



Keyword Effectiveness - KEI

The KEI or Keyword Effectiveness Index compares the number of searches for a keyword with the number of search results to pinpoint which keywords are most effective for your SEO campaign.

According to the KEI definition, the best keywords are those that have many searches and that don't have much competition in the search results.

Suppose the number of searches for a keyword is 600 per month and Google displays 20,000 results for that keyword. Then the ratio between the popularity and competitiveness for that keyword is 600 divided by 20,000. In this case, the KEI 0.03.

When using KEI, keep in mind that KEI is only a basic measurement, whereas tools such as **SEO Toolkit** also check the other more important criteria, such as intitle, inanchor, Google Page Rank, Alexa Rank, PI Rank and the number of competing PPC ads on both Google and Yahoo.

The followings are summary of WordTracker fields:

No. - The rank of the search term; sorted from the terms that Wordtracker thinks may be most competitive (based on the KEI number) down to the least competitive.

Keyword - The search term.

KEI Analysis - The Keyword Effectiveness Index is one way to consider keyword competitiveness. The KEI compares the Count result with the number of Competing Web pages; the higher the KEI number for the search phrase, the better target the search phrase appears to be. This is a combination of the number of competing pages with the number of searches—the larger the Count the higher the KEI number; the larger the number of Competing pages, the lower the KEI number.

Count - The number of times the search phrase has been used in Wordtracker's partner search engines.

24 Hours - An estimate of the number of times each day somebody searches this search engine using the search phrase.

Competing - The number of Web pages the search engine says it has in its index that match the search phrase.

Good Luck!

Many things have changed - especially the mediums - but universal truths of communication tend to survive. **Please feel free to contact us at <http://www.4CInteractive.com>**