

The Golden Keywords Teleclass

Practical Strategies For Turning Mere Words Into Online Cash!

Featuring:

Keyword Research Consultants

Fabian Lim and Ivan Wong

Chief Marketing Officer/Chief Technology Officer
TheDowser Keyword Research Software

Hosted by Top Internet Marketer/Copywriter

Jo Han Mok

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Jo Han: Hi, this is Jo Han Mok from Midas Touch Marketing and welcome to our Golden Keywords Teleclass. Tonight, you are going to discover exactly how to turn words into cash. But it has absolutely nothing to do with copywriting. Instead, tonight we are going to deal with the topic of keyword research. Now, keyword research is a sorely misunderstood topic on the internet, there's a lot of false information that's going around. But the truth is, proper keyword research can make you rich and it's my objective on this call to make sure you know how to conduct proper keyword research.

And for that purpose, I've recruited two of my closest associates, Mr. Fabian Lim and Mr. Ivan Wong who are really experts on keyword research, and they are here to clear the air and tell you exactly how to conduct proper keyword research. Remember what I said, the proper keyword can make you rich but it has to be proper, it has to be fast, it has to be accurate. Fabian, I'll give you guys the go ahead and give our listeners out there a little background information about the kind of work that you do and how important keyword research is to your work. Fabian, why don't you get the ball rolling right now?

Fabian: Sure Jo Han, thank you for the introduction. Essentially, keyword research is something I do everyday as part of my work. Just a little background about myself, I'm basically a web analytics consultant...

Jo Han: Okay, hold it, Fabian, hold on, hold on, what's a web analytics consultant? It's a big word, I think people out there need to know exactly what do you do.

Fabian: Well, my job involves helping very large websites understand their online visitor behavior.

Jo Han: And that has absolutely everything to do with keyword research as well?

Fabian: Well, that has to do with keyword research and much, much more.

Jo Han: Okay, cool, anyway, my point is, Fabian does this for a living and if you mess this up, you won't be getting the kind of big money you're getting paid right now and your clients wouldn't be happy campers either, am I right to say that?

Fabian: Absolutely.

Jo Han: Well, let's move on to Ivan... Ivan is what I would call a bona-fide geek because he has an extensive background in programming and he has consulted with various clients ranging from commercial portals to small start-ups. And Ivan, why don't you just go ahead and tell our listeners out there how important keyword research is to your everyday work?

Ivan: Thank you, Jo Han. I've been working as an independent marketing consultant for the past several years. And recently, my consulting centers around web analytics and search engine optimization services. So you did mention the importance of keyword research in my assignments. Yes, it's true that when executing new projects for my clients... keyword research is an integral component of every project.

Jo Han: I think I will just go ahead and jump in and make a little statement here, you guys can clarify and let our listeners know if I mess up, but essentially both of you guys deal with analyzing numbers and visitor behavior and now, all those numbers are based on search engine traffic. And a lot of the work that you do - search engine optimization, is to basically create or rather, to optimize the site such that it becomes a search engine magnet and attract visitors from search engines. And the way you do that is by conducting the proper keyword research first, and if that keyword research is wrong or it's not done accurately, basically your clients will suffer, and you wouldn't get the kind of results you want to get from your optimization efforts.

Fabian: Well, keyword research obviously deals with numbers, but it's more about understanding who your target market is. And as we all understand, visitors use keywords - they basically type in keywords in the search engines to try to find information, products or services. So before you even start marketing anything online, what you really want to understand is really your various so-called target segments... "Who is it that you'd like to reach out to? And what kind of keywords would your potential visitors likely use to look for your products and services?"

Jo Han: So let me go ahead and give you guys an example. So you guys know that I'm an internet marketer and I sell information products related to "marketing" and "making money online". So perhaps, one of the keywords I want to target is "making money online" or "work from home" or perhaps "MLM". These are keywords that people would use and obviously, I would want to be associated with these keywords because I would want to get the kind of traffic and I want to get the kind of prime placement on the search engines and get people to come to my website. But you see, the problem is this... if I'm going to go with keywords such as "work at home" or "work from home", then these are highly competitive keywords and chances are, if I try to optimize my website for these keywords, I'll probably be going nowhere.

And some people do not understand this; it's such a basic concept. You mess up on your keyword research and you won't be able to get the kind of traffic that you're trying to attract and Fabian, I think you have an excellent analogy for that. Because when you research the wrong keywords, when you optimize your website around the wrong keywords, it's like having a shop that is for example, selling baby clothing that's in a shopping centre selling car supplies. You are completely out-of-place or you're just completely overwhelmed. Fabian, you want to add to that?

Fabian: Sure, it's everybody's desire to rank highly on "big" words, words that are obvious, words that a typical search engine user would type-in. Now, the problem is, as you have correctly mentioned is this... If you can think of keywords which you would like to attract traffic from... don't you think other competitors would have also thought about the same keywords? If so, your efforts to drive this traffic to your website firstly, would not give you results in the short run. But of course, if you have a big budget of maybe half a million dollars, or 500 people to help you optimize links, getting back links, sure, you may achieve some results. But by and large, website owners are small and there are actually other ways, other hidden secrets, other golden nuggets ways of attracting equally targeted visitors and that's where keyword research comes in.

Jo Han: So I think you have mentioned the fact that keyword research is really important, but what I want to emphasize as well is the fact that the wrong keyword research will actually waste your time, effort and energy and that's really something that you cannot re-claim as a one-man entrepreneur, because I remember very surely that a lot of our listeners out there are solo-entrepreneurs. We don't have offices or manpower to do these stuff, they have to do it themselves. So it's very important that they do it accurately the first round. Now Ivan, let me ask you this, what do you think are some false notions that people are having about keyword research currently?

Ivan: That's a very good question, I'd just like to highlight one or two observations I have made. Very often, when someone is marketing online for the first-time, he has very little idea what keywords to target to attract his target market. There is a common myth that keywords which work in offline sales copy can be easily translated to work online. Another myth is that simply coming up with a mega-list of keywords will ensure success, as opposed to picking quality keywords.

Using the baby store example you mentioned earlier, a person might have a focused niche he is interested in, so it's very important that based on this starting niche, he use the right techniques to further expand his keyword list with targeted keywords to reach his target audience.

I would further loosely define a targeted keyword as those words and phrases commonly used in search engines by potential customers and which are not heavily optimized on your competitors' sites already. Additionally, it is pre-dominantly the quality and not quantity of targeted keywords found that will make the difference to your marketing efforts.

Fabian: I'll just add from Ivan's point, I get this question very often, what is a good keyword to target? To me, a good keyword is any keyword that helps you drive targeted visitors to your website. So in this case, you have ask yourself, for the keyword phrase, "make money online", what is the probability of you ranking high for this keyword phrase? If you say the probability is low, then "make money online" is not a good keyword phrase for you, at least in the initial stage.

Jo Han: I think Fabian, throughout my consulting sessions with you; I always go to you for advice on keyword research and stuff, so you have drawn across the importance of under-exploited keywords, and that longer keyword phrases can actually be more profitable than shorter keyword phrases. For instance, "make money online" is a highly competitive keyword phrase, but if I add the words "how to" in front of that, now then that is a more specific phrase and chances are that I'll do better on optimizing my site around such a specific phrase because it's very specific, really you can just leverage on that and let our listeners know how to really expand, look for longer key phrases than rather trying to hammer on a short keyword phrases that are very highly competitive.

Fabian: Good point Jo Han, that is one of the golden nuggets of keyword research. Generally the longer the keyword phrase, the more targeted and the easier it is to optimize. So you made a very good example that if you added the word "how to" to "make money online", you find that the level competition for this five word keyword phrase, "how to make money online" (126,000 competing website in Google) is less than "make money online" (797,000 competing website in Google). Similarly, if you take for example, the car industry, the obvious keyword that comes to mind would be "car" because that's a single keyword phrase. Now if you are going to start a car website, you wouldn't want to be optimizing on the keyword "car" because you would stand no leverage, there are literally 180 million websites with the word "car" on their web pages. That's a lot of competition to beat! So what you really want to do is to firstly understand is "who is your target audience". Is your website on cars in general? You may say yes but the truth is, your website is really not about cars in general; your website is on a specific niche of the car business. For example you could be in "car tuning" or tuning your car for maximum performance, so in that case you'll really want to correctly identify your target market because it is very different from a general "car" market. When we talk about cars in general, so many aspects of the business exist, car insurance, car loans, car sales for example. Whilst these people may be interested in cars, they are not your target market because your website is on "car tuning", and you really want to focus on the people who are interested in modifying their cars and you need to try and understand your own target segments and try to reach to them through keyword research.

Jo Han: I think you have touched on a very important point Fabian, that the website out there cannot be all things to all people. I think you cannot have a website that is all about cars in general. If you are serious about succeeding online, you need to drill down and focus on a niche within a niche because very often, a niche can be overcrowded. So my take on this is pretty simple, I think anyone who is interested in doing keyword research should really have taken a close look at their website and ask yourself, what do we really, really do? Are we about cars? Or are we about optimizing the car performance? Or are we about offering high speed cars or are we about offering family type of cars and the comfort of the family and safety? There are lots of different areas within the car niche itself so I think using the example, people out there will actually get the idea to really think about what they are actually doing.

Now Fabian, you have given us a broad overview of what keyword research involves but I think people are more interested in the process. So I think you actually have a 3 step process of doing keyword research and the first part actually involves quite a bit of guesswork. And not to worry, because we are going to validate those results and we'll show you how to validate those results. Now the first step actually involves guesswork, so I think let me just go ahead and expound on that. If you have a website that is dealing with cars, so what you want to do is drill down to the niche, it could be high speed cars or fast cars, if you have that, what you want to do is think of synonyms, words that are similar to cars like vehicles, automobiles, the list will go on and on - and the key is really to brainstorm and speak to people and find out and research on competitors to find out what words they are actually using. Fabian, do you want to go ahead and expound more on what I just talked about?

Fabian: Sure, let me just summarize what the initial step is. The initial step is really for you to identify the market that you want to be marketing to and one of the tricks I use is this. What I do is to try to understand the target market in terms of benefits. Now who can benefit from the information on the products and services that I'm actually selling online or providing online? If you look at it from a benefit perspective, you'll realize that you can have key groups of people that will benefit from your information. Going back at the car example, when we talk about car performance, you could easily break down that group into specific types of cars, you could talk about BMW performance cars, you could talk about Mercedes performance cars, Honda etc., and you realize that once you start to understand that a BMW car owner who is interested in enhancing the performance of his BMW car would be a particular segment to target. Therefore, you would immediately learn to expand your keyword list from car performance to BMW car performance and try to find all keyword variations for this segment.

Jo Han: And from one vehicle you move on, from one automobile brand you move on to the other. From BMWs, you move on to Mercedes to Toyota to Honda and the list goes on and on.

Fabian: Right, to really reinforce your initial point... that you really can't be everything to everybody; you'll realize this if you are exhaustive in your keyword research. Now even in the area of car performance, you can really create an empire of information, a wealth of information online throughout your entire life and still not be able to be exhaustive. Because even within the car performance market, there's really so much more sub-niches you can identify and target, which will be much easier to do than targeting the "car" keyword in general.

Jo Han: So for instance, you could have a website on SUVs alone, just SUVs alone and that's it.

Fabian: Absolutely and when we talk about car names as one potential benefit group, car types, SUV is clearly a car type, so you could target another car type, like Coupe performance for example. As you'll realize, through the brainstorming process, and there's only three of us here, we are already coming up with so many variations. What more, if you speak to your car mechanic, your car enthusiasts club etc. So this is really what step one is all about. Step One is developing the initial keyword list, primarily through brainstorming.

Jo Han: So the bottom line is, I guess what we are really trying to say is that the more specific your website is, or rather the more specific your market is, the more you'll be able to conduct keyword research. It's just like if there's something wrong with your website or your product or service, and you're trying to be all things to all people, you need to change that first. Because I think the proper keyword research would be pretty useless at that point.

Proper keyword research has to work hand-in-hand with other marketing basics and fundamentals and so if you currently have a product or service with too broad a reach, then I think it's time to narrow down and work on your product first or whatever product you are trying to sell and then, conduct the keyword research. So that's point number one. So before we wrap up step one, Fabian and Ivan, do you have other methods of brainstorming that we could have possibly left out?

Ivan: There are many ideas given by Fabian just now already, I would like to add some further methods you can use to generate ideas and lateral keywords related to your...

Jo Han: Wait, wait, wait, what is lateral keyword?

Ivan: I would define it as a keyword or phrase that does not reference the parent keyword, but which is related to it in some other way. As an example, it might be a different keyword phrase but related to the parent keyword niche (e.g a hip car accessory seller might want to optimize on "Oakley driving sunglasses"), or it might be a keyword that is derived based on a user's actual online search behavior (e.g. entering "0 to 100 mph" is a lateral search term for "sports cars").

Fabian: Another way to go about so-called brainstorming is to tap on your competitors to go about expanding your keyword list. This is an approach used even by professional search engine optimizers. All you need to do is just type in the keyword into Google and out comes the top 10 results or the top 10 competing websites that are ranked for that keyword. Then you visit each of these 10 links and study these competing websites.

If you are on Internet Explorer, you can easily look at their meta-keywords that they use for search engines optimization. Now taking this approach means you need to look at the "View Source" of their webpage and right at the top of the html tag itself, you would see a line called "meta-keywords", and to the right of this keyword tag, you will see a number of keywords which your competitors are using to target their webpage for the search engines. So again, this is a very good way for you to get a good idea as to what your competitors are thinking about.

Jo Han: So my question to you Fabian, at this point is, should you be selective of which competitor you want to model?

Fabian: Well, Jo Han, to be honest, at this point of time, we are just at the brainstorming stage, so what we are trying to say, we don't want to limit our thoughts, we don't want to limit our thinking as to how wide our market is. So what I would normally do is to essentially study my competitors, look at their meta keywords they are utilizing and then just jot it down in a software or a notepad or whatever. And then once the initial keywords list has been developed, then you'll go into a deeper level of analysis to understand which ones are targeted, which ones are not, which keywords are research keywords versus buying keywords so on and so forth. I'll expand on them later.

Ivan: I'll like to add besides the search engines that Fabian has mentioned, there are many online resources you can go to. For example, you can go to your favorite news source, blogs, RSS feeds or forums and get further information about your related area of interest, so these are just ways to generate further ideas on how to get more keywords to enlarge your initial list. And if you are not connected online, then simply go through your favorite newspaper or your favorite magazine, any other source, even browsing down at the shopping mall can give you ideas on what to include in your keyword list.

Jo Han: Okay, great. Guys, I have this question though. Would it benefit anyone if they were to slacken on the first step. So meaning to say that, if there's so much work involved, I have to go and check on my competitors, I have to check out RSS feeds, forums, newsgroups, so on and so forth. And I'll just skip a little and just create a few keywords. Would that be crucial or would that be detrimental to the rest of my keyword research process?

Fabian: I will answer you in this perspective, I'll answer your question with a question... it really depends. It depends on what is your intention... are you in this niche for the long haul, do you have expert knowledge in it where you believe you can really contribute solid, useful information to search engines visitors or do you just want to create a site quickly and easily and create 10, 20, 30, 40, 50 sites at one go? So a lot depends on your intentions, now if your intention was really to create the world's best "car tuning" or "car performance" website, now you and I will know that apart from the keyword research process, there's also the very tedious task of creating useful content, but again, it is the question of your effort versus the returns you expect.

So if you were a real serious bona-fide car accessory person with good knowledge and have a long-term view of your website, then I would invest an equal amount of time in the keyword research process. Now if you were just trying to create a website where content was basically scraped from other parts of the internet like article directories and so forth for the sole purpose of generating AdSense revenues - i.e. revenues that you gain when visitors come to a website and click on an ad, then yes, perhaps there may not be a need to go into so much detail for Step One, so it really depends on your intentions.

Jo Han: Alright thanks a lot Fabian, I guess we have pretty much cover it for Step One. Now Step One was the brainstorming process, researching on keywords and taking a look at your competitors, visiting newsgroups, forums, RSS feeds and so on and so forth and finding out the keywords that your competitors are using, so that's Step One.

Fabian: Jo Han, sorry to interrupt you, I'll just give your listeners one more gold nugget. I guess this only applies to existing websites that have not been optimized or optimized wrongly. For example, maybe you have a website online for the past 6 months to a year and after listening to this call, you want to go back and revisit your keyword research strategy. Now this is what you can do if you are a website owner and your website has been around 6 months to a year, you can look into what we call your website log file. Essentially what your website log file contains is a log of all your website activities, and this includes a log of search terms that people used to visit your site.

Now, if your website has been around 6 months to a year, you would have invariably attracted targeted visitors to your website without knowing and by looking at the log file entries and looking at the search terms people use, you can very quickly and easily understand which terms you already rank well for, and if you look at the log files, it wouldn't be a surprise that you would rank pretty highly on very obscure but relevant keywords, so I would also jot down this whole list of search terms because your website already ranks well for these keywords and there's really not a lot you need to do to maintain those rankings. So that's another source for you in terms of developing your initial keyword list.

Ivan: Along the same lines, I would like to add that your internal search keywords – i.e. the keywords that users enter in your website's internal search engine to search for useful information, is also an additional rich source of keywords to develop this initial list.

Jo Han: Okay thanks a lot, Fabian and Ivan. I think that's basically looking at what you already have and I think that's a very valuable tip. But I think not many people actually monitor their log files and most people out there who are listening right now are probably puzzled as to what exactly a log file is. Now it's pretty simple, all you have to do is to log in to your hosting account, log in to the control panel of your hosting account and check under a category that's probably known as stats...

Fabian: Web stats.

Jo Han: Web stats, check out your web stats. Now Fabian, when they enter that control panel and they check web stats, usually a vary of statistical instruments would come up, for instance, AWStats, Webalizer etc. which one do you think is the most accurate in terms of serving its purpose for what you just described?

Fabian: Well, essentially, they all do pretty much the same thing because they are all basically interpreting data from the same log file structure but for my own purposes, I use Webalizer, it's straightforward, it's easy to use. If you use Webalizer and most hosting companies have Webalizer, as it's a free web stats software that looks like your log files and organizes the log file data into more human friendly methods, so I would just go into Webalizer and look at 'Search', click on 'Search' and you'll see almost immediately on a month-to-month basis the search terms that people use to locate your website.

Jo Han: Okay guys, you have heard it from a horse's mouth, check out your control panel, go to Webalizer and start looking at your log files because I think that's something that's important through the whole keyword research process, if you already have a website that's existing. Now Fabian, I think we have spent quite a bit on Step One so let's move on to Step 2. I believe Step 2 is how to validate the kind of guesswork that you are making, expanding on the data that you have already collected in Step One, so how do we go about doing that?

Fabian: For Step 2, what we will do is to basically expand on the initial keyword list that you have developed. Now there are 2 components on this, one is to validate the keywords you have identified to see whether it will work, to see whether or not there is an actual demand for the keywords. And once you have determined that yes, there is a demand for those keywords, what you want to do is to dig deeper and identify all the so called sub-keywords within the main keywords. So if for example, you know for a fact that you have a good demand on “BMW tuning performance” as a keyword, what I would want to do is to expand that initial keyword to find keyword variations, this is called “digging deeper”, finding sub-niches so you can optimize these sub-niches which are typically easier to do and drive traffic to a website with much less effort.

Jo Han: Alright thanks a lot Fabian. Let’s just talk about what you have just expounded on. You mentioned knowing the demand on BMWs, how do you accurately verify the demand for that particular keyword?

Fabian: Good question Jo Han, and I will answer you in a very cynical manner... there is really no way for you to “accurately” identify the demand for a keyword simply because every keyword tool out there today is so called “imperfect”. They have their own niche data sources that they collect data from. Let me give you an example... Overture is probably the most popular tool everyone in the world uses to determine demand for keywords. Now what some people do not know is that Overture’s demand data is highly inflated because of the fact that many people use ranking checking software or other automated software to query things such as Pay-Per-Click bid positions, PPC bid prices, ranking of websites for various keywords etc. at Overture and Overture’s Partner Sites like MSN, Yahoo & Alta Vista. Overture results are also skewed by a considerable amount of “duplicate searches”, when for example, a person searches both MSN and Yahoo for the same search term. Last but not least, Overture demand data is actually a summation of both singular and plural & upper and lower case search terms.

Well, back to the purpose of Step 2... it is really to expand on your initial keyword list and the good news is it’s actually a far simpler process than step one.

Jo Han: Okay cool, I think our listeners will like that, so how do we go ahead and expand the initial keyword list?

Fabian: The way to do it is really to just use an array of online tools or software to go about extracting what we call demand for each of the keywords that you have added in Step One.

Jo Han: Okay an example of such software would be?

Fabian: Why don’t I start with the available online free tools today? The most popular one by far is the Overture’s Search Suggestion Tool itself and what, the data that you get from the suggestion tool is essentially for each keyword that you have entered into the Overture’s input box. You get firstly the demand for that search term as well 99 other related search terms. So by doing that initial first step, you would be able to gauge the demand itself for each of the keywords that you have identified in Step One.

Jo Han: Okay, so that's Overture and are there any other tools out there are available? Free tools?

Fabian: Sure the other second most popular is the Google AdWords Suggestion Tool. Apart from the different keyword database, the major difference between the Google AdWords Suggestion Tool and Overture is that the Google AdWords Suggestion Tool does not give you demand data for each keyword, but what they do return is a list of related keywords or what they call more specific keywords. So if you were to enter "auto-tuning parts" into the Google AdWords suggestion tool, for example, it would return you a list of more specific keywords. Now, whilst you do not know the demand for these more specific keywords because Google does not provide you with this information, you can be sure that if Google returns a more specific keyword, these are actually real terms that people use to search within the Google database itself.

Jo Han: That's wonderful, Fabian. I think we need to let our listeners out there know that using Overture's Search Suggestion Tool is really free. But if you really want to use Google AdWords Suggestion Tool option, you will need to have a Google AdWords account to do that.

Fabian: Actually for the search suggestion tool for Google AdWords, you do not need a Google AdWords account.

Jo Han: Oh, how do you do that? I have not heard of it.

Fabian: There's a specific URL string that you can type in to access this particular tool itself.

Jo Han: Okay, is that a secret URL?

Fabian: Well, it's a secret if you did not know the URL existed...

Jo Han: That's something that I didn't know though.

Fabian: Ok, so here is the URL: <https://adwords.google.com/select/KeywordSandbox>

Jo Han: I think Ivan have something to add.

Ivan: Yeah, I just like to add that Fabian mentioned just now that you do not get demand figures with the keywords returned from Google's Suggestion Tool. Many people often just get around this by taking those same keywords and plugging them back into Overture and using Overture's demand figures.

Jo Han: Uh-huh, I think that's a real brilliant tip that Ivan have just provided. You may use both tools to enhance the whole keyword expansion process and that's really step two. Fabian, correct me if I'm wrong, there's another tool out there called "Good Keywords". What's your opinion on "Good Keywords"?

Fabian: "Good Keywords" is a software that you have to download and install on your computer, what it does is that it helps you. It's basically an efficiency tool, so instead of going to the Overture website and entering the keyword on the Overture website itself. You can use the "Good Keywords" tool to import the keyword list into "Good Keywords" and generate the results from Overture itself. So essentially it is a good tool, considering it is a free tool. It achieves the same goal of helping you determine demand from Overture.

Jo Han: Okay, thanks a lot, Fabian. It's located at <http://www.GoodKeywords.com>

Fabian: The URL is <http://www.GoodKeywords.com>. That's correct

Jo Han: So I think Fabian. That pretty much covers Step 2.

Fabian: Sorry to interrupt again. As usual, I would like to give your listeners another golden nugget on how you can go about determine demand for a particular keyword within Google itself. Now another sneaky thing that SEO guys like us do is that we actually open a Google AdWords account. Well most of us do already have a Google AdWords account, what we do is we take our entire keyword list whether derived from Overture, whether from Google, or whether from initial brainstorming and import the entire keyword list into our Google AdWords account. Actually we start a Google AdWords Campaign with that, and what happens is we get an "impressions" count for each keyword in our keyword list. We make sure that the Google AdWords ads we develop for our websites are within the top eight of the Google search results, ensuring the ads will be displayed on the first page. Now this is equivalent to measuring demand on the Google search engine itself. Essentially what happens is when you plug-in your keyword list into Google AdWords, you'll immediately see which of your keywords actually have demand. What we do is to leave it for 2 weeks or a month and we are able to accurately estimate which of the keywords have good demand on Google itself.

Jo Han: Okay, that basically involves in using Google AdWords and that's using the paid method. How much do you typically spend on this testing process?

Fabian: It depends. I mean for us, we think that an investment of a hundred dollars is a very good investment to deterministically identify keyword demand and competitiveness. Typically, a hundred dollars justifies the amount of insight we get and of course we do it because we are actually doing keyword research for paid clients and is an investment from a long-term point of view.

Jo Han: Well, thanks a lot Fabian. In your opinion is that hundred dollars well spent?

Fabian: Well, if you asked me. I would say absolutely, because nothing is worse than optimizing an entire webpage or optimizing an entire content for the wrong keywords. Now, if you are doing it for your own website, you would say "Gosh, I've been spending 4 hours optimizing or targeting a keyword no one is searching for." For us professional Search Engine Optimizers, that itself is going to be a serious mistake.

So we can't make a mistake like that and the way we go about it is to put the right investment upfront. Again that depends on how serious you are on getting the right keywords for the right niche.

Jo Han: Well, Fabian, thank you very much for your valuable insights on keyword research. I think as a guy who doesn't know much about SEO, I am very, very impressed with the knowledge you have shared with our listeners out there. And what I have gathered from what you have talked about is that it's very important to track the potential performance of the keyword or to track the actual performance. For that, you actually need numbers, statistical data and I know for sure there are advanced terms out there like R/S Ratio and KEI. Can you explain what these terms means and why there are important in validating the potential of the keyword. Let's just talk about R/S Ratio first, what does R/S really means?

Fabian: Sure, R/S is actually a ratio that stands for Results-to-Searches. Now in plain English, it means the ratio of the number of websites listed versus the number of times the keyword is searched for. Actually it is a man-made term, used by guys who created keyword research software to help them to identify keywords which they should so-called optimize for. So typically in a very simplistic world, the higher the R/S Ratio is, the more you should optimize the keyword for because it's actually more so-called "valuable". However, there are problems with this ratio because it is a simple ratio. It really ignores a "scaling factor". Now for example, let's take a keyword with say 100,000 search results and 10,000 searches. It would give you an R/S ratio of 10, right? You'll get the same RS ratio with keyword with 1,000 competitors and 100 searches. Now both have the same R/S Ratio, but it's very clear that former with the 10,000 searches is much more valuable to you. So R/S Ratio is a very good and dirty way for you to figure out the value of the keyword, however, it is certainly a very simplistic way to determine the value.

Jo Han: Okay, wait. You mention the word "dirty", why?

Fabian: It's dirty because it's a really quick and easy ratio that anyone can compute. All you need is 2 columns on the spreadsheet and take the number of competing websites value divided by the number of times it is being searched to give you the R/S Ratio. There's really no simpler way to develop a key performance indicator.

Jo Han: So you are saying that it's not enough to just look at the R/S Ratio and we have to look at the other things as well?

Fabian: Absolutely. Actually the flaw with R/S Ratio is what I have mentioned, it is the lack of a scaling factor, meaning that as the number of searches increase with competition, the value of the keyword should increase. Thankfully, an SEO expert invented another term, which is known as "KEI" or "Keyword Effectiveness Index". Now, this expert's name is Sumantra Roy of 1stSearchEngineRanking and he was actually the one that came up with the term "KEI". This term is also used by [Wordtracker](#), a very popular keyword research service to compute keyword effectiveness of the search terms within their approximately 3 million keywords database.

Unlike R/S Ratio, KEI takes into account the relative scaling effect, whereby the KEI of a keyword increases as demand and competition increase proportionately. Now, the formula is a little complicating so I wouldn't want to go into it in so much detail, but I'll be happy to provide you with the formula itself or Sumantra Roy's website where you can learn more about KEI.

Jo Han: Okay, thanks Fabian. I think that our listeners will definitely appreciate that but I think they are not really into algorithms right now. But let me go ahead and ask you this, let's put it in simple terms for our listeners to understand, you mention that KEI is a more effective gauge of keyword effectiveness than R/S Ratio. So let's give them an idiot proof guide, is it the higher the KEI the better, or the lower the KEI the better?

Fabian: For the R/S Ratio, the lower the R/S Ratio the better. But it's the opposite for KEI, the higher the KEI, the better.

Jo Han: Okay, because the way KEI measures the effectiveness of a keyword more accurately. You would prefer to look at the KEI rather than the R/S Ratio?

Fabian: Absolutely, although you would hear expert SEO guys identify weaknesses within the KEI as well. The point to note that while it is not a perfect formula, the point is that you are not looking at perfect data to begin with, whether it's [Wordtracker](#), whether it's Overture, whether it's Google or whatever. What we are trying to look for is what we call "relative competitiveness", "relative effectiveness" rather than "absolute competitiveness" and "absolute effectiveness". Let me explain. Just because Overture tells us that "baseball" gets 700,000 searches per month and "football" gets 800,000 searches per month doesn't mean that "football" has a higher demand than "baseball"... because as I mentioned, Overture's data can sometimes be skewed. But when you look at demand from a "relative" point-of-view, you'll find that Overture's data and Wordtracker's data become more useful. So, I'd use demand data to determine whether "car-tuning" or "vehicle-tuning" is a more popular search term. From this perspective, then KEI became a very useful indicator of keyword effectiveness.

Jo Han: Okay, Thanks a lot Fabian. I you have mentioned [Wordtracker](#) quite a bit, which we did not discuss in Step 2. Why don't you go ahead and tell us what Wordtracker is and probably a lot of people have heard of Wordtracker or some of them even use Wordtracker. Go ahead and give us your opinion about Wordtracker because to a lot of people out there, keyword research equals to Wordtracker. Alright, they think that as long as I have my Wordtracker account I am doing my keyword research accurately. Is that true? Should anyone who is doing a keyword research accurately get a Wordtracker account? Is it a must? So just give us your uncensored opinion on Wordtracker.

Fabian: Firstly, I have to bring up the point that [Wordtracker](#) is a tool. Just like any other tool, you know the saying, "Garbage in, Garbage out" is really true. You could, for example, and we talked about this earlier, target the wrong niche, the wrong keyword and put that wrong keyword into Google. You'll get the right results for the wrong market. So Wordtracker is not going to help you identify whether a not the particular keyword is the right target market.

But having said that, Wordtracker is the leading company that provides you with over 300 million search terms within its database. So if you, like me, are a serious website owner and do a lot of keyword research, I would say that [Wordtracker](#) is definitely a worthwhile investment.

Jo Han: I think Ivan over here has very valuable insight on Wordtracker as well. So Ivan, go ahead and tell us what ever you know about Wordtracker.

Ivan: Sure. As a personal user of Wordtracker, I can say that it is invaluable in helping your keyword campaign. Like Fabian said, it is just a tool. It is one of the more reliable sources where you can get relatively reliable demand figures for your keywords. In addition, Wordtracker provides you with a pay-per-click information and a variety of tools to enable you to expand your keywords list effortlessly. This includes things like a lateral, thesaurus and misspelled keyword finder. So really, [Wordtracker](#) provides you with required tools to expand your keywords as well as provide relevant keyword research information.

Jo Han: Alright, thanks Ivan. I think, Fabian, you want to add to that?

Fabian: Sure. Wordtracker is also an efficiency tool. It allows you to import your own keyword list of up to 4000 keywords. Now, obviously, you can also do that with Overture, the only problem is that you whether using a software or an online tool, it takes a lot of time to extract data from Overture because you have to do it keyword by keyword. For Wordtracker, you have a mass import feature and it returns to you demand data for 4000 results in one minute or less. And again, it's your time that you are saving and because it has a 400 million keyword database, it is sufficiently robust and comprehensive. Having said that, I think I also need to mention that Wordtracker obtains keyword demand data from two Meta-Crawler search engines. One is called Dogpile (<http://www.dogpile.com>) and the other is called MetaCrawler (<http://www.metacrawler.com>). The benefit of getting demand data from Meta-Crawler search engines is that automated software do not use Meta-Engines to query things like checking website rankings so and so forth. So it's considered a much more accurate way of gauging human demand.

Jo Han: Okay, so in other words, in simplistic terms, [Wordtracker](#) is good, is valuable if you know how to use it?

Fabian: Absolutely. And you want to speed up your learning curve on Wordtracker , I highly recommend you grab a copy of [Wordtracker Magic](#), written by my good friend, John Alexander of SearchEngineWorkshops.com. Wordtracker Magic comes in downloadable PDF format and is only 38 pages long (which is great because it's really a no-fluff and concise manual). It contains many useful tips on how you can quickly and easily unleash the power of Wordtracker. I especially like John's explanation as to why it's so important to understand the "behavior" of your potential visitor when performing keyword research. And John is simply a master at locating keywords with incredibly KEI values (in the hundreds of thousands)... and in [Wordtracker Magic](#), he explains very clearly how you can achieve the same results.

Jo Han: Alright, I think that pretty much covers Step 2. Fabian, can you just lead us on to Step 3?

Fabian: Sure. By the end of Step 2, you would have developed a sizeable amount of targeted keywords generated from Step 1 and expanded your keyword list from Step 2. So Step 3 involves prioritizing your keyword list generated from Step 1 and Step 2. The truth is, as webmasters, we don't have unlimited resources, neither do we have unlimited time. So as much as we have a huge keyword list, anywhere from 500 to 2000 keywords, which could all be fairly targeted, but the truth is at the end of the day, when you are creating your webpages one-by-one, you need to devise a method of prioritization such that the more profitable keywords get your attention and effort first. So Step 3 involves prioritizing your keyword list based on keyword profitability. Now I know you are going to ask me what keyword profitability is, so I am going to define it to you as best as I can. I define a profitable keyword as any keyword that is simply able to deliver targeted traffic to the website.

Jo Han: Okay, that's fair enough

Fabian: But you need to note that just because a keyword is in high demand does not mean it is a profitable keyword. By now, I think that listeners out there would understand that because we already touched on this earlier. Rather than just look at demand and supply, you also need to look at how targeted your keyword is. The more targeted the keyword, the more profitable it is. Make sense?

Jo Han: Yep should be.

Fabian: So what we are trying to achieve in keyword profitability is to rank our keywords which are most relevant to our market in order of priority. So we can rank our keywords according to KEI, for example. The keywords with the highest KEI would get our most attention, and you would want to focus on those high KEI keywords and develop content around so those so we can start getting targeted traffic to our website more easily. Essentially that's what keyword profitability analysis is all about.

Jo Han: Alright, thanks a lot Fabian. I think we pretty much cover it in terms of how to perform keyword research. We have 3 steps. So Step 1 is to generate the initial keyword list, Step 2 is to expand on it and Step 3 is to prioritize the keywords. We have this whole keyword research approach down to pat but I think people have another issue to deal with when it comes to this whole keyword research subject and that's basically keyword management. I think that keyword management becomes an issue because a lot of people out there do not know how to manage their keywords. You guys, Fabian and Ivan, have developed a tool called TheDowser. I must say that it is the best keyword tool I've ever seen. I think it's a must, absolute must for anyone who's doing keyword research and it's a heck of a keyword manager. And I must say that the features built-in TheDowser must have been developed by people who have been doing keyword research in the trenches and they know exactly what features to provide for people out there who are doing keyword research.

So guys, go ahead and tell the listeners out there what TheDowser does and why it makes the 3 steps that we have just talked about an absolute breeze, on top of managing all the keyword research results that you have just stated.

Fabian: Thank you, Jo Han for bringing up the issue of keyword management. This was one of our initial frustrations over the past few years of doing keyword research. We had tremendous difficulties trying to sort out our keywords. I mean the whole business of keyword research is only as effective as how you manage your keywords. It's easy to manage your keywords if you only have ten keywords to deal with but when you're having thousands of keywords, you must find a very efficient way of handling those keywords because different keywords means different things to different people. The good news is over the course of the last couple of months, Ivan & I discovered a neat keyword tool called TheDowser, developed by a brilliant programmer, Max Pastukhov, from Ukraine, Russia. We joined TheDowser Development Team in February 05 and for the next 5 months, we worked with Max to develop additional functionalities and features that you see in TheDowser Professional today. Essentially, TheDowser is really the only keyword tool, I am aware of, that allows you to do very effective keyword management to help you manage your keyword lists from Step 1 all the way to Step 3.

Jo Han: I've actually been playing with TheDowser a lot. One of the things I find brilliant is that you guys have almost every feature that a keyword researcher needs, built into that software. Now obviously it's very hard for me to explain in audio exactly what TheDowser does but one of main features that I really appreciate is the whole formatting tool that people can use for running Google AdWords campaigns. Not everyone uses keyword research to optimize a site for AdSense revenue. Some people use it for pay-per-click campaigns, some people use it for niche marketing and the list goes on. But you see, one of the problems that I faced as an internet marketer was when I was trying to set-up my Google AdWords campaigns.

For instance, Google AdWords keywords can exist as Broad Match (keyword), Phrase Match ("keyword"), or Exact Match ([keyword]) (Note: Ignore the brackets () in all three examples here). You see, the problem was, I get so many keywords out there, but I didn't know a tool out there that could format my words with quotes. I had keywords of, say 300, I actually did it manually. That was real stupid but I didn't know of a tool that did that! Simply because no one told me about that and I couldn't find it anywhere. Finally I stumbled across a webpage, a few webpages that did that. I think that was bad for the whole internet marketing because a lot of people actually missed out the power of Google AdWords simply because they end up not formatting their keywords and ended up bidding on broad match word keywords. As a result, they lost money on their campaigns. So this is one feature that I definitely appreciated and there is actually a similar tool out there but it's a paid tool. But you guys have this feature free in both TheDowser Free & Professional Editions! Alright, so that's something I appreciated a lot and there's also a highly comprehensive reporting function in TheDowser software itself which I think is just wonderful. It's just so professionally done, I can go on and on about TheDowser but I think I'll just let you guys talk about your software.

Fabian: Thanks a lot, Jo Han for the great compliment and you're right that the Google AdWords Matching functionality on TheDowser was created because we ourselves do a lot of Google AdWords campaigns for ourselves and our clients. Now when you take that functionality which is available in both our Free & Professional Editions, and you add to it the keyword management functionality, what you end up having is a very powerful combination. Let me explain. What very few people know about Google AdWords is that for any particular keyword, you can create multiple match types for the same keyword and assign different cost-per-click values for each match type. For example, I can have "How to mow a lawn" as a keyword and use a Broad Match and allocate maybe, 6 cents. I can have the same keyword and have Exact Match and allocate a higher bid value because I know when someone types in this 5 word key phrase, it's really targeted to my market so I can increase the cost-per-click value to 25 cents. Similarly for the phrase-match I can probably allocate a value between Exact Match and Broad Match. The good thing about the keyword management functionality in TheDowser is that you can have an initial keyword list of, let's say, 100 keywords. You can then select which of the keywords you want to use Phrase Match for and essentially shift it into a sub-list within TheDowser, so I can export this Phrase Matched sub-list for Google AdWords campaigns.

Jo Han: I think that most people out there do not know about the whole dynamics of Broad Matching and Phrase Matching but once they start playing around with TheDowser, they will start to appreciate the effectiveness of the tool, because I for one, really appreciated it and I think it's really one of the best keyword tool that's out there. Why don't you, Ivan, spill your guts on the kind of horsepower that TheDowser offers.

Ivan: Thanks Jo Han. There are many keyword research tools out there in the market today. We did a study and found that most of them give you the capability to generate a large list of keywords. So you have tons of keywords returned to you but none of them provide you with the ability to manage your keywords and the detailed information you need to make an educated guess on whether the keywords will be effective for your optimization efforts. So with this in mind, we went about co-developing TheDowser and really like Fabian mentioned earlier, made sure that TheDowser had all the capabilities that existing keyword tools provide on the market and much more.

Let's take for example the area of pay-per-click keyword optimization, which really is a whole separate area of discussion but very important to a large group of marketers out there. Our tool has been catered to meet their requirements, in terms of campaign management of keywords. It's very important for them to track their keywords and group their keywords appropriately. For example, they may even use the same keyword in both organic as well as pay-per-click search. You want a way to use the same keywords but in two different areas and know that you're using in this 2 different areas, so that by using TheDowser "classification" feature, you can easily do this. Additionally, they can add additional notes and color highlighting, at anytime on each keyword. For example, its usage, its conversion, its source - all these notes can be added per keyword and all this capability is built-in TheDowser.

Jo Han: I am really, really impressed, Ivan, because what you're saying to me seems like TheDowser is really the command center for all your keywords that is going to bring in money for you. I think that's really important because I think people like the whole concept of having everything centralized together in one whole area. I, for one, have my own list of subscribers in one command centre, with everything, like autoresponder, affiliate program and everything in just one control centre. I think that most people out there who are not using TheDowser to manage their keywords have scattered sub-directories of keyword lists and it's basically a mess if you ask me. If you ask them to find some keyword data that they have obtained sometime ago, chances are that they have lost it somewhere and they'll just tell you that "Hey, it's somewhere in my hard drive and just give me sometime to dig it." and I think that when you start using TheDowser, you'll have absolutely no problems managing huge keyword lists and everything is available, right at your fingertips where you want it.

Ivan: Exactly, the mantra for internet marketing seems to be "Automate, automate, automate". And really I'll like to highlight how much time you can waste and how much frustration you can experience if you do not automate your keyword research and management process. So in performing good keyword research, we are really talking about having the right strategy - what this call is all about, but at the same time we should automate as much of the process as possible and this is what TheDowser is created to do.

Jo Han: Right because I think time is really the most valuable asset an internet marketer possesses. So Fabian, how long do you spend on keyword research? How much time do you spend on keyword research on average?

Fabian: Well, Jo Han. It depends on the number of projects I have on hand at any one time and the various deadlines of these projects. But essentially if I take the assumption that it's a totally new website project which I am conducting keyword research on, it would take me probably like about an hour to come up with a list of targeted keywords - from the initial brainstorming to the final keyword list itself.

Jo Han: I must say you take an exceedingly short time as it used to take me days. Of course, I don't do any of this stuff now, with someone else who is using TheDowser, helping me with my keyword research. But contrast this with the days you functioned without TheDowser, prior to you guys co-developing this tool. How long did it take you?

Fabian: That's a very, very good question, Jo Han. It certainly took me much, much longer and the process was still the same. I still had to go through Step 1, Step 2 & Step 3. But because I didn't have a tool to help me organize my keywords, classify & sort, it took me four times as much, it literally took me half a day to complete a keyword research project. I had to deal with multiple files, for example when I was perform keyword research on the wedding industry and I found keywords related to "wedding", like "bridal", "matrimonial", "matrimony" etc. I had to basically group them up together and when I came up with a list of like 800 keywords. I had to again look at the 800 keywords and re-classify them, which was a very, very time-consuming, very inefficient process and a pure time-waster.

Jo Han: I think that brings up one of the problems I faced when I was doing keyword research. When I have a huge list of keywords, I usually end up with duplicates in my various lists. My problem was how to eradicate those duplicates and I couldn't find a solution to that and I had to have my assistant go through the whole keyword list and manually remove them and even so the potential of human error was really there but I realized that you guys have a feature built-in TheDowser that automatically removes duplicates at the push of a button. I think that's really awesome.

Fabian: Jo Han, the good news is you don't even need to push a button. TheDowser is automatically designed to de-duplicate a keyword list. So let's say, through your initial independent research, you generated 200 keywords. All you need to do is import them into TheDowser and your keyword list will automatically be de-duplicated.

Jo Han: For the listeners out there, you need to be aware of that just the whole removal of duplicates function is actually worth \$67 because I know keyword tools out there, that are being sold for \$67 or as much as \$97, just to get that function and just to remove duplicates and you guys are actually providing it for free. I think that is a great service you guys are providing for the internet community, which brings me to a point whereby I understand that you guys actually have two versions of TheDowser. One is the Free Edition, which is exceedingly powerful. The next one is the Professional Edition which I think packs much more horsepower, but the thing I need you guys to clarify on the call is this - why should one choose the Professional Edition over the Free Edition?

Fabian: Good question, Jo Han. Maybe it's time that I clarify to the listeners a couple of points. Well, we have so far discussed about several aspects of keyword research, about keyword management, automatic de-duplication of keyword lists, Google AdWords matching options, being able to query Overture, being able to import a keyword list and find out Overture demand. These are all available in the Free and Professional Editions so you don't need to spend a penny to inherit all this benefits. All you have to do is visit our website <http://www.TheDowser.com> to download the TheDowser - Free Edition. This is really our way of giving back to the internet community and we believe that a lot of you will really find immense value from TheDowser – Free Edition. Now of course, to elaborate further, we have a Professional Edition. Ivan is the Chief Technology Office of TheDowser Software, so I think it's probably best for him to elaborate on what the Professional Edition offers over the Free Edition.

Ivan: Thanks Fabian. You really mentioned some killer features in the Free Edition already. I like to add that we also have some other features, for example the ability to sort and filter any of the data in the keyword list. In addition, TheDowser – Free Edition gives you important keyword length and count statistics for each phrase that you import. This is really important for marketers who understand the difference between "browsing" versus "buying" keywords, so for example, you want to sort your list for only browsing keywords which are normally less than 2 words in length. The Professional Edition was developed to benefit a wider group of online marketers.

If you are a pay-per-click marketer, a Wordtracker user, an AdSense marketer or a niche website builder, you'll find the features in TheDowser Professional indispensable for your daily work.

Fabian: Point to note that what we have discussed before, the two common statistics, the R/S Ratio and KEI... well the good news is that TheDowser Professional automatically calculates the R/S Ratio and KEI for you, so you don't have to open up a spreadsheet to calculate these numbers on your own. The other point to note is that the Professional Edition offers you with competition figures from Google. By having both the demand and supply information at one viewing, it allows you to determine the profitability of your various keywords. With the Professional Edition, you will have both demand supply, R/S Ratio and KEI all displayed side-by-side. Additionally, you can perform advanced sort and filtering to determine the keywords you should focus on.

Ivan: Thanks Fabian. I'll like to highlight another group that can benefit immensely. These are people who use Wordtracker, the service you mentioned earlier. If you are a Wordtracker user, you want to find hundreds of quality keywords to enhance your website. When you do your research in Wordtracker, you'll find that they'll have the capability to help you discover hundreds of keywords, and in fact you can even store the results in Wordtracker. However, if you want to do further analysis or reporting on those keywords, there isn't an easy mechanism to do so on Wordtracker's website. But you can use TheDowser Professional to help you analyze Wordtracker results. You can import Wordtracker results in two different ways, you can import directly from the webpage or from the text e-mail Wordtracker sends you. Once imported into TheDowser Professional, you can easily perform your keyword analysis, sorting, filtering and management, all within TheDowser Professional. At the end of the day, when you are happy with all your keyword research results, you can export your keyword data in a variety of formats, including CSV, html and text format. So really, Wordtracker users will find this tool indispensable because they now have an easy way to analyze Wordtracker data and retrieve it anytime they want in future.

Fabian: A very good point, I think another very powerful feature in TheDowser is what we call customizable columns. In many of the keyword software available today, most of the columns are what we call "fixed-columns" meaning the way the data is organized and displayed is fixed. TheDowser has a very powerful feature called Column Management, you can organize your columns in terms of which column should be on the right, on the left, in the center, so and so forth. Now, if you consider Wordtracker, it basically provides you data from over 10 search engines, for example. You can easily turn on and off columns in TheDowser Professional as you see fit. The other powerful feature of TheDowser Professional, in terms of Columns Management, is it allows you to view Wordtracker and non-Wordtracker data side-by-side for further analysis and comparison. So what you have there is complete dashboard of Pay-per-Click information, of top bid information for each keyword, allowing you to very easily determine keyword profitability, in terms of how much you should pay for the keywords in Google, for example. Another benefit of TheDowser Professional is that it allows you to extract the top ten bid prices from Overture and Enhance, so pay-per-click users will find the TheDowser Professional totally invaluable for pay-per-click marketing.

Ivan: I'd like to add to the point about TheDowser Professional's pay-per-click functionality. We have features out there to make your life easier. If you are running a pay-per-click campaign, you need a method to easily categorize your keywords into different categories. For example, whether you are using paid versus organic search, TheDowser allows you to classify the keywords and at the same time, help you to determine keyword profitability. By using this term differently from what you described earlier, in the sense that when you are pay-per-click professional, you have to consider other aspects of the keywords besides the demand and supply.

Fabian: Ivan, I just want to add a little more about TheDowser Professional's pay-per-click functionality and about how it really benefits pay-per-click marketers. Apart from automatically importing the top ten bid prices for both Overture and Enhance pay-per-click search engine, TheDowser Professional also imports the actual pay-per-click advertisements. And apart from the bid prices, TheDowser Professional also tells you the number of advertisers bidding for each keyword. You can know for example, for Google AdWords how many ads there are for any particular keyword, the same goes for Overture and Enhance.

Jo Han: Well, thanks a lot guys. I think based on what you've said so far. I really am of the opinion that you guys are seriously under-selling this tool because there's really much, much more that TheDowser can actually do and we've just touched on some of the features. Come on, tell us more!

Ivan: Ok Jo Han. We truly believe that TheDowser's ease of use and the automatic digging modes will save you lots of time when generating a huge list of quality keywords for your keyword research project. In addition, it helps you identify under-exploited markets thru our KEI analysis. The key feature which I mentioned earlier is keyword management, which no other keyword tool provides. Using that feature, you can organize keywords into multiple campaigns and projects and manage them for both search engine optimization and pay-per-click management purposes. Additionally, no other keyword tool provides you with the ability to display and analyze comprehensive data of each keyword side-by-side, plus you can export keyword data in variety formats as well. Another nugget which I haven't shared so far is that many people are interested in how a keyword performs over different seasons. For example, you might have seasonal fluctuation in demand for keywords, related to Christmas, for example. You want to track how the keyword "turkey" does for the rest of year. TheDowser offers you the ability to store demand data down to monthly granularity, so you compare month-by-month demand data for your keywords.

Jo Han: I think a lot of people will definitely appreciate the whole feature of being able to analyze the seasonality of keywords and analyzing the potential effectiveness of keywords. Now just tell me something about future development of TheDowser because I think you are doing an excellent job with TheDowser currently. I think people will appreciate the kind of input that you have over a prolonged period of time. Could you just go ahead and expound on what you foresee coming out with TheDowser? And how people are going to benefit from those updates you will be providing?

Ivan: Thanks Jo Han, we are currently in Beta testing of a few new add-ons. I'll describe a few to you. We have a misspelled keywords generator add-on, this is self explanatory actually. It will help you to expand your keyword list with common mis-spelled words and phrases. Fabian mentioned earlier the use of log files to provide you a more detailed analysis of keywords that people are using to access your website. We are going to offer a log file analyzer add-on and this is also in beta testing. Basically, the key feature is that you can just simply import your log files from you current web server and from there gain valuable information on how people are gaining access to your website, which keywords are performing and which keywords are not performing. Another valuable add-on we plan on introducing real soon is a meta-keywords harvester add-on. This add-on will allow you to extract keywords from the meta-keyword tags found in your competitors' web pages. Last but not least, we will also be developing a custom data import add-on. This really powerful add-on will literally open up endless possibilities for TheDowser Professional users as they will be able to import any data they wish into TheDowser and view custom data side-by-side other data in TheDowser Professional.

Jo Han: Well thank you very much, Ivan. That is a whole mouthful of additional features coming out from TheDowser and I am sure that our listeners will be as excited as you are. I have an additional question though, and I think this is going to be my last question. Are those updates that you have just mentioned, going to be free for existing customers?

Ivan: Well, TheDowser Professional comes with a one-year free upgrade policy. And based on our product roadmap, the features mentioned earlier will likely be made available over the coming months. As mentioned, many of these add-ons are already in beta testing. So we expect to deliver these features to our customers shortly.

Jo Han: Well Ivan, I understand that why you're giving them a one-year upgrade policy and not a lifetime upgrade because I know first hand that you guys have invested a lot in R&D for TheDowser. For those on this call, if you are skeptical, just go ahead and check out TheDowser and you'll understand what it takes to create a tool that is this powerful and I'd definitely recommend anyone who is listening to this call right now, to [upgrade](#) to the Professional Edition.

I think that there's a lot of stuff in the Professional Edition you simply cannot do without if you are serious about doing keyword research. I think if you are just looking for a keyword management tool, the Free Edition is fine, but if you want up-to-date statistics, you want all the powerful features that Ivan and Fabian have described, it's only available in TheDowser Professional and I strongly urge you to upgrade the TheDowser - Free Edition to the [TheDowser - Professional Edition](#).

But all that being said, I think you owe it to yourself to at least play around with the Free Edition and just check out some of the powerful features within the Free Edition itself, and I think as much as we have talked a lot, I think the proof is in the pudding and the free software that you have just gotten speaks for itself. And I think it is important for you to get a proper tool like TheDowser to help you in your keyword research.

With that said, thank you, Ivan and Fabian for generously sharing your keyword research expertise. It has been a long call and I think our listeners have gained a lot of valuable knowledge from the insight that both of you have shared regarding how to conduct proper keyword research. So thank you very much for listening and we hope that the tools and knowledge that we have shared with you will help you make lots of money from your keyword research and you would be able to turn words into gold. So thank you very much and good night.

Fabian & Ivan: Thank you.

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