

"Jo Han Mok's Golden Keywords Teleclass!"

How To Turn Mere Words Into Online Cash!

Featuring: Key word Research Developers Fabian Lim & Ivan
Wong

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Jo Han: Hi, this is Johan Mok from Midas Touch Marketing and welcome to our Golden keywords teleclass. Now, tonight, you are going to discover exactly how to turn words into cash. But it has absolutely nothing to do with copywriting. Instead, tonight we are going to deal with the topic of keyword research. Now, keyword research is a sorely misunderstood topic on the internet, there's a lot of false information that's going around on keyword research. But the truth is, the proper keyword can make you rich and it's my objective on this call to make sure you know how to conduct proper keyword research.

And for that purpose, I've recruited 2 of my closest associates, Mr. Fabian Lim and Mr. Ivan Wong who are really experts on keyword research and they are here to clear the air and tell you exactly how to conduct proper keyword research. Remember what I said, the proper keyword can make you rich but it has to be proper, it has to be fast, it has to be accurate. Fabian, I'll give you guys the go ahead and give our listeners out there a little background information about the kind of work that you do and how important keyword research is to your work. Fabian, why don't you get the ball rolling right now?

Fabian: Sure Johan, thank you for the introduction. Essentially, keyword research is something I do everyday as part of my work. Just a little background about myself, I'm basically a web analytics consultant...

Jo Han: Okay, hold it, Fabian, hold on, hold on, what's a web analytics consultant? It's a big word, I think people out there need to know exactly what do you do.

Fabian: Well, basically, my job involves helping very large websites understand their website behavior.

Jo Han: And that has absolutely everything to do with keyword research as well?

Fabian: Well, that has to do with keyword research and much, much more.

Jo Han: Okay, cool, anyway, my point is, Fabian does this for a living and if you screw this up, you won't be getting the kind of big money you are getting paid right now and your clients wouldn't be happy campers either, am I right to say that?

Fabian: Absolutely.

Jo Han: Well, let's move on to Ivan and Ivan is what I would call a bona fide geek because he has an extensive background in programming and he has consulted with various clients ranging from commercial portals to mum and pap shops. And Ivan, why don't you just go ahead and tell our listeners out there how important keyword research is to your everyday work?

Ivan: Thank you, Johan; I've been working as an independent marketing consultant for the past several years. And recently, my consulting centers around web analytics and search engines optimization services. So you did mention the importance of keyword research in my assignments. Yes, it's true when executing new projects for my clients. Keyword research is an integral component of every project.

Jo Han: I think I will just go ahead and jump in and make a little statement here, you guys can clarify and let our listeners know if I mess up, but essentially both of you guys deal with analyzing numbers and visitor behavior and now, all those numbers are based on search engine traffic. Now search engine traffic, or rather what we call organic search engine traffic is typed in traffic. And a lot of the work that you do, search engine optimization is basically create or rather, to optimize the site such that it becomes a search engine magnet and attract visitors from search engines. And the way you do that is by conducting the proper keyword research first and if that keyword research is wrong or it's not done accurately, basically your clients will suffer and you wouldn't get the kind of results you want to get from your optimization efforts.

Fabian: Absolutely, I think keyword research has more than that, it's has obviously to do with numbers but it's more about understanding who your target market is. Right as we all understand, visitors use keywords, they basically type in keywords in the search engines to try to find information, products or services. So before you even start marketing anything online, what you really want to understand is really is the various so-called target segments. Now who is it that you'll like to reach out to? What kind of keywords would they like to use to look for your products and services?

Jo Han: So let me go ahead and give you guys an example. So you guys know that I'm an internet marketer and I sell in information products related to marketing and making money online. So perhaps, one of the keywords I want to target is making money online or work from home or perhaps MLM, these are words that people would type in and obviously, I would want to be associated with these words because I would want to get the kind of traffic and I want to get the kind of prime placement on the search engines and get people to come to my site. But you see, the problem with keyword research is this, if I'm going to go with a keyword such as work at home or work from home, then that's a very highly competitive keyword and chances are, if I try to optimize my site for such a keyword, I'll probably be going nowhere.

And some people do not understand this; it's such a basic concept. You screw up the keyword research and you won't be able to get the kind of traffic that you're trying to get and Fabian, I think you have an excellent analogy for that. Because when you get the wrong keywords, when you optimize your site around the wrong keywords, it's like having a shop that is for example, selling baby clothing that's in a shopping centre that is selling car supplies, you are completely out of place or you're just completely overwhelmed. Fabian, you want to add to that?

Fabian: Sure, it's everybody's desire to rank highly on big words that are selling online, words which are obvious, words which a typical search engine user would type in. Now, the problem is as you have correctly mentioned such words, now if you can think of a term which you would like to attract traffic from really every other competitor would

have thought about the same thing. The issue of that yes, your efforts to drive this traffic to your website firstly, would not give you results in a short run. But of course, if you have a big budget of maybe half a million dollars, or 500 people to help you optimize links, getting back links, sure, you may achieve some results. But by and large, website owners are small and there are actually other ways, other hidden secrets, other golden nuggets ways of attracting equally targeted visitors and that's where keyword research comes in.

Jo Han: So I think you have mentioned the fact that keyword research is really important, but what I want to emphasize as well is the fact that the wrong keyword research will actually waste your time and effort and energy and that's really something that you cannot reclaim as a one-man entrepreneur, because I remember very sure that a lot of our listeners out there are solo entrepreneurs. We don't have offices or manpower to do these stuff, they have to do it themselves so it's very important that you do it accurately the first round. Now Ivan, let me ask you this, what do you think is some of the false notions that people are having about keyword research currently?

Ivan: That's a very good question, let's just highlight one or 2 observations that I have made. Very often, when someone is going online for the first time, who has a particular market niche in mind, like you mentioned earlier, he has certain pack of keywords that he wants to use and he wants to market for, so it's very important that based on that group of keyword market niche that he is interested in, he choose the right to further expand his target audience.

What do I mean by that? What do I mean by group keyword can be loosely defined as those words and phrases commonly used in search engines by potential customers and with an additional addition of that these same words and phrases are not heavily optimized on your competitors' sites already. Now the second part that is very important and it's one of the main reasons why we emphasize a group process for doing keyword research and not simply coming out with a large list of group keywords.

Fabian: I'll just add from Ivan's point, I get this question very often, what is a good keyword to target? To me, a good keyword is any good keyword that helps you drive targeted visitors to your website. So in this case, you have ask yourself, for the keyword, make money online, now what is the probability of you ranking high on that keyword, optimizing on that keyword that helps you drive targeted traffic, if you say no, then that itself is not a good keyword for you at least in the initial stage.

Jo Han: I think Fabian, throughout my consulting sessions with you; I always go to you for advice on keywords and stuff, so you have drawn across the importance of under exploited keywords and how actually a key phrase can actually be more profitable than a keyword itself. For instance, make money online, the keywords "make money online" may be are highly competitive, but if I add the words "how to" in front of that, now then that is a more specific phrase and chances are that I'll do better on optimizing my site around such a specific phrase because it's very specific, really you can just leverage on that and let our listeners know how to really expand, look for key phrases and under exploited keywords than rather trying to hammer on a keyword that's very highly competitive.

Fabian: Good point Johan, that is one of the nuggets of keyword research is this, the longer the keyword phrase, the chances are it is more targeted and easier optimized. So you made a very good example that if you added the word "how to make money online", you find that the level competition for that 5 word keyword phrase is less than "make money online". Similarly, if you take for example, the car industry, obviously the keyword would be "car" because that's a single keyword phrase. Now if you are going to start a website on car, you wouldn't want to be optimizing on the keyword "car" alone because you would stand no leverage, there are literally millions of websites with the word "car" on their web pages.

So what you really want to do is to firstly understand as what we talked about keyword research who is your target audience. Is your website on cars in general? You may say yes but the truth is that, your website is really not on cars in general; your website is on a

specific niche of the car business. For example you could be in car tuning or tuning your car for maximum performance, so in that case you'll really want to identify the target market because it is very different from a general keyword which is car. When we talk about car, there are so many aspects of car, car insurance, car loans, car sales for example. Whilst they may be interested in cars, they are not your target market because your website is on car tuning, you really want to focus on the people who are interested in modifying their cars and trying to understand the different segments and try to reach to them through keyword research.

Jo Han: I think you have touched on a very important point Fabian, that the website out there cannot be all things to all people. I think you cannot have a website that is all cars. If you are serious about succeeding online, you need to drill down and focus on a niche within a niche itself because very often, a niche can be overcrowded. So my take on this is pretty simple, I think anyone who is interested in doing keyword research should really have taken a close look at their website and ask yourself, what do we really, really do? Are we about cars? Or are we about optimizing the car performance? Or are we about offering high speed cars or are we about offering family type of cars and the comfort of the family and safety? There are lots of different areas within the car niche itself so I think using the example, people out there will actually get the idea to really think about what they are actually doing.

Now Fabian, you have given us a broad overview of what keyword research involves but I think people are more interested in the process. So I think you actually have a 3 step process of doing keyword research and the first part actually involves quite a bit of guesswork. And not to worry, because we are going to validate those results and we'll show you how to validate those results. Now the first step actually involves guesswork, so I think let me just go ahead and expound on that. If you have a website that is dealing with cars, so what you want to do is drill down to the niche, it could be high speed cars or fast cars, if you have that, what you want to do is think of synonyms, words that are similar to cars like vehicle, automobile, the list will go on and on and the key is really to brainstorm and speak to people and find out and research on competitors to find out what

words they are actually using. Fabian, do you want to go ahead and expound more on what I just talked about?

Fabian: Sure, let me just summarize what the initial step is. The initial step is really for you to identify the market that you want to be marketing to and one of the tricks I use is this. What I try to do is try to understand the target market and in terms of benefits. Now who benefit from the information on the products and services that I'm actually selling online or providing online? If you look at it from a benefit perspective, you'll realize that you can have key groups of people that will benefit from your information. Going back at the car example, when we talk about car performance, you could easily break down that group into specific types of cars, you could talk about BMW performance cars, you could talk about Mercedes performance cars, Honda, and you realize that once you start to understand that a BMW car owner who is interested in enhancing the performance of his car would be a particular segment to target. Therefore, you would immediately learn to expand your keyword list from car performance to BMW car performance and try to find all variations of that.

Jo Han: And from one vehicle you move on, from one automobile brand you move on to the other. From BMWs, you move on to Mercedes to Toyota to Honda and the list goes on and on.

Fabian: Right, to really reinforce your initial point is that you really can't be everything to everybody; you'll realize that if you are exhaustive in your research. Now even in the area of car performance, you can really create an empire of information, a wealth of information online through your entire life and still not be able to complete. Because even within the car performance market, there's really, really so much more sub niches you can identify and target, which will be much easier to do than target the car keyword in general.

Jo Han: So for instance, you could have a website on SUVs alone, just SUVs alone and that's it.

Fabian: Absolutely and when we talk about car names as one potential benefit group, car types, SUV is clearly a car type, so you could have a coupe performance for example, coupe performance, SUV performance. As you'll realize, through the brainstorming process and there's only three of us here and we are already coming up with so many variations. What's more, if you speak to your car mechanic, what if you speak to your car enthusiastic club, so this is really what step one is all about. Step one is developing the initial keyword list, primarily through brainstorming.

Jo Han: So the bottom line is, I guess what we are really trying to say is that the more specific your website is, or rather the more specific your market is, the more you'll be able to conduct keyword research. It's just like if there's something wrong with your website or your product or service, and you're trying to be all things to all people, you need to change that first. Because I think the proper keyword research would be pretty useless at that point.

Proper keyword research has to work hand in hand with other marketing basics and fundamentals and so if you currently have a product or service with too broad a reach, then I think it's time to narrow that down and work on your product first or whatever product you are trying to sell and then, conduct the keyword research. So that's point number one. So before we wrap up step one, Fabian and Ivan, do you have other methods of brainstorming that we could have possibly left out?

Ivan: There are many ideas given by Fabian just now already, I would like to add some further methods you can use to generate ideas and literal keywords related to your...

Jo Han: Wait, wait, wait, what is lateral keyword?

Ivan: Lateral keyword is a keyword that might be entirely related to the keyword phrase you have in mind or it might be a keyword that is based on user behavior.

Fabian: Another way to go about so called brainstorming is to tap on your competitors to go about expanding your keyword list. Right, this is an approach that is really even a professional optimizer do. And this is how you go about doing it, eventually, you type in a keyword or phrase of which you want to so called expand a little to understand a bit more. And what will happen is that you just type in the keyword into Google and out comes the top 10 results or the top 10 competing websites that are ranked for that keyword. All you need to do is to go into the competitor's website.

If you are on Internet Explorer, you can easily look at their meta-keywords that they use for search engines optimization. Now taking this approach means you need to look at the view source of their webpage and right at the top of the html tag itself, you would see a line itself called meta keywords, within that make up keywords tag itself, you would see a number of keywords which your competitors are using to target their webpage for the search engines. So again, this is a very good way for you to get a good idea as to what your competitors are thinking about.

Jo Han: So my question to you Fabian, at this point is, should you be selective of which competitor you want to model?

Fabian: Well, Johan, to be honest, at this point of time, we are just at the brainstorming stage, so what we are trying to say, we don't want to limit our thoughts, we don't want to limit our thinking as to how wide our market is. So what I would normally do is to essentially study my competitors, look at their Meta keywords they are utilizing and then just jot it down in a software or a notepad or whatever. And then once the initial keywords list has been developed, then you'll go into a deeper level of analysis to understand which ones are targeted, which ones are not, which keywords are research keywords versus buying keywords so on and so forth. I'll expand on them later.

Ivan: I'll like to add besides the search engines that Fabian has mentioned, there are many online resources you can go through. For example, you can go to your favorite

news source, blogs, RSS feeds or forums and get further information about your related area of interest, so these are just ways to generate further ideas on how to get more keywords to enlarge your initial list. And if you are not connected online, then simply go to your favorite newspaper or your favorite magazine, any other source, even browsing down at the shopping mall can give you ideas on what to include in your keywords list.

Jo Han: Okay, great. Guys, I have this question though. Would it benefit anyone if they were to slack on the first step. So meaning to say that, if there's so much work involved, I have to go and check on my competitors, I have to check out RSS feeds, forums, newsgroups, so on and so forth. And I'll just skip a little and just create a few keywords. Would that be crucial or would that be detrimental to the rest of my keyword research process?

Fabian: I will answer you in this perspective, I'll answer your question with a question, it really depends. It depends on what is your intention, are you in this niche for the long haul, do you have expert knowledge in it where you believe you can really contribute solid, useful information to search engines visitors or are you just, do you just want to create a site quickly and easily and create 10, 20, 30, 40, 50 sites at one go? So a lot depends on your intentions, now if your intention was really to create the world's best car tuning, car performance site, now you and I will know that apart from the keyword research process, there's also the very tedious task of creating very, very useful content, but again, it is the question of your effort versus the returns.

So if you were a real serious bona fide car accessory person with that kind of knowledge and with that kind of long term serious website, then I would invest an equal amount of time in the keyword research process. Now if you were just trying to create a website where content was basically scraped from other parts of the internet like article directories and so forth for the sole purpose of generating what we call for example AdSense revenues or revenues that you gain when visitors come to a website and click on an ad for example, then yah, perhaps there may not be a need to go into so much detail for step one, so it really depends on your intentions.

Jo Han: Alright thanks a lot Fabian, I guess we have pretty much cover it for step one. Now step one was the brainstorming process, step one, brainstorming, research on keywords and take a look at your competitors, visit newsgroups, forums, RSS feeds and so on and so forth and find out the keywords that your competitors are using, so that's step one.

Fabian: Johan, sorry to interrupt you, I'll just give your listeners one more golden nugget of tip.

Jo Han: I think it's just a bonus nugget.

Fabian: I guess this only applies to websites that have been wrong for example, maybe you have a website for the past 6 months to a year and after listening to this call, you want to go back and revisit your keyword research strategy. Now this is what you can do if you are a website owner and you've been around 6 months to a year, now what you can do is go into your what we call your website log file, essentially what your website log file is basically a log of all your website activities and part of your log file activities include such terms that people used to visit your site.

Now, if your website has been around 6 months to a year, you would have invariably attracted targeted visitors to your website without knowing and by looking at the log file entries and looking at the search terms people use, you can very quickly, quickly and easily understand which terms you already ranked well for, and if you look at the log files, it wouldn't be a surprise that you would ranked pretty highly on very obscure but relevant keywords, so I would also jot down this whole list of search terms people use because you really have a good ranking and there's really not a lot you need to do to maintain that ranking. So that's another source for you in terms of developing your initial keyword list.

Jo Han: Okay thanks a lot, Fabian. I think that's basically looking at what you already have and I think that's a very valuable tip. But I think not many people actually monitor their log files and most people out there who are listening right now are probably puzzled as to what exactly a log file is. Now it's pretty simple, all you have to do is to log in to your hosting account, log in to the control panel of your hosting account and check under a category that's probably known as stats...

Fabian: Web stats.

Jo Han: Web stats, check out your web stats, now Fabian, when they enter that control panel and they check web stats, usually a vary of statistical instruments would come up, for instance, AW stats, webalizer, which one do you think is the most accurate in terms of serving its purpose for what you just described?

Fabian: Well, essentially, they all do pretty much the same thing because they are all basically interpreting data from the same log file structure but for my own purposes, I use webalizer, it's straightforward, it's easy to use. If you use webalizer and most hosting companies have webalizer as a free web stats software that looks like your log files and organizes the log file data into more human friendly methods, so I would just go into webalizer and look at search, click on search and sub menu and you would see almost immediately from a month to month basis the search terms that people use to visit your website.

Jo Han: Okay guys, you have heard it from a horse's mouth, check out your control panel, go to webalizer and start looking at your log files because I think that's something that's important through the whole keyword research process if you already have a website that's existing. Now Fabian, I think we have spent quite a bit on step one so let's move on to step 2. I believe step 2 is how to validate the kind of guesswork that you are making, expanding on the data that you have already collected in step one, so how do we go about doing that?

Fabian: For step 2, what we will do is to basically expand on the initial keyword list that you have developed. Now there are basically 2 components on this, one is to validate firstly the keywords you have identified to see whether it will work, to see whether or not there is an actual demand for the keywords. And once you have determined that yes, there is a demand for those keywords, what you want to do is to dig deeper and identify all the so called sub keywords within the main keywords. So if I for example, if you know for a fact that you have a good demand on BMW tuning performance as a keyword, what I would want to do is to expand that initial keyword to 5 keyword variations, this is called digging deeper, finding sub niches so that you can optimize these sub niches which are typically easier to do than drive traffic to a website with much less effort.

Jo Han: Alright thanks a lot Fabian. Let's just talk about what you have just expounded on. You mentioned knowing the demand on BMWs, how do you accurately verify the demand for that particular keyword?

Fabian: Good question Johan, and I will answer you in a very cynical manner, there is really no way for you today to accurately identify the demand for that keyword simply because every tool out there today is so called imperfect. They have their own niche data sources, they collect data from. let me give you an example. Overture is a very common and probably the most popular tool everyone in the world uses to determine demand for each keyword. Now what some people do not know is that Overture's demand data is very, very highly inflated. Step 2 is really to expand on your initial keyword list and the good news is it's actually a far simpler process than step one.

Jo Han: Okay cool, I think our listeners will like that, so how do we go ahead and expand the initial keyword list?

Fabian: The way to do it is really to just use an array of online tools or software to go about extracting what we call demand for each of the keywords that you have added in step one.

Jo Han: Okay an example of such software would be?

Fabian: Why don't I start with the available online free tools today? The most popular one by far is the Overture's search suggestion tool itself and what, the data that you get from the suggestion tool is essentially for each keyword that you have entered into the Overture's input box. You get firstly the demand for that search term as well 99 other related search terms. So by doing that initial first step, you would be able to gauge the demand itself for each of the keywords that you have identified in step one.

Jo Han: Okay, so that's Overture and are there any other tools out there are available? Free tools?

Fabian: Sure the other second most popular is also what you call the Google AdWords suggestion tool. Now the only difference is that the Google AdWords suggestion tool does not give you demand per say but what they do return is a list of related keywords or what they call more specific keywords. So if you were to enter auto-tuning parts like for example into the Google AdWords suggestion tool, it would return you a list of more specific keywords. Now, whilst you do not know the demand for these more specific keywords because Google does not provide you with this information, you can be sure that if Google returns a more specific keyword, these are actually real terms that people use to search within the Google database itself.

Jo Han: That's wonderful, Fabian. I think we need to let our listeners out there know that using overture's search suggestion tool is really free. But if you really want to use Google AdWords option, you will need to have a Google AdWords account to do that.

Fabian: Actually for the search suggestion tool for Google AdWords, you do not need a Google AdWords account.

Jo Han: Oh, how do you do that? I have not heard of it.

Fabian: There's a specific URL string that you can type in to access this particular tool itself.

Jo Han: Okay, is that a secret URL?

Fabian: Well, it's a secret if you did not know the indexes.

Jo Han: That's something that I didn't know though.

Fabian: Sure, and we'll be very happy to provide the listeners with the specific URL

Jo Han: I think Ivan have something to add.

Ivan: Oh yah, I just like to add that Fabian mention just now that you do not get demand figures with Google's suggestion keywords return. Many people often just get around this by taking those same keywords and plugging them back into Overture and getting the Overture's demand figures.

Jo Han: Uh-huh, I think that's a real brilliant tip that Ivan have just provided. You may use both tools to enhance the whole keyword expansion process and that's really step two. Fabian, correct me if I'm wrong, there's another tool out there called "The Good Keywords". What's your opinion on good keywords?

Fabian: "Good Keywords" is a software where u essentially has to download an executable file and install on you computer, what it does is that it helps you. It's basically an efficiency tool, so instead of going to Overture website and entering the keyword on the Overture website itself. You can actually use "The Good Keywords" tool to import the keyword list into "Good Keywords" and generate the results from Overture itself. So essentially it is a good tool, considering it is a free tool. It achieves the same goal of helping you determine demand from Overture.

Jo Han: Okay, thanks a lot, Fabian. It's located at GoodKeywords.com

Fabian: The URL is at GoodKeywords.com. That's correct

Jo Han: So I think Fabian. That pretty much covers Step Two.

Fabian: Sorry to interrupt again. As usual, I would like to give you another golden nugget on how you can go about determine demand for a particular keyword within Google itself. Now another sneaky way that SEO guys like us do is that we actually open a Google AdWords account, basically most of us do have a Google AdWords account. What we do is that we typically take all the entire keywords list whether from Overture, whether from Google, or whether from initial brainstorming and we take the entire keyword list into our Google AdWords account. Actually we start a campaign with that, and what we do is that we start a campaign, we get impressions and what we have is a so-called "Ads" for your websites are within the top 8, meaning that it is guaranteed that your ad will be displayed on the first page. Now this is equivalent to measuring demand on the Google search engine itself. Essentially what happen is that when you plug in your keyword list into Google AdWords, you'll immediately see which of your keywords actually have the demand. What we do is to leave it for 2 weeks or a month and we are able to accurately estimate which of the keyword have good demand on Google itself.

Jo Han: Okay, that basically involves in using Google AdWords and that's using the paid method. How much do you typically spend on this testing process?

F: It depends. I mean for us, we think that investment of a hundred dollars is a very good investment to deterministically identify keywords. Typically, a hundred dollars justify the amount of insight we get and of course we do it because we are actually doing keyword research for paid client and itself is an investment from a long-term point of view.

Jo Han: Well, thanks a lot Fabian. In your opinion is that hundred dollars well spent?

Fabian: Well, if you asked me. I would say absolutely because nothing is worse than optimizing an entire webpage or optimizing the entire content for the wrong keywords. Now, if you are doing for your own website, you would say “Gosh, I’ve been spending 4 hours optimizing or targeting a keyword where no one is searching for.” For us professionals, optimizers that itself is going to be a serious sin. So we can’t make a mistake like that and the way to go about it is to put an investment upfront. Again that depends on how serious you are getting the right keywords or the right niche.

Jo Han: Well, Fabian. Thank you very much for your valuable insights on keyword research. I think as a guy who doesn’t know much about SEO, I am very, very impressed with the knowledge you have shared with our listeners out there. And what I have gathered from what you have talked about is that it’s very important to track the potential performance of the keyword or to track the actual performance. For that, you actually need numbers, statistical data and I know for sure there are advanced terms out there like RS and KEI. Can you explain what these terms means and why there are important in validating the potential of the keyword. Let’s just talk about RS first, what does RS really means?

Fabian: Sure, RS is actually a ratio that stands for results-to-searches. Now in plain English, it means the ratio of the number of websites listed versus the number of times the keyword is searched for. Actually it is a man-made term, used by guys who created keyword research software to help them to identify keywords which they should so-called optimize for. So typically in a very simplistic world, the higher the RS is, the more you should optimize the keyword for because it’s actually more so-called valuable. However, there are problems with this ratio because it is a simple ratio. It really ignores what they called a scaling factor. Now for example, let’s take a keyword with, let’s say 100,000 search results with 10,000 searches. It would give you a RS ratio of 10, right? You’ll get the same RS ratio with keyword with 1000 competitors and 100 searches. Now both have the same RS but it’s very clear that former one with the 10,000 searches is much more valuable to you. So RS is a very good, dirty way for you to figure out the value of the keyword, it is certainly a very simplistic way to understand the value.

Jo Han: Okay, wait. You mention the word “Dirty”, why?

Fabian: It’s dirty because it’s really, really quick and a simple ratio that anyone can try to compute. All you need is 2 columns on the spreadsheet and take the competition value divided by the number of times it is being searched to give you the value. There’s really no simpler way to develop a key performance indicator.

Jo Han: So you are saying that it’s not enough to just look at the RS and we have to look at the other things as well?

Fabian: Absolutely. Actually the flaw with RS ratio is what I have mentioned is the scaling factor, meaning that as the number of searches increased with competition, the value of the keyword should increased. Thankfully, an SEO expert invented another term as what we known by the “KEI” or Keyword Effectiveness Index. Now, this expert name Sumantra Rooy of 1stSearchEngineRanking and he was actually the one that came up with the word called “KEI”. This is also used by “WordTracker”, a very popular keyword research service to compute the keyword effectiveness in all the search term within an approximately 4 million keywords database. Now like what I have mention, unlike RS ratio, the KEI takes into account of relative scaling or what we call keyword demand to website listing and which is why it is emphatically the KEI formulae which help to scale the keywords as they increase in-demand and competition as well. Now, the formula is a little complicating so I wouldn’t want to go into it in so much detail, but I’ll be happy to provide you with the formula itself or the Sumantra Rooy website where you can learn more about KEI.

Jo Han: Okay, thanks Fabian. I think that our listeners will definitely appreciate that but I think they are not really into algorithms right now. But let me go ahead and ask you this, let’s put it in simple terms for our listeners to understand, you mention that KEI are much effective gauge of keyword. So let’s give them an idiot proof guide, is it the higher the KEI the better, or the lower the KEI the better?

Fabian: Similar the RS ratio, for the KEI as well, the higher the KEI the better.

Jo Han: Okay, because the scalable is much more accurate. You would prefer to look at the KEI rather than the RS ratio?

Fabian: Absolutely, although you would hear expert SEO guys identify weaknesses within the KEI as well. The point to note that while it is not a perfect model, the point is that you are not looking at perfect data to being with whether it's WordTracker, whether it's Overture, whether it's Google or whatever. What we are trying to look for is what we call relative competitiveness, relative effectiveness rather than absolute. What we mean by that is just because going to Overture and you typed in baseball, you'll get 700,000 searches per month and you look at football and you'll get 800,000 searches per month. It doesn't mean that football have relatively more searches than baseball because as I mention Overture's data is very, very scaled. But what Overture's data and WordTracker's data are more valuable. If you look at it from a relevance standpoint, for a keyword within your niche, so is car-tuning or vehicle-tuning is more relevant? I'll be more interested in the relative popularity than the absolute popularity itself. Taking in that light, then KEI became a very useful indicator.

Jo Han: Okay, Thanks a lot Fabian. I think you have also mentioned WordTracker which we have not mentioned in the second step. Why don't you go ahead and tell us what WordTracker is and probably a lot of people have heard of WordTracker or some of them have even use WordTracker. Go ahead and give us your opinion about WordTracker because to a lot of people out there, keyword research equals to WordTracker. Alright, they think that as long as I am have my WordTracker account I am doing my keyword research accurately. Is that true? Should anyone who is doing a keyword research accurately get a WordTracker account? Is that a must? So just give us your uncensored opinion on WordTracker.

Fabian: Firstly, I have to bring up the point that WordTracker is a tool. Just like any other tools, you know the saying, “Garbage in, Garbage out” is really true. You could, for example, we have talked about earlier, you have target the wrong niche, the wrong keyword and put that wrong keyword into Google. You’ll get the right results for the wrong market. So WordTracker is not going to help you identify whether a not the particular keyword is the right targeted market. But having said that, WordTracker is the leading company that provides you with over 400 million search terms within its database. So if you as me as a serious website owner involve in a lot of keyword research, I would say that WordTracker is definitely a worthwhile investment.

Jo Han: I think Ivan over here have very valuable insight on WordTracker as well, because I think I have a very increasing conversion with Ivan. So Ivan, go ahead and tell us what ever you know about WordTracker.

Ivan: Yah, as a personal user of WordTracker, I can say that it is invaluable in helping your keyword campaign. Like Fabian said, it is just a tool. It is one of the only 2 sources currently where you can get a relatively, reliable demand figures of your keywords. In addition to WordTracker provides you with a pay-per-click options and a variety of tools to enable you to expand your keywords list effortlessly. This includes things like similar keyword finder and misspelled keyword finder. So really, WordTracker provides you with required tools to expand your keywords as well as relevant research information.

Jo Han: Alright, thanks Ivan. I think, Fabian, you want to add to that?

Fabian: Sure. Essentially, WordTracker is also an efficiency tool. What it allows you to do is to import your own keyword list to up to 4000 keywords on the initial demand data. Now, obviously, you can also do that with Overture, the only problem is that you whether using a software or an online tool. It takes a lot of time to extract data to Overture because they do it one by one. For WordTracker, you have a mass import feature and it returns to you 400 results in 1 minute or less. And again, it’s the time that you are saving and because it has a 400 million keyword database, it is sufficiently robust and

comprehensive. Having said that I think I also need to mention that you need to understand that WordTracker is obtains keyword data or keyword statistic from what we call Meta-Search engine and they take from 2 sources. One is called doc file and the other is called MetaCrawler. The benefit of getting the data from Meta-Engines is that the automated software does not use Meta-Engine to query things like checking the search engine ranking so and so for. So it's a much more accurate way of gauging human demand.

Jo Han: Okay, so in other words, in simplistic terms, WordTracker is good, is valuable if you know who to use it?

Fabian: Absolutely.

Jo Han: Alright, I think that pretty much covers Step 2. Fabian, can you just lead us on to Step 3?

Fabian: Right, now you have completed Step 2. At the point of Step 2, you would have a mass or sizeable amount of targeted keywords generated from Step 1 and extended from Step 2. So Step 3 involves in prioritizing your keyword list generated through Step 1 and Step 2. The truth is that as webmaster we don't have unlimited resources, neither do we have unlimited time. So as much as we have a huge list, anywhere from 500 to 2000 keywords which are all could be fairly targeted but the truth is at the end of the day, when you do your webpage one-by-one, your keywords one-by-one. You need to devise a method of prioritization such that the more, what we call, profitable keywords get your attention and effort first. So step 3 involves in prioritizing your keyword list based on keyword profitability. Now I know you are going to ask me what keyword profitability is, so I am going define it to you as best as I can. Again as I define profitable keyword is one that is simply able to deliver targeted traffic to the website.

Jo Han: Okay, that's fair enough

Fabian: There's certain point to note is just that the keyword is in high demand it does not means that it is a profitable keyword. I think that listeners out there would understand that because we have already mentioned about that. There's another 2 points to note or to consider, is the targetness of the keyword is also very important. That means how targeted the keyword is. The more targeted the keyword, the more profitable it is. So what I am trying to say is that you have a keyword that is high demand and low supply does not means that it is profitable to you. Make sense?

Jo Han: Yep should be.

Fabian: So firstly what we are trying to achieve in keyword profitability is to rank our keyword which are most relevant to our product services and information in a higher priority. In that list of very, very targeted keywords we can use a proxy like KEI example to rank them according to KEI. The ones with the highest KEI would get our most attention, and you would want to focus on those so-called high KEI keywords and develop content around so that we can start getting targeted traffic to our website. Essentially that's what keyword profitability analysis is all about.

Jo Han: Alright, thanks a lot Fabian. I think we pretty much cover it in terms of research. We have 3 steps. So step 1 is to generate the keywords, step 2 is to expand on it and step 3 is to prioritize the keywords. We have this whole research down to pad but I think people have another issue to deal with when it comes to this whole keyword research subject and that's basically Keyword Management. I think that keyword management becomes an issue because a lot of people out there do not know how to manage their keywords. You guys, Fabian and Ivan, have developed a tool called the Dowser. I must say that it is the best tool I've ever seen. I think it's a must, absolute must for anyone who's doing keyword research and it's a heck of a keyword manager, I must say that the features built-in is really from people who have been doing keyword research in the trenches and they know exactly what tool to provide for people out there who are doing keyword research. And guys, these is your show, go ahead and tell the listeners out there

what your Dowser does and why it makes the 3 steps that we have just talked about an absolute breeze, on top of managing all the keyword research that you have just stated.

Fabian: Thank you, Jo Han for bringing up the issue of keyword management. This is one of our initial frustrations over the past few years of doing keyword research. We had tremendous difficulties trying to sort out our keywords, whether it is as I said, trying to identify a list or a group of research keywords, targeted, less targeted, related keywords. I mean the whole business of keyword research is only as effective as how you manage those keywords. It's easy to deal with keywords if you only have 10 to deal with but when you're having thousands of keywords, you must find a very efficient way of handling those keywords because different keywords means different thing to different people. The good news is over the course of last couple of months we have teamed up with a programmer from Russia to develop what we called the "Dowser", what you just mentioned about. Essentially the Dowser itself is really the only tool, that I am aware of, that allows you to do very, very effective keyword management to help you managed your keyword list from step 1 all the way down to step 3 itself.

Jo Han: I've actually been playing with the Dowser a lot. One of the things I've find been brilliant is that you guys have almost every features that a keyword researcher needs, built into that software. Now obviously it's very hard for me to explain in audio exactly what the Dowser does but one of main feature that I really appreciated is the whole formatting tool that people can use for running Google AdWords campaign. Not everyone uses keyword research to optimize a site for AdSense revenue. Some people use it for pay-per-click campaigns, some people use it for niche marketing and yada, yada... the list goes on. But you see one of the problems that I faced as an internet marketer is when I was trying to run my Google AdWords was how to format my keywords in the way that comply to what Google wanted.

For instance, it could have been in bracket, quotes or simply by itself. You see, the problem was, I get so many keywords out there, I didn't know a tool out there that could format my words with quotes. I had keywords of, say 300, I actually did it manually. That

was real stupid but I didn't know of a tool that did that! Simply because no one told me about that and I couldn't find it anywhere. Finally I stumbled across a webpage, a few webpage that did that. I think that was bad for the whole internet marketing because a lot of people actually missed out the power of Google AdWords simply because they end up not formatting their keywords and ended up bidding on broad word keywords. As the result, they lose money on their campaigns. So this is one feature that I definitely appreciated and there is actually a similar tool out there be paid for. But you guys have free! Alright, so that something I appreciated a lot and there's also a highly comprehensive defaulting function in the software itself which I think it's just wonderful. It's just so professionally done, I can go on and on about the dowser but I think I'll just let you guys talk about your software.

Fabian: Thanks a lot, Jo Han for the great compliment and you're right that one of the functions of the Google AdWords matching on the dowser was created because basically we ourselves do a lot of Google AdWords campaign. Now when you take that functionality which is available in our free edition, even and you combine it with keyword management and what you end up having is a very powerful combination. Now, let me explain. Now what very few people know about Google AdWords is that for any particular keyword, you can create multiple match type for that keyword and assign different cost-per-click value. For example, I can have "How to mow a lawn" as a keyword I can chose it to a broad match and allocate maybe, 6cents. I can have the same keyword and have the exact match and have a higher value because I know that when someone types in that 5 phrase keyword, it's really targeted to my market so I can increase the cost-per-click to 25cents. Similarly for the phrase-match I can probably allocate the value between the exact-match and the broad-match. The good thing about the keyword management function is that you can have an initial keyword list of, let's say, 100 keywords. You can then selected which of the keywords you want to purchase, broad match to and essentially shift it into a sub-list within the Dowser, so I can export that for broad matching for Google AdWords campaigns.

Jo Han: I think that most people out there does not know about the whole dynamics of broad-matching and phrase-matching and stuff but once they start playing around with your software, they will start appreciate the effectiveness of the tool because I for one, really appreciated it and I think it's really one of the best keyword tool that's out there. I think, why don't you, Ivan, I think you're heavily involved in development of the whole tool and spill your guts on the kind of horsepower that your software has.

Ivan: Thanks Jo Han. There are many keyword research tools out there in the market today. We did a study and found that most of them give you the capability to give you large list of keywords. So you have tons of keywords returned to you but none of them provides you with the information you need to manage your keywords and the demand information you need to make for educated guess on whether it is the suitable keywords to use in your optimization efforts. So with this in mind, we went about developing the dowser and really like Fabian mention earlier, we feel that we provide all the capabilities that existing keyword tools provide on the market and more.

So really, we haven't have a chance to discuss, for example pay-per-click keyword optimization, which really a whole separate area of discussion but very important to a large group of marketers out there but our tool has been catered to meet their requirements, in terms of campaign management of keywords. It's very important for them to track their keywords and group their keywords appropriately. For example, they may even use them same keyword but use it in both organic as well as pay-per-click search. You want a way to use the same keywords but in two different areas and know that you're using in this 2 different areas, so that by using our Dowser classification feature, you can easily do this. Additionally, they can add additional notes that they want, anytime on each keyword. For example, its usage, its conversion, all this notes can be added per keyword and all this capability is built-in

Jo Han: I am really, really impressed, Ivan, because what you're saying to me seems like the dowser is really the command center for all your keywords that are going to bring in money for you. I think that's really important because I think people like the whole

concept of having everything centralized together in one whole area. I, for one, my list, my own list of people in one command centre, with everything, like autoresponder, affiliate program and everything in just one control centre. I think most of people out there who are not using the dowser have scattered sub-directory on the documents and it's basically a mess if you ask me. If you ask them to find some keyword data that they have obtained sometime ago, chances are that they have lost it somewhere and they'll just tell you that "Hey, it's somewhere in my hard drive and just give me sometime to dig it." and I think that when you start using the dowser, you'll have absolutely no problems managing with the huge list and everything is available, right at your fingertips where you want it.

Ivan: Exactly, the mantra for internet marketing seems to be "Automate, automate, automate". And really I'll like to highlight how much time you can waste and how much frustration you can experience if you do not automated your keyword research process. So really, we are talking about having the right strategy which is part of what today's call is all about but at the same time helping you to automate as much the process as possible and this is what the Dowser is created to provide.

Jo Han: Right because I think time is really the most valuable asset an internet marketer possesses. So Fabian, how long do you spend on keyword research? How much time do you spend on keyword research on average?

Fabian: Well, Jo Han. It depends on the number of project I have or various deadlines of the projects. But essentially if I take the assumption that it's a totally new website project which I am conducting keyword research. It would take me probably like about an hour to come up from the initial brainstorming to the final keyword list itself.

Jo Han: I must say you take exceedingly short time as it used to take me days. Of course, I don't do any of this stuff now, with someone else who is using the Dowser, helping me with my keyword research. But contrast is with the day you function without the Dowser, prior to you guys developing this tool. How long does it take you?

Fabian: That's a very, very good question, Jo Han. It certainly took me much, much longer and the process was still the same. I still have to go through step 1, step 2, step 3 but because I didn't have a tool to help me organized my keywords, classified, sort. It took me 4 times as much, it literally took me half a day. I have to deal with multiple files, for example I was researching for a keyword, like the wedding industry and I found relative keyword like bridal. I have to basically group them up together and when I came up with a list of like 800 keywords. I have to again look at the 800 keywords and reclassify them which was a very, very time-consuming, very inefficient and a pure time-waster.

Jo Han: I think that brings up one of the problems I faced when I was doing keyword research. When I have a huge list of keywords, I usually end up with duplicates in my various lists. My problem is how to eradicate those duplicates and I couldn't find a solution to that and I have to have my assistant go through the whole keyword list and manually remove them and even so the potential of human error was really there but I realized that you guys have the feature built-in and have the duplicates eradicate at the push of a button. I think that's really awesome.

Fabian: The good news is you don't even need to push a button. The Dowser is automatically designed to automatically de-duplicate a keyword list. So let's say, through your initial independent research, you have actually 200 keywords, import them into the Dowser and it automatically de-duplicates for you.

Ivan: This is my exact same experience with the Dowser. Before this, I just like to share a story, I used to create niche sites and one of the projects I worked on was on the lawn care niche site. So, in order to get the keywords required for this niche sites, we have to research and we found that researching by hand was too slow, so we purchase some list from the internet from those who provide niche keywords list. We purchase some list and we combine that with our existing research, so we need a tool that can easily remove

duplicates from this combined list of keywords and for the tool we create can easily do that right now.

Jo Han: For the listeners out there, you need to be aware of that just the whole removal of duplicates function is actually worth \$67 because I know keyword tools out there, that are being sold for \$67 or as much as \$97, just to get that function and just to remove duplicates and you guys are actually providing it free. I think that is a great service you guys are providing for the internet community, which brings me to a point whereby I understand that you guys actually have 2 version of the Dowser. One is the free version which is exceedingly powerful. The next one is the professional version which I think it packs much more horsepower but the thing is I need you guys to clarify this on the call why should one person chose from the professional version over the free version?

Fabian: Good question, Jo Han. Maybe it's time that I'll just clarify to the listeners that. Well, we have talk about the keyword management, the de-duplication, the Google AdWords matching process, being able to query overture, being able to import a keyword list and find out Overture demand. These are all available in the free and professional version so you don't need to spend a penny to inherit all this benefits. All you have to do is go the website dowser.com to download the free edition. We would even ask you for your email address, we would even ask you for registration. This is really our way of giving back to the internet community and we believe that those of you who will really find the immense value of the tool itself. Now of course, to elaborate further, we have a professional version. I think it's appropriate for Ivan. Ivan is the Chief Technology Office of the dowser so I think it's probably best for him to elaborate on what the professional version over the free version.

Ivan: Thanks Fabian. You really mentioned some killer features in the free version already. I like to add that we also have some other features, for example the ability to sort and filter any of the data in the keyword list. In additional, it gives you important statistics present in each phrase that you import. This is really important for marketers who are familiar with browsing versus buying keywords so for example you want to sort

your list for only browsing keywords which are less than 2 words in length. The professional version was built with more groups of marketers in mind. If you are a pay-per-click marketer, a WordTracker user, an AdSense marketer or a niche website builder, you'll find the features in the dowser professional indispensable to your daily work.

Fabian: Point to note that what we have discuss before, the 2 common statistics which is the RS ratio and the KEI. The good news is that the dowser professional automatically calculate the RS and KEI for you, so you don't have to open up a spreadsheet to calculate those numbers on your own. The other point to note is that the professional version offers you what we know as the results Google supply. By having both the demand and supply information at one viewing, it allows you what we spoke about is keyword profitability so with the professional version you will have both demand supply, RS, KEI all displayed side by side. It is a very simple method for you to do advanced sort for you to determine which keyword you should start focusing on.

Ivan: Thanks Fabian. I'll like to highlight another group that can benefit immensely. These are people who used WordTracker, the service you mentioned earlier. If you are a WordTracker user, you want to find hundreds of quality keywords to enhance your website. When you do your research in WordTracker, you'll find that they'll have the capability to give you the hundreds of keywords and in fact you can even store the results in WordTracker, but however if you want to do further analysis or reporting on those keywords. There isn't a easy mechanism to do so on WordTracker. So using the dowser professional you can import in 2 different ways, you can import directly from the webpage or the WordTracker sends an email on the keywords which you have done for your keyword research. Once imported into the dowser, you can easily do you analysis, sorting, filtering and management from all within the dowser. At the end of the day, when you are happy with all your keyword research done, you can export your keyword research in a variety format, including csv, html and text format. So really WordTracker user will find this tool a godsend because they would be able to save research data and retrieve it anytime they want.

Fabian: A very good point, I think another very powerful feature in the dowser is what we call customizable columns. In many of the software that you have today, most of the columns are what we call fixed columns meaning that the way the data is being organized, the way that the day is being fixed. The dowser have a very powerful feature called column management, you can organized your columns in terms of which column should be on the right, on the left, in the center, so and so for. Now, if you considered WordTracker, it basically provides you data from over 10 search engines for example. You can easily turn on and off columns as you see fit. The other meaning of the dowser professional, in terms of columns management, it allows you to put WordTracker data and non-WordTracker data side by side for comparison. So what you have then is very complete dashboard information of KPIs, of Pay-per-Click information, of top bid information for each keyword, allowing you to very easily conclude the profitability, in terms of how much you should pay for the keywords in Google for example. Because another benefit for the pro is that, let's say extract the top ten bid prices from Overture and enhance, so the pay-per-click users will find the dowser professional totally invaluable in that sense.

Ivan: I like to add to the point about pay-per-click professional out there. We have features out there to make your life easier. For example, if you are running a pay-per-click campaign you need a method to easily categorize your keywords into different categories. For example, whether you are using paid versus organic search, the dowser allows you to classify the keywords at the same time, helps you to determine the keyword profitability. By using this term differently from what you meant earlier, in the sense that when you are pay-per-click professional, you have to consider other aspects of the keywords besides the demand and supply.

Fabian: Ivan, I just want to add a little more about our pay-per-click functionality and about how it would really benefit pay-per-click marketers. As part of the dowser professional version for each keyword as I already mention, the dowser professional automatically imports the top ten bid prices for both overture and enhance pay-per-click

search engine. Now in addition to that, it also imports the actual pay-per-click ads that the pay-per-click advertiser uses for the advertisements. Apart from the bid prices, the dowser professional also tells you the number of advertisers bidding for each keyword. You can know for example, for Google AdWords how many ads are there for any particular keyword, the same goes for overture and enhance. So for each of this physical number of ads, so in summary, the dowser professional for the pay-per-click marketers would value and appreciate the number of ads, the bid prices and the number of the actual ads and this information are all contain within the dowser professional itself.

Jo Han: Well, thanks a lot guys. I think based on what you've said so far. I really am of the opinion that you guys are seriously under selling this tool because there's really much, much more that the dowser can actually do and I can only just touched on some of the keyword feature that the dowser can really do. Now, don't be shy.

Ivan: Thanks Jo Han. We truly believe that the dowser's ease of use and the automatic digging modes will saves you lots of time when generating a huge list of quality keywords for your keyword research project. In addition, it helps you identify under-exploited markets thru our KEI or RS, the ratio which Fabian was discussing earlier. The key feature which I have mentioned earlier is list management which no other tool provides. Using that feature you can organize the keywords into multiple campaigns and project and manage them for both SEO purposes and pay-per-click purposes. Additionally, no other tool provide you with the ability to display and analysis comprehensive data of each keyword side by side, you can export the data in variety formats as well. Another nugget which I haven't shared so far is that many people are interested in how a keyword performs over different seasons. For example, you might have seasonal frustration in demand for keywords, related to Christmas for example. You want to track how this same keyword "turkey" does over the rest of year. Our tool provides you with the ability because our tool can check demand down to granularity of months, so you can have a month-by-month figure return for demand.

Jo Han: I think a lot of people will definitely appreciate the whole feature of being able to justify the keywords and just analyzing the potential performance in advance. Now just tell me something about future development of the dowser because I think you are doing an excellent job with the dowser currently. I think people will appreciate the kind of input that you have over a prolonged period of time. Would you just go ahead and expound on what you foresee coming out with the dowser? And how people are going to benefit from those updates you will be providing?

Ivan: Thanks Jo Han, we are currently in Beta testing of a few new add-ons. I'll describe a few to you. We have misspelled keywords generator, this is self explanatory actually. It will help you to expand the keywords that you currently have. At the same time, we would be able to use the thesaurus or synonyms function to help expand your list of keywords. Fabian mentioned earlier, the use of log files in providing you a more detailed analysis of keyword that people are using to access the website. We are going to provide you the log files analyzer and this is also in beta testing. Basically, the key feature is that you can just simply import your log files from you current web server and from there gain valuable information on how people are gaining access from the website and which keywords are performing and which keywords are not performing. Another valuable module would be, a module that can extract keywords from the competitors' web pages and probably the last add-on that I would like to highlight to you today, is the custom import add-on. Basically this would open up endless possibility for users as they can now import any data they want and attached to keywords that they currently have in their research database.

Jo Han: Well thank you very much, Ivan. That is a whole mouthful of additional features coming out from the dowser and I am sure that our listeners would be as excited as you are and I have an additional question and I think this is going to be my last question. Are those updates that you have just mentioned, going to be free for existing customers?

Ivan: Yes Jo Han, we are actually selling the dowser professional with a one year free upgrades policy. So these features that I've just mentioned would be rolled out over the

coming months and in fact many of them are already in beta testing. So we expect to deliver these features to our customers shortly.

Jo Han: Well Ivan, I understand that why you're giving them the one-year upgrade policy and not a lifetime upgrade because I know first hand that you guys have invested in R&D for this whole tool. I mean, guys, if you are skeptical just go ahead and check out the tool and you'll understand what it takes to create a tool that is this powerful and I'll definitely recommend anyone who is listening to this call right now. Just go ahead and upgrade the version right now because you've heard the differences between the free version and the professional version. I think that there's a lot of stuff in the professional version you cannot do without if you are serious about doing keyword research. I think if you are just looking for a keyword management tool, the free version is fine but if you want up-to-date statistics, you want all the powerful features that Ivan and Fabian have described, it's only available in the dowser professional version and I strongly urge you to upgrade the free version to the professional version. But all that being said, I think you owe it to yourself to at least play around with the free version and just check out some of the powerful features within the free version itself, and I think as much as we have talked a lot, I think the proof is in the pudding and the free software that you have just gotten speaks for itself. and I think for this call how important it is for you to get a proper tool like this to help you in a keyword research. And with that, thank you, Ivan and Fabian for generously sharing your expertise. It has been a long call and I think our listeners have gained a lot of valuable knowledge from the insight that you have shared with conducting proper keyword research. So thank you very much guys for listening and we hope that the tools and knowledge that we have shared with you will help you make lots of money from your keyword research and you would be able to turn words into gold. So thank you very much and good night.

Ivan: Thank you

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The End