

# Keyword Results Analyzer v4

## Tutorial



Software created by Dr. Andrew Williams  
[ezSEONews.com](http://ezSEONews.com)

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Note: This manual is for the full version of Keyword Results Analyzer (KRA) (<http://keywordresearchlab.com>). If you are using the Nichebot Desktop Client (NDC) Version, your screenshots may look a little different.

The only difference between the full KRA and the NDC version is the ability to import from other keyword sources. KRA gives you total flexibility to import from any source, whereas the NDC, only allows importing from Nichebot.

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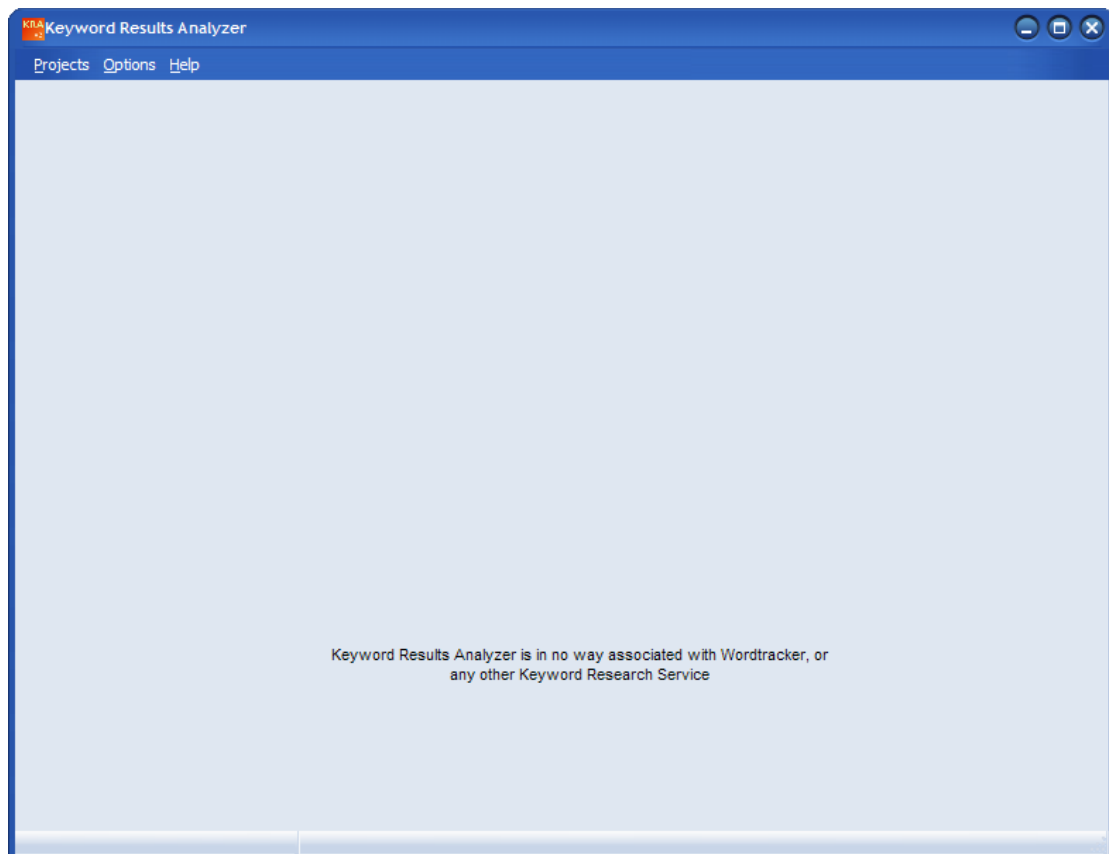
# Overview of Keyword Results Analyzer

Keyword Results Analyzer was originally created to help Wordtracker users make better use of their keyword data. Since its first version, Keyword Results Analyzer has had a lot of new features added, including the ability to import formats of data other than the standard Wordtracker email.

Keyword Results Analyzer is first choice for a growing number of professionals, and this tutorial will show you how to use it, and why it is an essential tool for all webmasters.

# 1. Keyword Results Analyzer (KRA) interface

On starting KRA you will see the following screen:

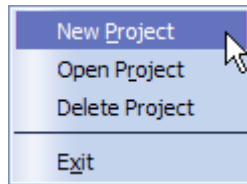


The exact look of this screen may be different, as KRA has a selection of skins, and the one I am using is “skin12.skn”. We will see how you can change this later in the tutorial.

The menu system should be fairly self-explanatory.

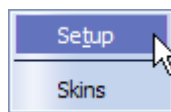
There are 3 menu items available when you start KRA. Here is each one, with a short description of what each item does.

### Project Menu:



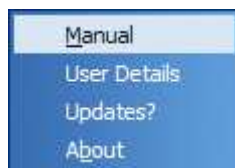
This menu allows you to create a new project, open an existing menu, delete an existing project, and close KRA. Fairly Intuitive stuff eh?

### Options Menu:



This menu allows you to configure KRA in the **Setup**, and change to one of several skins available for KRA.

### Help Menu:



This menu gives you access to this Manual.

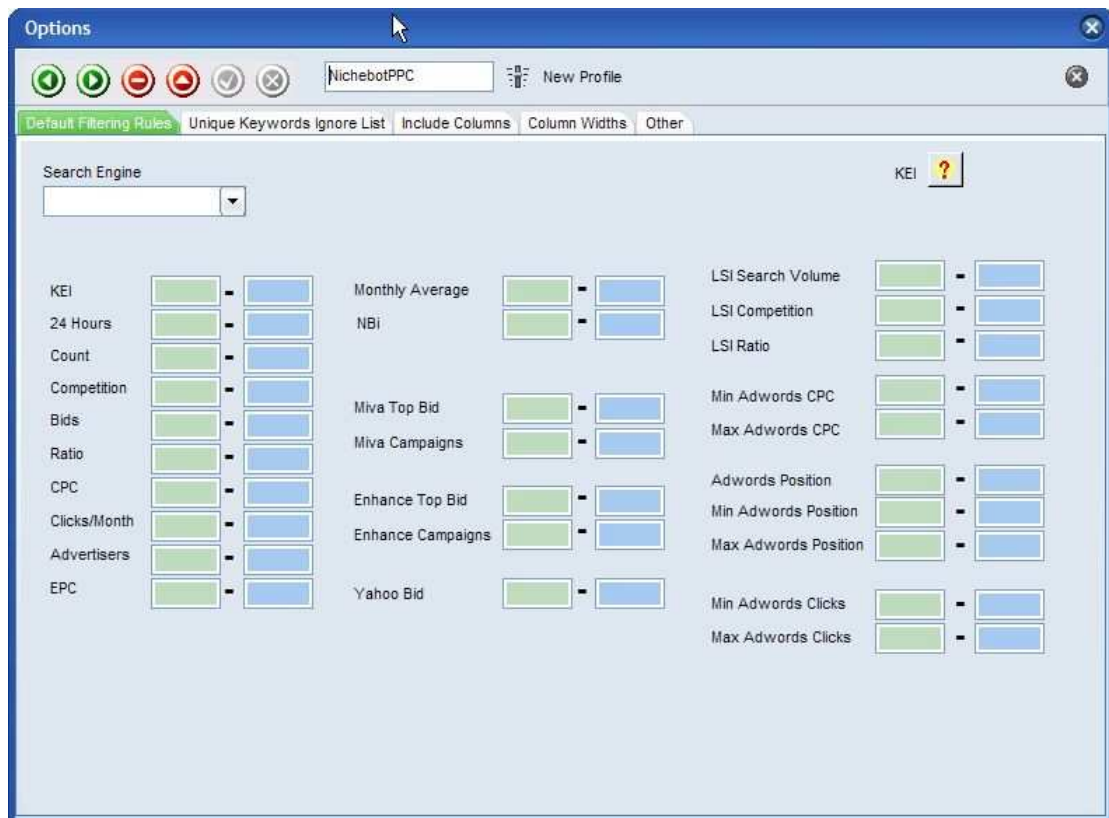
The second item is the most important initially, as it is where you enter your username and password. Without this, KRA will be unable to work.

There is also an item which will tell you where to get updates for KRA, and finally, an "About" box where you can find the version number for KRA should you need to request support.

## 2. Options -Setting up your copy of KRA

Before you do anything else, you should setup KRA so that it works properly on your computer.

Open up the “**Setup**” screen from the “**Options**” menu.



At the very top left you will see the options bar that look like this:



The first 6 buttons are for editing, saving and navigating your various option profiles (more about these in a moment).

These six buttons are: previous, next, delete, edit, save changes, cancel changes.

There is then a box which displays the name of the current option profile, plus a button to add a new profile.

To edit the options you click the first button which is the **Edit** Button. Once you have changed the options, click the second button (**Save Changes**) or the third button (**Cancel changes**).

## **Option Profiles**

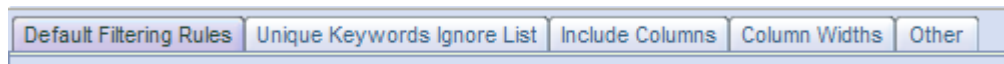
Because KRA can import data from a range of sources, it is quick feasible to want different data displayed with different projects. E.g. if you do keyword research at Wordtracker, you might like to have KEI, count, 24 hours, competition and keyword only displayed. You can setup a profile for Wordtracker so that only those options are shown when using KRA.

Alternatively, you may do research at Nichebot, so want ratio, CPC, No. clicks, No. Advertisers (if these are not yet available in Nichebot, they soon will be), competition and count displayed. You can setup a Nichebot profile for use when viewing Nichebot data.

Switching between the option profiles is as easy as selecting which profile you want to use on the main screen.

To create a new profile, just click the New Profile button, enter a name, and select your options, remembering to save when finished. The option profile will then be available when you open a project.

Just below the options bar are 5 tabs:



Clicking any of these tabs takes you to a screen of Options, specific to that tab.

Let's look at each tab in turn:

## 2.1. Default Filtering Rules tab



This screen allows you to define a default set of filtering rules. There is a button on the main screen of KRA that allows you to apply the default filtering rules. When you click that button, the criteria on this screen are used for filtering your keywords.

The first box is labelled Search Engine. If you only ever collect data for one engine e.g. Google, you can leave this blank. If however you collect data for two or more search engines, you may find that you use the information from one search engine more than the others. It might be worth specifying that as the default engine for quick filtering.

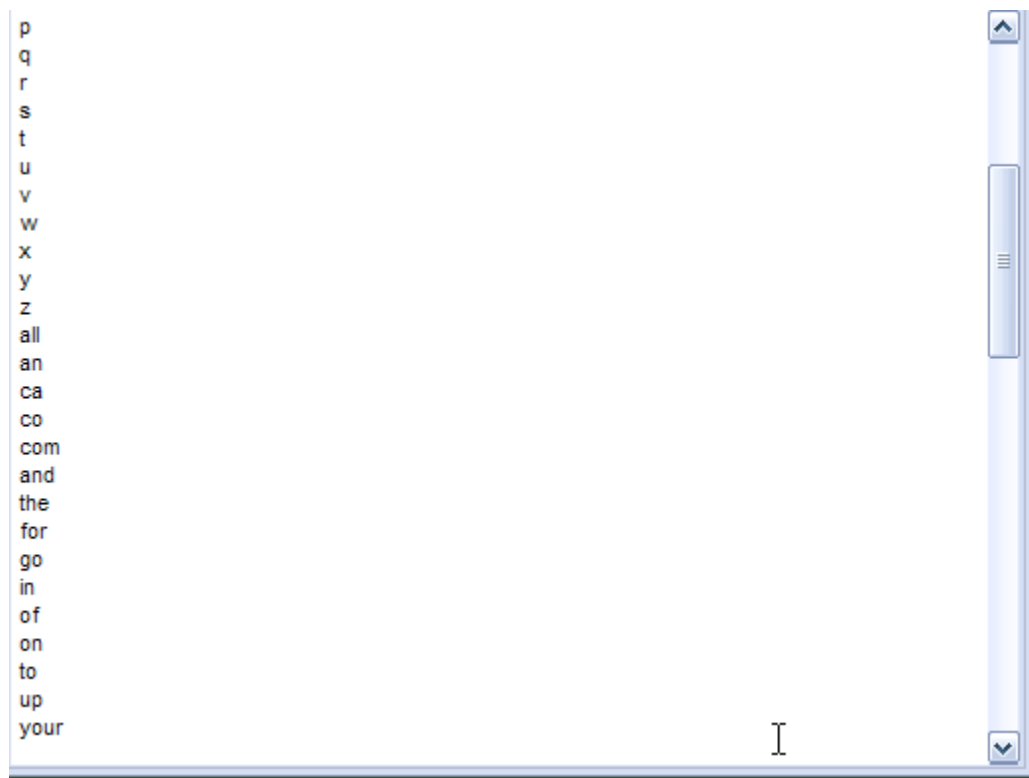
Under this, you have groups of boxes. 2 for KEI, 2 for 24 hours etc. These two boxes allow you to specify minimum and maximum values that you want to use for your default filtering.

e.g. suppose I usually want a minimum demand of 5 per 24 hours. I would put 5 into the first box (minimum) next to 24 hours. If I also wanted to set the default maximum amount of competing pages to 1000, I would insert 1000 into the second box (maximum) next to Competition. This is how I have setup KRA in the screenshot above.

When I am on the main filtering screen, and I click the Default Filter button, I will be shown only those phrases with less than 1000 competing pages, and 5 or more searches per day.

Once you have setup your Default Filtering screen, make sure you save your data.

## 2.2. Unique Keyword Ignore List



The ignore list is already populated with some values. These values are words or characters that are often found in searches, but have no real meaning to the phrase. This ignore list is used by the software when it looks for Niches with the Niche (see later). For now, you can leave this list as is.

## 2.3. Include Columns

<input type="checkbox"/> Show PR Column		
<input type="checkbox"/> Show Backward Links Column		
<input type="checkbox"/> Show KEI	<input type="checkbox"/> Show Monthly Average	<input checked="" type="checkbox"/> Show Adwords CPC Min
<input checked="" type="checkbox"/> Show Count	<input type="checkbox"/> Show NBI	<input checked="" type="checkbox"/> Show Adwords CPC Max
<input checked="" type="checkbox"/> Show 24 Hours	<input type="checkbox"/> Show Adword Position	<input checked="" type="checkbox"/> Show Adwords Position Min
<input type="checkbox"/> Show Competing	<input type="checkbox"/> Show Miva Top Bid	<input checked="" type="checkbox"/> Show Adwords Position Max
<input type="checkbox"/> Show Engine	<input type="checkbox"/> Show Miva Campaigns	<input checked="" type="checkbox"/> Show Adwords Clicks Min
<input type="checkbox"/> Show Match	<input type="checkbox"/> Show Enhance Top Bid	<input checked="" type="checkbox"/> Show Adwords Clicks Max
<input type="checkbox"/> Show Bid Data	<input type="checkbox"/> Show Enhance Campaigns	<input type="checkbox"/> Show Yahoo Bid
<input type="checkbox"/> Show Ratio	<input type="checkbox"/> Show LSI Search Volume	
<input type="checkbox"/> Show CPC	<input type="checkbox"/> Show LSI Competition	<input type="checkbox"/> Show CPC Range
<input type="checkbox"/> Show Clicks Per Month	<input type="checkbox"/> Show LSI Ratio	<input type="checkbox"/> Show Adword Position Range
<input type="checkbox"/> Show Number Of Advertisers		<input type="checkbox"/> Show Adword Clicks Range
<input type="checkbox"/> Show EPC		

This is the screen where you can identify the data you want displayed on the main screen.

The first two in the list (PR and Backlinks) are not calculated by KRA, so to use this data, you must import it. They are only here for those users who like to find this additional information. However, with PR and Backlink data being largely incorrect in Google, it is a lot less important to have this data than it was a year or so ago.

The next few items are those that you can get from various keyword research services, e.g. Wordtracker, Nichebot etc.. Just place a check next to those you wish to display in KRA for the options profile you are setting up.

Once you have made your changes, save them.

## 2.4. Column Widths

KEI <input type="text" value="0"/>	Clicks / Month <input type="text" value="0"/>	LSI Search Volume <input type="text" value="0"/>	Adwords Clicks Min <input type="text" value="64"/>	Bid1 <input type="text" value="0"/>	Bid6 <input type="text" value="0"/>	Bid11 <input type="text" value="0"/>
Keyword <input type="text" value="295"/>	Advertisers <input type="text" value="0"/>	LSI Competition <input type="text" value="0"/>	Adwords Clicks Max <input type="text" value="64"/>	Bid2 <input type="text" value="0"/>	Bid7 <input type="text" value="0"/>	Bid12 <input type="text" value="0"/>
Count <input type="text" value="47"/>	EPC <input type="text" value="0"/>	LSI Ratio <input type="text" value="0"/>	Yahoo Bid <input type="text" value="0"/>	Bid3 <input type="text" value="0"/>	Bid8 <input type="text" value="0"/>	Bid13 <input type="text" value="0"/>
24Hours <input type="text" value="44"/>	Monthly Average <input type="text" value="0"/>	CPC Range <input type="text" value="0"/>		Bid4 <input type="text" value="0"/>	Bid9 <input type="text" value="0"/>	Bid14 <input type="text" value="0"/>
Competing <input type="text" value="0"/>	NBI <input type="text" value="0"/>	Adword Position Range <input type="text" value="0"/>		Bid5 <input type="text" value="0"/>	Bid10 <input type="text" value="0"/>	Bid15 <input type="text" value="0"/>
Ratio <input type="text" value="0"/>	Adword Position <input type="text" value="0"/>	Adword Clicks Range <input type="text" value="0"/>		<input type="checkbox"/> Top 3 Bids Only		
Search Engine <input type="text" value="0"/>	Miva Top Bid <input type="text" value="0"/>	Adwords CPC Min <input type="text" value="64"/>		<input type="checkbox"/> Top 5 Bids Only		
Match <input type="text" value="0"/>	Miva campaigns <input type="text" value="0"/>	Adwords CPC Max <input type="text" value="64"/>		<input type="checkbox"/> All Bids		
PR <input type="text" value="0"/>	Enhance Top Bid <input type="text" value="0"/>	Adwords Position Min <input type="text" value="64"/>				
Back Links <input type="text" value="0"/>	Enhance Campaigns <input type="text" value="0"/>	Adwords Position Max <input type="text" value="64"/>				
CPC <input type="text" value="0"/>						

This screen looks complicated, but you can largely forget about it.

On the main screen in KRA you are shown a table of data where you can sort and filter the phrases according to your specifications. Each column has a width, and that width is recorded here.

If you place a check mark next to one of the “Include Columns” list (see last section), that column is given a predefined width. If you deselect a column in the Include list, that column is given a width of zero.

If you resize a column on the main screen of KRA, that column width is written to the above table, so that KRA remembers how wide you want your columns. E.g. I always find I need a wider Keyword Column than KRA gives by default. I drag it wider on the main screen, and that width value is written here.

All this means that you really do not need to touch this screen at all – with one exception.

If you include Bid data on the Include Columns screen, by default, KRA will show all 15 bids. Now, I find that overkill, and prefer to show only the top 3 bids, or possibly the top 5 bids. This is something that can be set on this screen easily.

Do you see the three buttons bottom right on this screen?



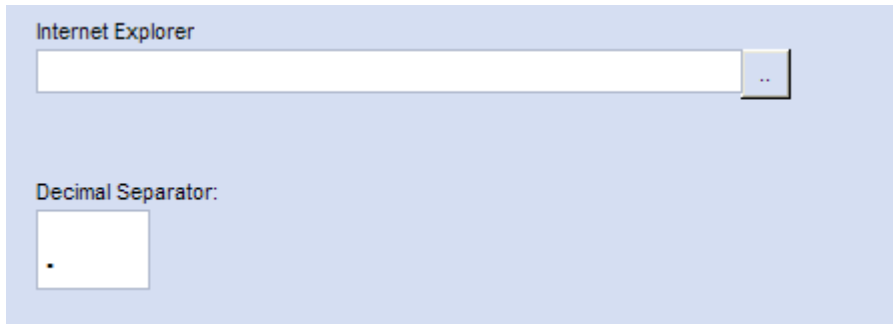
**Top 3 Bids Only, Top 5 Bids Only & All Bids.**

Clicking on one of these buttons autosizes the columns to show the first three bids only, the top 5, and all bids.

Note that a column that is hidden has a width of zero.

If you do make any changes here, click the **Save Changes** button when you are finished.

## 2.5. Other



There are only two options on this screen. The first one is Internet Explorer. Use the small button to the right of this box to navigate to your copy of Internet Explorer. This shouldn't be necessary, but if you find your browser not opening when clicking a link that should open it, fill in this option.

The second option is **"Decimal Separator"**.

Some computers use a period "." To separate the whole number from the fraction in decimal numbers e.g. 45.65

If this is the case on your computer, set the decimal separator to a period "."

Other computers (e.g. Spain, France and Germany) use a comma "," to separate the whole number from the fraction e.g. 45,65

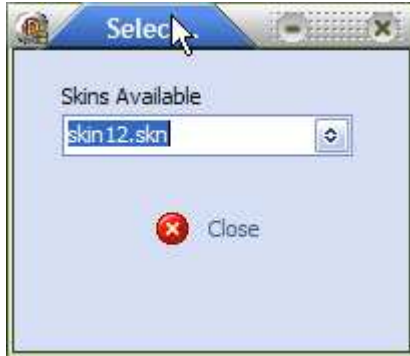
If this is the case on your computer, set the decimal separator to a comma ","

Don't forget to save any changes you make.

OK, you are now ready to use KRA.

## 2.6. Changing the KRA skin

From the Options menu, select Skins:



Select a Skin from the drop down box, and the skin should change automatically to the selected one. If it does not change immediately, click close to close this screen, and then close down KRA. Re-open KRA, and then re-open the “Skins” screen. Now changes should be immediate when you select one from the list.

## 3. Creating a Project

KRA was originally developed to import Wordtracker emails. The first version required the competition and KEI data to be included in these emails, and for many users, this is going to be the way you use KRA. However, KRA can import keyword data from a wide variety of keyword services/tools.

In this section we will look at how to import a standard Wordtracker email, as well as some other data.

Let's begin by selecting New Project from the Projects menu. You are presented with a dialog box to enter the name of your project:

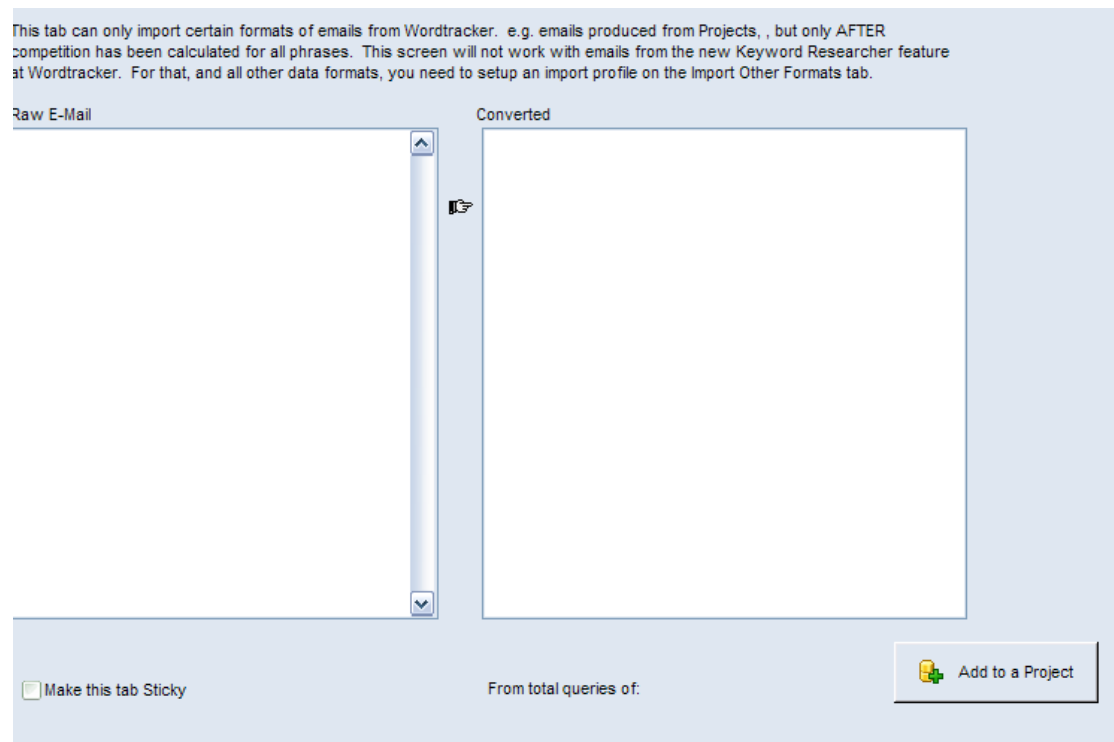


For the purpose of this tutorial, I will be importing some Wordtracker data I researched on the topic of Baseball. If you want to see how I researched this data, you can read my free [Wordtracker Tutorial](#) online. This webpage needs [Adobe Acrobat Reader](#) installed. This tool is free. Once you have the Wordtracker Tutorial displayed in the web page, you can save a copy to your computer if you wish.

OK, back to the example.

I type in Baseball for my project name, and click OK.

You are then presented with the following screen:



This screen is still found in KRA v4 despite its limited use because of the original users of KRA v1, who got used to it.

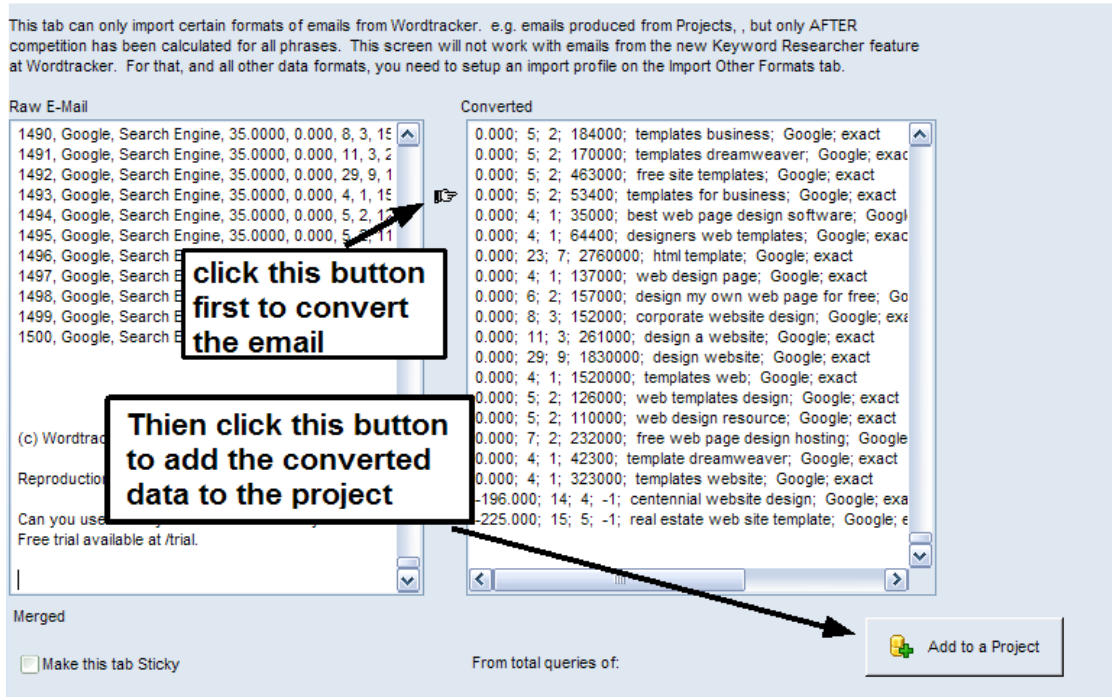
This quick import will only work with some emails produced by Wordtracker (emails from Wordtracker Projects that include competition), so any other formats will need to be imported using the “Import Profiles” tab of KRA.

The big white box on the left (Raw Email) is where you paste your Wordtracker email.

Once the email is pasted in, click the small button situated between the two large white boxes (it looks like a little hand).

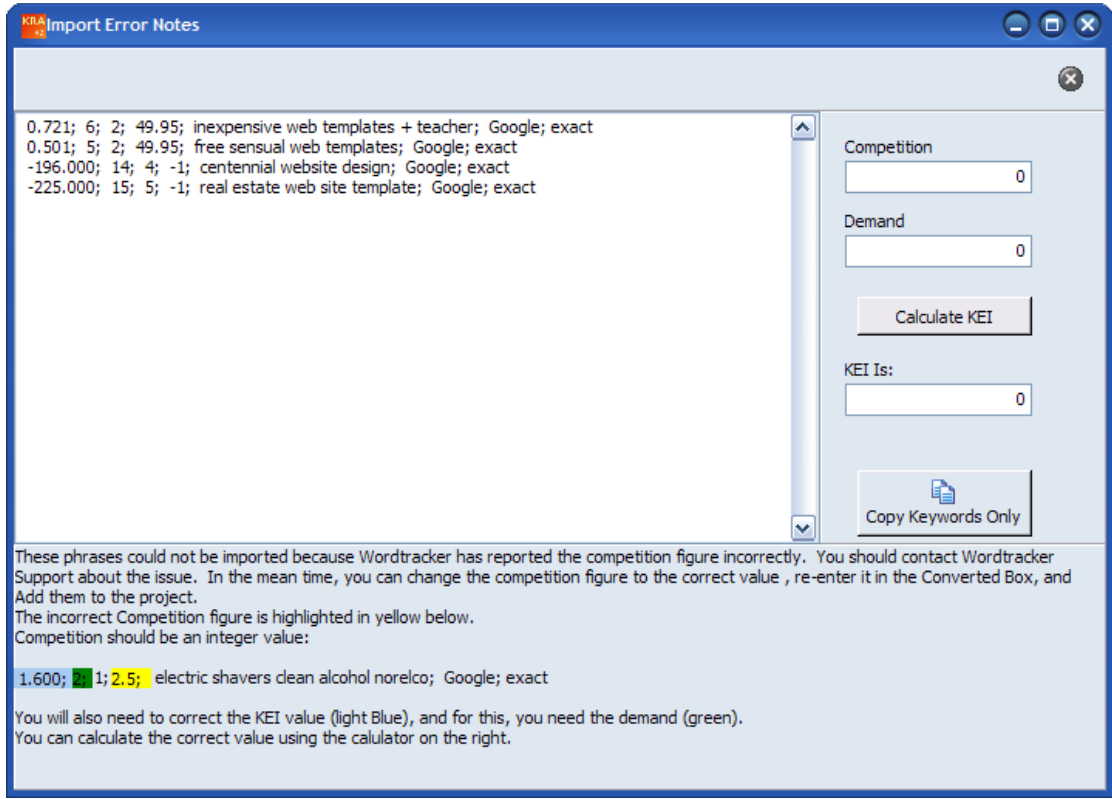
This button converts the data from Wordtracker email format, into the format stored by KRA. You will see the data appear in the right hand box.

Once the conversion is complete, click the “**Add to a Project**” button. This imports the data into a KRA database. The process just described is shown in the screenshot on the next page:



As KRA imports the data into a database, it keeps track of any errors it encounters in the data you are trying to import.

If it finds errors, you will be presented with an error log screen:



These error “notes” list any line of data that could not be imported.

The main reasons for failing to import are:

1. Wordtracker put a decimal value (e.g. 7.95) into the competition column. This happens quite regularly.
2. Wordtracker put the competition figure as -1.

Now, both of the above are obviously incorrect values for competition, and need to be fixed.

You can create a list of just the keyword phrases with errors using the “Copy Keywords Only” button, and re-importing them into Wordtracker (which usually removes the error). You can then re-import them into KRA.

With KRA, you can edit the error notes to correct the problem, and then just paste it back into the “**Converted**” box, and Add them to the project again.

Since an incorrect Competition figure will also mean an incorrect KEI, KRA provides a KEI calculator to help you correctly edit the bad data.

### Example

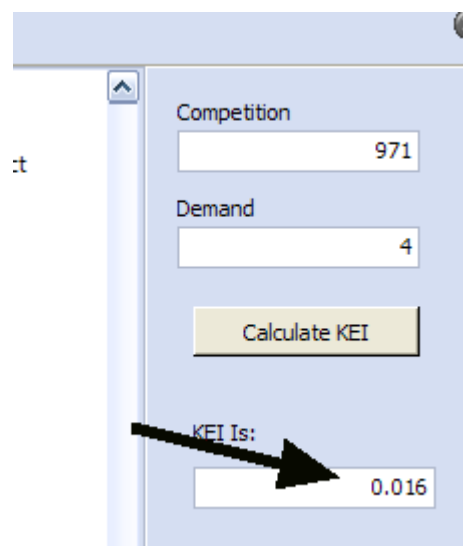
Here is a line that needs fixing from my error log above is:

-16.000; 4; 1; -1; museum louisville slugger; Google; exact

Competition is the final column, and is given as -1.

Checking Google for the correct competition, I see that “museum louisville slugger” have 971 competing pages.

Using the KEI calculator built into KRA, the KEI should therefore be:



The screenshot shows a web-based calculator interface. On the left, there is a vertical scrollbar. The main area contains the following elements: a label 'Competition' above a text input field containing the number '971'; a label 'Demand' above a text input field containing the number '4'; a yellow button labeled 'Calculate KEI'; and a label 'KEI Is:' above a text input field containing the value '0.016'. A black arrow points from the 'KEI Is:' label to the output field.

So the line:

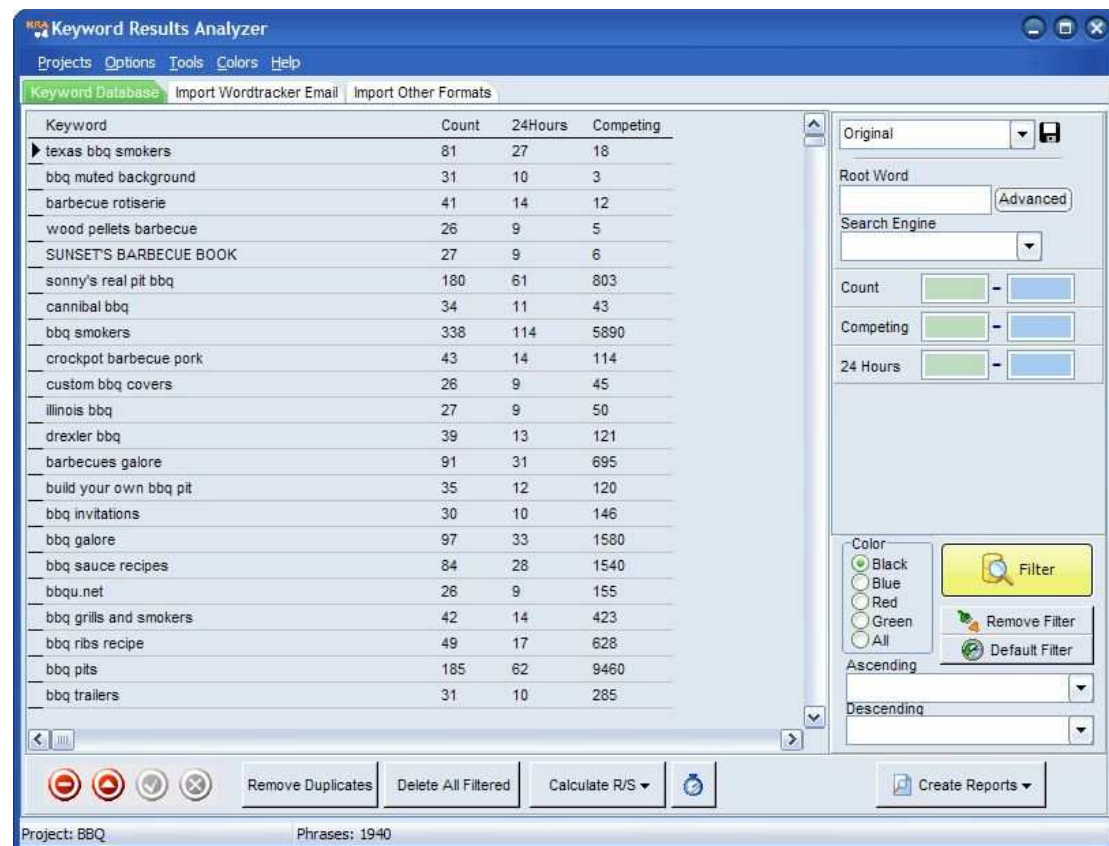
-16.000; 4; 1; -1; museum louisville slugger; Google; exact

Should be replaced with:

0.16; 4; 1; 971; museum louisville slugger; Google; exact

Once I have edited this line and all the others, I can paste them back into the “Converted” box, and Add them to the Project again.

Once complete, KRA opens the main screen:



On this screen, you will notice two new menu item at the very top. Tools and Colors. We will discuss these later.

You will notice that the screenshot of the table only shows the data columns I specified when I setup the Options for KRA.

The method of importing we have just looked at is only for Wordtracker emails, and only for the major search engines, not the Directories or PPCs that Wordtracker give you access to.

In addition, the data in the email MUST include KEI and COMPETITION data. This is what KRA was originally created for, and this is how users of version 1 got used to importing their Wordtracker data.

If you want to import a different format of data, you need to use the “Import Other Format” tab. Before we look at how to manipulate the data in KRA, let’s look at importing these other formats.

## 4. Importing Other Formats of Data

For this example, I have carried out some research at Wordtracker, but on the competition screen of Wordtracker, I selected Overture, not Google as in the last example. Overture data includes PPC values, so lets create a profile to allow us to import this format of data.

Here is an example of the email Wordtracker sent when I emailed myself the results.

```
1, 446, 5, nutritional health supplements, $0.00, $0.00, $0.00,
$0.00, $0.00, $0.00, $0.00, $0.00, $0.00, $0.00, $0.00,
$0.00, $0.00, $0.00, $0.00,
2, 445, 5, natural supplements, $0.00, $0.00, $0.00, $0.00,
$0.00, $0.00, $0.00, $0.00, $0.00, $0.00, $0.00, $0.00,
$0.00, $0.00, $0.00,
3, 706, 8, vitamin a, $0.00, $0.00, $0.00, $0.00, $0.00,
$0.00, $0.00, $0.00, $0.00, $0.00, $0.00, $0.00, $0.00,
$0.00, $0.00,
4, 292, 3, antioxidant antiaging, $0.00, $0.00, $0.00, $0.00,
$0.00, $0.00, $0.00, $0.00, $0.00, $0.00, $0.00, $0.00,
$0.00, $0.00, $0.00,
5, 563, 7, buy nutritional supplements, $0.00, $0.00, $0.00,
$0.00, $0.00, $0.00, $0.00, $0.00, $0.00, $0.00, $0.00,
$0.00, $0.00, $0.00, $0.00,
6, 531, 6, multivitamin, $0.00, $0.00, $0.00, $0.00, $0.00,
$0.00, $0.00, $0.00, $0.00, $0.00, $0.00, $0.00, $0.00,
$0.00, $0.00,
```

**IMPORTANT: To import these “Other” formats, you need to paste in just the data table, not the whole email as with standard Wordtracker emails.**

The columns in this data table are:

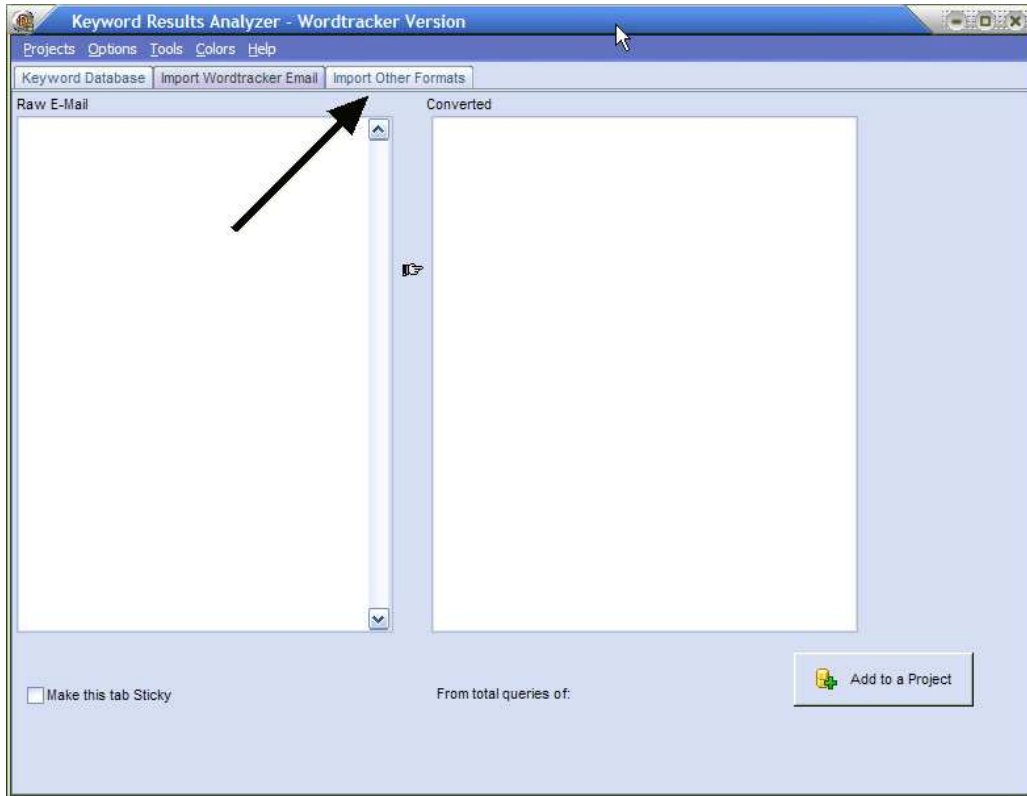
Line number  
Count  
24 Hour  
Keyword  
Bid1  
Bid2  
...  
Bid15

Note that these lines of data end with a comma. We will come back to this in a moment.

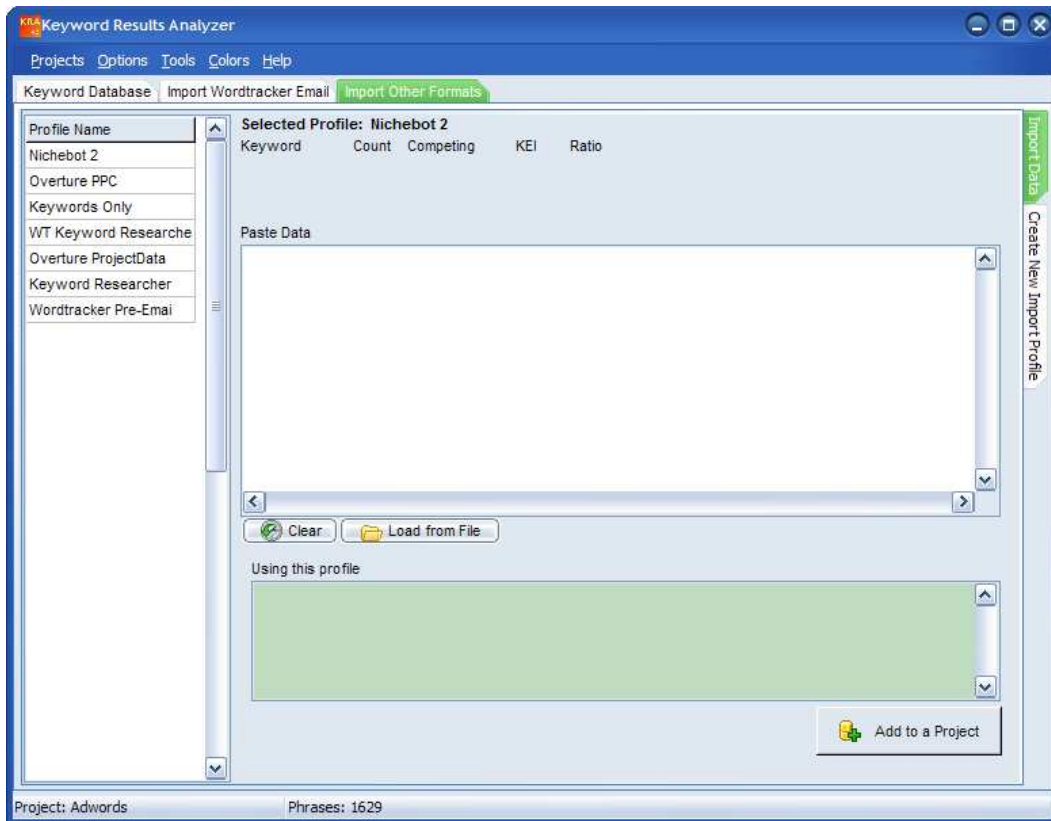
OK, so let’s create a new project to hold our data.

I need to create a new project to hold the data. I will call it “Vitamins PPC”.

On doing that, I have this screen:

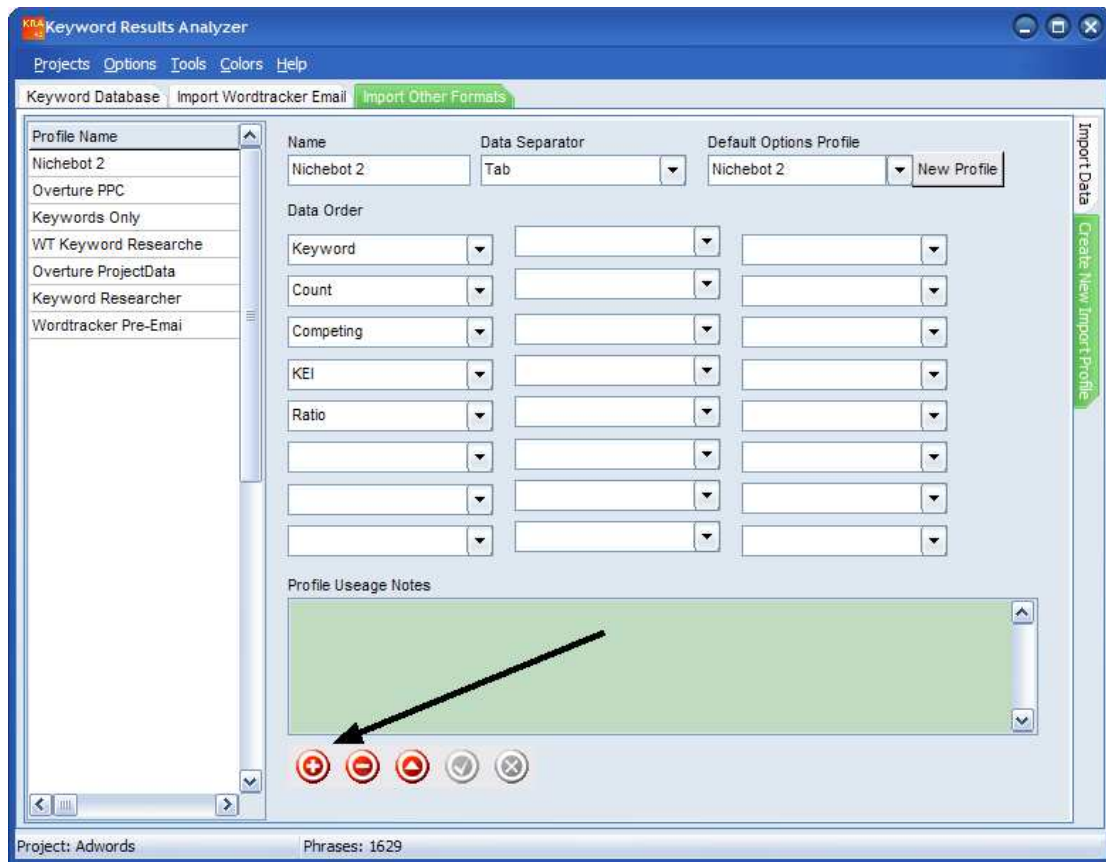


Click on the **“Import Other Formats”** tab (shown in the screenshot above). This is the screen you see (though the list of profile names may not be there, or may be different):



We need to setup a profile for the data (which can then be reused every time you want to import Overture data from Wordtracker).

To do this, click on the “**Create New Import Profile**” tab (as shown above).



Click on the Insert Profile button (marked above).

Then move the mouse cursor to the box labelled “**Name**”, and enter a name for this profile.



Looking back at the data, each piece of information is separated by a comma, so select the comma from the “Data Separator” drop down box.

OK, now we need to define the data. Here is the order of the data again:

- Line number
- Count
- 24 Hour
- Keyword
- Bid1
- Bid2
- ...Bid15

Note that the first item is the Line Number. This is not something we want to import. The other data items are all important.

The process of creating a profile, involves telling KRA what data to expect where, and fill it in by selecting the appropriate items in the drop down boxes. Below I have done this for my data.

Name		Data Separator
Overture PPC		,
Data Order		
Ignore	Bid5	Bid13
Count	Bid6	Bid14
24Hour	Bid7	Bid15
Keyword	Bid8	Ignore
Bid1	Bid9	
Bid2	Bid10	
Bid3	Bid11	
Bid4	Bid12	

Profile Usage Notes

The drop down boxes are numbered top to bottom, left to right. So the first data item to be imported is column 1, row 1, and the next one is column 1, row 2 etc.

Once you have entered your profile, save your profile by clicking on the save button (highlighted above).

Also note that the very last item of data is set as “Ignore”, and comes after the Bid15 data item. The reason for this is simply that KRA determines the individual data items by looking at the data separator (in this case the comma), and because the line of data includes a final comma, KRA expects a data item after the comma. Putting the ignore in the last combobox ensures that KRA ignores the trailing “data separator” and does not choke looking for another item.

OK, our profile has been saved, and we should now be setup to import Overture data from Wordtracker. However, there is one more option on this page:



For every Import Profile, you can define a default options profile. E.g. you may import data from more than one source, and each source includes a different set of data columns

e.g.

Wordtracker uses KEI, Count, 24 Hours, Competing

Nichebot uses KEI, Count, Competing, Ratio

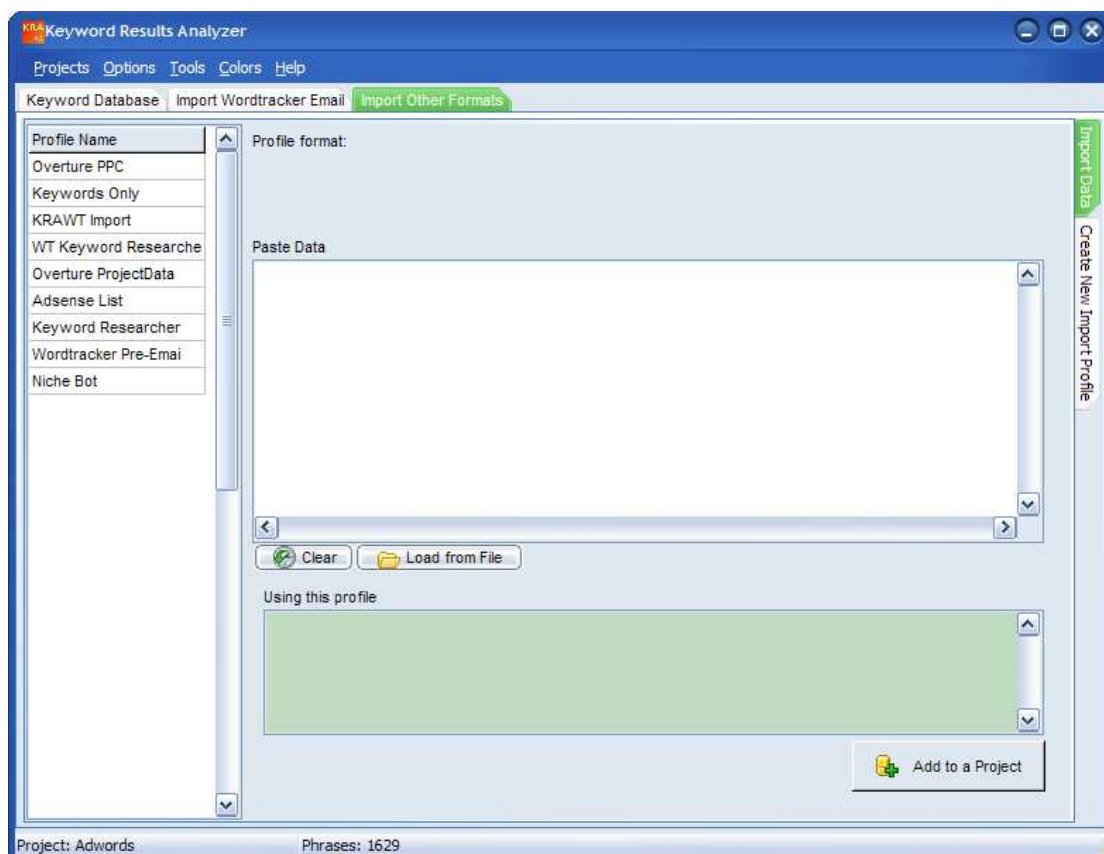
Etc.

Therefore, you can create specific option profiles for each type of data you are importing, and assign them to an Import Profile. That way, whenever you import data using your Nichebot 2 profile, the project you import into will be assigned the Nichebot 2 Options Profile.

**NOTE:** You can change the default options profile on the main Keyword Database tab, so you are not stuck with an Options Profile once defined here.

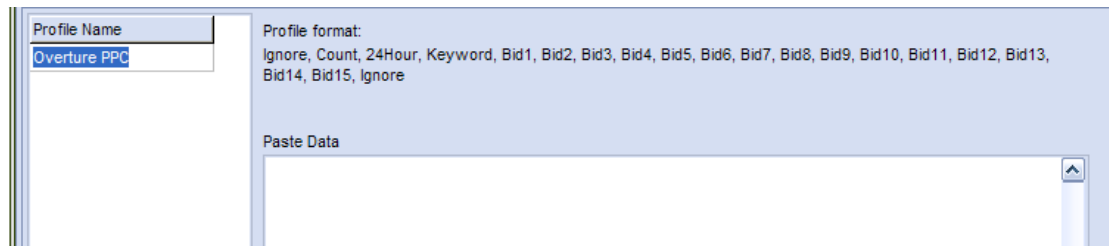
No go back to the previous tab - Click on the "Import Data" tab top right.

You will now see:



Select the Overture PPC Profile in the column on the left.

You will now see confirmation of the profile format:

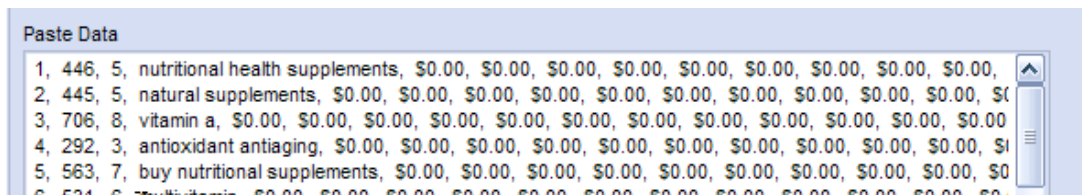


Paste the data into the large “Paste Data” box.

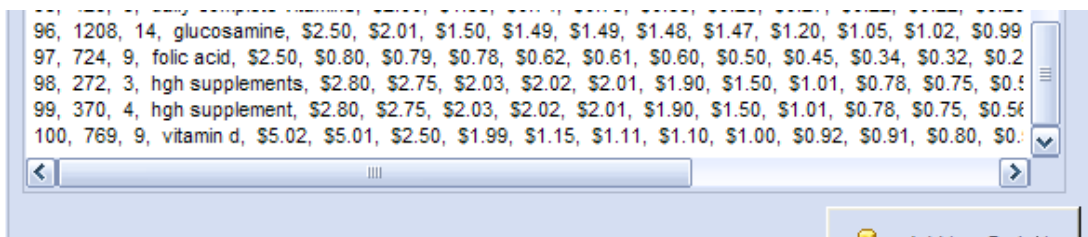
**IMPORTANT:** When importing data using the “**Other Formats**” Feature, **ONLY** paste in the data itself, not the entire email.

As with any Import into KRA, make sure your email program has not wrapped the lines.

Here is the beginning of the data pasted in:



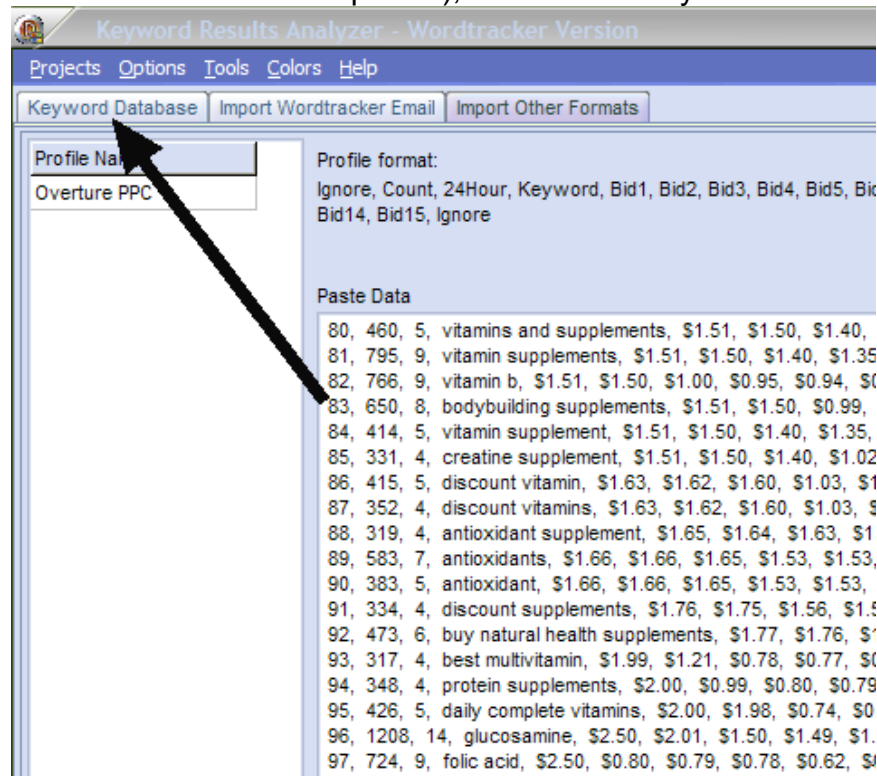
and the end:



Note that it is the data only that is pasted in, and not the entire email (which will not work).



Once the data has been imported (you will see a progress bar at the bottom of the screen as data is imported), click on the Keyword Database tab:

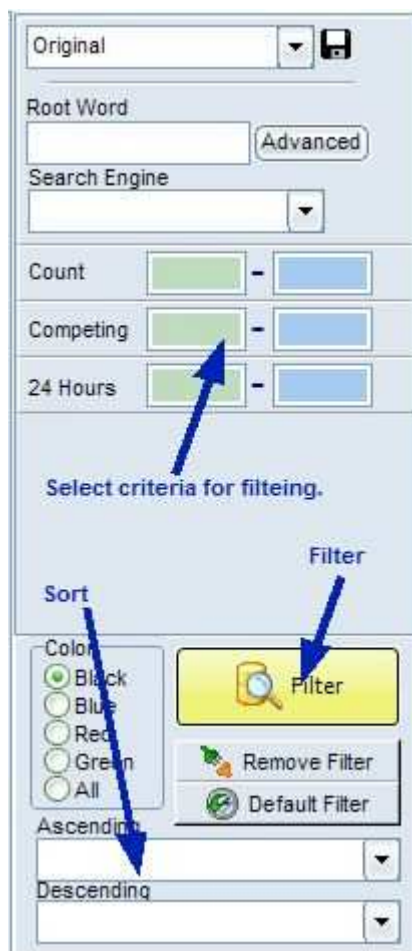


You can now work with your data in the main screen.

## 5. Working with your phrases

Here is a summary of the manipulation features on the main screen:

Along the bottom of the screen you have a few buttons.



The screenshot shows a control panel with the following elements:

- Original: A dropdown menu with a save icon.
- Root Word: A text input field with an "Advanced" button.
- Search Engine: A dropdown menu.
- Count: A range selector with a green box on the left and a blue box on the right.
- Competing: A range selector with a green box on the left and a blue box on the right.
- 24 Hours: A range selector with a green box on the left and a blue box on the right.
- Select criteria for filtering: A text label.
- Sort: A text label.
- Color: A list of radio buttons: Black (selected), Blue, Red, Green, All.
- Filter: A yellow button with a magnifying glass icon.
- Remove Filter: A button with a trash can icon.
- Default Filter: A button with a circular arrow icon.
- Ascending: A dropdown menu.
- Descending: A dropdown menu.

Blue arrows point from the text descriptions to the "Competing" range selector, the "Filter" button, and the "Ascending" dropdown menu.

In order, these:

**Remove any duplicate entries.** This can happen when you import data from several research sessions.

**Delete all of the phrases** that you have currently filtered. Note, that if you have just completed an advanced Root Word filter, you must have turned all phrases a colour, or your whole database will be deleted.

**Calculate the ratio of competition to count.** This will add an R/S column to your data. Some people like to use this calculation instead of KEI.

**24 hour count** – If your data has an estimate for daily traffic, this button will add up the daily counts of all filtered phrases.

**Create Reports** – a variety of reports which we will cover later in this manual.

### Criteria for filtering

The boxes shown above allow you to sort and filter your data according to specific requirements.

e.g. suppose you want to see only those phrases that have less than 1000 competing pages. You would enter 1000 into the maximum box (the one on the right). The one on the left is minimum) marked Competing.



Competing [Green Box] - [Blue Box: 1000]

Here is another example. What phrases am I filtering here?

Count	<input type="text" value="5"/>	-	<input type="text"/>
Competing	<input type="text"/>	-	<input type="text" value="1000"/>
24 Hours	<input type="text"/>	-	<input type="text"/>

Answer: All phrases with a minimum count of 5 and less than 1000 competing pages.

Simple eh?

Note that as you include more columns in the options profile, you will be given more filtering options. In the next screenshot, you can see what the filtering section of the screen looks like, when data includes a lot more columns:

Original	<input type="text"/>	<input type="button" value="Advanced"/>
Root Word	<input type="text"/>	<input type="button" value="Advanced"/>
Search Engine	<input type="text"/>	<input type="button" value="Advanced"/>
Count	<input type="text" value="5"/>	- <input type="text"/>
Adwords Clicks Max	<input type="text"/>	- <input type="text"/>
Adwords Clicks Min	<input type="text"/>	- <input type="text"/>
Adwords Pos. Max	<input type="text"/>	- <input type="text"/>
Adwords Pos. Min	<input type="text"/>	- <input type="text"/>
Adwords CPC Max	<input type="text"/>	- <input type="text"/>
Adwords CPC Min	<input type="text"/>	- <input type="text"/>

You'll now see a scroll bar that allows you to access all of the criteria.

OK, what am I trying to filter with the next screenshot?

Root Word	<input type="text" value="mult"/>	<input type="button" value="Advanced"/>
Search Engine	<input type="text"/>	<input type="button" value="Advanced"/>
Count	<input type="text"/>	- <input type="text"/>
Competing	<input type="text"/>	- <input type="text"/>

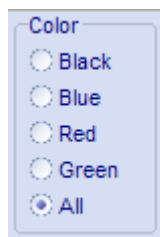
The root word box is very useful. It allows you to filter out phrases that contain certain words or part words.

**NOTE: The Advanced button beside the Root Word box is very useful for complex word filtering. We will discuss that shortly.**

This example filters out all phrases that contain “multi”. This will give me those phrases targeting multivitamins. Typing in “multi”, rather than “multivitamins” is important, since some searchers will type in “multi vitamins”, others “multi-vitamins”, and more still “multivitamins”. Using the root of “multi” will catch all of these variations, and even phrases where vitamin has been spelt incorrectly.

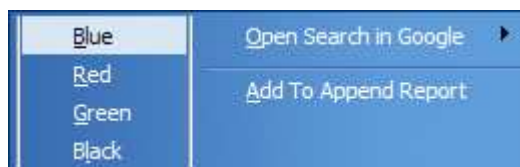
## 5.1. Working with Colours

OK, let’s move to the right along the filtering panel. Next we see this:



KRA allows you to change the colour of phrases to help with your filtering and sorting.

Right click any phrase and a menu appears:



You can set the colour of the phrase you clicked on to blue, red, green or black (default).

In the shot below, I have coloured two phrases blue.

antioxidant antiaging	292	3	€0.00	€0.00
buy nutritional supplements	563	7	€0.00	€0.00
multivitamin	531	6	€0.00	€0.00
pharmaceutical supplements	391	5	€0.00	€0.00
vitamins	3694	44	€0.00	€0.00
antiaging supplement	334	4	€0.00	€0.00
▶ vitamin c graduation	430	5	€0.10	€0.00
vitamin world	726	9	€0.13	€0.12
vitamin r	302	4	€0.22	€0.10
alternative health supplements	299	4	€0.28	€0.27

Now if I select Blue from the filtering box, and click the “**Filter**” button, only those phrases that are blue will be displayed:

When you are filtering your phrases, you can easily turn all of the filtered phrases a certain colour. Just use the “**Colours**” menu item at the top and select the colour you wish to use:

The screenshot shows the 'Keyword Results Analyzer - Wordtracker Version' interface. The 'Colors' menu is open, showing options: Black, Blue, Red, and Green. The 'Red' option is currently selected. The background table displays keyword data with columns: Keyword Database, Import, Make All, Count, 24Hours, Competing, Bid1, Bid2, and Bid3. The table content is as follows:

Keyword Database	Import	Make All	Count	24Hours	Competing	Bid1	Bid2	Bid3
▶ nutritional health supplier			446	5		€0.00	€0.00	€0.00
natural supplements			445	5		€0.00	€0.00	€0.00
vitamin a			706	8		€0.00	€0.00	€0.00
antioxidant antiaging			292	3		€0.00	€0.00	€0.00
buy nutritional supplements			563	7		€0.00	€0.00	€0.00
multivitamin			531	6		€0.00	€0.00	€0.00
pharmaceutical supplements			391	5		€0.00	€0.00	€0.00
vitamins			3694	44		€0.00	€0.00	€0.00
antiaging supplement			334	4		€0.00	€0.00	€0.00
vitamin c graduation			430	5		€0.10	€0.00	€0.00
vitamin world			726	9		€0.13	€0.12	€0.00
vitamin r			302	4		€0.22	€0.10	€0.10
alternative health supplements			299	4		€0.28	€0.27	€0.25
vitamin shoppe coupons			412	5		€0.33	€0.33	€0.32
herbal life vitamins			363	4		€0.34	€0.33	€0.31

Hey presto:

Keyword	Count	24hours	Competing	BU1	BU2	BU3
nutritional health supplements	446	5		€0.00	€0.00	€0.00
natural supplements	445	5		€0.00	€0.00	€0.00
vitamin a	706	8		€0.00	€0.00	€0.00
antioxidant antiaging	292	3		€0.00	€0.00	€0.00
buy nutritional supplements	563	7		€0.00	€0.00	€0.00
multivitamin	531	6		€0.00	€0.00	€0.00
pharmaceutical supplements	391	5		€0.00	€0.00	€0.00
vitamins	3694	44		€0.00	€0.00	€0.00
antiaging supplement	334	4		€0.00	€0.00	€0.00
vitamin c graduation	430	5		€0.10	€0.00	€0.00
vitamin world	726	9		€0.13	€0.12	€0.00
vitamin r	302	4		€0.22	€0.10	€0.10
alternative health supplements	299	4		€0.28	€0.27	€0.25
vitamin shoppe coupons	412	5		€0.33	€0.33	€0.32
herbal life vitamins	363	4		€0.34	€0.33	€0.31

OK, so where is this useful? Well, there are actually a lot of uses for this feature.

Let's look at an example.

I have some keyword research for Golf Clubs. I am interested in the golf club make "Ping", and want to create a site that sells ping clubs.

However, I want to create main pages that sell different types of Ping Clubs. One will be Ping putters, one will be Ping drivers etc.

Let's do it.

Here is my Keyword Data:

Keyword Results Analyzer

Projects Options Tools Colors Help

Keyword Database Import Wordtracker Email Import Other Formats

Keyword	Count	Competing
adams ultimate gt golf clubs	31	0
golf swing biomechanics anaton	26	1
mickey mouse putter cover	22	1
bear trap golf and country club	20	0
never compromise sub 30 putter reviews	20	1
ocean city golf and country club	20	1
lighthouse sound golf and country club	18	0
inputt putter training aid	18	0
venetian golf and river club villa rentals	18	0
top weighted golf putters	18	1
junior golf club retailer	17	0
red x putter reviews	24	2
ping ti anser putter	15	1
womens lefties golf clubs	15	1
cheat codes for ps2 game swing away golf	47	10
belly putter instructions	21	2
mallet putters with soft face	14	0
taylor made long beach mid putter	14	0
beginner golf swing instruction	14	1
effective golf swing with driver	13	0
t7 golf driver	13	1
calculating swing speed golf	13	0

Root Word: mut

Search Engine: [Dropdown]

Count: [Slider]

Competing: [Slider]

Color:  Black  Blue  Red  Green  All

Buttons: Filter, Remove Filter, Default Filter

Ascending: [Dropdown] Descending: [Dropdown]

Buttons: Remove Duplicates, Delete All Filtered, Calculate R/S, Create Reports

Project: Golf Clubs Phrases: 1818

I want to filter out all phrases that contain the word "Ping", so here they are:

Keyword Results Analyzer

Keyword Database Import Wordtracker Email Import Other Formats

Keyword	Count	Competing
ping ti anser putter	15	1
ping craze putter review	9	0
prices for ping putters	9	2
ping piper g 2 putter	6	0
ping putter clearance	6	0
ping zing 2 putter specs	6	0
all ping golf irons	6	0
doc17 ping putter	5	0
ping putter repair	5	0
ping piper g2 putter	14	8
ping g2i my day putter us golf	4	0
ping custom made golf clubs	9	8
ping color code putter	6	4
ping i3+™ golf irons	3	0
used ping karsten i golf clubs	10	15
dot used ping eye2 golf clubs	10	18
ping golf clubs s 59 irons	2	0
ping golf isi becu irons & silver dot	2	0
left hand ping copper golf irons	2	0
used ping golf club driver	2	0
ping anser putters vintage	5	7
ping darby f isoforce putter	5	8

Root Word: ping

Search Engine: [Dropdown]

Count: [Slider]

Competing: [Slider]

Color:  Black  Blue  Red  Green  All

Buttons: Filter, Remove Filter, Default Filter

Ascending: [Dropdown] Descending: [Dropdown]

Buttons: Remove Duplicates, Delete All Filtered, Calculate R/S, Create Reports

Project: Golf Clubs Phrases: 54

Notice the word ping in the Root word box.

Next step is to turn all Ping Phrases Blue.

Keyword	Count	Competing
ping doc 15 putter	7	66
ping putters	93	12500
ping craze putter	6	53
ping putter history	6	65
ping-n ping putter	5	46
ping 1a putter	5	82
ping anser putters	8	225
ping b60 putter	12	610
used ping golf clubs	54	15000
ping putter	36	6880
ping putter cover	9	496
ping golf putters	9	913
use ping golf irons	3	170
ping craz-e putter	12	2820
ping golf clubs used	14	4010
ping golf irons	9	2080
ping golf club	23	13800
ping golf putter	4	1320
ping golf driver	3	1360
ping golf drivers	2	713
ping anser putter	7	9980
▶ golf drivers ping	2	8710

OK, now I want to search for all phrases that contain the word “putter”.

Without using the colour system, typing putter into the root word box would give me all makes of putters. However, the colour system has given me more flexibility since I have already marked all Ping phrases as being Blue.

Here is my filter:

Root Word  
putter Advanced

Search Engine

Count [ ] - [ ]

Competing [ ] - [ ]

Color  
 Black  
 Blue  
 Red  
 Green  
 All

Filter  
 Remove Filter  
 Default Filter

Ascending

Note that the Blue color is selected.

Which gives me 34 phrases related to Ping Putters:

Keyword	Count	Competing
ping ti anser putter	15	1
ping craze putter review	9	0
prices for ping putters	9	2
ping piper g 2 putter	6	0
ping putter clearance	6	0
ping zing 2 putter specs	6	0
doc17 ping putter	5	0
ping putter repair	5	0
ping piper g2 putter	14	8
ping g2i my day putter us golf	4	0
ping color code putter	6	4
ping anser putters vintage	5	7
ping darby f isoforce putter	5	8
ping ti2 anser putter	5	9
ping darby putter	15	84
ping b-90 putter	9	31
ping putter covers	8	26
ping danser putter	5	19
ping g2i putters	15	203
collegiate putter cover golf free shipping	2	4
ping doc 15 putter	7	66
ping putters	93	12500

Project: Golf Clubs      Phrases: 34

Clicking on the 24 Hour Total button gives me an idea how many daily searched these 34 phrases will produce at Google (where my research was taken from):



OK, to get my Ping Drivers, I can simply change the Root word from putter to driver. This gives me 4 Ping Driver phrases:

A screenshot of a table with two columns: "Keyword" and "Count". The table has four rows of data. The first row is highlighted in yellow. The second row is highlighted in light blue. The third row is highlighted in yellow. The fourth row is highlighted in light blue and has a small black triangle icon to its left. The table is part of a larger application window with a menu bar at the top containing "Keyword Database", "Import Wordtracker Email", and "Import Other Format".

Keyword	Count
used ping golf club driver	2
ping golf driver	3
ping golf drivers	2
golf drivers ping	2

OK, we have successfully pulled out phrases that would otherwise have been difficult to retrieve.

Just in case you think you can sort by using “ping putter” and “ping driver” as a short cut without using colours, think again. These return the following number of phrases:

Ping Putter – 10 phrases  
Ping Driver – 0 phrases

The reason for this is simple. Using the colour system described above, we have selected phrases that contain the words ping AND putter, and then ping AND driver. These words do not need to be in the phrase as a complete phrase “ping putter” or “ping driver”.

In short, colours allow you to refine searches and use Boolean matches (don't worry if you don't understand that, it just means you can use AND, OR and NOT matches).

### **An example of NOT matches**

Suppose you want to retrieve all phrases about putters EXCEPT Ping putters.

You could search on putter, change them all to blue.

Then search on Ping, and change all of those results to red.

Then just filter only the blue words, and you have putter phrases not including the Ping make.

You will find that as you work with colours, they become very powerful in your sorting and filtering routines.

Another use of colours that I have learned about from some KRA users is to mark phrases as being done.

e.g. you earmark 100 phrases for use as primary keywords in articles by marking those 100 phrases green. As you work your way through the keywords, you change the colour to red.

Then by filtering only green, you get the remaining phrases that you need to work with.

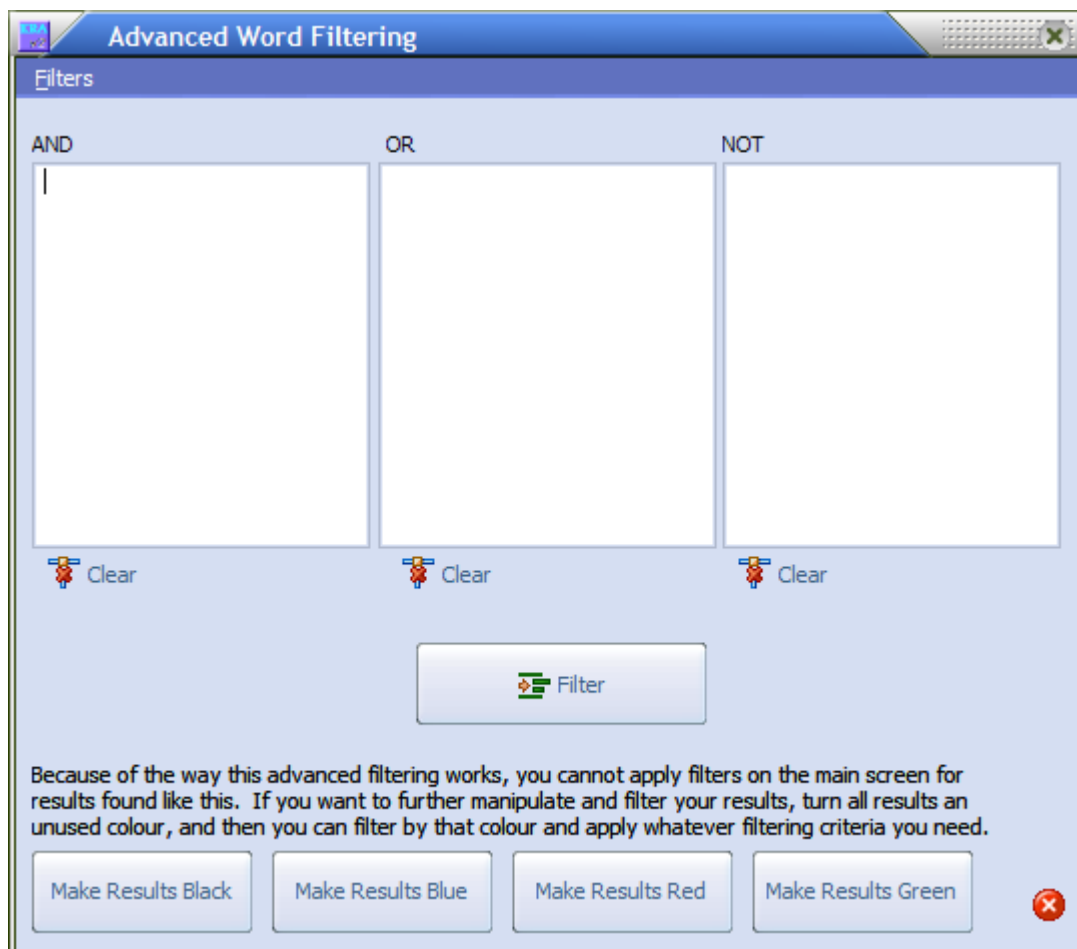
By filtering only red, you can see all the phrases you have already completed.

## 5.2. Using the Advanced Root Word Filter Screen

If you are trying to carrying out complex word filtering using colours, there is an easier option. Click the Advanced button under the Root Word box:



You will see the following screen:



While this may look a little complex, it really is very simple.

There are 3 main entry boxes: AND, OR and NOT.

If you want to find the phrases that have ALL of the following words included, type those words into the AND box.

e.g. if you only want the phrases that contain: ping AND putter, type the following into the AND box:

Advanced Word Filtering

Filters

AND OR NOT

ping  
putter|

Clear Clear Clear

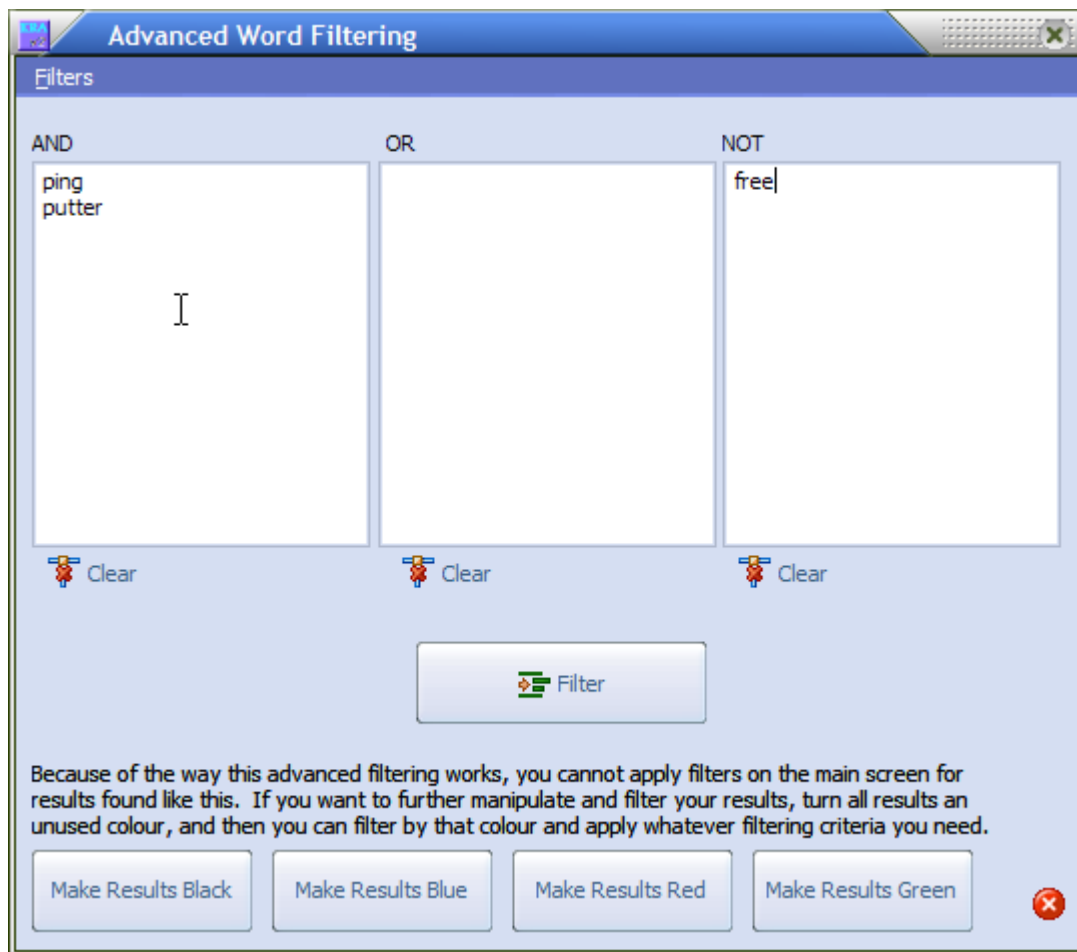
Filter

Because of the way this advanced filtering works, you cannot apply filters on the main screen for results found like this. If you want to further manipulate and filter your results, turn all results an unused colour, and then you can filter by that colour and apply whatever filtering criteria you need.

Make Results Black Make Results Blue Make Results Red Make Results Green

If on the other hand you want to find phrases that have the words: ping OR putter, then these phrases would be typed into the OR box.

You also have a NOT box, which allows you to exclude certain words from your results. E.g. if you want to find phrases that have: ping AND putter, but not include the word “free”, you would type the following:

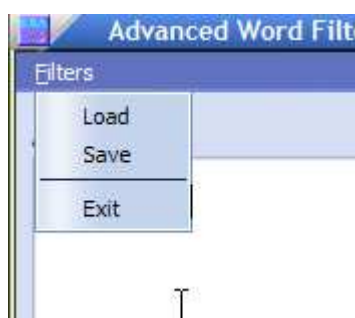


When you are happy with your filtering criteria, you can click the Filter button.

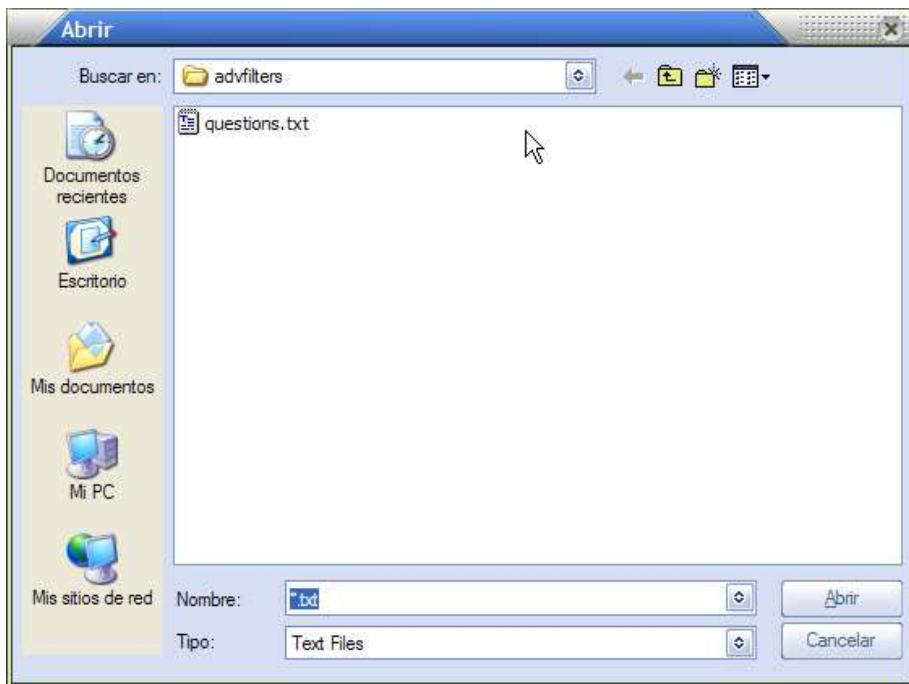
If you want to work with the phrases and apply further criteria or sorting, you need to change the colour of the filtered phrases to a colour you have not yet used.

Then, when you go to work with these phrases, just filter by that colour, and you can then apply whatever other filtering you require.

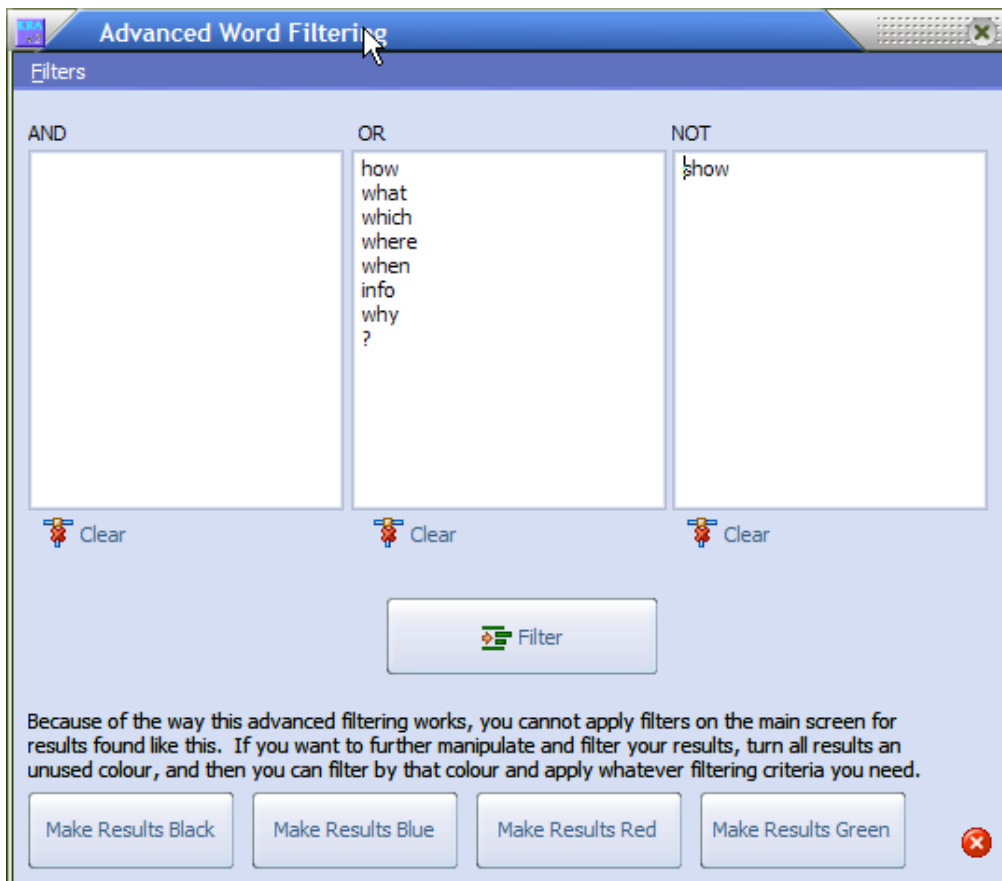
Now, a nice option here is to save and load your filtering criteria using the Filters menu:



To show you this in action, I have created a filter profile that returns phrases that relate to questions or requests for more information. It is saved in the AdvFilter folder inside your KRA folder and called questions.txt.



Go on, load it:



This filter finds all phrases that contain any of the following words (indicating a question):

how  
what  
which  
where  
when  
info  
why  
?

In addition, it excludes any phrases that contain the word “show”, since that is a false positive found because it contains the word “how”.

This filter is a great one to show you potential titles for articles. These are real questions being asked for by real people, so can provide real value to your website.

Another idea for this type of filter could be to exclude American states from keywords (remember you can save these to reuse them on all projects). I am sure you can think of many more uses.

## 5.3. Filter buttons

Continuing along the filtering section of the screen we see the filtering buttons:



These are pretty self explanatory.

The “**Filter**” Button needs to be clicked every time you change your filtering criteria.

The “**Remove Filter**” button deletes all filtering criteria and displays all phrases.

The “**Default Filter**” button loads in the default filtering values you defined in the setup (Chapter 2).

## 5.4. Sorting your phrases in order of...

You can sort your phrases in any order you want, either ascending or descending using the following section:



Click the arrow, and select the data you want to sort by.

## 5.5. Special Feature Button

There is one Special Button In KRA:



**“24 Hr Total?”** gives you the estimated total daily number of searches at your chosen search engine for the phrases that you currently have filtered.

## 5.6. Editing/Deleting keywords

This button bar:



Should be familiar as it is used throughout KRA. The first button deletes, the second one is to put KRA into editing mode in case you want to edit anything. The third button saves, and the fourth button cancel changes.

## 5.7. Other buttons

Here are three more useful buttons:



The top one deletes all phrases in the table that are currently filtered. E.g. a lot of keyword research gets contaminated with irrelevant phrases, e.g. porn.

Filter your phrases using the root word “porn”, and then click the “**Delete All Filtered**” button. This will permanently delete all phrases from your database.

The second button “**Remove Duplicates**” is useful especially if you import data into a database over a period of time. This button will remove all duplicate phrases.

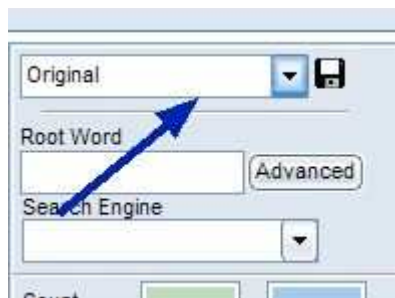
**NOTE:** If you have data from more than one search engine in your project, you need to select the search engine from the drop down box before clicking the remove duplicates button. Repeat for each search engine to remove duplicates.

The bottom button allows KRA to calculate a ratio for you. Clicking the button gives you two options:



The first will fill the “Ratio” column with the competition divided by the 24 hour count, while the second fills the column with competition divided by count. Note, that to use this auto calculation button, the relevant pieces of data must be present (competition and 24 hours or count).

The final button on the screen is the combined with a drop down box:



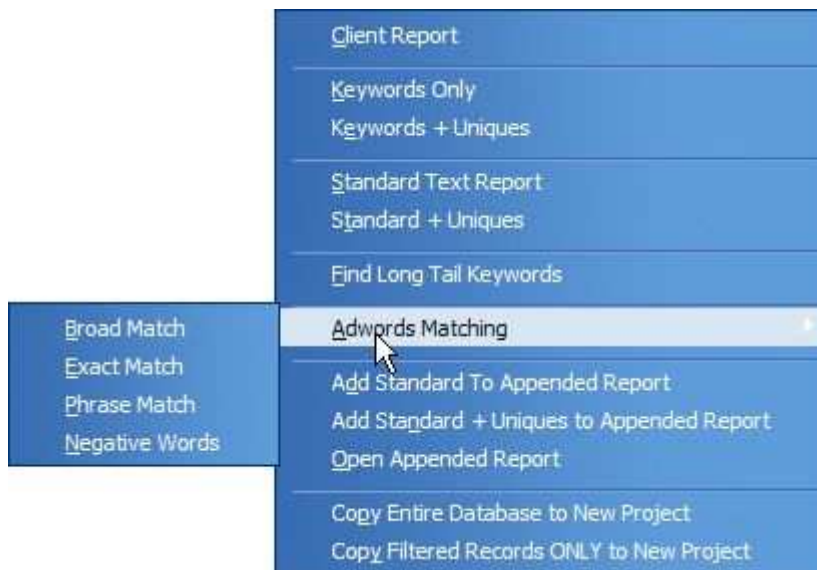
The drop down box allows you to assign a default options profile for each project. The options profile will then be loaded when you load that project. At any time, you can change the default options profile using this drop down box, and saving your choice with the save button next to it (looks like a floppy disk).

## 5.8 Reports

The Report Button on the main screen:



Opens up a menu to the main reports:



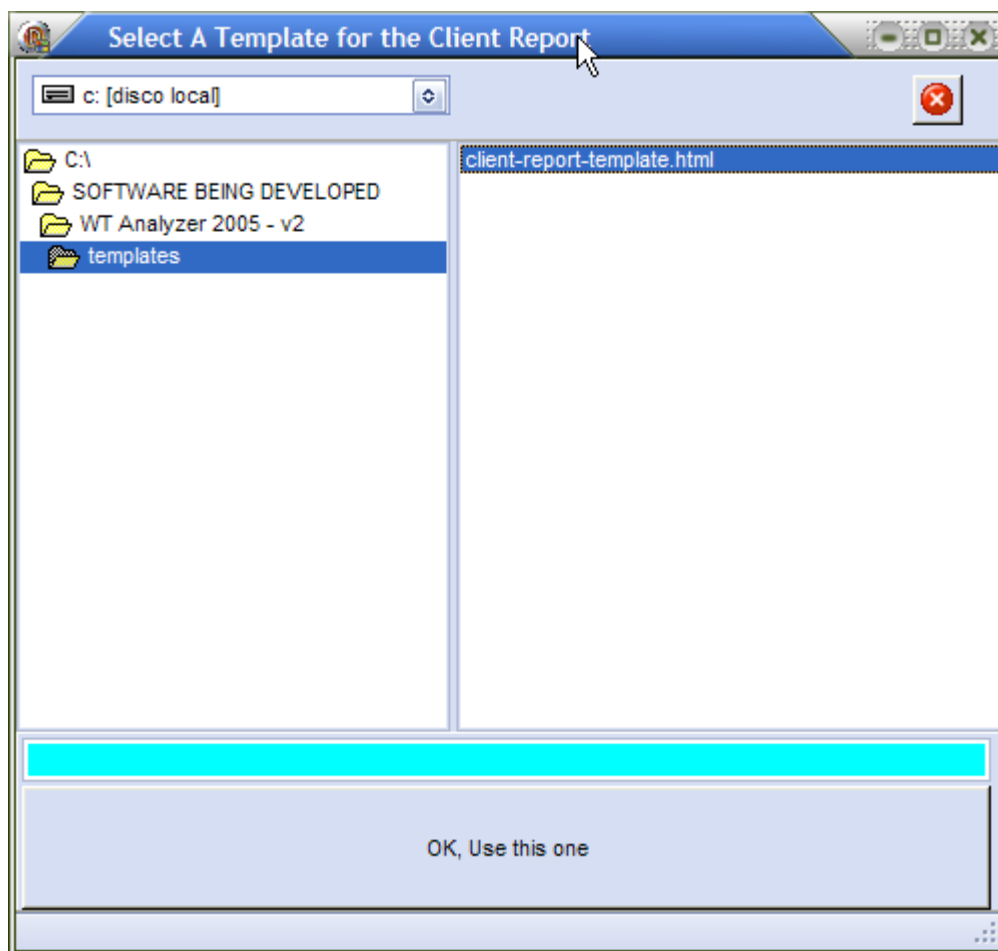
Each of these reports will generate a report for the current filtered.

Here is a description of each report in turn:

### 1. Client Reports

If you provide keyword reports for your clients, you can create an HTML template into which your research can be imported.

Clicking on this report opens up a screen asking you to select the template for use in the report.:



Select the template you want to use, and click the “**OK, Use this one**” button.

The report will be created in the “**reports**” sub-folder of your KRA installation.

## **2. Keywords Only**

Creates a report with just the keywords. Keywords are ordered in the same manner as you have sorted them in the main table.

## **3. Keywords + Uniques**

Similar to the above, but it adds a section to the report giving you all of the individual words that make up your phrases. These are the unique words, which are very useful for themeing a web page.

## **4. Standard Text Report**

This report includes all of the data displayed in the main table. If you have KEI turned on, KEI will be written. If you have 24 hour turned on, that will be written. Essentially it is a text equivalent of your main table of data.

## 5. Standard + Uniques

Similar to the Standard Text Report, but has the Unique Word section as well.

## 6. Find Long Tail Keywords

Clicking this menu item, opens up the following screen:



This allows you to create a report from the currently filtered items, that contain a minimum number of words. E.g. the above example would create a report of those filtered words that have at least two words in them. By increasing this to 4 or 5, you can find some of the “longer tailed” keywords.

## 7. Adwords Matching

This menu item actually opens up another sub-menu:



This allows Adwords Users to create keyword lists using the various match symbols used by Google.

### **8. Add Standard to Appended Report**

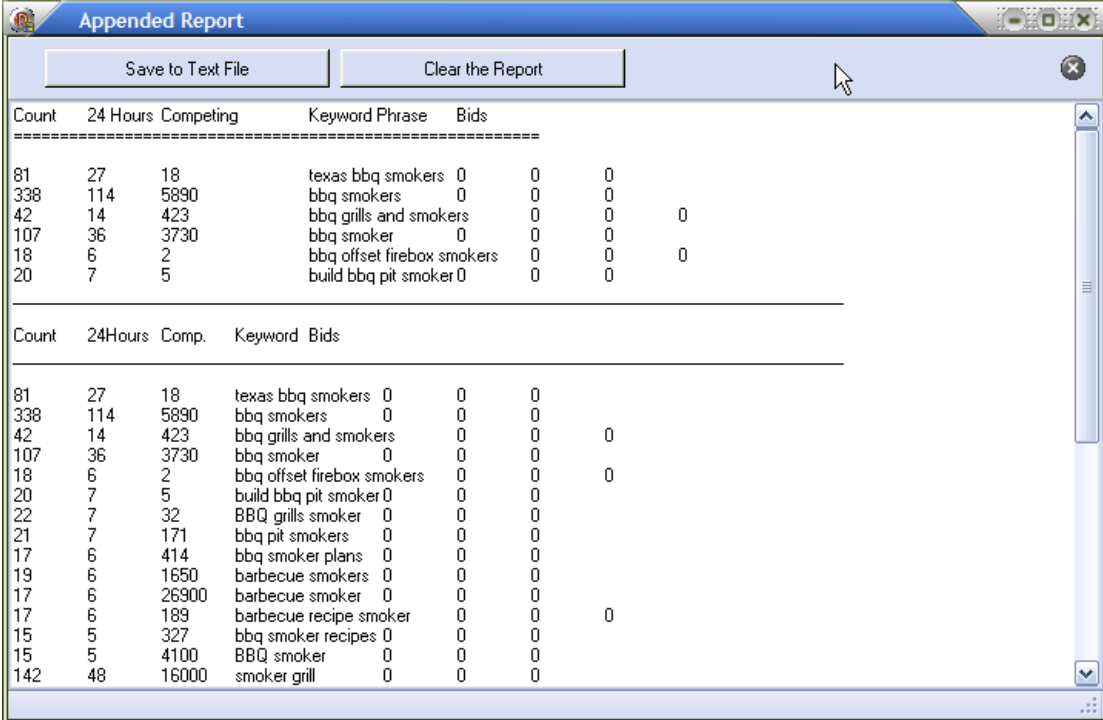
This will add ALL of the currently filtered phrases and data to a special report called the Appended report. This report is one you can add to, over and over again until you are ready (if you right click a phrase, you can add individual phrases to this report). I use it for selecting main phrases for my pages. I'll go down the list of phrases in my table, and every time I find a phrase I want to use, I add it to the appended report by right clicking on the phrase. At any time you can view the appended report by clicking on the "**Open Appended Report**" menu item.

### **9. Add Standard + Uniques to Appended Report**

Same as above except the unique word data is also added to the appended report.

## 10. Open Appended Report

The appended report is like a report in progress. You can add phrases to it, and then view and save the report. Below is an example Appended Report I created from my BBQ niche research.



The screenshot shows a window titled "Appended Report" with two buttons: "Save to Text File" and "Clear the Report". Below the buttons is a table with the following data:

Count	24 Hours	Competing	Keyword Phrase	Bids
81	27	18	texas bbq smokers	0 0 0
338	114	5890	bbq smokers	0 0 0
42	14	423	bbq grills and smokers	0 0 0
107	36	3730	bbq smoker	0 0 0
18	6	2	bbq offset firebox smokers	0 0 0
20	7	5	build bbq pit smoker	0 0 0

Below this table is another table with the following data:

Count	24Hours	Comp.	Keyword	Bids
81	27	18	texas bbq smokers	0 0 0
338	114	5890	bbq smokers	0 0 0
42	14	423	bbq grills and smokers	0 0 0
107	36	3730	bbq smoker	0 0 0
18	6	2	bbq offset firebox smokers	0 0 0
20	7	5	build bbq pit smoker	0 0 0
22	7	32	BBQ grills smoker	0 0 0
21	7	171	bbq pit smokers	0 0 0
17	6	414	bbq smoker plans	0 0 0
19	6	1650	barbecue smokers	0 0 0
17	6	26900	barbecue smoker	0 0 0
17	6	189	barbecue recipe smoker	0 0 0
15	5	327	bbq smoker recipes	0 0 0
15	5	4100	BBQ smoker	0 0 0
142	48	16000	smoker grill	0 0 0

There are a large number of uses for the Appended Report. You can use the “**Save to Text File**” button to save the research to a text file. When you want to start afresh on a new Appended report, click the “**Clear Report**” button.

## 11. Copy Entire Database to new project.

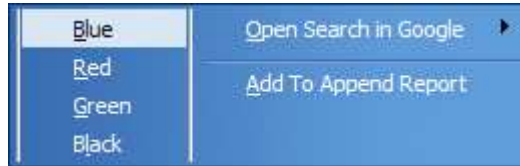
Clicking this menu item will prompt you for a name for the new project. The current database of phrases will then be copied to the new project.

## 12. Copy Filtered Records ONLY to new Project.

Clicking this menu item will copy only the filtered phrases to a new project. This can be useful if you want to split a larger database into smaller ones for quicker processing (especially niche within a niche).

## 6. Main screen data table menu

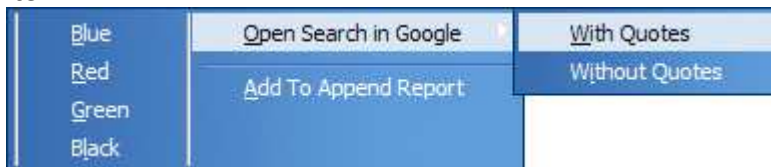
On the main screen, you can right click any phrase to bring up a menu:



The options from this menu are:

- **blue, red, green, black** - This will turn the selected phrase the appropriate colour. Remember you can turn all filtered phrases a colour in one go using the “**Colours**” menu at the top.

- **Open Search In Google** – opens Google and searches for the phrase you have right-clicked on. There are two options when you click this menu item:



With quotes, opens the phrase in Google with quotes around the phrase, while without quotes opens the phrase in Google without quotes.

- **Add to Appended Report** – Adds the currently selected item to the Appended Report (unlike the Reports Menu Appended report features which add all filtered words to the report).

## 7. Tools Menu

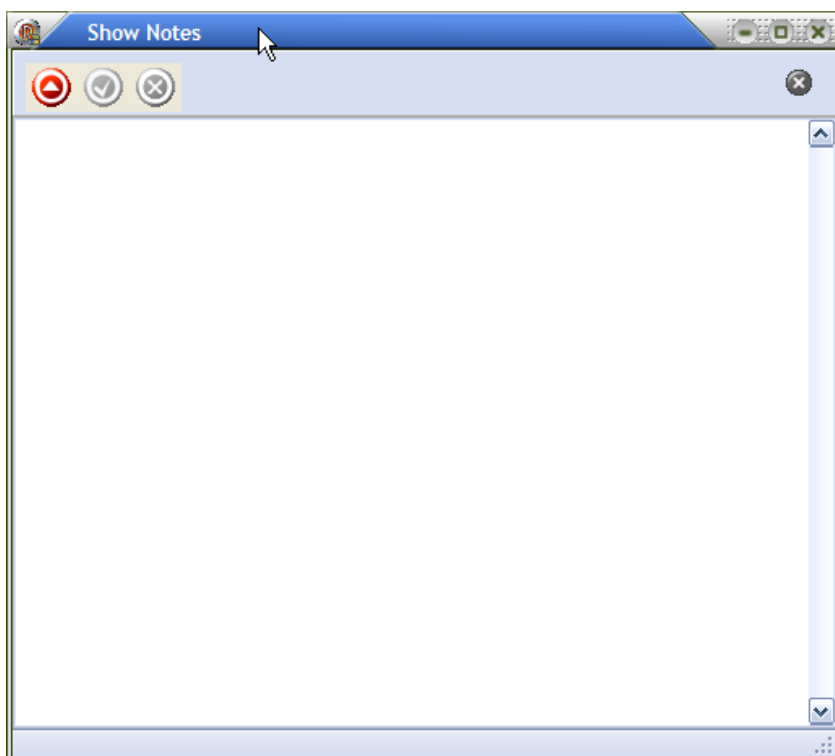
This menu has a lot of cool features:



The top item "Wordtracker Website" opens up your web browser at Wordtracker. Note that the URL used to direct to Wordtracker is found in the Wordtracker.info file in your installed directory. Currently this is set to my affiliate link, but you are free to change it if you don't want to support me ;o).

The second item is the Automated Nichebot Import. We will look at this in a moment.

The third item "Project Notes", allows you to keep notes on each project. Clicking this item opens the following screen:



Type in what you want, but remember to save your work before closing.

## 7.1. Nichebot Quick Import

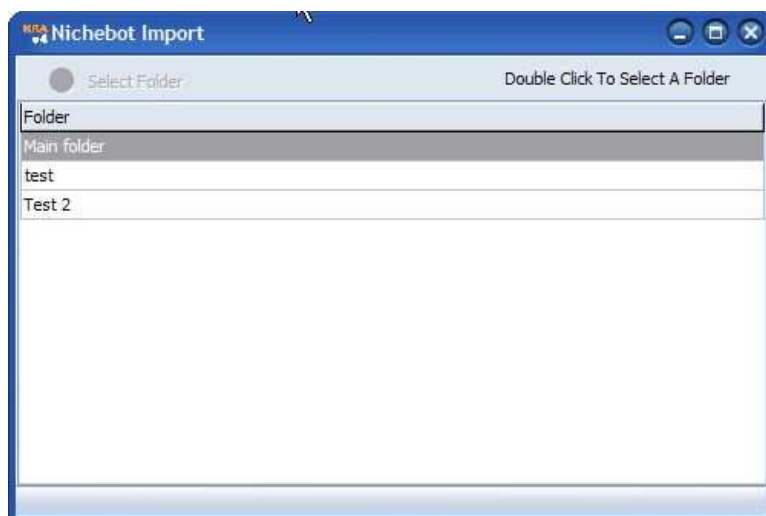
The Nichebot Quick Import is the method for getting your Nichebot Databases directly from Nichebot. KRA will download and import them for you. Clicking this link brings up this screen:



Enter your NICHEBOT username and password in the two boxes.

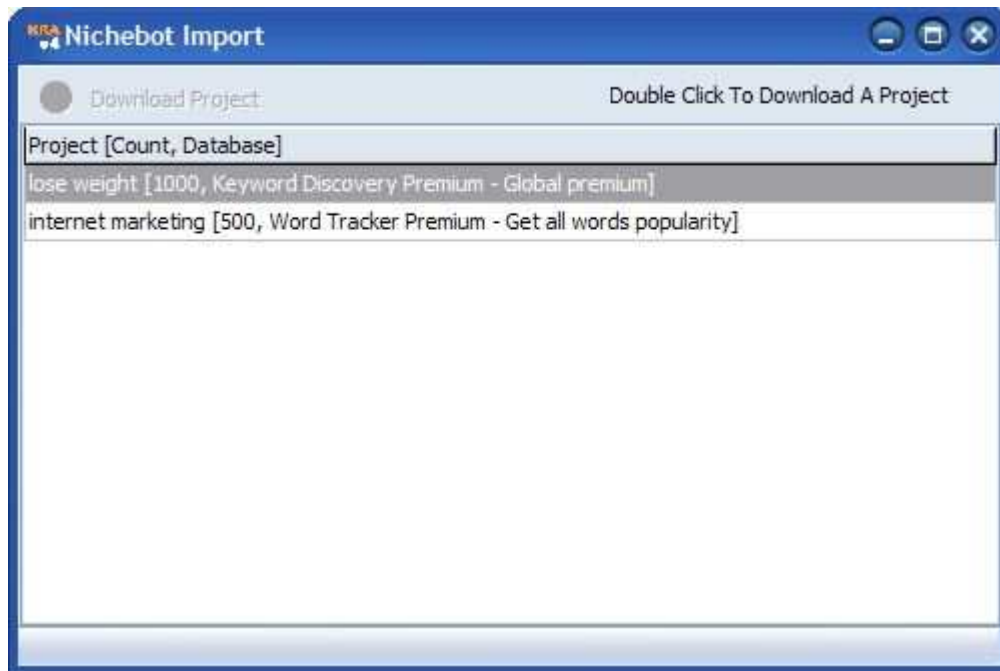
Click on the **Get Nichebot Folders** button.

If your username and password were entered correctly, you should be presented with this screen (note, KRA is accessing the internet, so if your firewall queries the connection, make sure you allow KRA to access the internet):

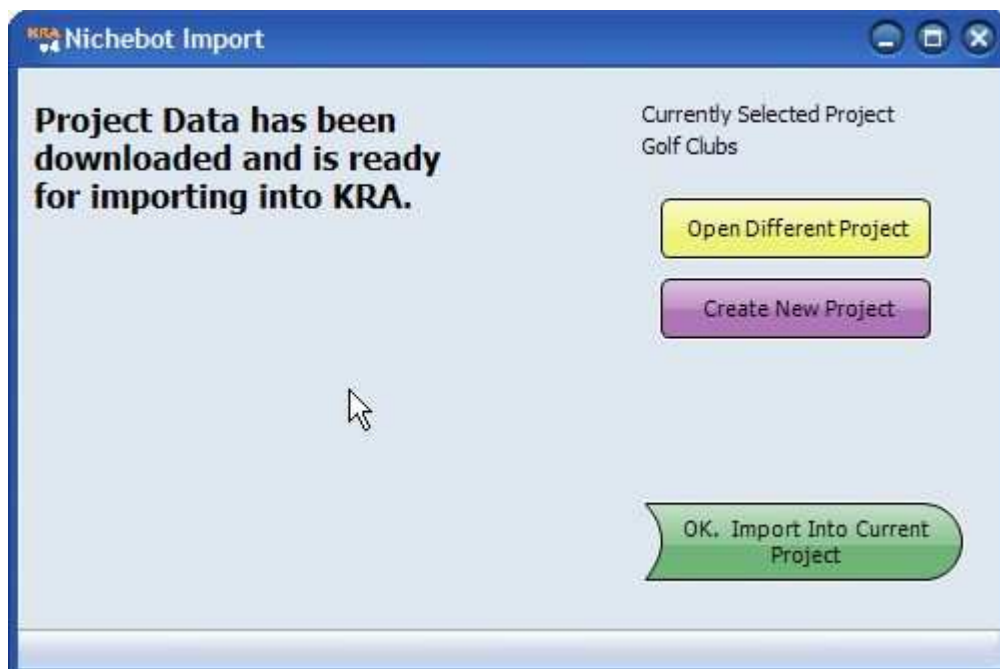


Double click on the folder where the database you want to import is located. Alternatively, single click, and then click the “Select Folder” button.

KRA will then display available databases:



KRA provides information about each database, to help you decide which one you want to import. Just double click the one you want to import.



OK, now KRA has retrieved the data, you need to decide what to do with it. You can import into the current project, or open a different project to import into, or even create a new project to hold the data. Once you have clicked the

appropriate button, and made any necessary entries, click the “OK Import Into Current Project” button.

KRA will then import your data, and once complete, you’ll be taken to the main screen in KRA, ready for work.

## 7.2 Niche Within A Niche Feature

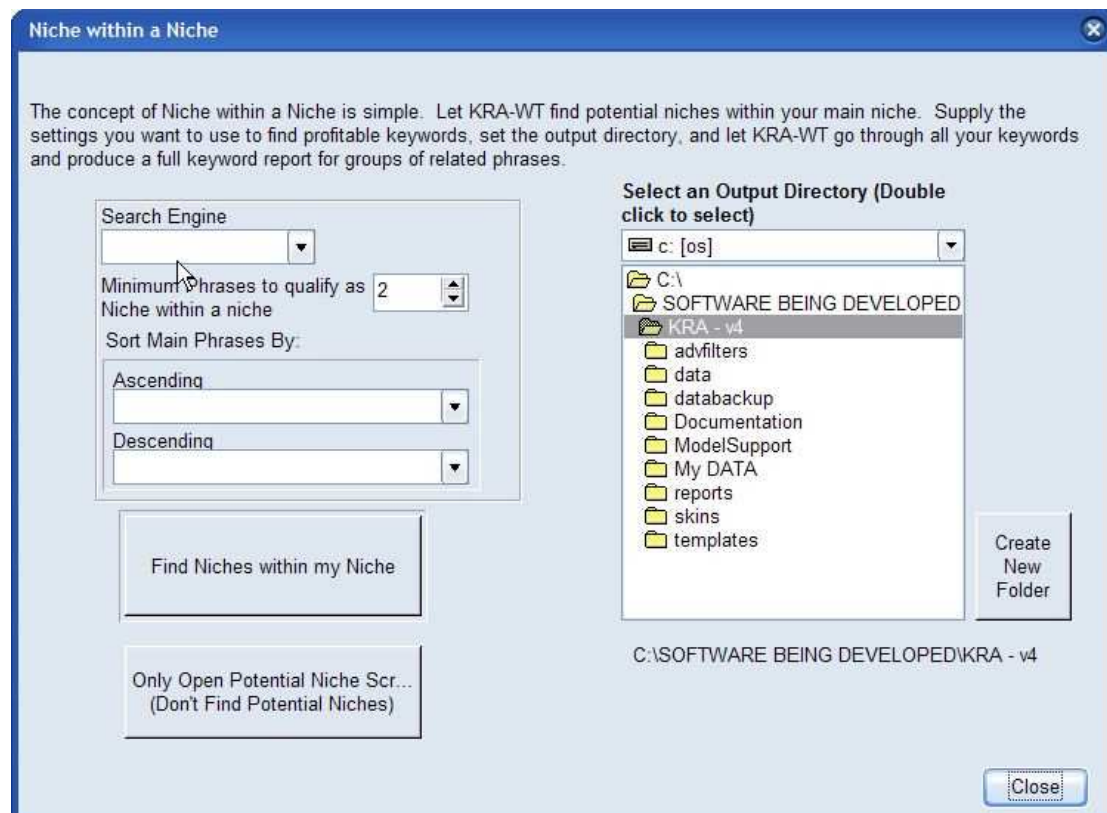
This is a feature you are going to love.

There are two menu items dedicated to this feature.

1. Niche Within A Niche – finds and saves “sub-niches” as text files
2. View Niche Files – View, edit and merge the “sub-niche” text files that KRA found.

Obviously you run the Niche Within a Niche first, so let’s do that.

Clicking the Niche Within A Niche menu item, we get this screen:



If your project only contains phrases from one search engine, you can leave the **Search Engine box** empty. If you have phrases from more than one search engine, then you should select the search engine that you want to use for this research.

**“Minimum Phrases to qualify as Niche Within a Niche”** – This is often misunderstood, so let me explain how KRA finds niches.

KRA makes a list of all:

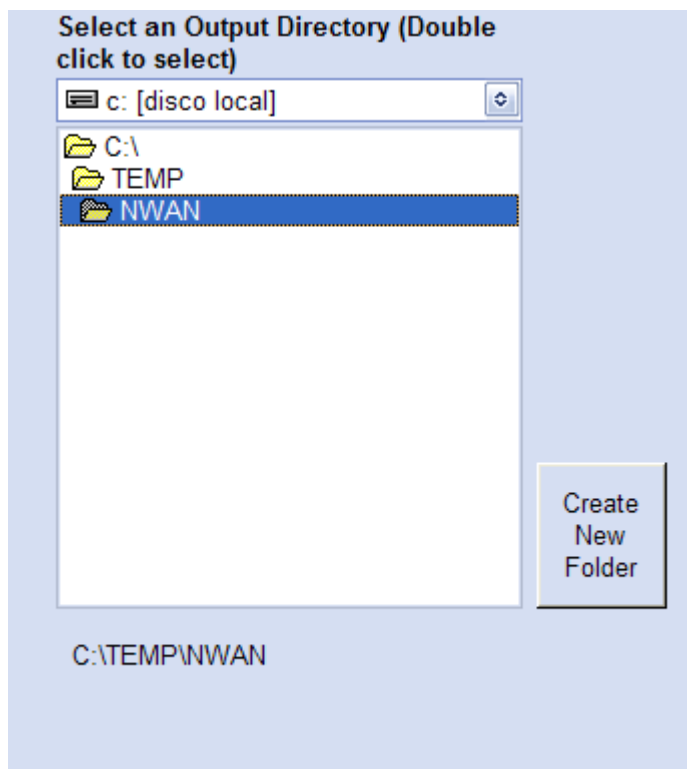
- unique words in the data base
- two word phrases that might constitute a niche
- three word phrases that might constitute a niche.

KRA will then filter, in turn, using these one word, two word and three word phrases as the root word. The number of results will be considered a sub-niche if there are more than the **“Minimum Phrases to qualify as Niche Within a Niche”**.

The default setting is 2, but I usually bump this up to 4. That means that when KRA is filtering on a phrase, it will be considered a sub-niche if there are 4 or more phrases that match that root word.

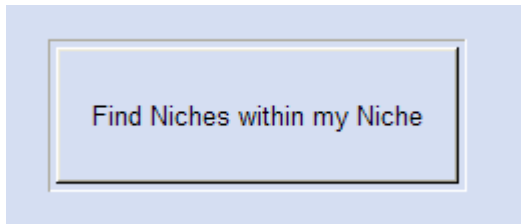
Below this is an option to order the main phrases that are found in each sub-niche in any way you want – ascending or descending.

With this set, you only have to specify where you want the niches written to.

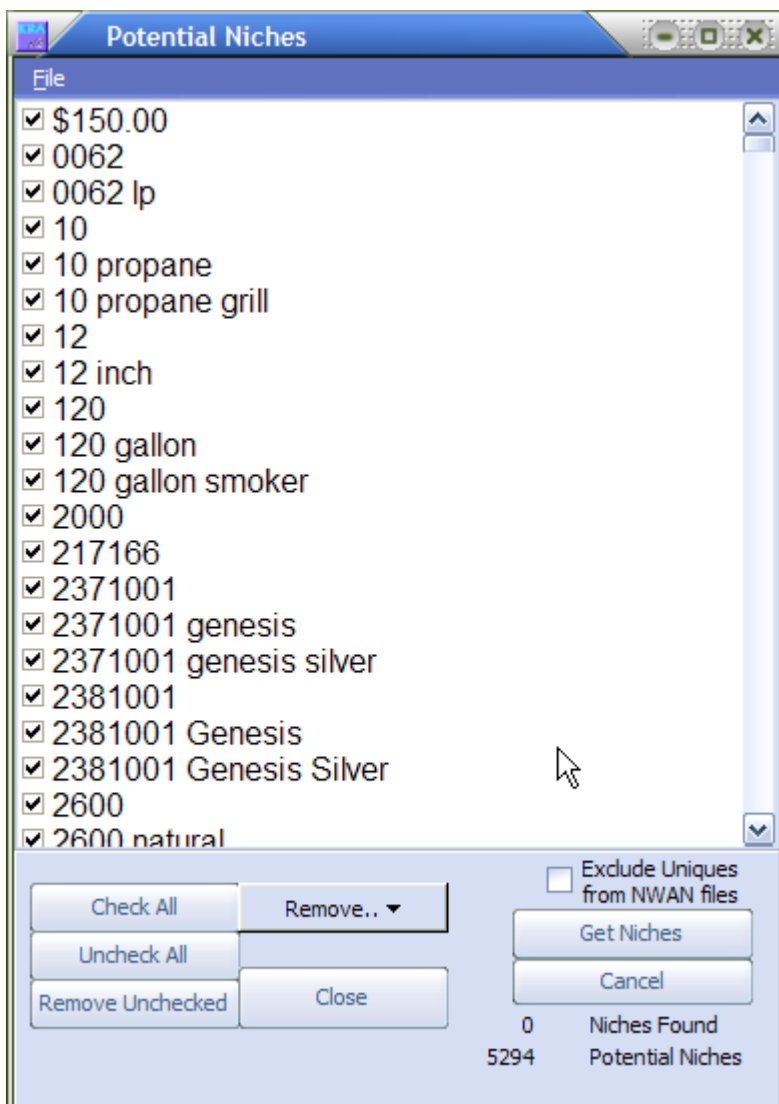


You can create a new folder to hold the research using the **“Create New Folder”** button. I have created a folder called NWAN inside my temp folder.

With these parameters set, click the **“Find Niches within my Niche”** button:



After a few moments (which could be several minutes on a large database), you will see a screen similar to this:



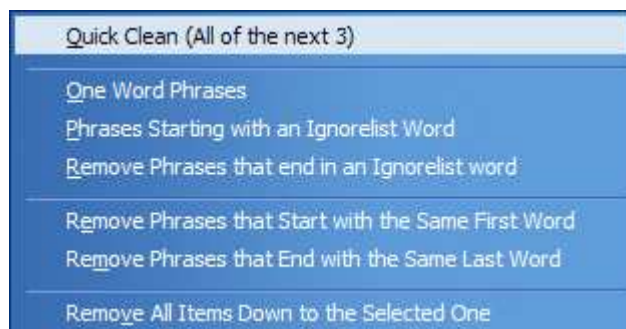
This list of words are represent potential Niches that KRA will use to check for sub-niches.

Each word has a checkbox next to it, and you can uncheck entries you don't want KRA to check. If you do manually deselect some phrases, click the "**Remove Unchecked**" button to delete all unselected items from the list.

Now, going through the list manually is very time consuming, especially as in this screenshot there are 6398 words/phrases that will be checked. Fortunately there are a few shortcuts to cleaning up this list.

See the "**Remove..**" Button?

Well that opens up a sub-menu:



Each of these items will remove certain phrases from the list of potential niches. The whole point of removing phrases from this list is to save time. It will take KRA a long time to go through 6000+ potential niches (as in this example), so the more we can reduce this list, the quicker the research. Of course, if you have lots of time, you could leave the list intact and run the research over-night.

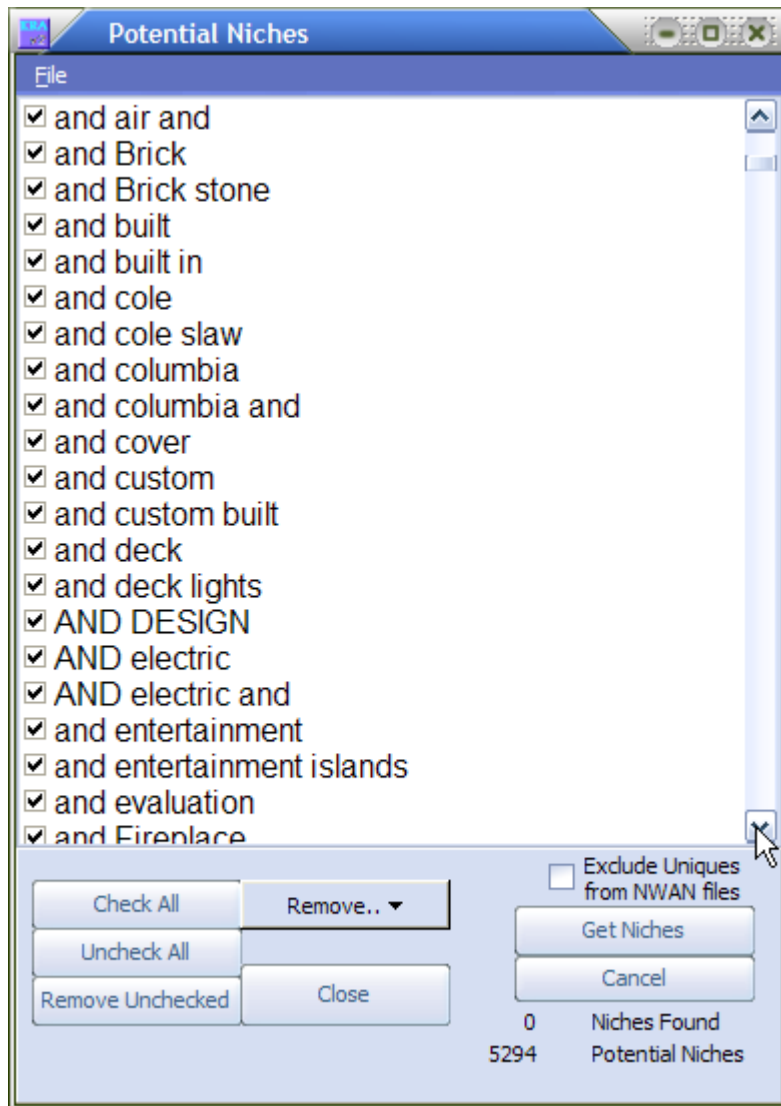
**Quick Clean (All of the next 3)** – This removes one-word phrases, and all phrases that start or end with an ignorelist word (in other words, it removes all items that the next three menu items do individually). This is a quick clean that I usually use on all projects.

**One Word Phrases** – Clicking this menu item will remove ALL one word potential niches phrases from the list. This is often a good idea, since true niches will usually be built around 2 or 3 word phrases.

**Phrases Starting with an Ignorelist Word** – Quite often you get phrases that start with a word on your ignorelist. These are words, that by definition are not important, like and, the, it, a, etc.

This menu item will remove all phrases that start with an ignorelist word.

e.g. this would remove the words in the following list if I have “and” in my ignore list.



**Remove Phrases that end in an Ignorelist Word** - Similar to the previous menu item, but the ignorelist word appears at the end of the phrase.

**Remove Phrases that Start with the Same First Word** – This menu item is a little different. If I find a phrase in the list that begins with a word that is not important, I can remove all phrases from the list that begin with the same word. E.g. here are some phrases in my “potential” list.

- 12 degree
- 13
- 13 fat
- 13 fat shaft
- 15
- 15 putter

I don't want the phrases that begin with 13, so I can select one of them, then click the "**Remove Phrases that Start with the Same First Word**" button. All phrases beginning with 13 will be removed.

**Remove Phrases that End with the Same Last Word** – this is similar to the last menu item, but it works with the last word of a phrase. E.g. consider this word in my list:

anatomical muscles in

It ends in the word "in". Obviously the "in" part of this phrase is not important in the overall meaning of the root phrase, and it won't be important in any conceivable phrase. Therefore I can select this item, and click the "**Remove Phrases that End with the Same Last Word**" menu item. The nice thing about this menu item is that phrases that end with the same word do not appear together in the list, but you can remove them in one go.

Using this menu item on the phrase "anatomical muscles in", reduces my potential list of root phrases from 6398 down to 6349. That is 49 useless phrases removed.

**Remove All Items Down to the Selected One** – this menu item is useful if you cancel the Niche Within A Niche research once it has started. If you do cancel, then make a note of where the research got to. When you restart the research, remove all preceding phrases and away you go again without having to start again.

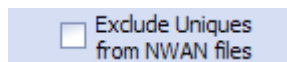
Just for the Record, when I am doing this research on my own keyword research, I click on the following, in order:

1. One Word Phrases
2. Phrases Starting with an Ignorelist Word
3. Remove Phrases that end in an Ignorelist Word

That removes the bulk of the rubbish.

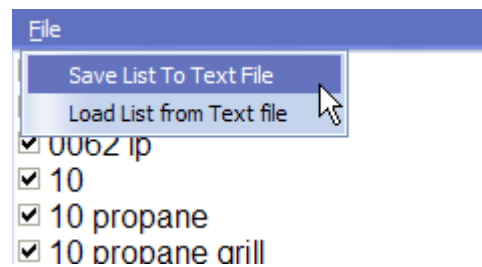
In fact, from my list of 6398 potential golf related niches, these three clicks reduce that list to 4472 phrases. That is almost 2000 fewer phrases that KRA needs to sort through to find niches.

Once you have refined your list, there is one more option for you to choose:

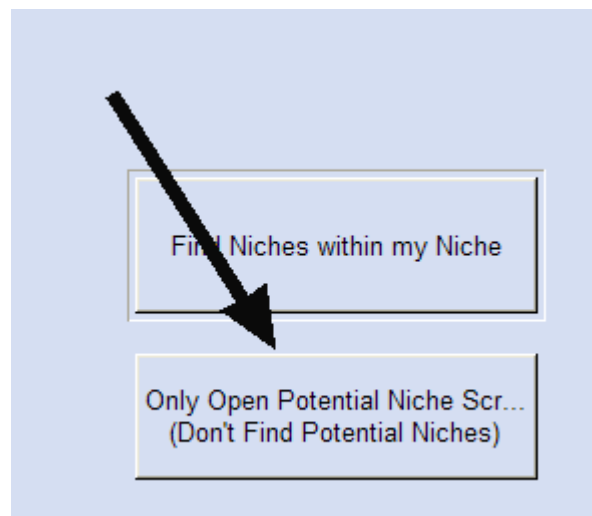


If you check this, the NWAN files will not include the Unique Keyword section. Check this option if you DO NOT want to include the Unique keyword section of your NWAN reports.

If you want to save your list of phrases for later use, you can do so using the File menu at the top:



When you want to come back to carry out the NWAN, you can do so by going into the Niche Within A Niche screen via the tools menu, and then clicking this button:



.. which brings you back to the potential niche screen. You can then reload the niche keyword list using the "Load List from Text File" menu item.

OK, ready to get the niches? Click the "**Get Niches**" button, and go away for a break. The time taken to run through the research depends on the number of potential niches in your list, and the processing power of your computer.

At any time in this research, you can cancel. KRA will tell you where you got to in the research with a message like this:



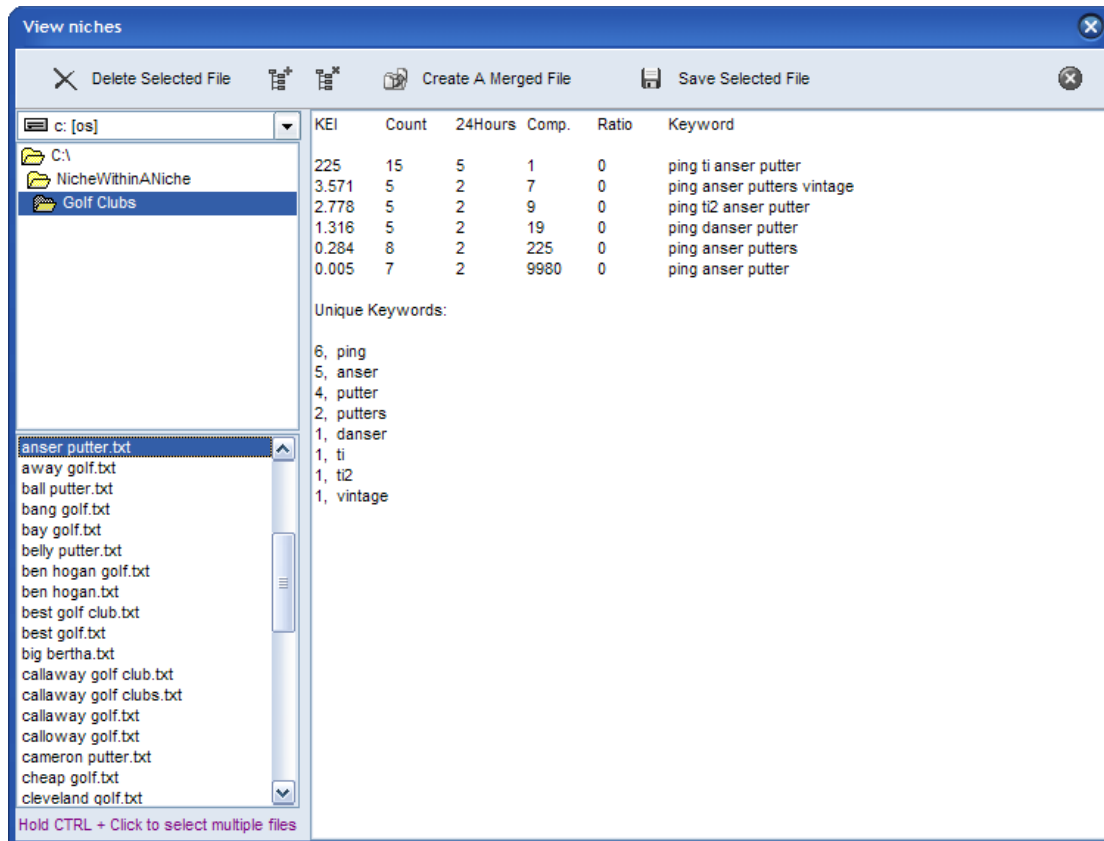
If you want to restart the research at a later date, you can Remove all items before this one using the "Remove.." -> "Remove All Items Down to the Selected one" menu. Then just re-click the "Get Niches" Button.

You can watch the progress of the research with the progress bar, and the number of niches found being displayed.

Once the research is complete, you will be shown a message:



On closing this screen, you this screen opens:



Clicking on any of the text files in the list, opens them up in the right hand pane. You can edit and save the changes if you wish.

Each sub-niche file includes a list of phrases that are related, followed by the unique words, which are the words that make up the phrases. The number next to each unique word is the number of times that word is found in the sub-niche phrases. The more it occurs, the more important that phrase is within the sub-niche.

Using the buttons across the top, you can Delete the selected niche text file. You can also delete a niche text file by clicking on it to select it, then pressing the DELETE key on your keyboard.

The next two buttons are Select All..., and Deselect All.. Niche files. These are useful if you want to select all files for merging into a single large text file.

You can select groups of files by holding down the CTRL key and clicking the text files you want selected.

The next button is the **“Create a merged file”** from those selected. You will be asked to name it, and select the location for saving.

Any edits you make to the individual niche files can be saved with the **“Save Selected File”** button.

That's it. KRA has found your Niches within the main niche. These text files are invaluable for selecting secondary keywords or generally theming a web page you are creating.

## 7.3. Niche Spike Detector

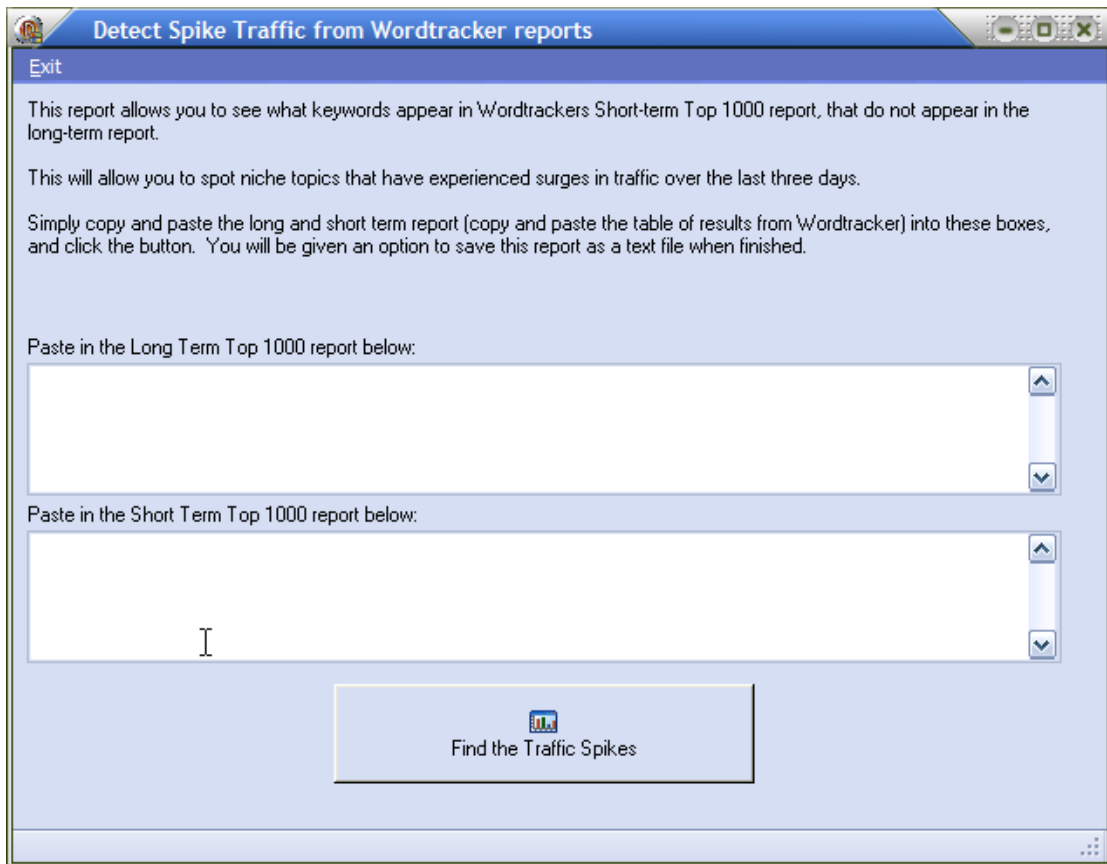
This is a cool little tool for finding what niches might be hot TODAY!

Wordtracker has a long-term and a short-term report which you can download or copy.

Access these reports at Wordtracker here:



Click on the link in KRA to open the Niche Spike Detector screen:



Now, go to Wordtracker and open up the long-term report:

Nos	Keyword	Count
1	pussy	237441
2	porn	221963
3	google	214807
4	boobs	184040
5	hentai	181316
6	ebay	167476
7	paris hilton	164181
8	yahoo	159005
9	sex	145245
10	milf	131535
11	tits	123693
12	girls	122753
13	free porn	119816
14	lesbians	113551
15	eminem	110517
16	jessica simpson	109875
17	carmen electra	105927
18	games	102524
19	musicals	101070

Using your mouse, select the entire table of results. You can do this by clicking to the left of the very first row (just before the number 1), then scrolling down to the bottom, holding the SHIFT key, and clicking at the end of the last line. Then press CTRL + C to copy this table.

Paste the table into the long term box in KRA:

Repeat this for the short term report.

Paste in the Long Term Top 1000 report below:

997 mature sex 10399  
998 sexual positions 10394  
999 young sex 10390  
1000 shoes 10381

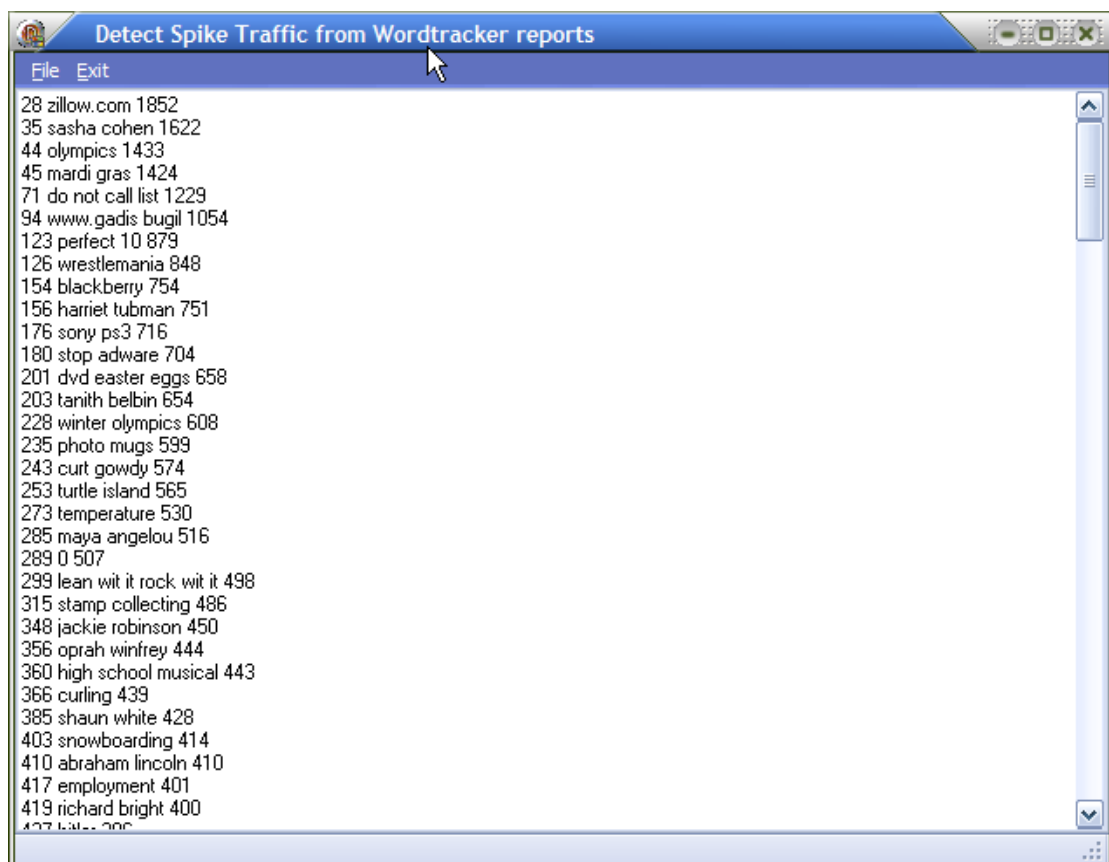
Paste in the Short Term Top 1000 report below:

997 tight pussy 233  
998 fullmetal alchemist 233  
999 babe 233  
1000 icelandair 233

Find the Traffic Spikes

Now click the “**Find the Traffic Spikes**” button.

KRA will open up a new screen showing you the phrases that appeared in the short-term report that were not in the long-term report. These are your potentially hot niches:



## 7.4 Keywords to Themes

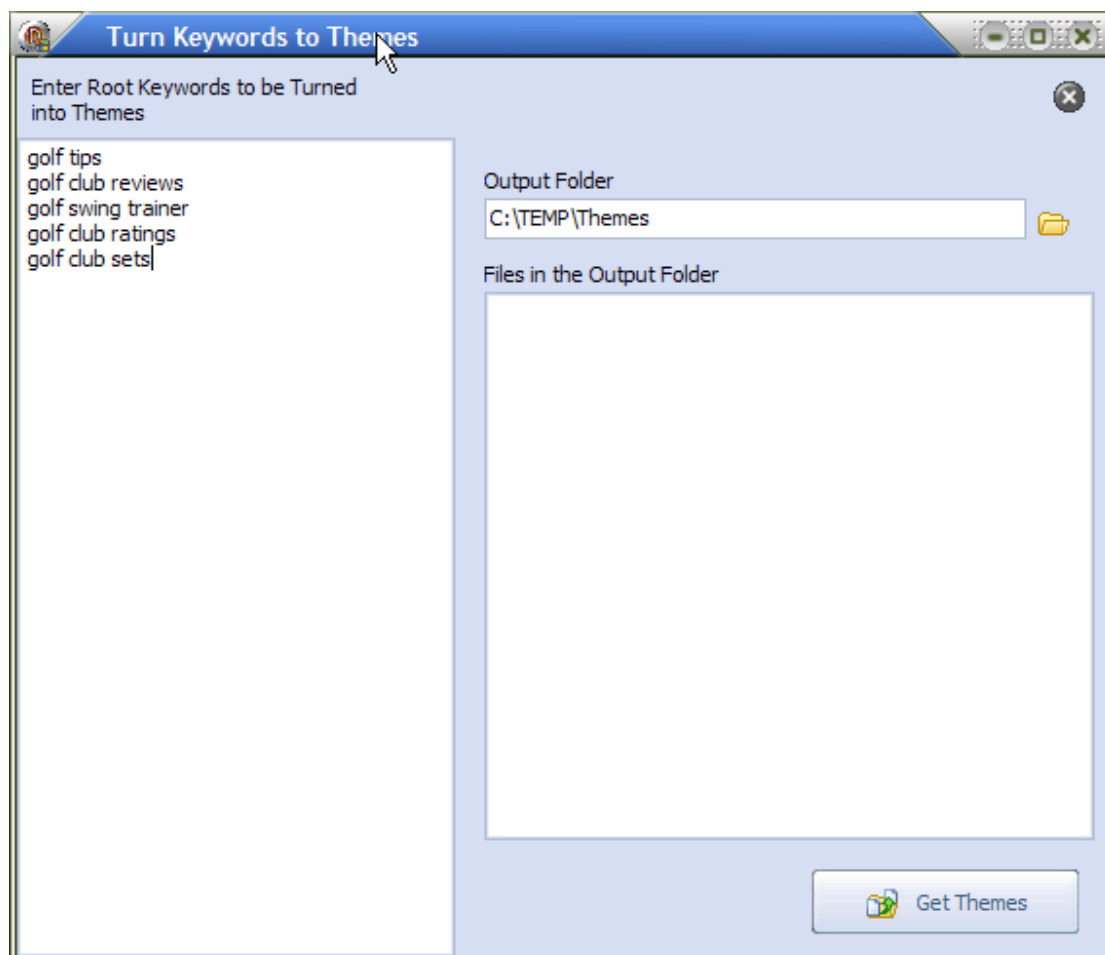
The final menu item in the Tools menu is the “Keywords to Themes”.

This is a quick way of creating “Theme reports” for phrases you want to create page on.

Suppose I want to create 5 web page using the following phrases as main keywords:

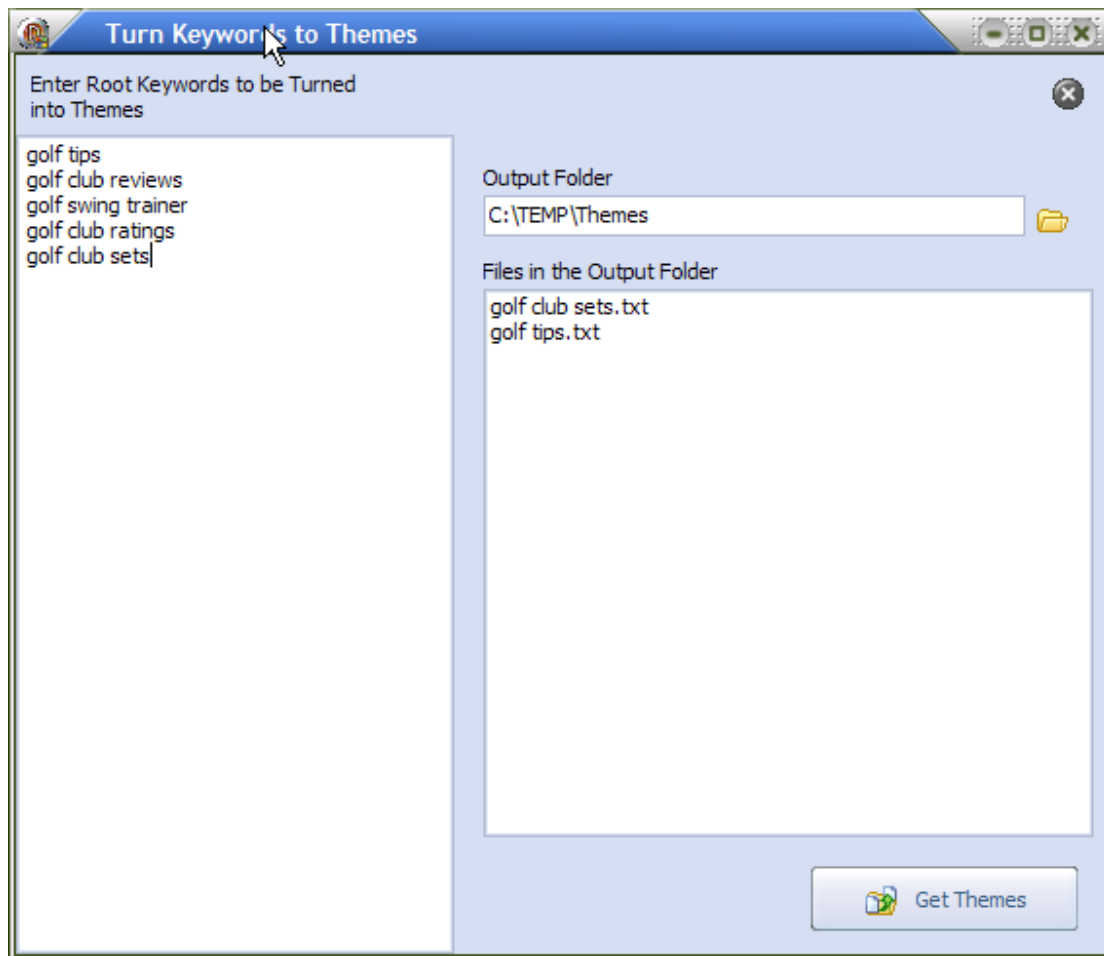
golf tips  
golf club reviews  
golf swing trainer  
golf club ratings  
golf club sets

Open the Keywords to Themes screen, Select an Output folder to hold your research, and type in your phrases:



Click the “**Get Themes**” button.

As the software creates these reports, it lists them in the file list on the right:



In the example above, only 2 of the 5 could be turned into a themed report (needs two or more matching phrases when filtered).

Double clicking the files in the text file list opens them in your text editor.

```
TextPad - [C:\temp\golf club sets.txt]
File Edit Search View Tools Macros Configure Window
golf club sets.txt
1 Main Keyword: golf club sets
2
3 Related Phrases:
4 =====
5
6 jr golf club sets
7 kids golf club sets
8 women golf club sets
9 golf club sets
10 ladies golf club sets
11
12 Unique Keywords:
13 =====
14
15 5, club
16 5, golf
17 5, sets
18 1, jr
19 1, kids
20 1, ladies
21 1, women
22
```

These themed reports are organised as:

Main Keyword

Related Keywords

Unique Keywords (this is a list of words that make up the phrases in the sub-niche, together with the number of times each occurs).

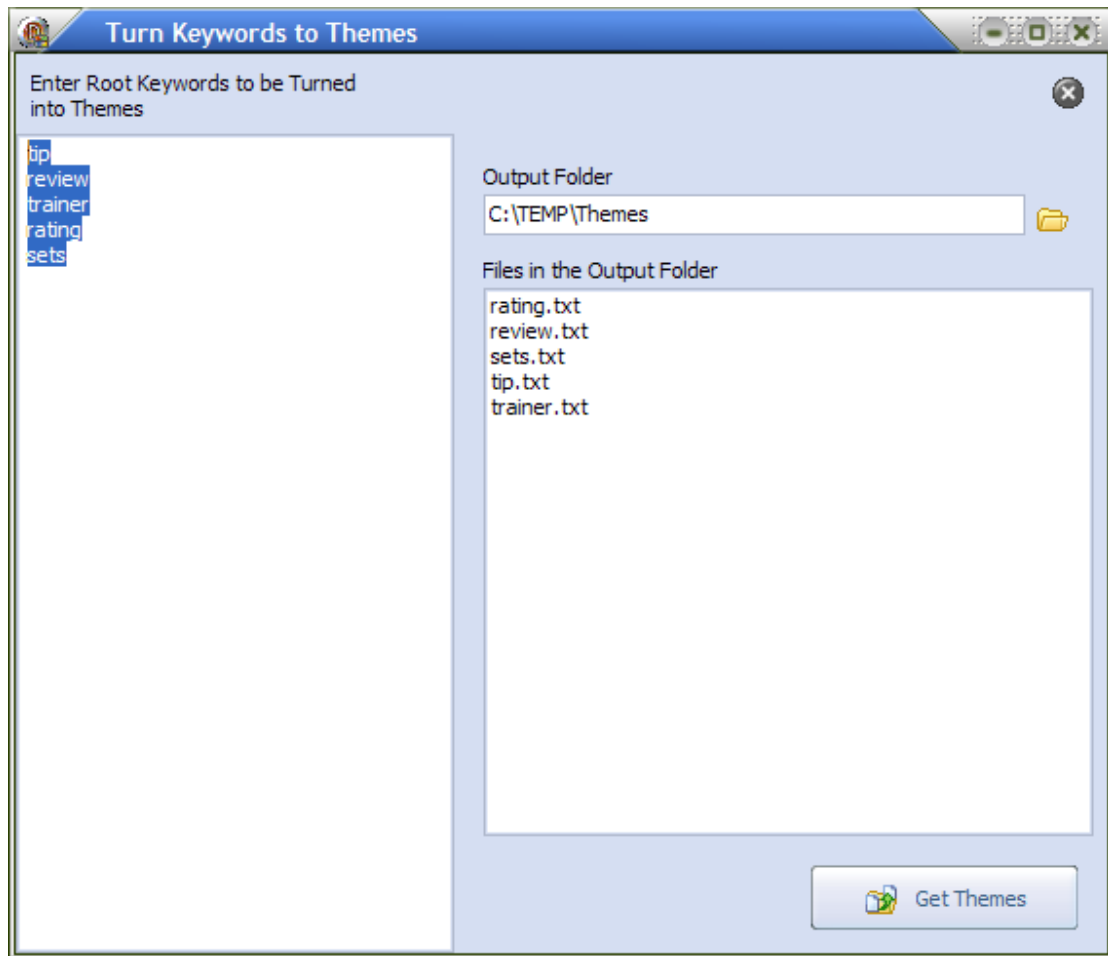
Basically all that you need to theme a page.

To get the most out of the “Keywords to Theme” feature, you need to think about the phrases you enter. Don’t enter anything too specific.

In hindsight, because all my phrases are about golf, I would probably have been better off using the following five phrases to create my themes:

tip  
review  
trainer  
rating  
sets

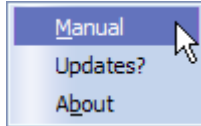
Clicking the “**Get Themes**” button now, returns five files:



Now I have theme reports to help me create my 5 main pages.

## 8. Getting Help

The help menu offers these options:



Manual – Opens the manual you are reading.

Updates? – provides a link to the updates page. This is password protected but you will be sent a password when you purchased KRA. When the password changes, you will be sent the updated password automatically.

About – Gives you the version number of KRA. This is important when requesting support, since there are a lot of versions around. State the version number in all correspondence.