

Keyword Commercial Viability

A Special Report By Ron Morefield

Overview

Tools like Google Keyword Suggestions, WordTracker, and Keyword Elite provide excellent ways to find out the keyword phrases that are actually being used in searches, the number of searches being done, the Organic Search Engine competition, and the Pay Per Click competition. What they don't tell you is how likely someone using the keyword phrase is likely to purchase something from you. Obviously, you would prefer to optimize your site and pay for keyword phrases that will lead to revenue to your site.

Microsoft does provide such a tool, and it's free to use.

Using The Tool

You can easily get to the tool from your DMC elite associate back office. Just click on the **Resources** menu and select the item **Keyword Viability**.

Next, enter the keyword phrase you are researching into the text box labeled **URL/Query** and click on the radio button marked **Query**.

The tool will return a number between 0 and 1 that indicates the commercial viability of the keyword phrase. The closer the number is to 1, the more viability the keyword phrase has for the user making a purchase on your web site.

For example, consider the following two keyword phrases and their scores.

Pain relief	0.18134
Pain relief herb	0.66564

The second phrase has a much higher score and is the preferred keyword choice to use for monetizing your web site.