term Reports](#) page.

## Importing Keywords From An External Source

To import a text list of keywords or keywords from a website's meta tags, click the **Import** button on the toolbar. .

Select Database:  ?

Select Project:

Results per page:

**Enter one keyword per line or comma separated keywords:**

NOTE: Please remove all non alphanumeric characters as they will cause the import to fail.

Importing is limited to 500 keywords per import, and 5000 keywords per day.

Select a project from the "Select Project" dropdown to import directly to a project. You can only import 100 keywords at a time to the selected project.

?

**Upload file**

?

**Import Meta Tags from a URL**

?

*The keyword import page*

The import tool is limited to importing 500 keywords/phrases at a time. Up to 5000 keywords can be imported per day. The limit also takes into account keywords imported via the filter tool.

To import, enter the data to import, using one search term per line, or separating each keyword by

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

commas. Select a database to fetch the search figures from, then click the Import button.

To import directly into a project, select a project name from 'the select project' list. Note: only 100 keywords at a time can be imported directly into a project.

To import meta tag keywords, enter the URL in the bottom field and click the Get Meta Tags button.

To import from a CSV or text file, click on the browse button, locate your file and click the Upload button.

The keywords will be imported then displayed. The imported keywords can then be used in the same manner as the search keywords.

*Note: Please remove all non alphanumeric characters as they will cause the import to fail.*

## Exporting Keywords and Their Data

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

See the [Exporting Projects](#) manual page for information on exporting projects.

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

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

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

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

### The export options are as follows:

- Choose database - Select the database to export results from
- Export as a Microsoft Excel document - exports the data in a format specifically for Excel
- Export as Comma Separated document (CSV) - exports the data in CSV format
- Email export results in CSV format - emails the data in CSV format to the email address on record for the Keyword Discovery account.
- Include all details (Searches, Occurrences, KEI) - Includes the analysis data (only if the data has been previously analyzed)
- Include only the following - allows for selection of specific details.
- Surround keywords with " " for phrase match - used for Google Adwords phrase match (Available for Excel format exports only)
- Surround keywords with [ ] for exact match - used for Google Adwords exact match (Available for Excel format exports only)

**NOTE: The export function is available in many different results and not all of these options will always be available.**

For email export, the keyword data will be emailed instantly and a confirmation message is shown. Otherwise you will be prompted to save the data as a csv (Comma Separated Values) file, which can be opened with Microsoft Excel or any text application such as Notepad.

**Export Options**

Choose Project : shoes (10) ▾

Choose Database : Global Premium ▾

**Default Export Type**

Export as a Microsoft Excel document

Export as Comma Separated document (CSV)

Email export results in CSV format

**Export Data Filter**

Include all details (Searches,Occurrences,KEI)

Include only the following

Searches       Occurrences

KEI               Daily

Successful Search

Note: Occurrences, KEI and Daily are available only when exporting from Global Premium database and if you have already analyzed the data.

**Google AdWords tags in Excel export**

Surround keywords with " " for phrase match

Surround keywords with [ ] for exact match

Please click [here](#) to close this window when the download is complete.

*Export Options*

**Export Options**

Choose Database : Global Premium ▾

**Default Export Type**

Export as a Microsoft Excel document

Export as Comma Separated document (CSV)

Email export results in CSV format

**Export Data Filter**

Include all details

**Google AdWords tags in Excel export**

Surround keywords with " " for phrase match

Surround keywords with [ ] for exact match

Please click [here](#) to close this window when the download is complete.

*Industry Terms Export Options*

# Implementing Keywords Into a Website

Now you have compiled a list of keywords to use, you need to integrate them into your site. Not all search engines will read all of these tags, and some indexing algorithms place more emphasis on specific tags. No one except the algorithm authors know exactly how they work, so it is good practice to use all of the techniques described below.

## ***Title tag***

The title tags appear in the HEAD section of the page code and the title is displayed in the title bar of the browser window when the site is viewed. The title tags appear as the name of the website in search results, and is often where you need to make your first impression. The title is a good place to display your company name and a few relevant keywords. You can also add locality descriptors to let your visitors know where your business is located. An example of a title tag:

```
<HEAD>  
<TITLE> Dress shoes, sneakers, runners, sandals and much more - John's Fine Shoes, Australia  
</TITLE>  
</HEAD>
```

The title tag should be slightly different for each page, reflecting the content for that particular page. For example, the shoe store may have a different page for running shoes, so the title tag may change to:

```
<HEAD>  
<TITLE> Running and athletic shoes - John's Fine Shoes, Australia </TITLE>  
</HEAD>
```

A bad example of a title tag is shown below. The title does not explain where the company is located or what type of shoes it sells.

```
<HEAD>  
<TITLE> Johns shoes home page </TITLE>  
</HEAD>
```

## ***Description tag***

The description tag appears in the HEAD section of each page's code. The description tag should be used to expand on the title, as the text in this tag often appears as the description of the website in search results. For example:

```
<HEAD>  
<TITLE> John's Fine Shoes Australia - dress shoes, sneakers, runners, sandals and much more  
</TITLE>  
<META NAME="Description" CONTENT="John's Fine Shoes stock all types of shoes from  
running shoes to dress shoes, in large range of sizes. You can even order online">  
</HEAD>
```

Generally 250 characters is sufficient for the description as most search engines display only a short part of the description.

### ***Keyword tag***

The keyword tag appears in the HEAD section of each page, and contains a list of keywords and phrases that are relevant to your site. The keyword tag used to be a highly influential tag used by search engines to index websites, however due to abuse by search engine spammers adding irrelevant repeated keywords, the tag now carries less influence.

Adding irrelevant keywords may attract more traffic to your site, however it's likely to be untargeted traffic and the visitors probably won't be interested in your site anyway. The keywords in the META tag should be separated by commas, NOT spaces, and keywords should not be repeated. A list of 8-12 keywords or phrases is generally considered sufficient. The keyword tag should be different for each webpage.

```
<HEAD>
<TITLE> John's Fine Shoes Australia - dress shoes, sneakers, runners, sandals and much more
</TITLE>
<META NAME="Description" CONTENT="John's Fine Shoes stock all types of shoes from
running shoes to dress shoes, in large range of sizes. You can even order online">
<META NAME="KEYWORDS"
CONTENT="shoes,boots,running,nike,athletic,netball,womens,mens,kids,basketball,Jordan,buy
online">
</HEAD>
```

### ***Link text***

Link tags, also known as Anchors, are usually found many times throughout websites between the BODY tags. The description text used for the link should ideally contain any relevant keywords, and describe the purpose or destination of the link. For example:

```
<A HREF="nikeshoes.htm">Our new range of Nike running shoes</A>
<A HREF="http://www.nike.com">The official Nike website</A>
```

rather than

```
Click <A HREF="nikeshoes.htm">here</A> to see our new range of nike running shoes.
<A HREF="http://www.nike.com">http://www.nike.com</A>
```

### ***Images***

Alt tags are used in conjunction with image tags <IMG> to provide a textual description of the image. The alt tag is useful for the visually impaired visitors who are using software to read out the page contents, and for people who have images turned off in their browser. All image tags should have an alt section. For example:

```
<IMG SRC="/images/leatherboots.jpg" alt="Black leather ankle high boots">
```

However do not create images solely for the purpose of adding alt tags unless the images add value

to your website. The technique of creating 1 x 1 pixel images with alt tags stuffed with keywords is regarded as spamming by some search engines, and is not recommended.

### ***Headings***

Heading tags such as <H1> <H2> etc. are often given extra standing by search engines. The heading tag should contain one or two important keywords. For example:

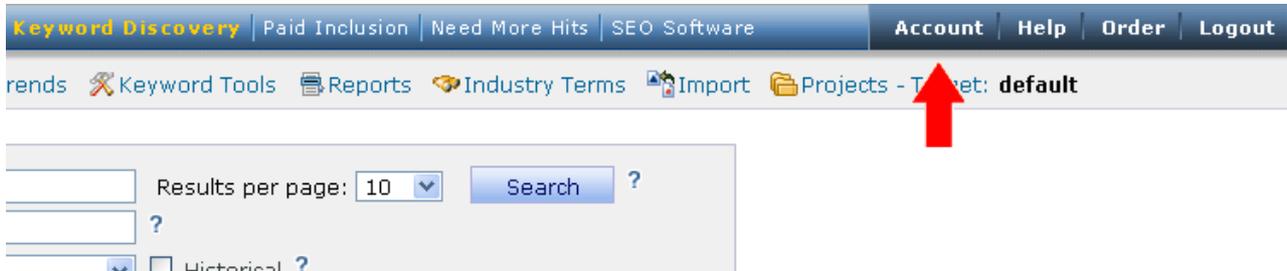
<H1>Running and Athletic shoes </H1>

### ***Text***

The text on the webpage should contain sentences and paragraphs that integrate the keywords in a logical manner. To test the text for readability, read it out aloud, ensuring that it makes sense and is relevant to your visitors. The sentences should flow naturally and provide visitors with useful information about your products or services.

# Account Management

Your Keyword Discovery / Trellian account can be managed by clicking the **Account** link at the top-right of the page, whenever you are logged in.



## Go to the manual page:

[Accounts](#)

[Subscriptions](#)

[Credits](#)

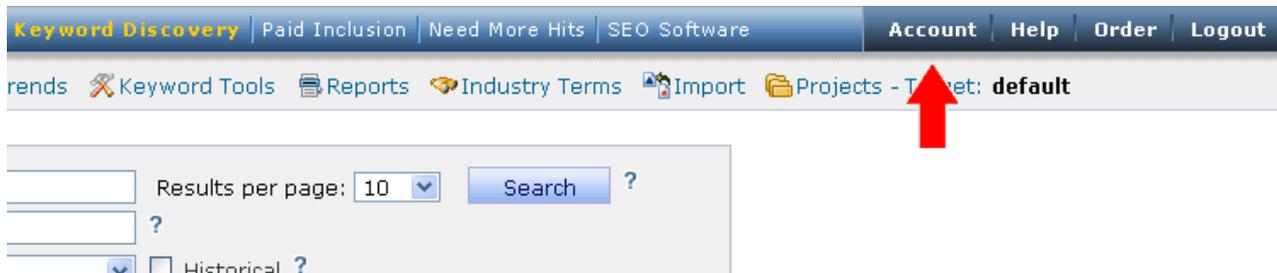
[Seats](#)

[Billing Details](#)

[Transaction History](#)

# Account Management - Accounts

Your Keyword Discovery / Trellian account can be managed by clicking the **Account** link at the top-right of the page, whenever you are logged in.



Account details, such as name, address, password and your default database can be changed from the **Account Details** section.

## Account Details

<b>Username:</b>	contact@trellian.com
<b>Password:</b>	<a href="#">Change Login Password</a>
<b>Company:</b>	Trellian
<b>First Name:</b>	John
<b>Last Name:</b>	Smith
<b>Email:</b>	contact@trellian.com
<b>Street:</b>	8 East Concourse
<b>City:</b>	Beaumaris
<b>State:</b>	VIC
<b>Zip:</b>	3193
<b>Country:</b>	Australia
<b>Telephone:</b>	613 9589 7946
<b>Mobile:</b>	
<b>Fax:</b>	
<b>Home Page:</b>	<a href="http://www.trellian.com/">http://www.trellian.com/</a>
<b>Default database:</b>	Global Premium
<input type="button" value="Update Details"/>	

## Account Management - Subscriptions

All account related information, such as the status, expiry date and length of your subscription can be viewed from the account management section.

You can also renew your subscription, Update Credit Card Billing Details and view Transaction History and Invoices.

### Keyword Subscription Details

<b>Subscription Status:</b> Enterprise Access	<a href="#">Change or Cancel Subscription</a>
<b>Subscription Expires:</b> 2010-05-08 (348 days away)	
<b>Subscription Length:</b> 1 Month(will renew on expiry)	
<b>API Query Balance:</b> 6 / 10000	

### Billing Details

- [Update Credit Card Billing Details](#)
- [Transaction History and Invoices](#)

### Trellian Affiliate Partner Details

Partner ID Number: **504453**  
Total Commissions Earned: **\$0.00**

### Quick links:

- [Partner Resources](#)
- [Click Stats](#)
- [Sales Reports](#)

### Keyword Subscription Seat Details

<b>Number of Seats:</b>	0	<a href="#">Order</a>
-------------------------	---	-----------------------

### Drop Domain Report Subscription Details

<b>Subscription Status:</b>	Please <a href="#">Click Here</a> to order drop domain report subscription.
-----------------------------	---

You can also order additional services, such as the Drop Domain Report or additional user seats. For other Keyword Services, see the [Keyword Reports](#) page (also accessible by clicking **Reports** on the toolbar).

# Account Management - Credits

Included credits between Keyword Discovery subscriptions differ. For details of what your subscription includes, see the [Keyword Discovery Subscription Plans Comparison](#) page.

You can find out how many Search credits you have for the day by clicking the **Account** link in the top-right of the page. The number is under **Query Balance Remaining**.

## Keyword Subscription Details

<b>Subscription Status:</b>	Standard Access <a href="#">Upgrade to Enterprise Access</a> <a href="#">Change or Cancel Subscription</a>
<b>Subscription Expires:</b>	2010-05-08 (347 days away)
<b>Subscription Length:</b>	<a href="#">1 Year(will renew on expiry)</a>
<b>Query Balance Remaining:</b>	1500 / 1500

Once you have used all your credits, you will no longer be able to perform searches until the next day.

You will be told how many **Analyze** credits you have remaining for the day, whenever you **Analyze** a keyword.

**Warning**

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

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

Query	Searches ?	Successful Search ?	Occurrences ?	KEI ?	Predicted Daily ?
<input type="checkbox"/> chicken	33,300	23.10%	121,000,000	0.11	1,837
<input type="checkbox"/> chicken pox	5,221	64.16%			288
<input type="checkbox"/> robot chicken	5,046	36.54%			278

Once you have used all your analysis credits, you will no longer be able to fetch Occurrences & KEI for keywords until the next day. However, if the Occurrences & KEI has been fetched by another Keyword Discovery user within the last 90 days, the cached figure will be displayed for that keyword.

Your daily analysis credits reset every 24 hours (at midnight Australian EST - GMT +10).

## Account Management - Seats

Existing users are able to purchase additional logins, known as seats, at a discounted price.

If you already have an account, you can login and go to the [Keyword Discovery Seat Subscription](#) page, to order additional seats.

### Keyword Discovery Seat Subscription

Enter the subscription seat usernames, passwords, emails below (one per line)

Username	Password	Email
10testacc	*****	support@keyworddiscovery.com
123test	*****	support@keyworddiscovery.com

Subscription Type	Cost/Seat
<input checked="" type="radio"/> Standard Subscription (Yearly - Best Value Save 35%)	599.40
<input type="radio"/> Standard Subscription (Monthly)	69.95
<input type="radio"/> Enterprise Subscription with API (Yearly - Best Value Save 35%)	4455.00
<input type="radio"/> Enterprise Subscription with API (Monthly)	495.00

All prices are in US dollars.

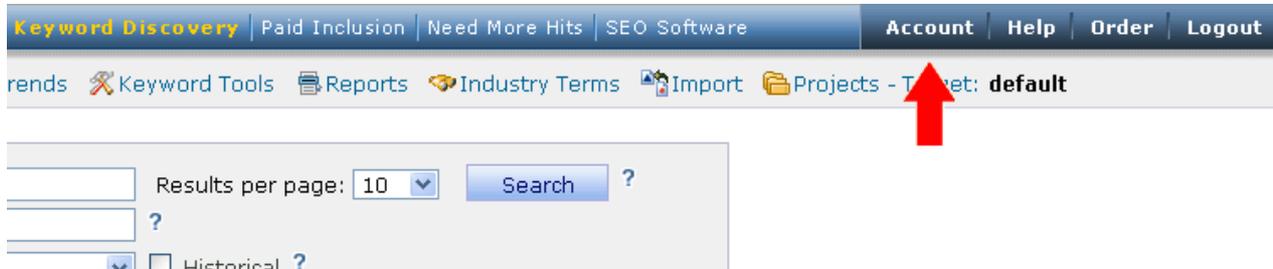
Your order will be submitted through a secure SSL connection.

NOTE: Your Credit Card account will show a debit in Australian Dollars by Trellian Pty. Ltd., the amount being equivalent to the US purchase price. Australian orders are inclusive of 10% GST.

Enter the usernames, passwords and e-mail addresses of the user seats you wish to purchase.

# Account Management - Billing Details

Your Keyword Discovery / Trellian account can be managed by clicking the **Account** link at the top-right of the page, whenever you are logged in.



You can upgrade your billing details by clicking the **Update Credit Card Billing Details** link on the account page.

## Keyword Subscription Details

<b>Subscription Status:</b> Enterprise Access
<a href="#">Change or Cancel Subscription</a>
<b>Subscription Expires:</b> 2010-05-08 (348 days away)
<b>Subscription Length:</b> <a href="#">1 Month(will renew on expiry)</a>
<b>API Query Balance:</b> 6 / 10000

## Billing Details

- [Update Credit Card Billing Details](#)
- [Transaction History and Invoices](#)

## Trellian Affiliate Partner Details

Partner ID Number: **504453**  
Total Commissions Earned: **\$0.00**

## Quick links:

- [Partner Resources](#)
- [Click Stats](#)
- [Sales Reports](#)

## Keyword Subscription Seat Details

<b>Number of Seats:</b>	0	<a href="#">Order</a>
-------------------------	---	-----------------------

## Drop Domain Report Subscription Details

<b>Subscription Status:</b> Please <a href="#">Click Here</a> to order drop domain report subscription.
---

Enter you new card details in the form and click the **Save new Card details** button.

Your stored Credit Card Details			
Card Type	VISA		
Card Name	[REDACTED]		
Card Number	[REDACTED]		
Card Expiry	02/2015	Card CVC	***

Enter new card details			
Card Type	VISA <input type="button" value="v"/> *		
Name on Card	<input type="text"/> *		
Card Number	<input type="text"/> *		
Card Expiry	Select Month <input type="button" value="v"/>	2009 <input type="button" value="v"/> *	Card CVC <input type="text"/> *
<input type="checkbox"/> If you are not the cardholder, please tick this box			

Clear my Card details

Save new Card details

\* Represents a required item.

**NOTE: Deleting credit card details does not cancel active subscriptions or recurring charges.**

# Account Management - Transaction History

Your Keyword Discovery / Trellian account can be managed by clicking the **Account** link at the top-right of the page, whenever you are logged in.



You can upgrade view your transaction history by clicking the **Transaction History and Invoices** link on the account page.

## Keyword Subscription Details

<b>Subscription Status:</b> Enterprise Access	<a href="#">Change or Cancel Subscription</a>
<b>Subscription Expires:</b> 2010-05-08 (348 days away)	
<b>Subscription Length:</b> 1 Month(will renew on expiry)	
<b>API Query Balance:</b> 6 / 10000	

## Billing Details

- [Update Credit Card Billing Details](#)
- [Transaction History and Invoices](#)

## Trellian Affiliate Partner Details

Partner ID Number: **504453**  
Total Commissions Earned: **\$0.00**

## Quick links:

- [Partner Resources](#)
- [Click Stats](#)
- [Sales Reports](#)

## Keyword Subscription Seat Details

<b>Number of Seats:</b>	0	<a href="#">Order</a>
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## Drop Domain Report Subscription Details

<b>Subscription Status:</b>	Please <a href="#">Click Here</a> to order drop domain report subscription.
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You can click **Order Details** or **Invoice** for further details on each order.

## Transaction History

Date Submitted	Charge	Status	Payment Method	Details	Invoice
2009-05-08 13:34	US\$599.40	OK		<a href="#">Order Details</a>	<a href="#">Invoice</a>
<b>Total:</b>	<b>US\$599.40</b>				

# **Keyword Discovery Support**

Please check the [Keyword Discovery FAQ](#) before contacting support as 90% of all support questions we receive are the same and the fastest way to get an answer, is to check our FAQ.

All support links can be found at <http://www.keyworddiscovery.com/support.html>

To contact the Keyword Discovery team, please complete the contact form at <http://www.keyworddiscovery.com/contact.html>

Or you can chat live with our customer support staff between 9am-5pm Monday to Friday Australian EST (GMT +10).