Keyword Data

In each folder you will find a pdf and a spreadsheet, both have the same info but in different format, the reason I supply both is the pdf is easier to gauge as it is in colour but the spreadsheet is editable in case you need to

**Phrase Column**

This column simply displays the keywords returned by the keyword search

**Monthly Searches Column**

In the monthly searches column, you can see the exact match search volume for each keyword, as provided by Google for a global search

**Competition**

**Competition in Rank 1-10 on the first page of Google**

The rank columns illustrate the competitiveness of the keyword, a full orange bar is a competitive keyword, 75% is good but will take time to rank, 50% is great but will take some work and 25% or less are the best keywords to go after for faster rankings

**Competition breakdown in Rank 1-3, Rank 4-7, Rank 8-10 on the first page of Google**

The rank columns illustrate the competitiveness of the keyword. There’s a separate competition strength level for positions 1-3, positions 4-7 and positions 8-10 in google

This is simply to reflect the fact that some search terms have very strong authority sites sitting in several positions, but are otherwise not very competitive. A competition level for all top 10 results can be skewed by this fact. So these columns break the competition in the top ten into sections so you can see if there is an opportunity to get into the top ten,

The more orange you see the tougher it will be to get a site ranked for the keyword in question

**CPC**

This is an estimated value of what you could pay per click to advertise with google ppc advertising, you could pay more or less than this figure as a lot depends on the ad and on page relevance

**Ads Top - Ads Bottom**

These 2 columns show if there are ppc ads running in google for the keyword, if people are running ads it is a good indication that the keyword has commercial intent

**Data in the spreadsheet**

**I have also included a spreadsheet**

**The data in the spreadsheet is the same but is delivered in a different format, instead of the orange bar you have numbers, the numbers correspond with the position of the orange bar in the pdf, the numbers from 0 to 100 are a percentage which is the same as the orange bar in the pdf, any numbers over one hundred indicate that there are authority sites in those positions, I include the spreadsheet because you might want to colour code or remove certain keywords**