

# What Makes Market Samurai The Most In-Depth Keyword Research Software Available?

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Yesterday, we [took a look at Market Samurai's Keyword Research module](#) - and how Market Samurai gives you more raw keyword data, more accurate results, and more detailed analysis and filtering tools than any other keyword software - and does it at a lower cost.

Today, I received an email saying: *"But [XYZ more expensive keyword tool] can do 100% of what Market Samurai can do."*

Not true...

...But it made me think - maybe they just didn't know what Market Samurai actually did?

## Are You Getting Everything You Can Out Of Market Samurai?

There are so many features available in the "Market Samurai toolkit" that it's *so easy* to miss or forget about one or two - and miss out on the benefits that they can provide you with.

So today, I want to share with you some of the specific features that you have access to inside Market Samurai - in *JUST* the Keyword Research module - and how you can use them.

Call it a Market Samurai "refresher course" - looking at all of the features that are available to you right now, and helping you to get value out of features that you may have otherwise forgotten about or overlooked.

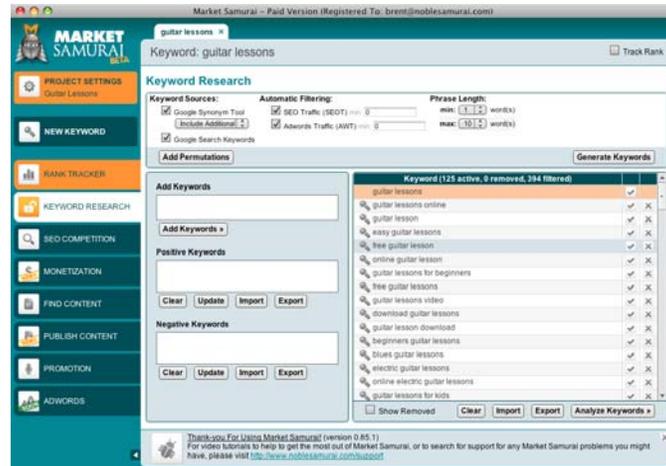
## But, before I begin - just a quick warning...

Because Market Samurai gives you more raw keyword data, more accurate results, and more detailed analysis and filtering tools than any other keyword software - this is going to be a BIG post! ...So I'll do what I can to keep this brief.

Are you ready?

Let's go!

# GENERATING KEYWORDS



When it comes to generating keyword lists, Market Samurai gives you focused, high-quality keyword lists based on the keywords the search engines *want to see*.

Because you're getting the keywords that the search engines want to see, not keywords that could distract search engine algorithms when working out what your site is about (hurting your rankings), you get better results. (BIG concept - I'll go into it more in a later blog post.)

And because you're not having to wade through and filter out thousands of long-tail junk keywords (with no traffic), you spend less time on keyword research to get to the same end result.

## - #1-2: Keyword Sources -

The two primary sources for keyword generation are Google's Keyword Tool, and Google's Search-Based Keyword tool.



### 1. The Google Keyword Tool

The Google Synonym Tool (known by most marketers as “the Google Keyword Tool”) is particularly helpful for generating lists of synonymous and semantically related keywords.

## 2. The Google Search-Based Keyword Tool

The Search-Based Keyword Tool is valuable for finding the most profitable, most popular long tail keywords (and Market Samurai is the first keyword software to utilise this data source).

Together, there isn't much that these two tools miss - with the one exception being extreme long-tail keywords (keywords with traffic levels too low to provide any substantial benefit for SEO or PPC advertising).

And because you're asking the search engines what they want to see, you get an up-to-date list of highly targeted, high traffic keywords that Google “wants” to see when it is ranking a web-site (instead of an untargeted keyword list that includes keywords that could hurt your rankings) - meaning you spend less time doing keyword research, and get better results with less time and effort.

### - #3-4: Traffic Filters -

The screenshot shows the 'Automatic Filtering' and 'Phrase Length' sections of the Market Samurai keyword tool. In the 'Automatic Filtering' section, there are two checked options: 'SEO Traffic (SEOT) min: 0' and 'Adwords Traffic (AWT) min: 0'. In the 'Phrase Length' section, there are two options: 'min: 1 word(s)' and 'max: 10 word(s)'. Red circles with numbers 3, 4, and 5 are overlaid on the interface. Circle 3 points to the '0' value in the 'SEO Traffic (SEOT) min' filter. Circle 4 points to the '0' value in the 'Adwords Traffic (AWT) min' filter. Circle 5 points to the '10' value in the 'max' phrase length filter.

Because targeting keywords requires an investment of time, effort, money and skill - it's important to only focus on keywords with enough traffic to make your investment of these commodities valuable.

Market Samurai allows you to filter out keywords with low levels of traffic, during in the keyword generation phase, so that you spend less time doing keyword research, and are left with a much more focussed and targeted list of keywords for your needs.

### 3. SEO Traffic Filter

This option allows you to filter out keywords with low traffic levels for SEO-optimized sites, and quickly focus your attention on only the highest value keywords - saving you time in keyword research.

### 4. Adwords Traffic Filter

Likewise, the Google Adwords Traffic filter quickly filters out keywords that have very low levels of Adwords traffic, and are unlikely to give you a substantial return for the time you invest creating ads and targeting the keyword.

## - #5: Phrase-Length filters -

You can also filter out keywords that have too few, or too many words.

This is helpful for quickly targeting, or avoiding, either long-tail keywords or short-tail keywords.

## - #6, 7, 8: Positive / Negative Keyword Filtering -

Market Samurai also has the most in-depth Positive and Negative keyword filtering in any keyword tool.

The screenshot displays the Market Samurai keyword tool interface. On the left, there are three input sections: 'Add Keywords' with an empty text box and an 'Add Keywords »' button; 'Positive Keywords' with a text box containing 'guitar' and buttons for 'Clear', 'Update', 'Import', and 'Export'; and 'Negative Keywords' with a text box containing 'free', 'beginners', and '[country guitar lessons]', and buttons for 'Clear', 'Update', 'Import', and 'Export'. On the right, a table titled 'Keyword (104 active, 31 removed, 384 filtered)' lists various keywords. Red arrows and numbered callouts (6, 7, 8) point to specific elements: arrow 6 points to the 'guitar' keyword in the Positive Keywords box and the 'guitar lessons' row in the table; arrow 7 points to the 'free' keyword in the Negative Keywords box and the 'blues guitar lessons' row in the table; arrow 8 points to the 'learn guitar lessons' row in the table. The table has columns for a search icon, a checkmark, and an 'X' icon. At the bottom of the table are buttons for 'Show Removed', 'Clear', 'Import', 'Export', and 'Analyze Keywords »'.

Keyword (104 active, 31 removed, 384 filtered)		
guitar lessons	✓	
guitar lessons online	✓	✗
guitar lesson	✓	✗
easy guitar lessons	✓	✗
online guitar lesson	✓	✗
guitar lessons video	✓	✗
download guitar lessons	✓	✗
guitar lesson download	✓	✗
blues guitar lessons	✓	✗
electric guitar lessons	✓	✗
learn guitar lessons	✓	✗
guitar lessons for kids	✓	✗
guitar lessons dvd	✓	✗
guitar lesson dvd	✓	✗
learn guitar lessons	✓	✗
blues guitar lessons	✓	✗

### 6. Positive Keywords

Inside Market Samurai, you have the option to filter keywords based on Positive Keywords.

While Negative Keywords are keywords (or parts of keywords) that you want to avoid, Positive Keywords are keywords (or parts of keywords) that you want to focus on exclusively in your keyword list.

Inside Market Samurai, you can remove all keywords except for selected Positive Keywords by clicking on the tick icon beside the keywords you want to focus on.

You can also focus on specific words or phrases by clicking on those words or phrases and then hit the tick button - or by typing the words you want to see inside all of your keywords into the Positive Keywords box before hitting "Update".

### 7. Negative Keywords

Removing individual selected Negative keywords can be done by clicking the “x” icon beside the keyword you want to remove.

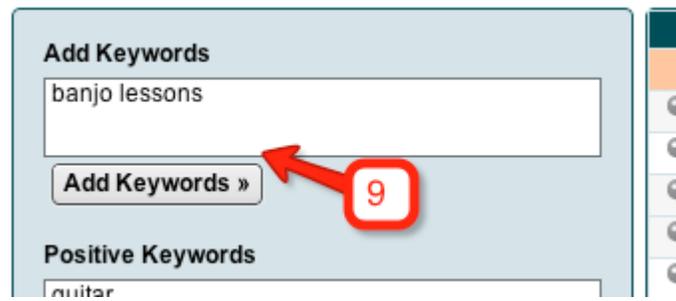
You can also remove any keyword that contains a specific word or phrase - by clicking on the word (or words) within the keyword that you want to avoid, and then clicking the “x” icon.

OR just type in a word or phrase into the “Negative Keyword” list box and hit “Update”.

## 8. Show Removed

If you ever want to see your whole keyword list (excluding any negative or positive keyword filtering), you can click the “Show Removed” button.

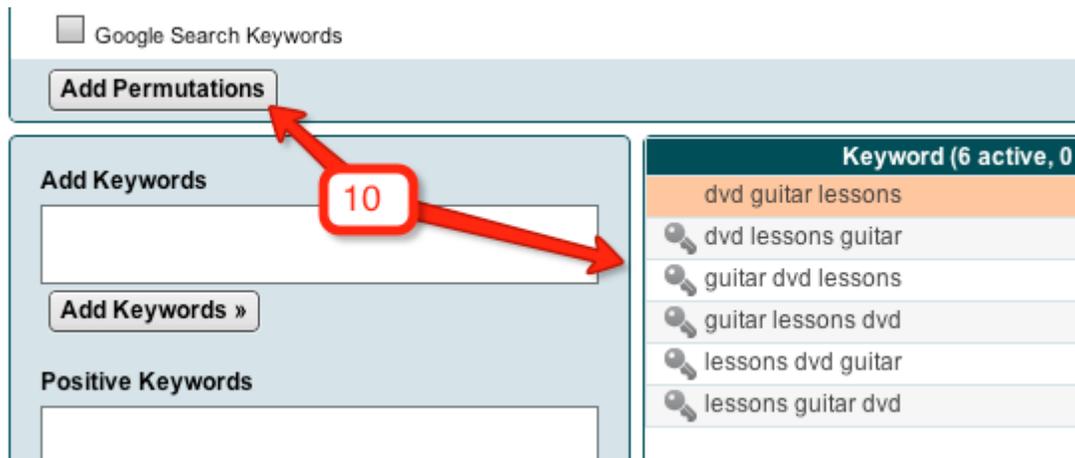
## - #9: Add Keywords -



This is a handy tool if you want to analyze a couple of keywords specifically, and ignore other related keywords...

Or, if you want to add a specific keyword to your generated keyword list for comparison.

## - #10: Add Permutations -



This is a unique tool to Market Samurai - and something that allows you to find the optimal keyword combination to use.

When it comes to keyword data, computers often mess up...

They put keywords in the wrong word order - so instead of seeing “trout fishing lures”, you might see “lures trout fishing”.

The difference in word order can make a big difference to your results - if your site is optimized for the wrong keyword combination, you’re not optimized at all!

The “Add Permutations” tool allows you to check which word order is best for a keyword by comparing all possible options. This is particularly handy for unlocking the often overlooked value of low PBR keywords (I’ll get to this in a minute.)

## - #11-16: Import / Export Keyword Lists -

Keyword (104 active, 31 removed, 385 filtered)		
guitar lessons	✓	
guitar lessons online	✓	✗
guitar lesson	✓	✗
easy guitar lessons	✓	✗
online guitar lesson	✓	✗
guitar lessons video	✓	✗
download guitar lessons	✓	✗
guitar lesson download	✓	✗
blues guitar lessons	✓	✗
electric guitar lessons	✓	✗
online electric guitar lessons	✓	✗
guitar lessons for kids	✓	✗
guitar lessons dvd	✓	✗
guitar lesson dvd	✓	✗
lead guitar lessons	✓	✗
bass guitar lessons	✓	✗

If you have an existing keyword list (from your web site logs, an old Adwords campaign, or even from another keyword research tool) and you want to access Market Samurai’s in-depth keyword research for those keywords - there are several ways you can import those keywords into Market Samurai.

## 11-12. Import / Export Keyword Research Lists

If it’s just a few keywords - typing into the “Add Keywords” box, and hitting “Add” is a quick way to go. But for longer lists, you can use the “Import” buttons to import keyword lists from saved text files.

You can also export keywords generated in Market Samurai to text files.

## 13-14. Import / Export Negative Keyword Lists

Are you planning to run an Adwords campaign? Already recognise the value of Negative Keywords?

Great! - Just export your list (or copy it from the “Negative Keywords” box) and paste it into your Google Adwords account for better quality clicks, and to avoid wasting money on unprofitable, untargeted traffic.

## 15-16. Import / Export Positive Keyword Lists

Similarly, you can import and export positive keyword lists to help you to target and focus your keyword research later.

# ANALYZING KEYWORDS

It only takes one glance at Market Samurai to see the depth of research that it provides on keywords.

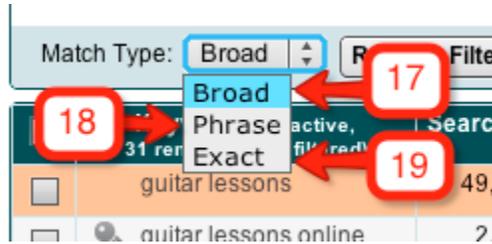
The screenshot shows the Market Samurai Keyword Research interface. The main content area displays a table of keyword data for the search term 'guitar lessons'. The table includes columns for Keyword, Searches, SEOT, PBR, SEOC, SEOTC, SEOTCR, Trends, AWT, AWA, AWC, AWCP, AWCTR, OCI, AWW, and SEOV. The first row shows 'guitar lessons' with 49,315 searches, a 100% PBR, and a SEOV of \$32,104.06. Other keywords include 'guitar lessons online', 'guitar lesson', 'easy guitar lessons', 'online guitar lesson', 'guitar lessons video', 'download guitar lessons', 'guitar lesson download', 'blues guitar lessons', 'electric guitar lessons', and 'online electric guitar lessons'. The interface also features a sidebar with navigation options like 'PROJECT SETTINGS', 'NEW KEYWORD', 'RANK TRACKER', 'KEYWORD RESEARCH', 'SEO COMPETITION', 'MONETIZATION', 'FIND CONTENT', 'PUBLISH CONTENT', 'PROMOTION', and 'ADWORDS'. A 'Keyword Research' section at the top allows for filtering by Organic, Adwords, Competition, and Commerciality. A 'Match Type' dropdown is set to 'Broad', and there are buttons for 'Refresh Filters', 'Analyze Keywords', and 'Hide Column Filters'.

Keyword (104 active, 31 removed, 385 filtered)	Searches	SEOT	PBR	SEOC	SEOTC	SEOTCR	Trends	AWT	AWA	AWC	AWCP	AWCTR	OCI	AWW	SEOV	
guitar lessons	49,315	20,712	100%	2,750,000	2,080,000	76%	[Bar Chart]	187	186	100%	\$1.55	0.38%	59%	\$289.85	\$32,104.06	✓
guitar lessons online	2,433	1,021	30%	162,000	144,000	89%	[Bar Chart]	10	19	100%	\$1.76	0.41%	57%	\$17.60	\$1798.47	✗
guitar lesson	60,164	25,268	100%	1,800,000	987,000	55%	[Bar Chart]	40	83	100%	\$1.30	0.07%	59%	\$52.00	\$32849.54	✗
easy guitar lessons	595	249	55%	23,800	23,900	100%	[Bar Chart]	1	12	100%	\$1.56	0.17%	47%	\$1.56	\$389.84	✓
online guitar lesson	595	249	36%	102,000	27,900	27%	[Bar Chart]	5	10	100%	\$1.72	0.84%	48%	\$8.80	\$429.83	✗
guitar lessons video	891	374	13%	24,100	102,000	423%	[Bar Chart]	7	1	87%	\$1.15	0.79%	47%	\$8.05	\$430.35	✓
download guitar lessons	145	60	30%	12,000	18,700	156%	[Bar Chart]	1	10	93%	\$1.02	0.69%	82%	\$1.02	\$62.12	✓
guitar lesson download	118	49	20%	1,120,000	13,200	1%	[Bar Chart]	1	2	87%	\$0.66	0.85%	42%	\$0.66	\$32.71	✗
blues guitar lessons	1,332	559	45%	48,700	229,000	470%	[Bar Chart]	4	25	100%	\$1.65	0.30%	40%	\$6.60	\$923.08	✓
electric guitar lessons	1,332	559	67%	73,000	44,100	60%	[Bar Chart]	7	17	100%	\$1.46	0.53%	27%	\$10.22	\$816.78	✓
online electric guitar lessons	95	39	45%	528,000	919	0%	[Bar Chart]	1	6	100%	\$1.48	1.05%	50%	\$1.48	\$59.05	✗

For most people, the sheer amount of data available to you for your keywords will not fit on a single screen. (In the screenshot below, I needed to use a widescreen monitor.)

## - DATA TYPES -

## - #17-19: Broad, Phrase, Exact -



Broad, Phrase and Exact-match keyword data is available inside Market Samurai for all keywords.

This shows you exactly how many people are typing in your keyword - exactly, in phrase-order, or in any order.

Market Samurai was the first keyword software to provide Broad-Match keyword data based on actual Google searches - before going one better, and incorporating both Phrase-Match and Exact-Match keyword data too.

### **17. Broad Match**

Broad match data tells you how many people are searching for the words inside the keyword - in any order, mixed with any other additional words. It's a good indicator of the longer term traffic for a keyword - the type of traffic that an established site will pick up.

### **18. Phrase Match**

Phrase match data shows you how many people are searching for the keyword phrase in the order that you see it appear in - potentially with additional words at the beginning or end.

It's an indicator of medium term traffic, and helps you to get the right word order for your keywords.

### **19. Exact Match**

Exact match data is the number of searches for the precise keyword. It's also an indicator of the short term traffic that you might expect for the keyword if you're targeting it through SEO.

## **- ORGANIC DATA -**

Market Samurai measures the potential value of "free" traffic from search engines - helping you to find the most profitable keywords to target for SEO, and allowing you to focus on the keywords that give you the biggest potential benefit.

## Keyword Research



The types of Organic Traffic data that Market Samurai brings together for you includes:

### - #20: Total Searches -

This is simply how many people search for the keyword per day on Google.com, and Google's search partners (e.g. AOL's co-branded Google search engine).

Just like all traffic figures inside Market Samurai's Keyword Research module, these statistics are most accurate available, and exist for Broad, Phrase and Exact Match and are targeted to your chosen region or language - allowing you to do keyword research for any keyword market in the world.

For the first time with Market Samurai, you're able to get accurate keyword information for any keyword, language or region - opening up new markets to you, and taking away the need for any keyword "guess-work".

### - #21: SEO Traffic -

It's deceptive looking at the total searches for a keyword. It's easy to think about how great it would be to have all of the searches per day land on your site - when in reality, only a percentage of those people will ever visit ANY site.

Market Samurai's unique SEO Traffic score (SEOT) is unique in that it gives you the maximum amount of traffic that targeting a keyword is likely to give you.

This is based on analysis of millions of actual search engine queries, showing 42% of all clicks go to the FIRST listed result.

Using this data is the most simple way that you can get better results from your keyword targeting - the higher an SEOT figure is for a keyword, the more potential traffic you can capture from SEO for your web-site. Simple.

### - #22: Phrase-to-Broad Match Ratio (PBR) -

This tool saves a lot of wasted time and effort optimizing for bad keywords - a risk of using any other keyword software available, as PBR statistics are only available inside Market Samurai.

Computers don't understand language like humans do, and will often mess up the word order of keywords. So instead of giving you the keyword "trout fishing lures" (which most people search for), they might suggest "lures trout fishing".

If you're optimized for the right keyword in the wrong word order - you're not optimized at all.

You might get rankings, but you won't get the maximum traffic for that keyword.

A low PBR score is a warning sign that your keyword might not be in the right word order. (The "Add Permutations" tool can help you to work out the right word order. See above for details)

### - #23: Trends -

Some keywords are seasonal - "flowers" is popular around valentines day, "ski" is most popular during the northern hemisphere's ski season but has a smaller second peak during the Australian/New Zealand ski season.

With Market Samurai showing you daily traffic estimates from the past month, this figure can fluctuate.

By displaying seasonal traffic trends for the keyword, you can [accurately predict likely future search demand for the keyword in Google](#).

### - ADWORDS DATA -

The screenshot shows the Adwords data configuration and results table. Red circles with numbers 24, 25, and 26 are used as annotations. Circle 24 points to the 'Adwords Traffic (AWT)' checkbox. Circle 25 points to the 'Adwords CTR (AWCTR)' checkbox. Circle 26 points to the 'Adwords CPC (AWCPC)' checkbox. Below the table, three red circles with numbers 24, 25, and 26 point to the AWT, AWCPC, and AWCTR columns respectively.

Keyword (489 active, 31 removed, 0 filtered)	AWT	AWCPC	AWCTR
	187	\$1.55	0.38%
	10	\$1.76	0.41%

This data represents the paid, cost-per-click traffic that is available from Google Adwords, and includes:

## **- #24: Adwords Traffic -**

A highly accurate estimate of the amount of traffic an advertiser can expect for a top-ranked ad in Google Adwords (seen for the first time in Market Samurai).

Using this data, you can focus your Google Adwords advertising on the keywords that are most likely to give you the maximum number of customers.

## **- #25: Adwords Click-Through Rates -**

What if you could predict the expected click-through rate for your ad, before it was even running, and use this figure as a benchmark to tell you whether your ad is performing well or poorly.

This information could help you to lower your costs per click and improve your quality score - meaning you could get more visitor traffic from Adwords, with less cost.

By bringing together accurate traffic estimate data from several sources, Market Samurai is the first (and only) keyword research software able to do this for you.

## **- #26: Adwords Cost Per Click -**

This figure is both represents the “market value” of a single keyword-targeted visitor, and how much you can expect to bid to consistently achieve the top spot in Google Adwords (not position 1-3, but position #1).

While other tools provide Cost Per Click estimates, Market Samurai is the only tool able to provide this highly targeted data.

## **- COMPETITION -**

A lot of people waste a lot of time and effort targeting highly competitive keywords for SEO or Adwords.

The screenshot shows a filter menu with the following items:

- Competition:
  - SEO Comp (SEOC) +
  - Title Comp (SEOTC) +
  - Title/Comp (SEOTCR) +
  - Adwords Advertisers (AWA) +
  - Adwords Comp (AWC) +
- Commerciality:
  - OCI +
  - Adwords Value (AWV) +
  - SEO Value (SEOV) +

Below the filters is a table with the following columns: SEOC, SEOTC, SEOTCR, AWA, AWC. The table contains two rows of data:

0 filtered)	SEOC	SEOTC	SEOTCR	AWA	AWC
	2,750,000 ↗	2,080,000 ↗	76%	186 ↗	100%
	162,000 ↗	144,000 ↗	89%	19 ↗	100%

By measuring the competition that there is for a keyword, and targeting high-traffic low-competition keywords, you can get better results with far less time, effort, cost and skill.

**- #27: SEO Competition (SEOC) -**

This is the number of web-sites that mention your selected keyword phrase. In general, the fewer sites that mention the keyword phrase, the faster you can get rankings.

**- #28: Title Competition (SEOTC) -**

Market Samurai users requested this feature, and we delivered. This figure shows you the number of web pages that contain the keyword in their title tags (in any word order).

With the keywords that you place in the title tag of a web page being a HEAVY search engine ranking factor, often you can get very fast front-page rankings by targeting keywords with very low title competition scores.

**- #29: Title Competition to SEO Competition Ratio (SEOTCR) -**

This is the ratio of the number of sites that mention a keyword phrase, to the number of sites that have the keyword in the title tags of the site - and can be used to find under-optimized keyword markets.

Keyword markets that have very low levels of keyword optimization will have low SEOTCR scores.

**- #30: Adwords Advertiser Count (AWA) -**

This is the number of ads that are running for a keyword phrase.

While some other keyword tools DO provide Adwords Advertiser counts, they do not provide statistics on the total number of advertisers - instead, they count the number of advertisers on the front page of Google (which is usually between 8 and 11 results).

Because Market Samurai provides more accurate data in this area, you can get a better insight into how competitive the keyword is in Google Adwords, and focus your efforts on the least competitive and most profitable keywords.

### - #31: Adwords Competition (AWC) -

This measure of competition is provided by Google, and provides a sense of scale showing how many advertisers are bidding on a keyword when compared to all other keywords.

This general guide is another way to work out whether a keyword is going to be high, medium or low competition - and focus your efforts on the lowest competition, highest value keywords.

## COMMERCIAL VALUE

Not all traffic is created equal.

Some keywords bring in more customers, or people who want to spend more money.

If you know which keywords are used by “browsers”, and which keywords are used by “buyers”, you can target the highest value, most profitable keywords first - and make more money with less effort.

	OCI	AWV	SEOV		
	59%	\$289.85	\$32104.06	✓	
	57%	\$17.60	\$1798.47	✓	✕

### - #32: Online Commercial Intent (OCI) -

Market Samurai was the first tool to provide OCI data measures the likely buying habits of people using the keyword

if the score is high (above 50%), it's likely to be a keyword used by people wanting to buy  
if the score is low (below 50%), it's likely to bring in more browsers than buyers.

Using this tool, you can focus on more profitable keywords.

### - #33: Adwords Value (AWV) -

Ever wanted to know which keywords would be most profitable to target?

AWV gives you the maximum value of traffic (per day) that you could receive by targeting the keyword - for Adwords.

Both AWV and SEOV are unique to Market Samurai - and help you to target the most profitable keywords, and avoid worthless keywords.

### - #34: SEO Value (SEOV) -

Ever wanted to know which keywords would be most profitable to target?

Just like AWV - SEOV is the total maximum value of traffic (per day) that you could receive by targeting this keyword through SEO, rather than Adwords

The way it is calculated is simply the market value of traffic for a keyword, multiplied by the amount of traffic that a single site could potentially receive. As a result, this figure takes into account both the value of the keyword, and the amount of traffic - so it's a good way of focusing on the most valuable, profitable keywords.

## FILTERING KEYWORDS

### - #35-47: Columns and Sorting -

#### 35. Sortable Columns



	Keyword (489 active, 31 removed, 0 filtered)	Searches	SEOV	PBR	SEOC	SEO
<input type="checkbox"/>	guitar	2,732,055	1,147,463	70%	1,000,000 ↗	110,000
<input type="checkbox"/>	guitar play	110,137	46,257	1%	421,000 ↗	2,970

Market Samurai columns are sortable - so, by clicking on one of the column headings, you can sort all of your keywords by that piece of data.

Want to see which keywords have the highest traffic levels, value, or competition levels? - Just click the relevant column heading, and the keywords will be sorted in this order - highest to lowest.

Want to reverse the order, and see the keywords listed from lowest to highest? - Just click it again.

### 36. Tooltips



By holding your mouse pointer over a column heading, you can also see a description of the data in that column.

### 37. Fixed Column Headers

Keyword (489 active, 31 removed, 0 filtered)	Searches	SEOT	PBR	SEOC	Trends	SEOV
guitar	2,732,055	1,147,463	100%	184,000,000		\$952394.37
tabs guitar	110,137	46,257	2%	1,670,000		\$8788.93
guitar play	110,137	46,257	1%	421,000		\$47645.27
bass guitar	110,137	46,257	45%	8,640,000		\$44407.24

...And as you scroll down, all keyword columns remain visible - like this (note keywords)...

Keyword (489 active, 31 removed, 0 filtered)	Searches	SEOT	PBR	SEOC	Trends	SEOV
guitar play	110,137	46,257	1%	421,000		\$47645.27
bass guitar	110,137	46,257	45%	8,640,000		\$44407.24
acoustic guitar	110,137	46,257	82%	15,300,000		\$42094.36

These are all little features that help you to analyze keywords faster and more easily.

### - #38: Filtering -

Finding the best keywords to target used to take time and effort.

On the one hand, you want high-traffic keywords.

On the other, you want low-competition keywords.

PLUS - you want to make sure that your keywords are valuable - that people are using them to find things to buy.

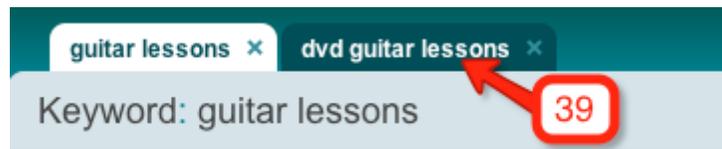
### Keyword Research



Sorting keywords isn't enough. Which is why Market Samurai created 14 keyword filters - allowing you to filter out low-value, low-traffic, high-competition keywords and have a focussed list of the best quality keywords to target.

## DEEPER ANALYSIS

### - #39: Easy Keyword Tabs -



Market Samurai uses Keyword Tabs - allowing you to keep research for multiple keywords together in one project for easy reference.

It also means keywords are grouped into sets of relevant keywords - all of them in the same relationship groups that Google wants to see.

### - #40: "Quick Tab" Key Icon -



Beside each keyword is a key icon. Clicking this icon will allow you to open up a keyword in a new tab - so that you can “dig deeper” into interesting keywords, and find additional relevant keywords.

### - #41-43: Color Coded Keywords -



The screenshot shows a table with two columns: 'Keyword (487 active, 33 removed, 0 filtered)' and 'Searches'. The rows are color-coded: orange, green, and zebra-striped. Red callouts with numbers 41, 42, and 43 point to the first three rows respectively.

<input type="checkbox"/>	Keyword (487 active, 33 removed, 0 filtered)	Searches
<input type="checkbox"/>	guitar lessons	49,315
<input type="checkbox"/>	🔍 guitar lessons online	2,433
<input type="checkbox"/>	🔍 guitar lesson	60,164
<input type="checkbox"/>	🔍 online guitar lesson	595
<input type="checkbox"/>	🔍 guitar lessons video	891
<input type="checkbox"/>	🔍 download guitar lessons	145
<input type="checkbox"/>	🔍 blues guitar lessons	1,332

You’ll also notice that Market Samurai has different colors for different rows of keywords.

#### 41. Active Keyword

The orange keyword is the main keyword in the current tab, and will always be visible (even after filters are applied) for you to compare other keywords against.

#### 42. Open Keyword

The green keywords are keywords that are open in other tabs, showing you that you have already “delved deeper” into that keyword.

#### 43. Zebra Striping

The rows are also “zebra-striped” - with alternating background colors on rows (light grey / white). This helps you to read keyword data more easily.

### - #44: Clickable Results -

Beside relevant pieces of keyword data, you’ll see a small green arrow (which turns orange when your mouse pointer hovers over it).

PBR	SEOC	
67%	5,340	
67%	4,350	
82%	9,130	
66%	11,200	

The arrow signals that clicking on this result will open the raw data source in a new window, allowing you to see the actual websites and advertisers that you may be competing against in that marketplace.

You can also click on the Trends graph to see historical trends for the keyword.

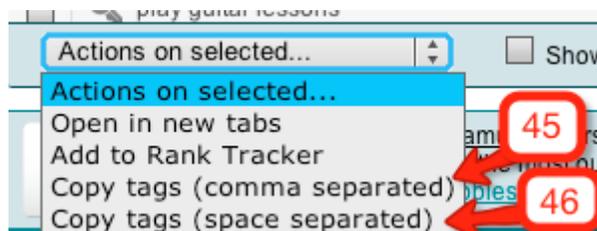
## TAGGING

### - #45-46: Keyword Tagging -

Have you ever been asked for keywords or tags for a YouTube video, social bookmarking submission or blog post?

Within seconds, you can have a list of highly targeted keywords for this purpose using Market Samurai.

Just select the best keywords for the job (by placing a tick in the tickbox to the left of the keyword) and then click “Copy Tags”



You have two options for tags...

#### 45. Copy Tags (Comma Separated)

The first is comma separated - for blogs and most social bookmarking sites. They typically look like this:

guitar lessons, guitar lesson book, bluegrass guitar lessons, lead guitar lessons, slide guitar lessons, learn guitar lessons, download guitar lessons, beginning guitar lessons

#### 46. Copy Tags (Space Separated)

These are used by some social bookmarking sites and video sites, including Delicious.com, and they look like this:

guitar-lessons guitar-lesson-book bluegrass-guitar-lessons lead-guitar-lessons slide-guitar-lessons learn-guitar-lessons download-guitar-lessons beginning-guitar-lessons

## EXPORTING

### - #47: Export to CSV -



487	204	13%	24,800		\$216.81
595	249	45%	28,600		\$332.37

ved « Modify Keywords Export

Market Samurai allows you to export your full keyword research data to a CSV spreadsheet, to archive, share with others or even give to clients - just by clicking the “Export” button.

### - #48: Export to Text File -



As I mentioned before, you can also export keyword lists to text files from the Keyword Generation page. This is not limited to your researched list - you can also export your positive keywords, or your negative keyword lists for use in Adwords or elsewhere.

*(Note: Going back to the Keyword Generation page and exporting your keyword list as a text file is different after you have applied filters - as you will only see keywords that meet your filter criteria)*

## REGIONAL TARGETING

### - #49: Region & Language Targeting-

Have you ever considered the potential to make money in large search markets outside of the United States, largely ignored by internet marketers?

The image shows a 'Project Settings' form with the following fields and annotations:

- Keyword:** guitar lessons (required) - annotated with a red circle containing the number 49.
- Title:** guitar lessons (required) - annotated with a red circle containing the number 50.
- Language/Region:** English (dropdown) and All Countries and Territories (dropdown).
- Adult content:** Do not include (dropdown) - annotated with a red circle containing the number 51.

Here you can find high traffic, high value “niches” with scarcely a competitor in sight - and dominate the industry yourself.

Market Samurai allows you to do keyword research in 234 countries, regions and territories - giving you access to more keyword markets than ever before - making Market Samurai quite possibly the only global keyword research software able to target any major language, country or region in the world.

### - #50: Language -

Likewise, Market Samurai is able to give you accurate keyword research data for any major language - allowing you to tap into practically any market that exists online.

For the multi-lingual users of Market Samurai, this opens up whole worlds of untapped opportunities online.

### - #51: Adult Filtering -

Market Samurai also allows you to avoid, or include, adult-related keywords among your keyword research results.

(These options are available to you when you begin a new Market Samurai project file.)

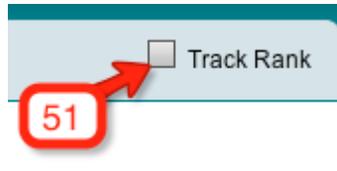
## PUTTING KEYWORDS INTO ACTION

### - #51-52: Add to Rank Tracker -

If you plan to optimize your site to rank well for a keyword, you can tell Market Samurai’s rank tracker to track your rankings for the keyword from within the Keyword Research area.

The two options that you have for this work in different ways:

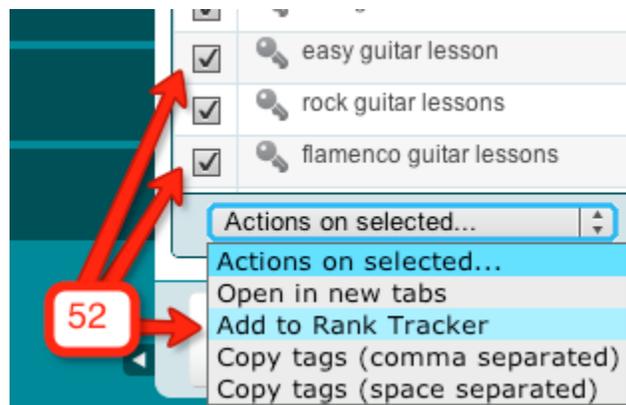
#### 51. Rank Tracker Tickbox



By ticking this box, you add the *main keyword* for the tab you have open to Rank Tracker.

You will be asked if you want to categorize the keyword (to keep your keywords in a tree-like structure in Rank Tracker), and if you want to assign a specific target page that you have optimized for that keyword.

## 52. Rank Tracker Drop-Down



Using this option, you can select several keywords that you plan on targeting (by placing a tick in the tickboxes beside those keywords) and then add them all to Rank Tracker at once.

This 2-second process saves you time and effort, and allows you to track your rankings more easily.

## - #53: Begin Using a Keyword Immediately -



Market Samurai is about more than just keyword research - it's about getting the maximum amount of value out of a keyword, using the minimum amount of time, effort and expense.

Remember - keyword research is just the first step in the process...

If you want to unlock the potential value of a keyword, you need to actually DO something with the keyword.

With Market Samurai - once you've found your keyword, you're not "left in the cold" to try and make the keyword work by yourself.

You can begin using Market Samurai's tools straight away - to go into deeper SEO analysis, research topics to write about, find and promote affiliate products, publish content to your website, build high-quality backlinks, and track your website rankings - all at the click of a button.

...

...But I'll stop here - because today I'm just sharing the features available to you inside one module within Market Samurai - *just* the Keyword Research module.

This is literally 1/8th of what Market Samurai can do for you (just 1 out of 8 Market Samurai modules) - we haven't even touched the other 7 modules (SEO Competition Analysis, Rank Tracker, Find Content, Promotion/Link Building, Monetization, Adwords, or Publish Content!)

And it's obvious just by looking at this that you have access to more in-depth keyword research data than in any other keyword research software available today.

I hope you've discovered something new today that you can begin using right now.

Brent

P.S. - This is the bit where I explain how new readers can get access to Market Samurai...

If you want to try Market Samurai for yourself, you can get free access to the keyword research module (and all of the features above) - plus trial the other advanced features inside Market Samurai - [you can get your copy here](#).

If you already own Market Samurai and would like to upgrade to the paid version (and get lifetime access to all 8 modules inside Market Samurai) [the place to upgrade your copy is here](#).