

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

KEI Concerns and CID Alternative

By Serge M Botans

KEI Concerns and CID Alternative by Serge M Botans

KEI Concerns and CID Alternative

Like many folks, I have been using KEI for some time now to determine what keywords I should target with my web site. And this has led me to becoming concerned with the results KEI provides and the keywords it suggests. I need to say here that my concern is very subjective as many folks are happily using KEI and don't seem to have a problem with it.

My main concern with KEI is that, by the way it works, it strongly favours demand numbers without, I feel, sufficiently taking into account the corresponding supply numbers.

I need to say here that I interpret supply numbers as a representation of how competitive a keyword is. For example, if keyword 1 has a supply of 200,000 while keyword 2 has a supply of 5,000,000, then I would consider keyword 2 as being more competitive than keyword 1.

And all things being equal, I would prefer to target a keyword that is less competitive and with less demand, rather than a highly competitive keyword that has a higher demand. The reason for this is that I feel that I have a better chance of cornering a section of a less competitive market than I do that of a highly competitive one.

Based on my concern with KEI, I have decided to create an alternative. I have called this alternative "Competition

Indexed Demand" (CID). Now, CID works out the marketing potential of keywords in a similar way to KEI but it uses a different formula, one that takes more into account the supply numbers of keywords (or their competitiveness).

For example, using "ranking" as the starting keyword with Overture, KEI suggests the following top 3 keywords,

Keyword	Demand	Supply	KEI
nfl quarterback ranking	43,474	75,800	24,934
nfl power ranking	43,171	122,000	15,277
college basketball ranking	71,149	541,000	9,357

while CID suggests the following top 3 keywords,

Keyword	Demand	Supply	CID
dick vitale college basketball ranking	16,983	33,400	640
nfl quarterback ranking	43,474	75,800	427
vote nba power ranking	3,129	30,200	394

Comparing the 2 sets of results, you can see how CID favours lower competition compared to KEI. I have now used CID for quite a number of keyword research projects and have found that not only it favours lower competition, but it also suggests keywords that, I feel, have a better demand–supply balance.

Given that CID is an alternative to KEI, you now have to make a decision when doing your keyword research in order to determine the marketing potential of the best keywords to use. The decision is: shall I use KEI or CID? The answer to this question is straightforward: if you want to focus on high demand then use KEI, and if you want to focus on lower competition, then use CID.

Furthermore, based on my observations of KEI and CID results, I have felt the need to come up with 2 rules to avoid both KEI and CID generating what I feel are inappropriately high numbers. My observation has been that these high numbers are generally generated because the demand and/or supply numbers are too high.

These 2 rules are:

– "the 100 thousand demand rule" which states that "any keywords whose demand numbers are above 100 thousands should be ignored",

– "the 10 million supply rule" which states that "any keywords whose supply numbers are above 10 million should be ignored".

Applying these 2 rules to KEI and/or CID will help you determine more realistically the marketing potential of keywords.

In conclusion, CID should be seen as an alternative to KEI and not as replacement for KEI. The reason for this is that CID focusses on the competitiveness of keywords while KEI focusses on the demand.

Serge M Botans

Contact: author@cattle-ramp-seo.com
Phone: 61-03-9478-7088 or 61-0415-642424
Web Site: www.cattle-ramp-seo.com

PS. I have not currently released the CID formula. However, you can download my program Keywords Analysis to research your keywords using KEI and/or CID
www.cattle-ramp-seo.com/KeywordsAnalysis.zip

=====
Serge M Botans is the CEO of the self-help search engine optimisation web site www.cattle-ramp-seo.com
=====

You may reproduce this article as long as it is in its complete form and that the resource box is included.

Serge M Botans is the CEO of the web site Cattle Ramp SEO Self-Help Resources.

People Getting Rich Online – Niche Research

By Matt DeAngelis

How's that list coming along? You will recall in the first part of this series I covered getting a list

KEI Concerns and CID Alternative

together of ideas for your site or blog niche. Hopefully you have a good sized list of general categories. The next steps involve narrowing the keywords and then doing some supply and demand research.

There are many keyword tools out there. I like to use Overture's because it's free and easy. Keep in mind that the numbers from Overture are usually inflated --- sometimes a little sometimes a lot. They fudge the numbers by counting like queries --- fly and flies or affiliate and affiliates get counted as the same query. Remember --- they make more money convincing their prospective advertisers that a search term is popular.

So plug in one of the general search terms from your list. I'm going to try dogs. Here are the results:

Searches done in February 2006
Count Search Term
1104234 dog
225786 dog breed
183180 dog training basics
152056 dog show
139072 dog breeders
98321 dog name
97021 dog training
91172 dog picture
88480 dog for sale
62657 dog grooming
56907 dog gift

I edited a few like snoop dog out for expediency. I like dog breeds and dog training [basics]. Looks like people are searching for both quite a bit. Now that we have the demand, let's go over to Google and check the supply.

Type in the exact search term, putting quotes around it so Google searches for exactly what we want. If you put in dog breeds, Google returns 5,590,000 results. Look in the upper right-hand corner for this number.

Ever heard of Sumantra Roy? Probably not. He's a man who specializes in SEO and particular keyword research. He has invented a formula called the Keyword Effectiveness Index or KEI to measure the potential of a keyword. I use a simpler version of it. Here it is:

$KEI = Demand / Supply$

That is -- Demand divided by Supply. The higher the KEI the better. This gives you a simplified KEI that ranges from 1-10. People compare this to the Richter Scale, meaning that each successive number is exponentially better than the last number.

In our example above, the KEI for dog breed would be .04, which isn't that great.

Dog Training Basics yields 45,600 results for Google. The KEI would be 4, which is terrific. Hmm...wait a minute. That concludes our lesson. Bye. [Sound of running down the hallway and door slamming]. A little nerd humor there.

Do a few more and see what you come up with. I did dog name and got a KEI of .10, which is lousy. I also tried dog gift, which got me a KEI of .07.

I usually pick up the highest KEI keywords and plug them back into the Overture tool and try it again.

Incidentally, Wordtracker does this all for you. Try it for free and see how easy it is. Just keep in mind

that they use different sources for both supply and demand than my example above, but that shouldn't make too much of a difference.

So now we should have a much smaller list that has some good prospects on it.

Matt DeAngelis runs

. Matt is the former CTO of Modem Media, a pioneer

in the Internet ad space. As a foot soldier in the Internet revolution, Matt devised the technology behind many of the most successful ad campaigns of the time. Affiliate Blog offers insights on Marketing and the top Affiliate Programs on the Net.



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!