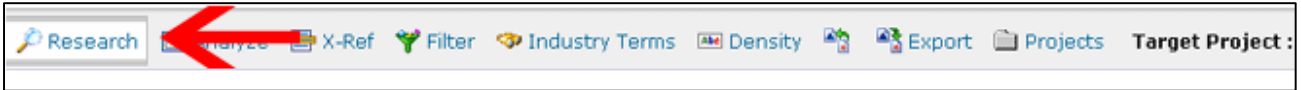


Keyword Discovery Quick Guide

Searching for keywords

1. Click on the Research button.



2. Enter a search term in the Term field.

A screenshot of the search interface. The 'Search Term' field contains the text 'shoes'. The 'Results per page' dropdown menu is set to '10'. The 'Database' dropdown menu is set to 'Global Premium'. The 'Exclude' field is empty. There are several checkboxes for search options: 'Phrase Match', 'Include Plurals', 'Thesaurus', 'Inflected form', 'Historical', and 'Permutation', all of which are currently unchecked. On the right side, there are four buttons: 'Search', 'Spell', 'Related', and 'Fuzzy', each with a help icon.

3. Select the number of results to be displayed per page from the drop down menu

A screenshot of the search interface, similar to the previous one, but with the 'Results per page' dropdown menu open. The menu shows four options: '10', '20', '50', and '100'. The '10' option is currently selected.

4. Select a database. (For more information see <http://www.keyworddiscovery.com/kd-manual6.html>)

A screenshot of the search interface, similar to the previous ones, but with the 'Database' dropdown menu open. The menu shows a list of databases: 'Global Premium', 'Historical Global', 'Australia', 'Canada', 'Dutch', 'French', 'German', 'Italian', 'Norwegian', 'Polish', 'Portuguese', and 'Spanish'. The 'Global Premium' option is currently selected.

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

Estimated results: [680,961](#) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [>>](#)

<input type="checkbox"/>	Query	Searches		
<input type="checkbox"/>	shoes	4,925,089		
<input type="checkbox"/>	jordan shoes	1,475,518		
<input type="checkbox"/>	womens shoes	797,569		
<input type="checkbox"/>	dance shoes	572,839		
<input type="checkbox"/>	new balance shoes	476,375		
<input type="checkbox"/>	running shoes	456,218		
<input type="checkbox"/>	basketball shoes	452,227		
<input type="checkbox"/>	dress shoes	451,321		
<input type="checkbox"/>	nike shoes	444,366		
<input type="checkbox"/>	athletic shoes	362,570		




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

Analyzing the results

The keyword research tool will return the keywords listed by the number of searches in descending order. To display further information about the keywords, click the Analyze button in the toolbar, or the button underneath the results.

Results: [449,861](#) (0.03 secs) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >>

<input type="checkbox"/>	Query	Searches
<input type="checkbox"/>	shoes	4,584,918
<input type="checkbox"/>	jordan shoes	1,416,644
<input type="checkbox"/>	womens shoes	702,470
<input type="checkbox"/>	dance shoes	559,179
<input type="checkbox"/>	new balance shoes	465,297
<input type="checkbox"/>	dress shoes	444,033
<input type="checkbox"/>	running shoes	443,258
<input type="checkbox"/>	basketball shoes	437,520
<input type="checkbox"/>	nike shoes	406,818
<input type="checkbox"/>	athletic shoes	356,442

Add Clear Select All **Analyze**    

Keyword discovery will display cached KEI and occurrences if they are available (no Google API credits are used). Otherwise select the keywords you wish to analyze, then click the Analyze button to retrieve the results in real time. A Google API credit will be used for each keyword selected.

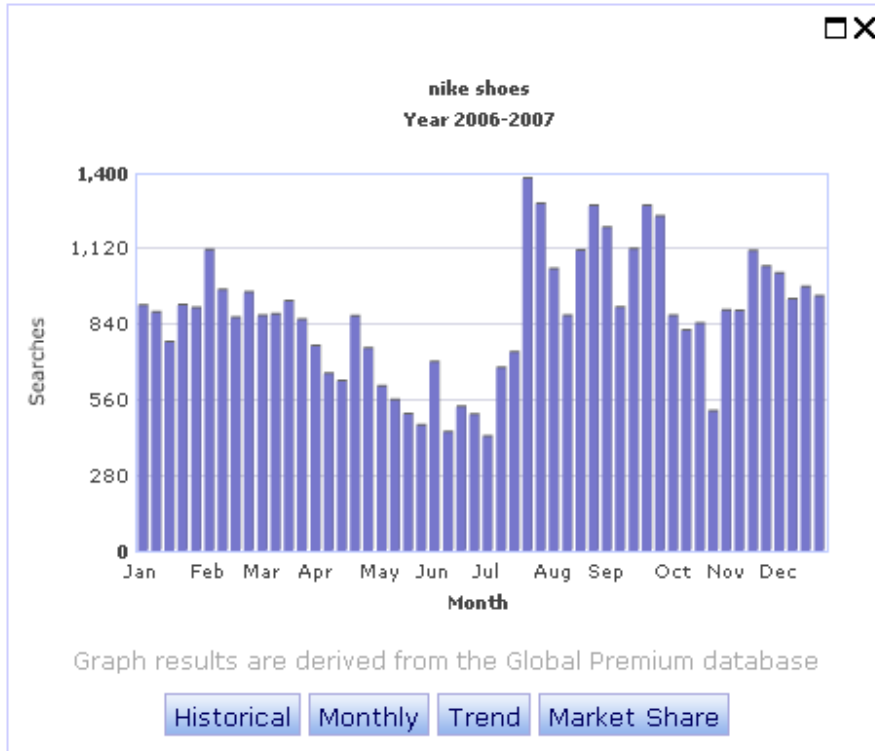
Results: [384,250](#) (0.00 secs) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >>

<input type="checkbox"/>	Query	Searches	Occurrences	KEI	Predicted Daily
<input type="checkbox"/>	shoes	3,503,284	5,540,000	5.03	79,984
<input type="checkbox"/>	jordan shoes	1,220,912	279,000	7.26	27,875
<input type="checkbox"/>	womens shoes	594,475	542,000	5.81	13,572
<input type="checkbox"/>	dance shoes	447,802	730,000	5.20	10,224
<input type="checkbox"/>	basketball shoes	386,537	384,000	5.76	8,825
<input type="checkbox"/>	running shoes	360,468	1,300,000	4.35	8,230
<input type="checkbox"/>	dress shoes	357,176	877,000	4.77	8,155
<input type="checkbox"/>	nike shoes	342,902	553,000	5.24	7,829
<input type="checkbox"/>	new balance shoes	322,219	590,000	5.11	7,357
<input type="checkbox"/>	athletic shoes	306,450	446,000	5.36	6,997

For more information see <http://www.keyworddiscovery.com/kd-manual7.html>

Charts

To display various charts of the searches, click on the number of results returned in the Searches column. Prior to analyzing, click on the chart buttons in the Searches column. The chart type can be changed between historical (shows weekly data), monthly, trend and market share. The chart results are from the Global Premium database.



Historical chart

Projects

Projects are lists of keywords that can be saved for later use. To display the project manager, click the Projects button in the toolbar. A default project exists for each user and cannot be deleted. Trial users are limited to a single project, standard users are limited to 20 projects, and professional and enterprise users are unlimited. Projects are limited to 10,000 keywords, except for trial users who are limited to 10 terms.



The project tools

Creating a new project

To create a new project, click the New button. Enter a name for the project in the popup window then click OK.

Selecting a project to work with

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

Adding keywords to a project

To add keywords and their associated data to a project:

1. Perform a search
2. Select a project from the Target project list (top right corner)
3. Select the keywords you would like added to the project by ticking the checkboxes next to the keywords in the search results. Alternatively, the Select All button can be used to select all keywords from the current page.
4. Click the Add to Project button to add the selected keywords to the project.

For more information see <http://www.keyworddiscovery.com/kd-manual8.html>

Exporting keywords

To export the list of keywords and their associated data from a search, click the export button in the toolbar, or underneath the results.

Results: [449,861](#) (0.04 secs) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >>

<input type="checkbox"/>	<u>Query</u>	<u>Searches</u> 
<input type="checkbox"/>	shoes	4,584,918
<input type="checkbox"/>	jordan shoes	1,416,644
<input type="checkbox"/>	womens shoes	702,470
<input type="checkbox"/>	dance shoes	559,179
<input type="checkbox"/>	new balance shoes	465,297
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<input type="checkbox"/>	basketball shoes	437,520
<input type="checkbox"/>	nike shoes	406,818
<input type="checkbox"/>	athletic shoes	356,442

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

The Export button

For more information see <http://www.keyworddiscovery.com/kd-manual11.html>

More information

More detail is available in the Keyword discovery manual.

HTML version: <http://www.keyworddiscovery.com/kd-manual.html>

PDF version: http://www.keyworddiscovery.com/static/kd_manual.pdf

A list of Frequently Asked Questions is available at

<http://www.keyworddiscovery.com/kd-faq.html>

A keyword discovery tour is available at

<http://www.keyworddiscovery.com/tour-overview.html>