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**Demystifying The Radically Different Keyword Results Provided By Overture and Wordtracker, Part 3**

**By Robin Nobles**

**Demystifying The Radically Different Keyword Results Provided By Overture and**

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for the complete article.)

Finally: Making sense of the numbers (here comes the shock).

An in depth look at Overture's STST numbers...

Here's how we're crunching the numbers.

<http://search.yahoo.com/search?p=keywords&ei=UTF-8&fr=fp-tab-web-t&cop=mss&tab=>

Fact: Each of these results pages lists between 10 and 40 URLs with descriptions.

Factor in how the title and description affect a user's propensity to click on a Web site.

Factor in known elements leading to an estimated, but educated, conclusion as such...

Since it's a fact that Wordtracker's Web site appears in the top- ten of Overture's results throughout

That would equate to about 602 visitors per day.

Compare calculated estimate to known facts...

Experience shock and awe at the difference between the numbers!

Wordtracker's service provides very different numbers...

The results were...

These suspiciously regular and assumed to be artificially generated searches are therefore discounted

in arriving at the final number – 618.

So the calculations show...

$618 \times 10\% = 61.8 \times 25\% = \text{approx } 15 \text{ visits per day.}$

So, whose numbers should we trust?

For instance, Overture's STST returns the following numbers for the following searches...

They know that nothing beats accurate information – the most powerful marketing tool on earth.

Robin Nobles is Co-Director of Training for Search Engine Workshops (

<http://www.searchengineworkshops.com>

). She has trained several thousand people in her hands-on

<http://www.onlinewebtraining.com>

). Robin is also a member of Wordtracker's special technical

support team (

<http://www.wordtracker.com/moreinfo.html>

), and she partners with John Alexander

whose eBook, Wordtracker Magic (

<http://www.wordtracker-magic.com>

), offers unique strategies for

applying the Wordtracker service to generate profits for online marketers.

First published in Planet Ocean News. (

<http://www.searchenginehelp.com/moreinfo/>

)

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## **How To Find Good Keywords**

**By Trenton Moss**

Wordtracker

<http://www.wordtracker.com>

)and pay \$7 for 24 hours' access Enter a

Overture

Also useful, Overture's search term suggestion tool (

<http://inventory.overture.com/d/searchinventory/suggestion/>

), is free and much quicker to use than

Google

Google AdWords Keyword Suggestions (

<https://adwords.google.com/select/KeywordSandbox>

) tell you

which keyword phrases are being targeted by other websites.

Guidebeam

Guidebeam (

<http://www.guidebeam.com>

) is an interesting resource. Type in a phrase and it will

<http://www.webcredible.co.uk>

) to help make the Internet a better place for everyone.

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