

Dear denny burzynski,

Here's your keyword results:

Nos KEI Analysis, Count, 24Hrs, Competing, Keyword

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1,	0.012,	13,	2, 13900,	fender super reverb
2,	0.007,	13,	2, 24300,	fender deluxe reverb
3,	0.004,	13,	2, 37900,	fender twin reverb
4,	0.000,	29,	4, 2700000,	reverb

There are currently 313168488 total queries in the Wordtracker database.

Here's what the terms mean:

KEI (keyword effectiveness index) - a calculation based on the popularity of the keyword and the number of competing pages in MSN results. The higher the KEI, the more attractive the keyword may be.

Count - the number of times the keyword appears in our database of searches by real people.

24 hours - our prediction of the number of times the exact keyword will be searched for on MSN in a 24 hour period.

Competing - the number of pages returned in the results when a search for the exact keyword phrase is conducted on MSN.

Denny's Analysis of KEIs

As defined at http://www.wordtracker.com/database_help/keihelp.html.

P = a word's popularity → I assume this is "count" in the above analysis

C = The "competitiveness of a word" → I assume this is "Competing" in the above analysis.

Then, $KEI = \frac{P^2}{C}$ as described in the word tracker site.

1. For the word “fender super reverb,” the

$$KEI = \frac{P^2}{C} = \frac{13^2}{13,900} = 0.012$$

This means that that we can expect this keyword to appear in about every 12 out of 1000 sites the search engine searches.

2. For the word “fender deluxe reverb,” the

$$KEI = \frac{P^2}{C} = \frac{13^2}{24,300} = 0.007$$

This means that that we can expect this keyword to appear in about every 7 out of 1000 sites the search engine searches.

3. For the word “fender twin reverb,” the

$$KEI = \frac{P^2}{C} = \frac{13^2}{37,900} = 0.004$$

This means that that we can expect this keyword to appear in about every 4 out of 1000 sites the search engine searches.

4. For the word “fender twin reverb,” the

$$KEI = \frac{P^2}{C} = \frac{29^2}{2,700,000} = 0.0003$$

This means that that we would not expect this keyword to appear in about 1000 sites the search engine searches.

In this case, $KEI = \frac{P^2}{C} = \frac{29^2}{2,700,000} = 0.0003$ so that we would expect this keyword to appear about 29 times in about 10,000 sites the search engine searches.

A formula for KEI

i) If P increases, P^2 increases and hence KEI increases. Hence, Axiom 1 is satisfied.

ii) If C increases, KEI decreases and hence, Axiom 2 is satisfied.

iii) If P and C both increase such that P/C is the same as before, KEI increases since KEI can be written as

$KEI = (P^2/C) = (P/C * P)$. Since P/C remains the same, and P increases, KEI must increase. Hence, Axiom 3 is satisfied.