

No.	Keyword (Why quotes? Click here)	KEI Analysis	Count	24Hrs	Competing ?
1	"maps"	291.000	84091	31464	24300000
2	"travel"	147.143	101489	37974	70000000
3	"cruises"	32.301	11079	4145	3800000
4	"hawaii"	13.516	12629	4725	11800000
5	"weddings"	11.493	6242	2336	3390000
6	"bed and breakfast"	8.410	3516	1316	1470000
7	"scuba diving"	6.034	2123	794	747000
8	"glaciers"	4.014	1286	481	412000
9	"ski vacations"	2.550	483	181	91500
10	"beaches"	2.422	3030	1134	3790000

Figure 5.4 – Wordtracker gives supply (“**Competing**”) and demand (“**Count**”) figures for each search term. It also predicts how many times the term will be searched for per day – “**24Hrs**” – on whichever search engine you select (the above example is for Google). The “**KEI Analysis**” calculates a Keyword Effectiveness Index value based on the popularity and competitiveness for a search term.

Use for SEO, PPC, or Both?

The last decision is whether to use the finalist keywords and phrases in your page optimization or in your Pay-Per-Click advertising program – or in both places. This is a subjective decision. Generally, you’ll save page optimizations for those terms which generate enough traffic to warrant the page development effort.

If you wish, all of the terms on your keyword list can be used for PPC programs – as long as two conditions are met. First, since you’re paying for each click-through, the bid amounts should not be more than you can afford or wish to pay. Second, some PPC search engines may prohibit you from bidding on terms which don’t obviously pertain to the topic of your Web page.

While you may only use a handful of terms for page optimization (SEO), you could have scores or hundreds of terms in your PPC campaign. There’s value in doing that because little numbers add up to big numbers. Even if an infrequently-searched-for term generates only two click-throughs per day, if you have 50 of those terms that totals 100 clicks per day. In fact, in some cases you might be able to generate more traffic from low-popularity terms than from high-popularity