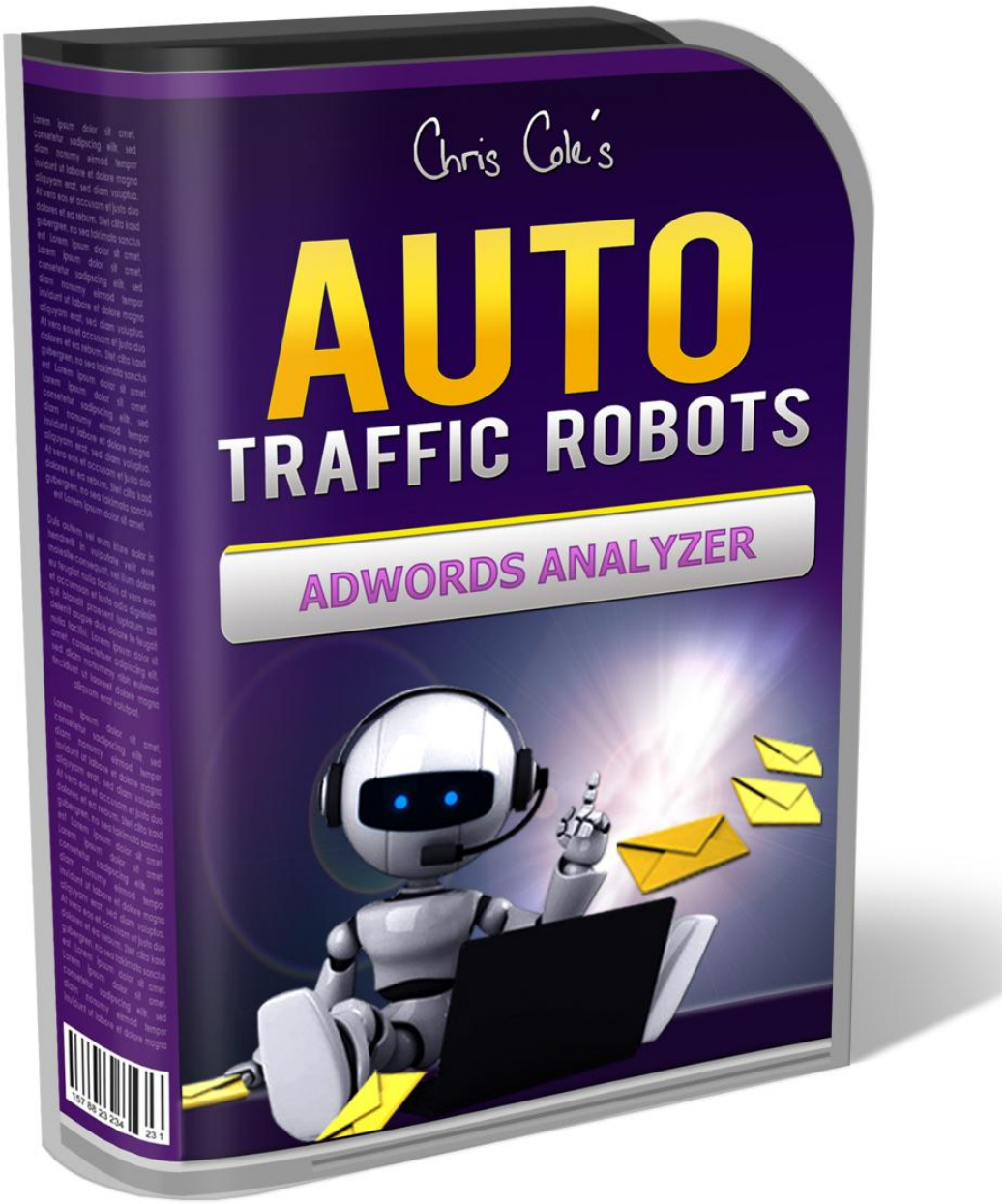
Ad Word Analyzer

User Guide



By Chris Cole

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Author's Note

Hi There,

It's Chris here. Just a little background on myself… I've worked in various marketing agencies for more than 9 years. However I was forced to retire early at the age of 33 due to some chronic back injuries. Because of that, I lost my day job. You know how big corporate companies are like. Lose your value and out the door you go.

Forced into a corner, I had no other choice but to turn to the internet to try to earn some income. I've tried countless programs, recommended by business magazines or my friends on the internet. Unfortunately a lot of them were hard to implement or just plain scams. You should be familiar with this if you're reading this now. =)

It was a hard route and it was only through trial and error that I finally made it. After mastering the art and science of marketing online, I'm happy to say that I now earn a steady 5 figure income every month. People regularly invite me to speak at seminars and I'm a much sought after speaker too. Life is just good.

Now I would love for you to have this similar opportunity, to actually create massive wealth beyond your wildest dreams. With this program you'll find the secrets to success, all laid out in simple step-by-step instructions. As long as you are willing to learn and commit yourself, you too would be able to enjoy a worry-free and financially abundant lifestyle.

Your journey starts today.

Keeping it real,
Chris Cole

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Introduction

This document is a detailed guide for using the “Ad Word Analyzer”. Instructions for each of the tasks are located in the appropriated sections of this guide.

Installation Procedure

In order to begin installing the “Ad Word Analyzer” double click the “AdWordAnalyzer.exe” file. The following screen will be displayed.

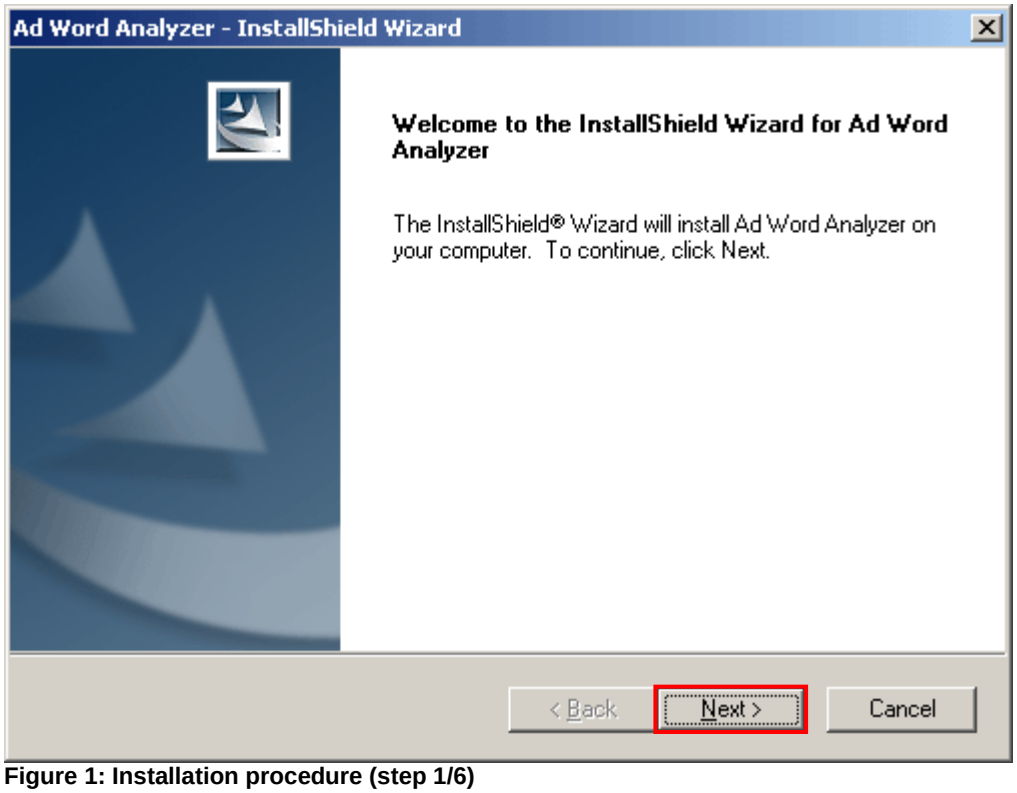

Figure 1: Installation procedure (step 1/6)

In order to continue installing “Ad Word Analyzer”, click on the “Next” button and the “License Agreement” screen will be displayed.

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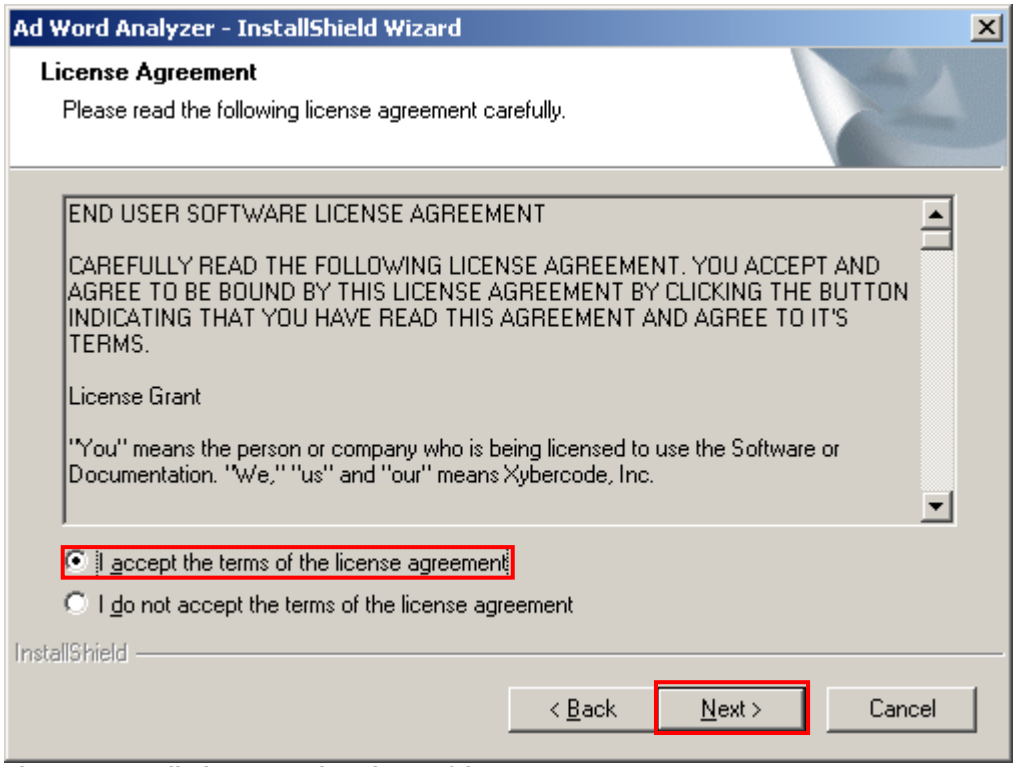

Figure 2: Installation procedure (step 2/6)

Select the “I accept the terms of the license agreement” radio button and click the “Next” button. The following screen will be displayed.

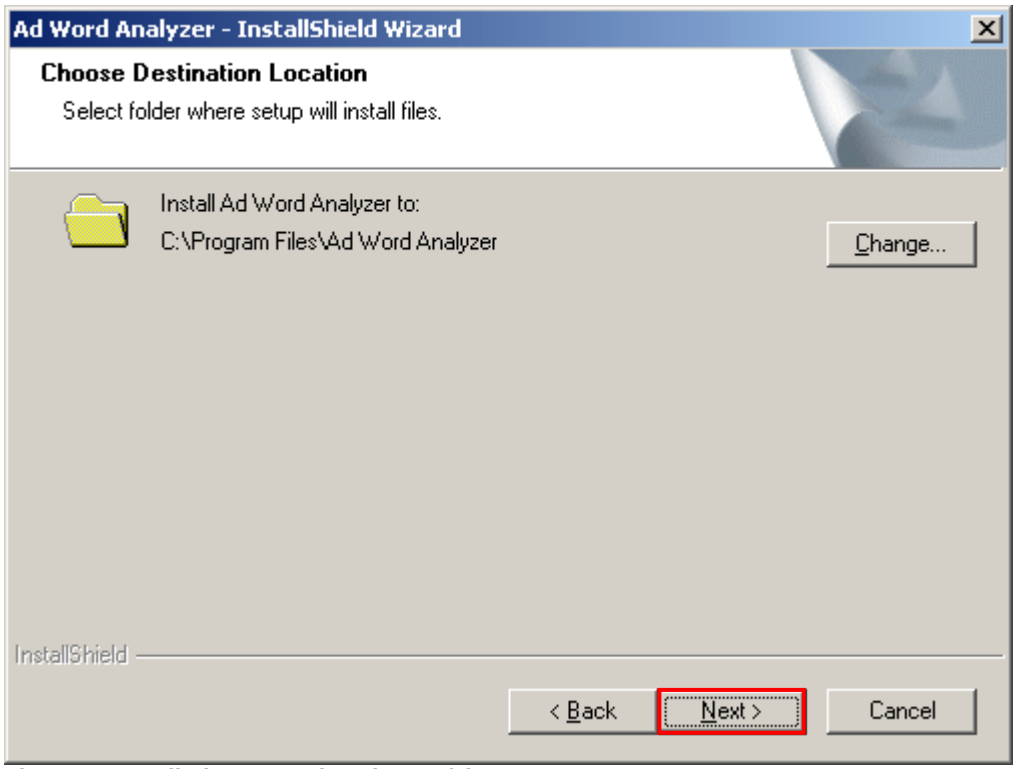

Figure 3: Installation procedure (step 3/6)

You can choose to install the application to the default directory or set the desired folder by clicking the “Change” button. Once you have defined the destination location, click the “Next” button. The following screen will be displayed.

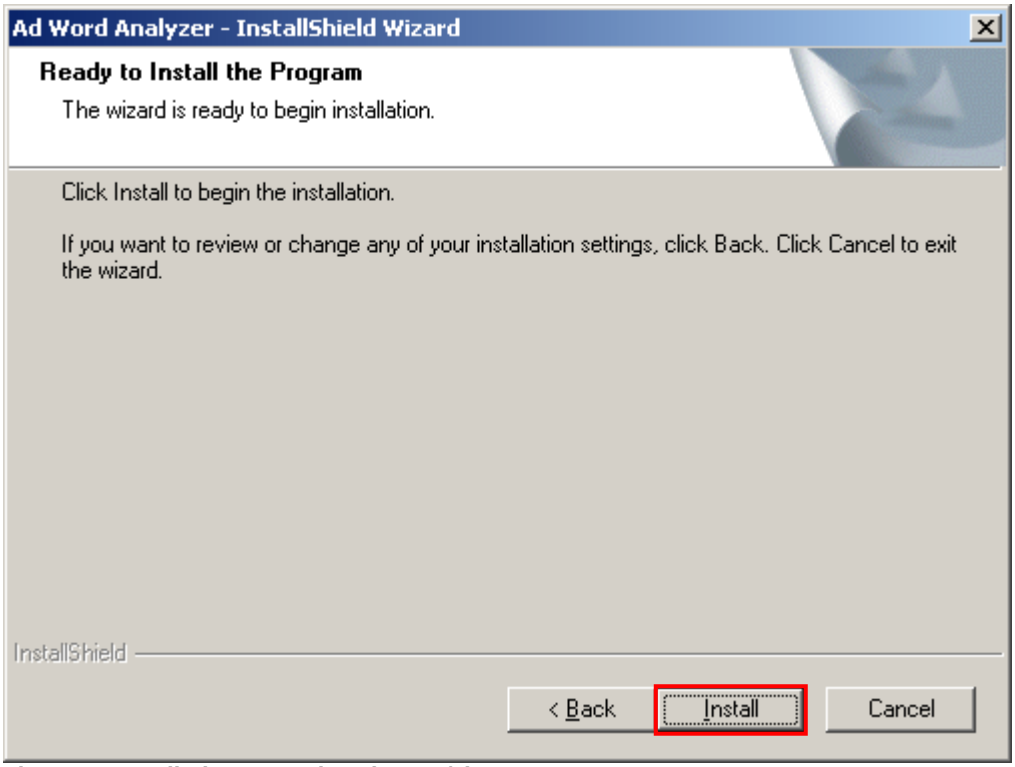

Figure 4: Installation procedure (step 4/6)

Inside this screen you can still determine to go back and change the settings, or click the “Install” button in order to install the application. The following screen will be displayed once you click the “Install” button.

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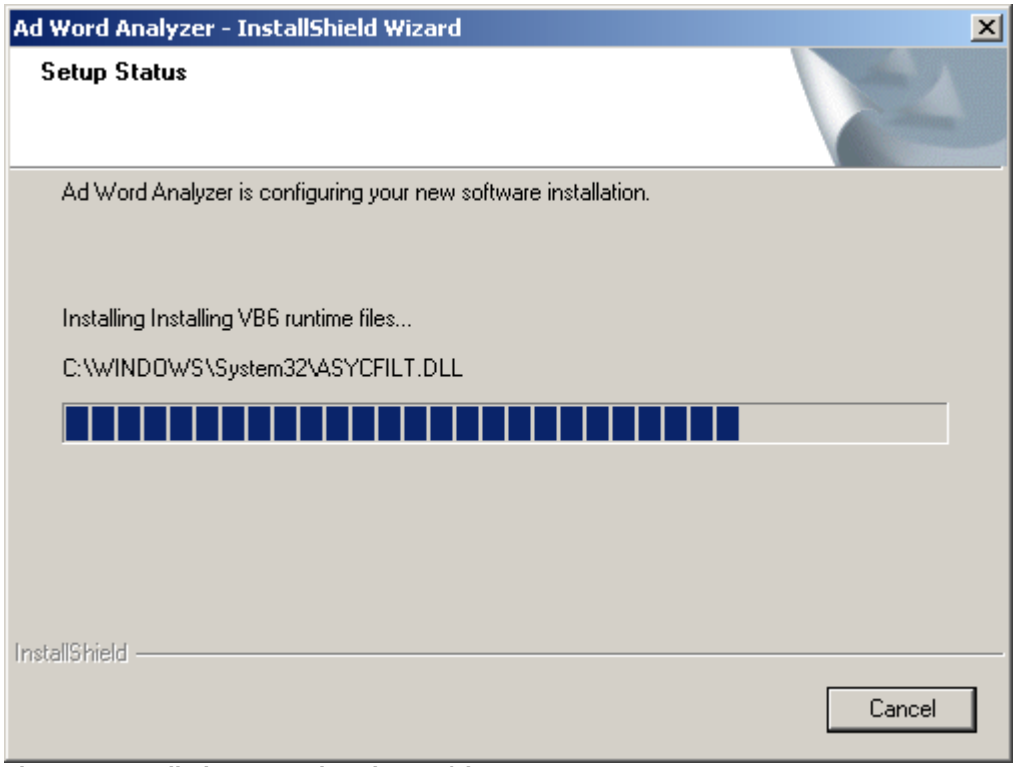

Figure 5: Installation procedure (step 5/6)

The progress indicator will be displayed. Wait until it reaches the end and the following screen will be displayed.

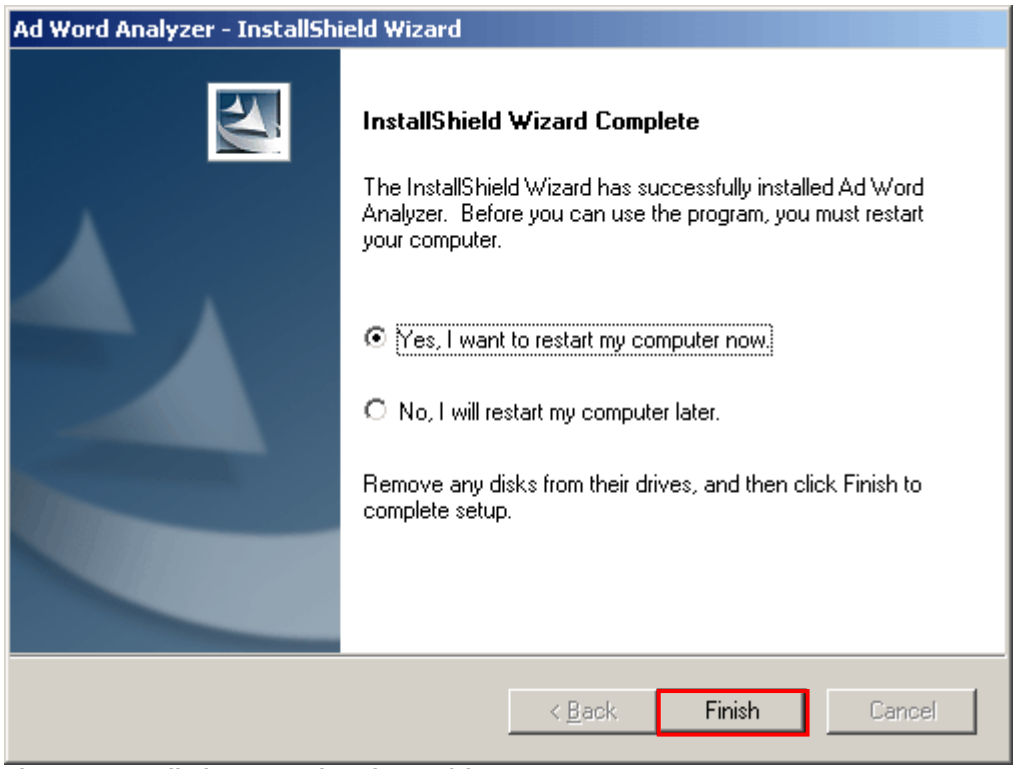

Figure 6: Installation procedure (step 6/6)

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The “Ad Word Analyzer” requires a computer restart prior to starting it for the first time. Choose to restart it immediately or at some other point and click on the “Finish” button in order to complete the installation procedure.

Ad Word Analyzer Interface

This section of the document will give the definition of the “Ad Word Analyzer” interface. The interface contains the following elements:

- **File Menu** – see section 0 for further information
- **Datacenters Menu** - see section 0 for further information
- **AdWords Tools Menu** – see section 0 for further information
- **Window Menu** – see section 0 for further information
- **New Search** – option for performing the new search concurrently
    - **Note**: the number of searches that can be performed concurrently is mostly function of available bandwidth, broadband connections such as Cable, DSL or Wireless allowing for a larger number of concurrent keyword searches.
- **Open Saved Report** – option for opening a previously saved report
- **User’s Manual** – option for accessing this manual
- **Report Menu** – see section 0 for further information
- **Edit Menu** - see section 0 for further information
- **View Menu** - see section 0 for further information
- **Item Menu** - see section 0 for further information
- **Keyword Saving** - option for choosing whether the keywords will be saved with "Quotes", "No Quotes" or "No brackets"
- **Stop Search** – option for stopping the search currently visible inside the results screen
- **Save as AWA Report** – option for saving the results so you can access them and use them subsequently (see section 0)
- **Save as CSV Report** – option for saving the results as CSV Report (see section □)
- **Save Keywords** – option for saving the keywords (see section 0 for further information about saving the keywords)
- **Print Report** – option for printing the report
- **Use Quotes** – use this option to add quotes to the search
- **Start Search** – option for starting the search

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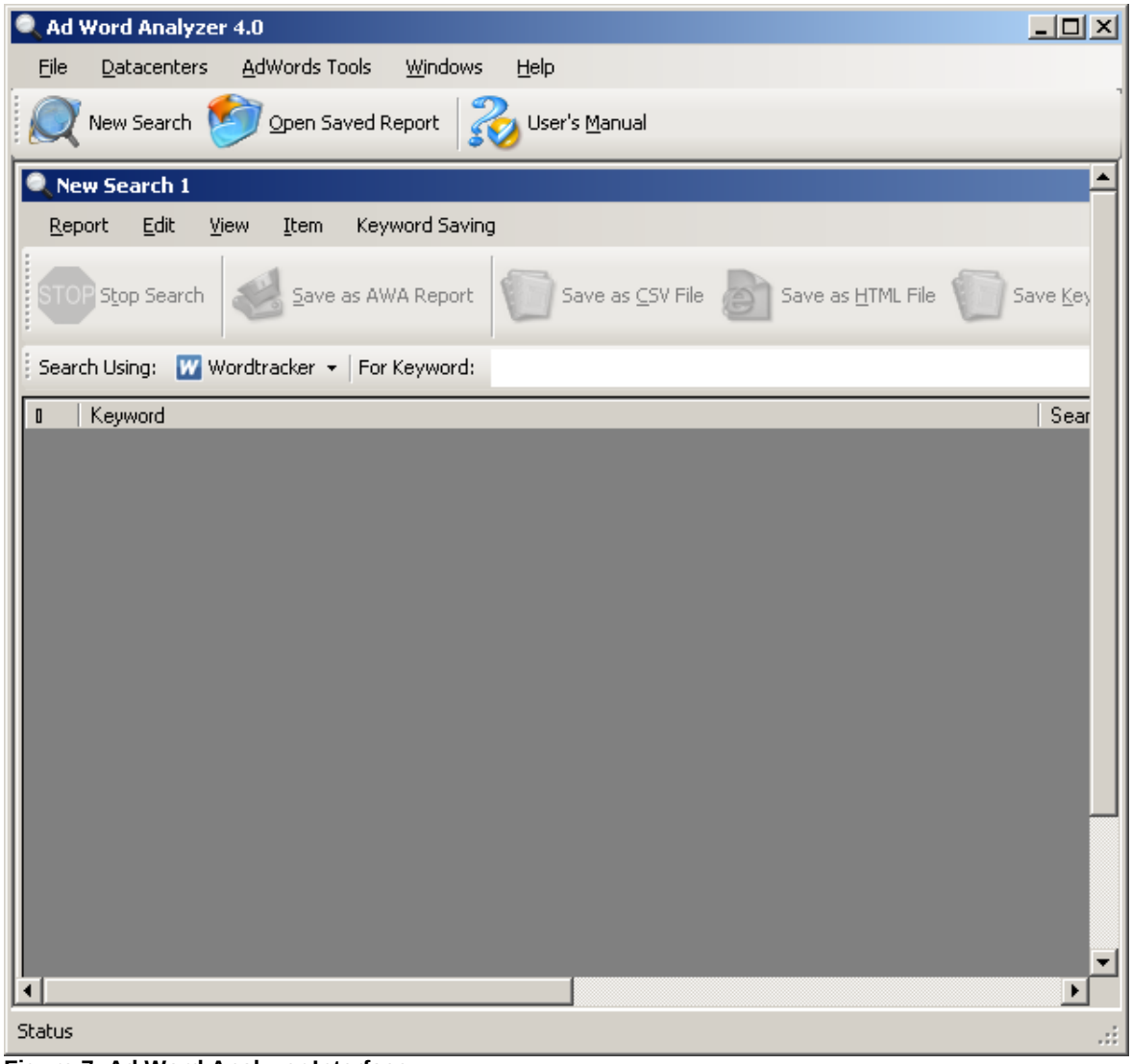

Figure 7: Ad Word Analyzer Interface

Performing the Search

In order to perform a search, choose the desired method (Google Sandbox, Wordtracker. Text File or Master Keywords File – see section 0), enter the desired keywords and click on the “Start Search” button.

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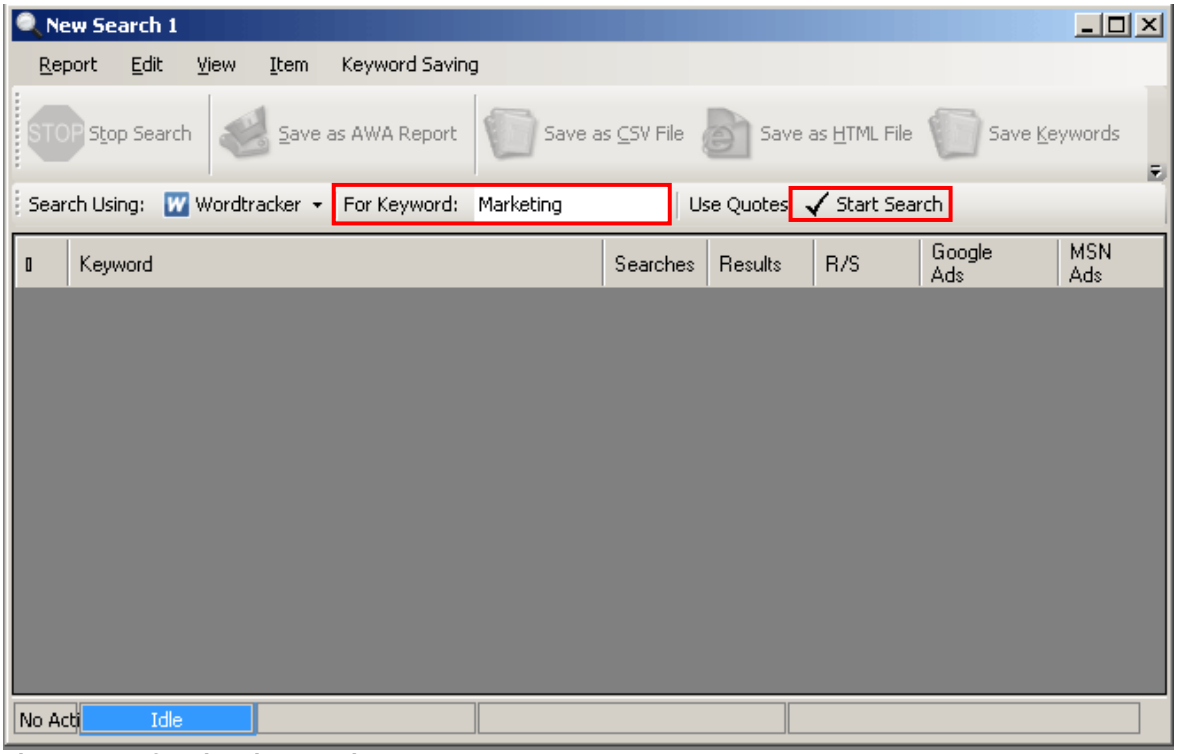

Figure 8: Performing the search

The dialog for solving the CAPTCHA image will be displayed.

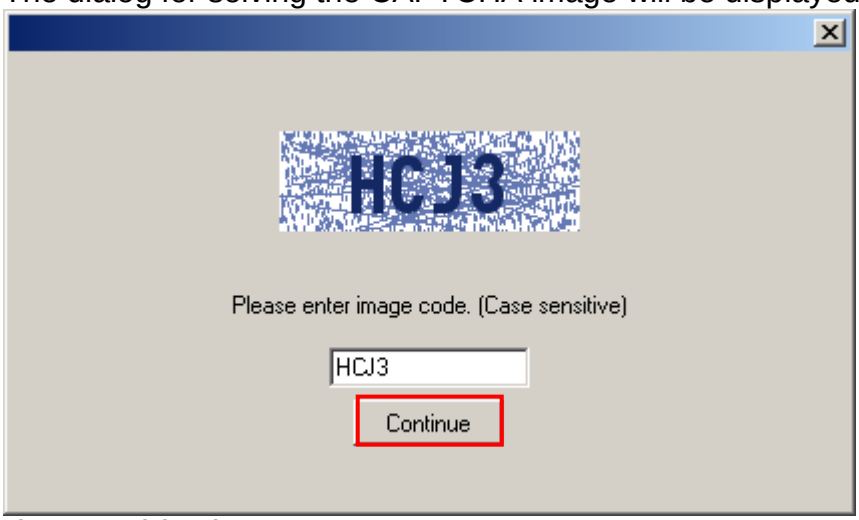

Figure 9: Solving the CAPTCHA

Enter the characters and numbers displayed in the image and click “Continue” and Ad Word Analyzer will begin fetching the keywords.

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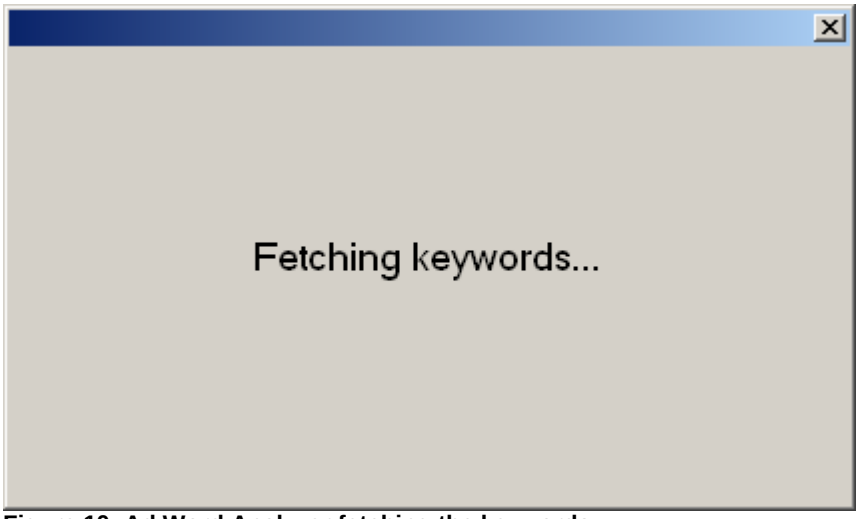

Figure 10: Ad Word Analyzer fetching the keywords

After a few moments, Ad Word Analyzer will begin displaying the keyboards you will be able to monitor the progress at the bottom of the screen.

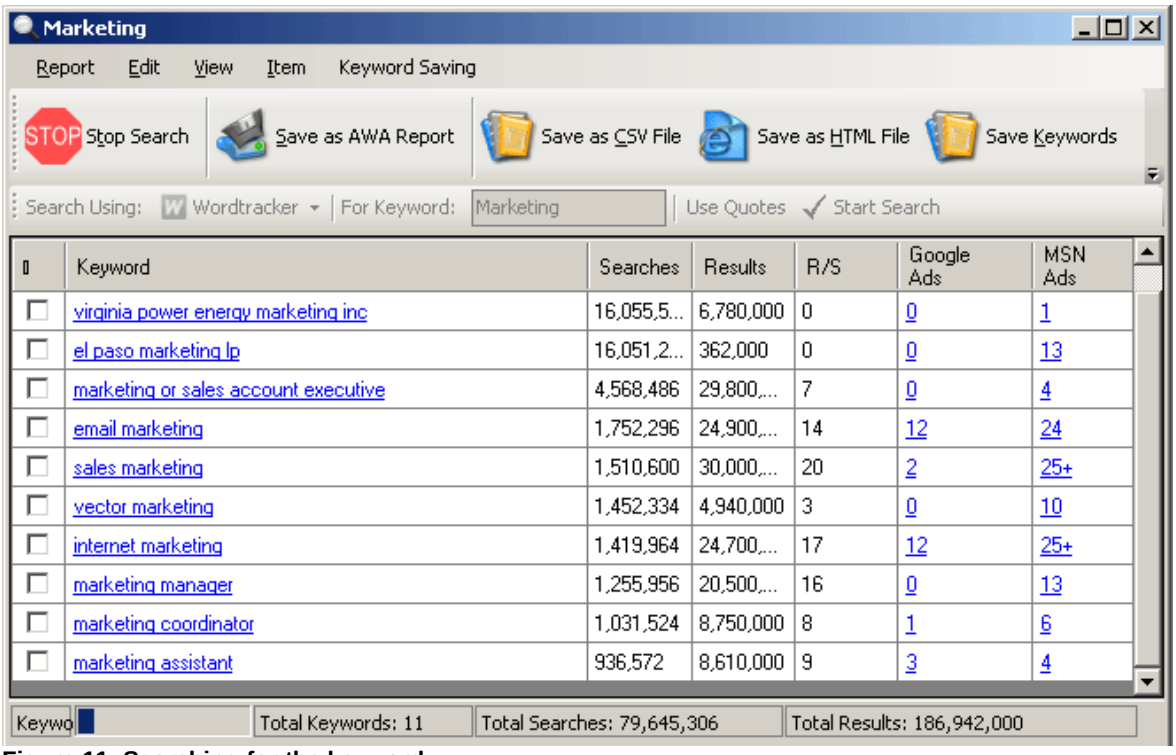

Figure 11: Searching for the keyword

Note: the search may take a while depending on your internet connection speed and the number of available results.
After the search has been performed you will have various options such as:

- **Saving the results** – there are several possible formats for saving the results including CVS, HTML and AWA format

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- **Performing a new search from the selected keyword** – to perform a new search from the selected keyword, right click the desired keyword and choose the “Launch in new search window” option
- **Collecting adwords CPC and Daily Clicks** – see section 0
- **Displaying the competitive ads** – see section 0
- **Filtering the results** – see section 0

Each of the procedures are explained in detail in the rest of this document.
Notes:

- By default, Ad Word Analyzer will save all results in the results window. However keywords can be deselected if required by clicking the gray box at the top left of the results next to “Keyword Phrase”

- In addition if you want to exclude particular keyword in order to omit it from files used for saving the keywords, select the checkbox next to the desired keyword

- If you only want to save the selected keywords, then use the **“Save Keywords As”** option from the “File” menu; this option is located under “File” on the main menu only, and will allow results to be saved as a plain text file, with quotes or brackets if the option was selected during the search process. Selecting this option will open a window where the file name and location where the results text file is to be saved can be specified. This is the option to use when only saving the selected, checked keywords displayed on the results screen rather than all keywords

- **Save Keywords**: this option will save the results in a file called by default “mykeywords.txt”. This file is created within a directory called “My Keywords” which in turn is located in the “My Documents” directory within the “Documents and Settings” for the current Windows user name. This option can only be used to save all of the displayed keywords in the results screen.

- Results are appended to the end of the last results to be stored in that file, and are stored either in plain text format with one result per line, or with the quotes or square brackets as qualifiers depending on the options specified during the search process.

- Duplicate keywords will not be saved to text files when using the “Save Keywords” or “Save Keywords As” menu options

- After one or more keyword lists have been saved as text files, they will become available in the drop-down menu next to the “Search with” menu option

- When starting a new search Ad Word Analyzer looks in the “My Keywords” directory to determine what files already exist, and as new text files are added, Ad Word Analyzer will include this file at the end of the “Search with” drop-down menu

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- Selecting a file from the “Search with” drop-down menu will allow the searching of all keywords saved within that particular file

Methods for performing the search

This section of the document will give further information about each of the possible methods for performing the search. Use one of the desired methods prior to clicking on the “Start Search” button.

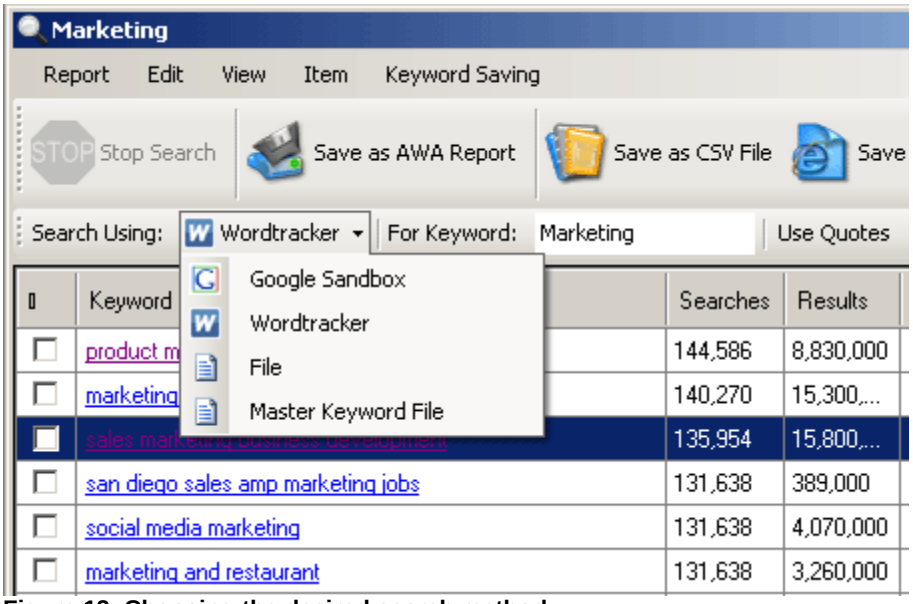

Figure 12: Choosing the desired search method

- **Google Sandbox Tool -** this option will query Google's keyword tool for the selected keyword and related keywords
- **Wordtracker**- this option will query the Wordtracker Suggestion Tool for the selected keyword and related keywords
- **File** - this option will query a specified file for the selected keyword
- **Master Keyword File** - This option will query the file “mykeywords.txt” which is created by the “Save keyword” option, and located in a directory “My Keywords” in the “My Documents” directory in “Documents and Settings” for the current Windows user name

Use these methods in combination with Datacenter options for further defining search (see section 0 for further information).

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Collecting AdWords CPC and Daily Clicks

Once the search has been completed, the “Ad Word Analyzer” will display a dialog window asking you if you would like to collect AdWords CPC & Daily Clicks estimate.

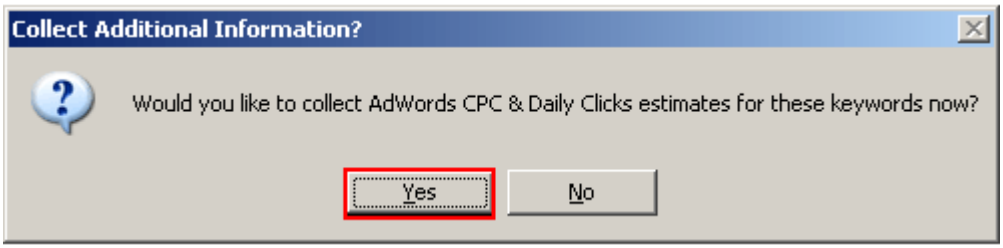


Figure 13: Collecting AdWords CPC and Daily Clicks (step 1/2)

Click on the “Yes” button and the dialog window for entering your Ad Word account information will be displayed.

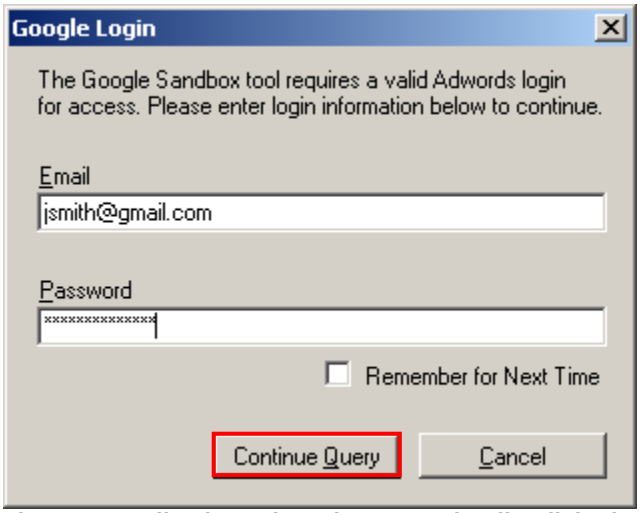
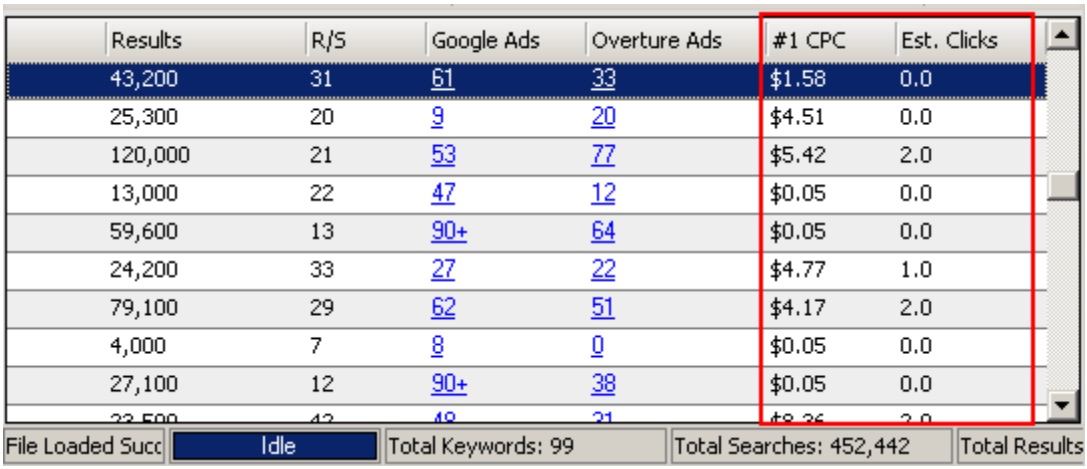


Figure 14: Collecting AdWords CPC and Daily Clicks (step 2/2)

Enter your AdWord username and password and click on the “Continue Query” button. The “AdWord Analyzer” will collect the data and display it inside the results window.



Results	R/S	Google Ads	Overture Ads	#1 CPC	Est. Clicks
43,200	31	61	33	$1.58	0.0
25,300	20	9	20	$4.51	0.0
120,000	21	53	77	$5.42	2.0
13,000	22	47	12	$0.05	0.0
59,600	13	90+	64	$0.05	0.0
24,200	33	27	22	$4.77	1.0
79,100	29	62	51	$4.17	2.0
4,000	7	8	0	$0.05	0.0
27,100	12	90+	38	$0.05	0.0

Figure 15: Data collected

Showing the Competing Ads

Once you have finished the search (see section 0) you can show the competing ads for a desired result. Right click the result and choose option “Show Competing Ads”.

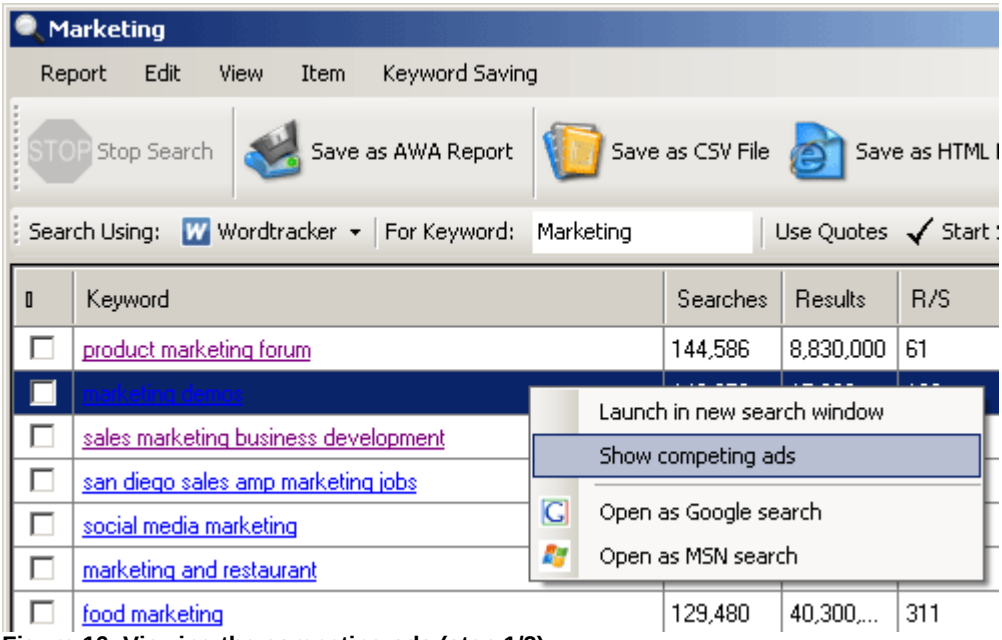


Figure 16: Viewing the competing ads (step 1/2)

The screen with the competing ads will be displayed.

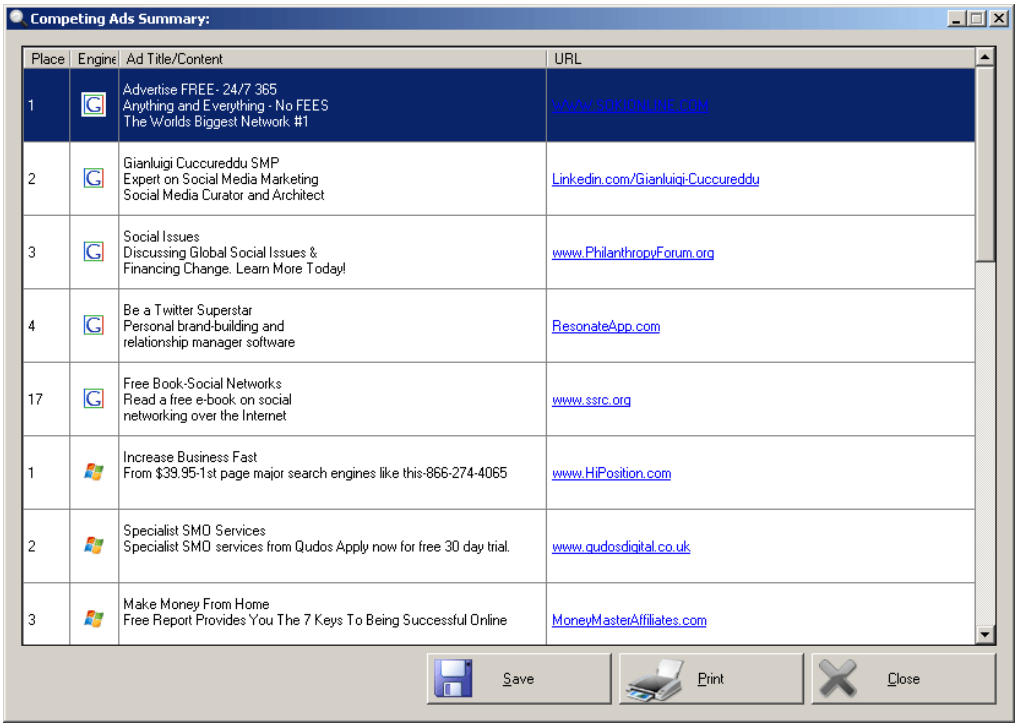


Figure 17: Viewing the competing ads (step 2/2)

Using the File Menu

In order to start using the File menu, choose option “File” from the main menu.

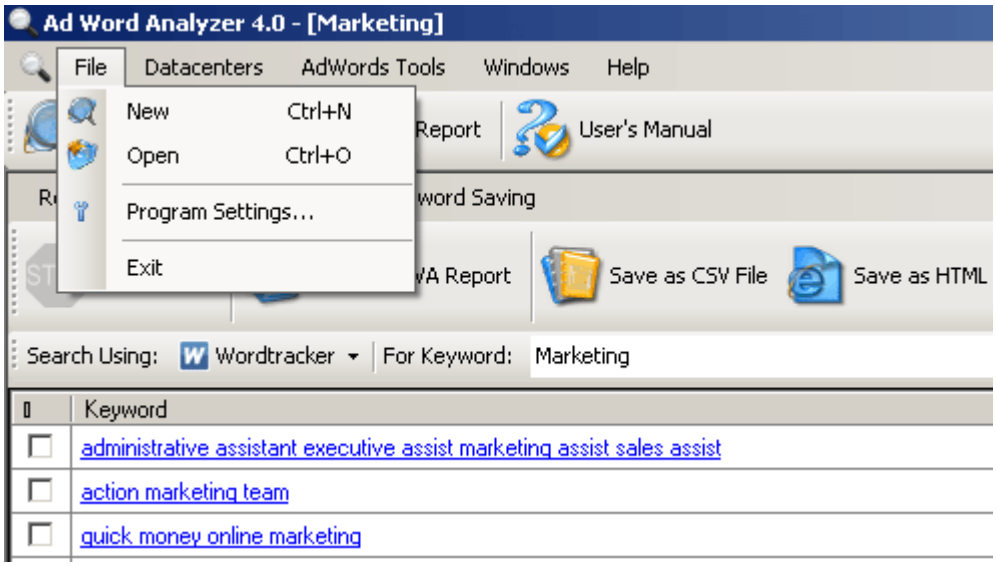


Figure 18: Using the file menu

The following options are available inside the file menu:

- **New Search** – option for performing a new search (see section 0)
- **Open** – option for opening a previously saved reports
- **Program Settings** – option for adjusting the program settings (see section 0)
- **Exit** – option for exiting Ad Word Analyzer

Adjusting the Program Settings

In order to start adjusting the program settings, choose option “Program Settings” from the file menu.

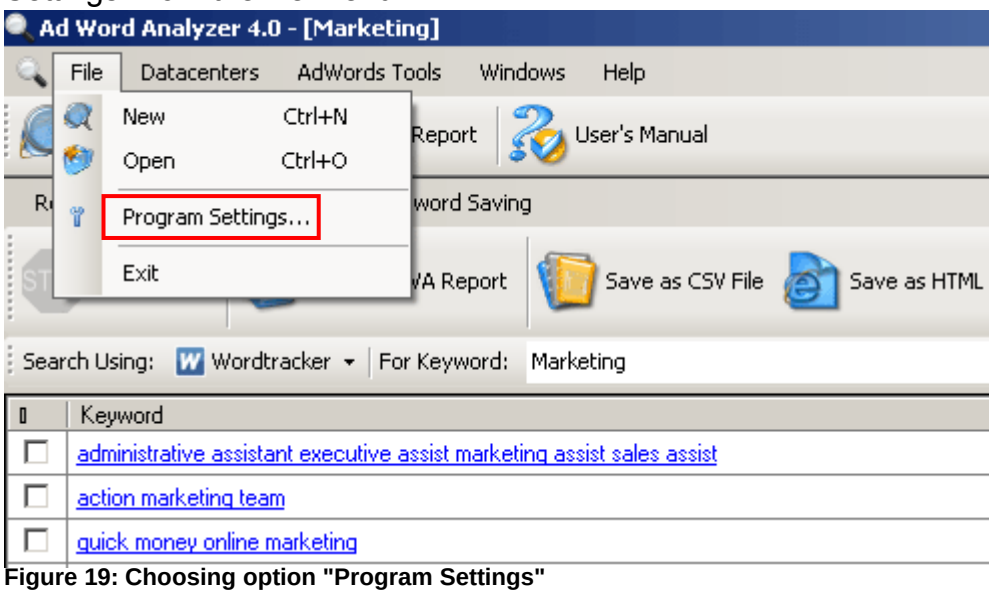


Figure 19: Choosing option "Program Settings"

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The following screen will be displayed.

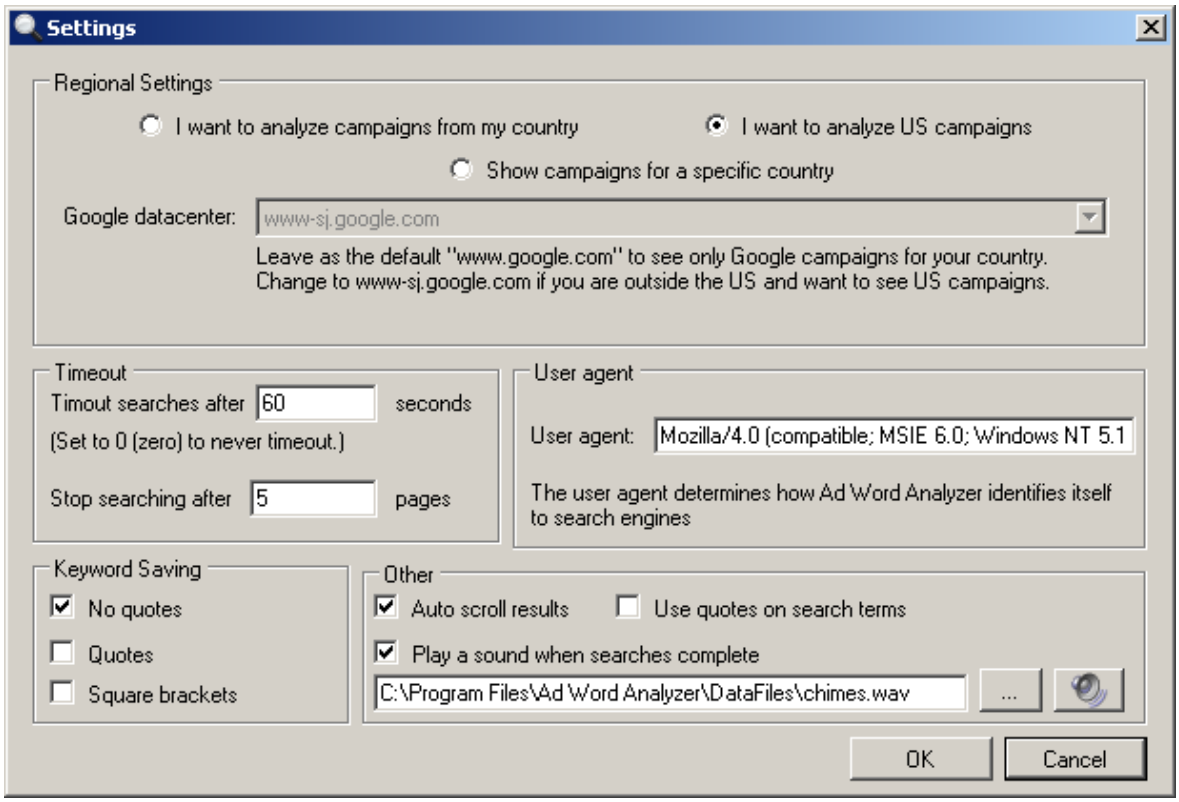

Figure 20: Managing the program settings

The following parameters are available inside this screen:

- **Regional Settings:**
  - **I want to analyze campaigns from my country** – choose this option to analyze the local campaigns
  - **I want to analyze US campaigns** – choose this option in case you want to analyze US campaigns
  - **Google datacenter** - This setting determines the datacenters to be polled by Ad Word Analyzer for Google datacenters. The default setting is “www.google.com”. Select “www-sj.google.com” if you are outside US and would like to see US campaigns.
- **Timeout:** This setting determines the time that a search will be terminated due to search engine inactivity. If the setting is left at the default of “0”, a search will never time out and Ad Word Analyzer will continue polling the search engine until results are returned. You can also specify the number of pages after which the Ad Word Analyzer will stop searching
- **User agent:** This setting determines how Ad Word Analyzer identifies itself to the search engines when connecting and polling for results. The default setting is “Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.0)”, which will result in the search engines identifying the connection as originating from this type of browser. Although an alternative form of connection agent identification can be placed in this option, it is recommended that it be left set at the default setting.

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- **Keyword Saving** – use this option to specify the method for saving the keywords
- **Additional options:** There are two additional options available:
  - **Auto scroll results** will cause results to automatically scroll as they are received from the search engines
  - **Use quotes on search terms** will place quotes around the results of the selected search term
  - **Play a sound when searches complete** – use this option to play a sound to indicate that the search has been completed
    - - use this option to set a custom sounds
    - - use this option to preview the selected sound

To save the configuration, click on the "OK" button.
Note: should it be necessary to restore the options to the Ad Word Analyzer default settings, simply click "Reset to Defaults".

Using Datacenters Menu

In order to start using "Datacenters" menu, choose option "Datacenter" from the main menu.

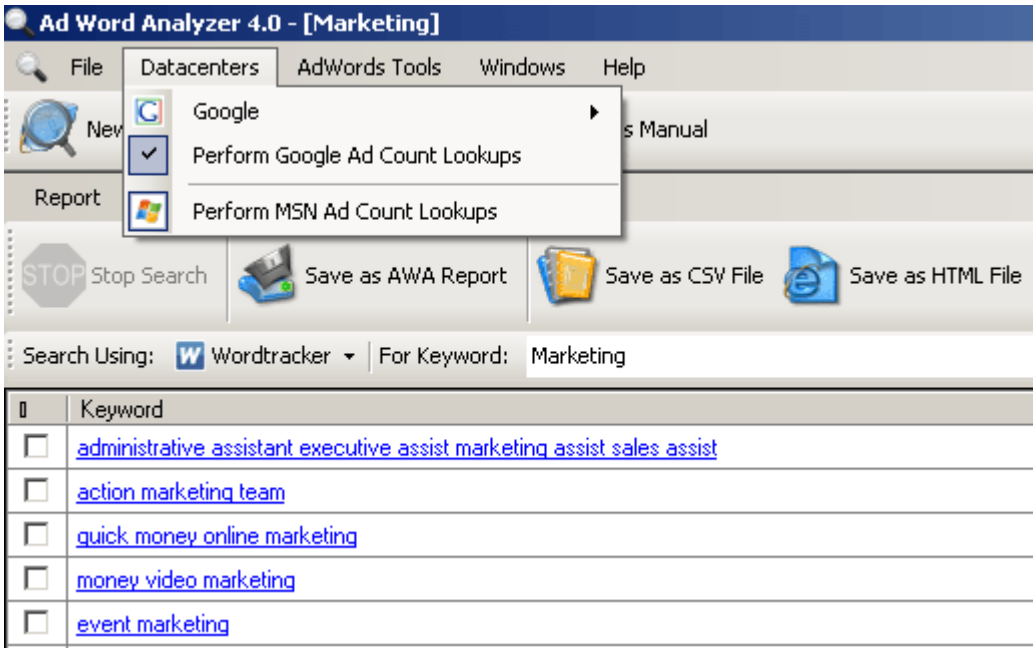


Figure 21: Using the Datacenters Menu

The following options are available inside this menu:

- **Google** – use this option to choose the country Google search will be applied for
- **Perform Google Ad Count Lookups**– check this option to have "Ad Word Analyzer" perform Google Ad Count lookups
- **Perform MSN Ad Count Lookups** – check this option to have "Ad Word Analyzer" perform MSN Ad Count lookups

Using AdWords Tools Menu

In order to start using the “AdWords Tools” menu, choose option “AdWords Tools” from the main menu. Click on any of the options to visit the website and familiarize yourself with each of the available tools.

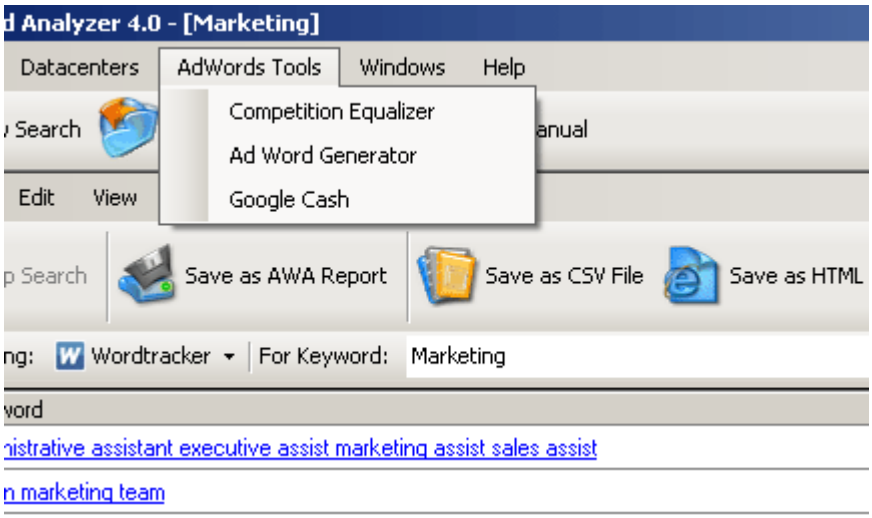


Figure 22: Using AdWords Tools Menu

The following options are available inside this screen:

- Competition Equalizer
- Ad Word Generator
- Google Cash

Using Window Menu

Searches being performed concurrently can be viewed, stopped and sorted alternately by selecting “Window” from the main menu where all current search sessions will be listed, and selecting the appropriate keyword search session from the end of the Window menu.

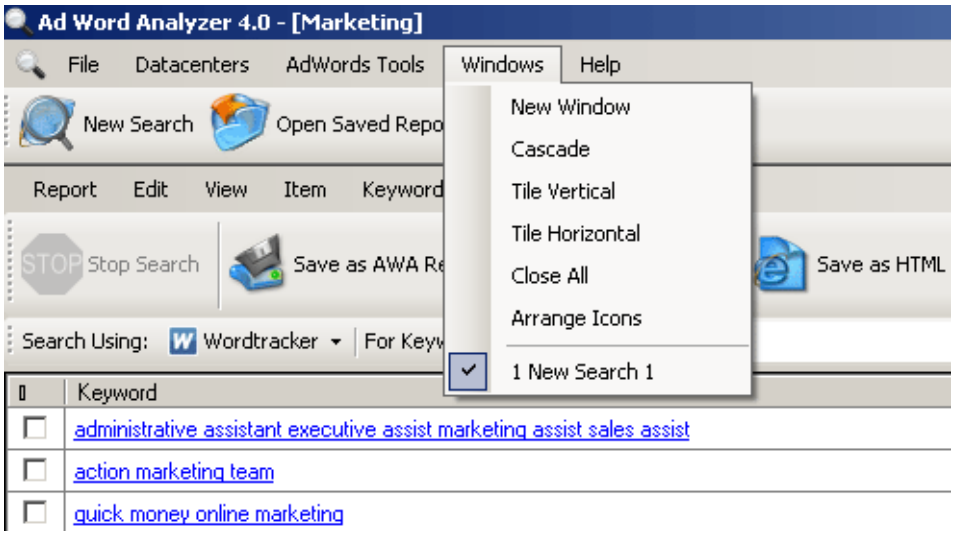


Figure 23: Using the Window menu

The following options are available inside this screen:

- **New Window** – use this option to open a new search window
- **Cascade** – use this option to cascade the searches
- **Tile Vertical** - use this option to tile the searches vertically
- **Tile Horizontal** – use this option to tile the searches horizontally
- **Close All** – use this option to close all open search windows
- **Arrange Icons** – use this option to arrange the icons
- **List of current searches** – this part of the menu will list all current searches

Using the Report Menu

In order to start using report menu, choose option “Report” from the toolbar menu.

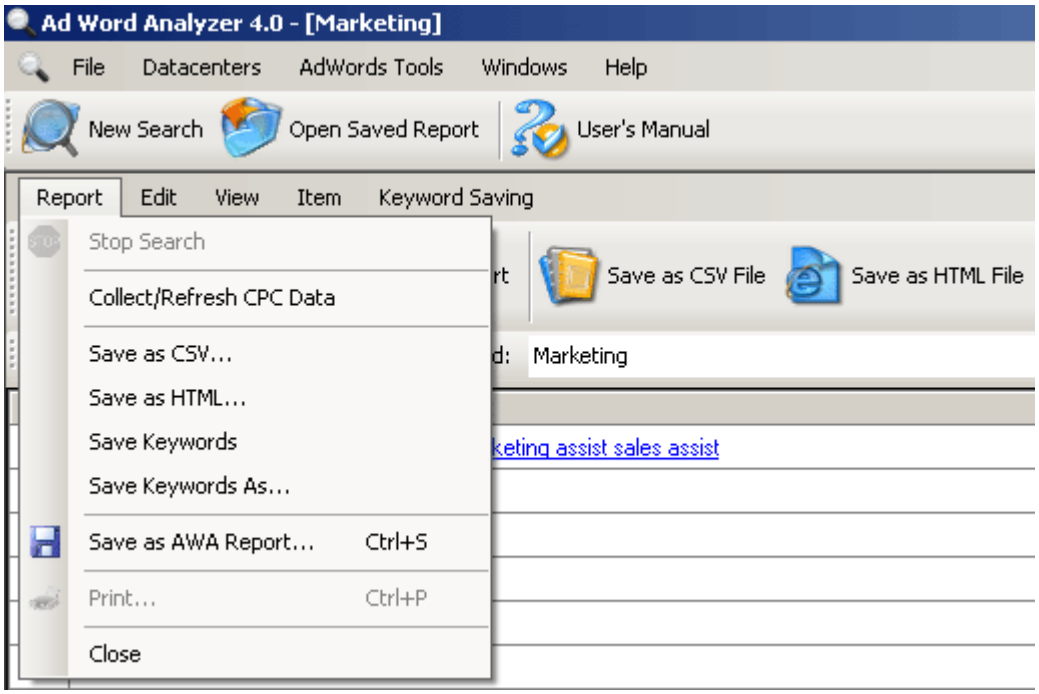


Figure 24: Using the report menu

The following options are available inside this screen:

- **Collect/Refresh CPC Data** – use this option to collect CPC data (**note**: you need to have a valid AdWords login for access)
- **Save as CSV** – choose this option to save the report as CSV format (comma separated value) – see section 0
- **Save as HTML** – choose this option to save the report as HTML file (see section 0)
- **Save Keywords** – choose this option to save the keywords in text format under the name “My Keywords.txt” (**note**: when starting a new search Ad Word Analyzer looks in the “My Keywords” directory to

determine what files already exist, and as new text files are added, Ad Word Analyzer will add will include this file at the end of the “Search with” drop-down menu)

- **Save Keywords As** - choose this option to save the keywords in text format under the desired name (**note**: when saving to keywords to the same file, "Ad Word Analyzer" will prompt if you would like to append the data to existing file; this option is used to add more data to an existing file; use this option If only selected keywords should be saved
    - **Notes:**
        - duplicate keywords will not be saved to text files when using the “Save Keywords” or “Save Keywords As” menu options
        - after one or more keyword lists as text files have been saved, they will become available in the drop-down menu next to the “Search with” menu option
- **Save as AWA Report** – choose this option to save the report as full “Ad Word Analyzer” report saving all the preferences so you can continue working on the report subsequently (**note**: the format of the file is .awa) – see section 0
- **Print** – choose this option to print the report
- **Close** – option for closing the current search window

Saving report as CVS

In order to save the report as CVS (comma separated value), choose option “Save as CSV” from the “Report” menu.

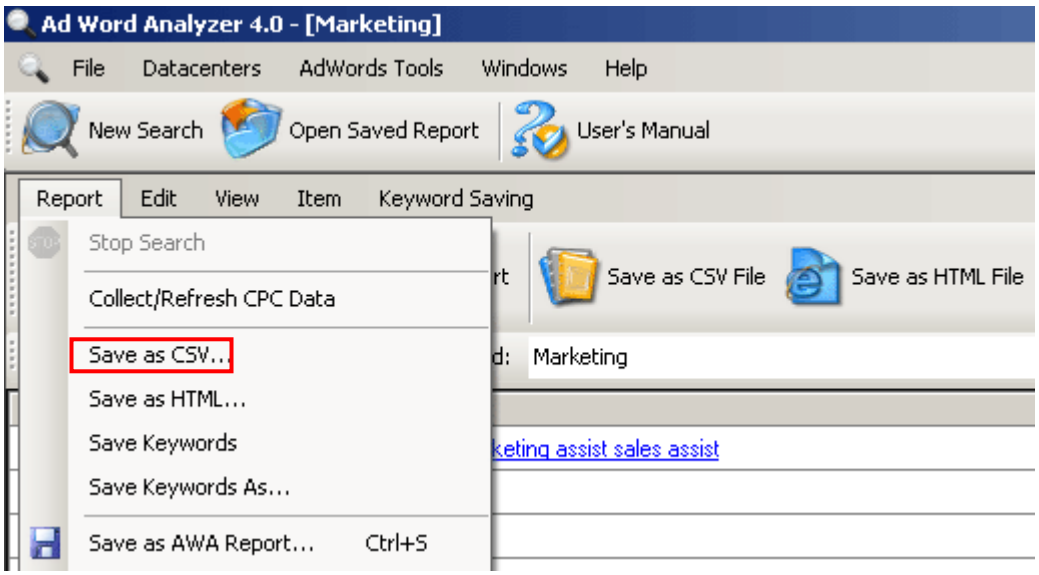


Figure 25: Saving report as CSV file (step 1/2)

The dialog window for choosing the file name and location will be displayed.

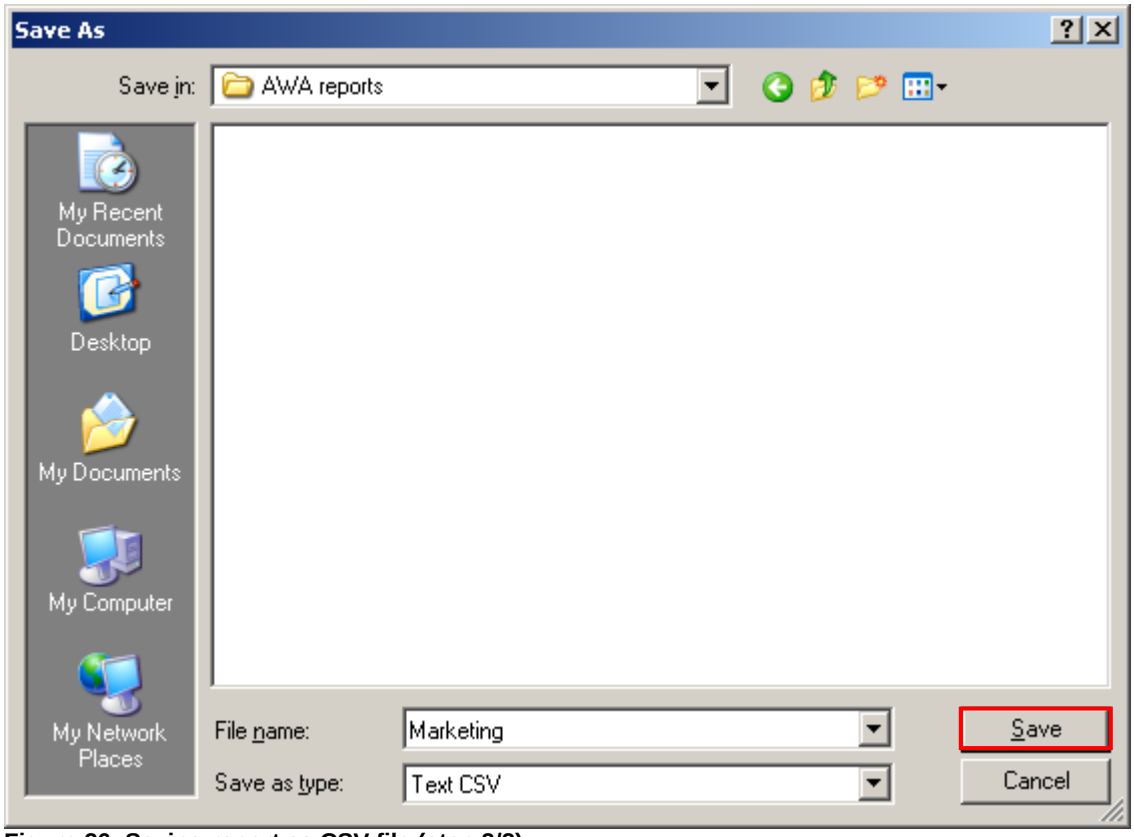
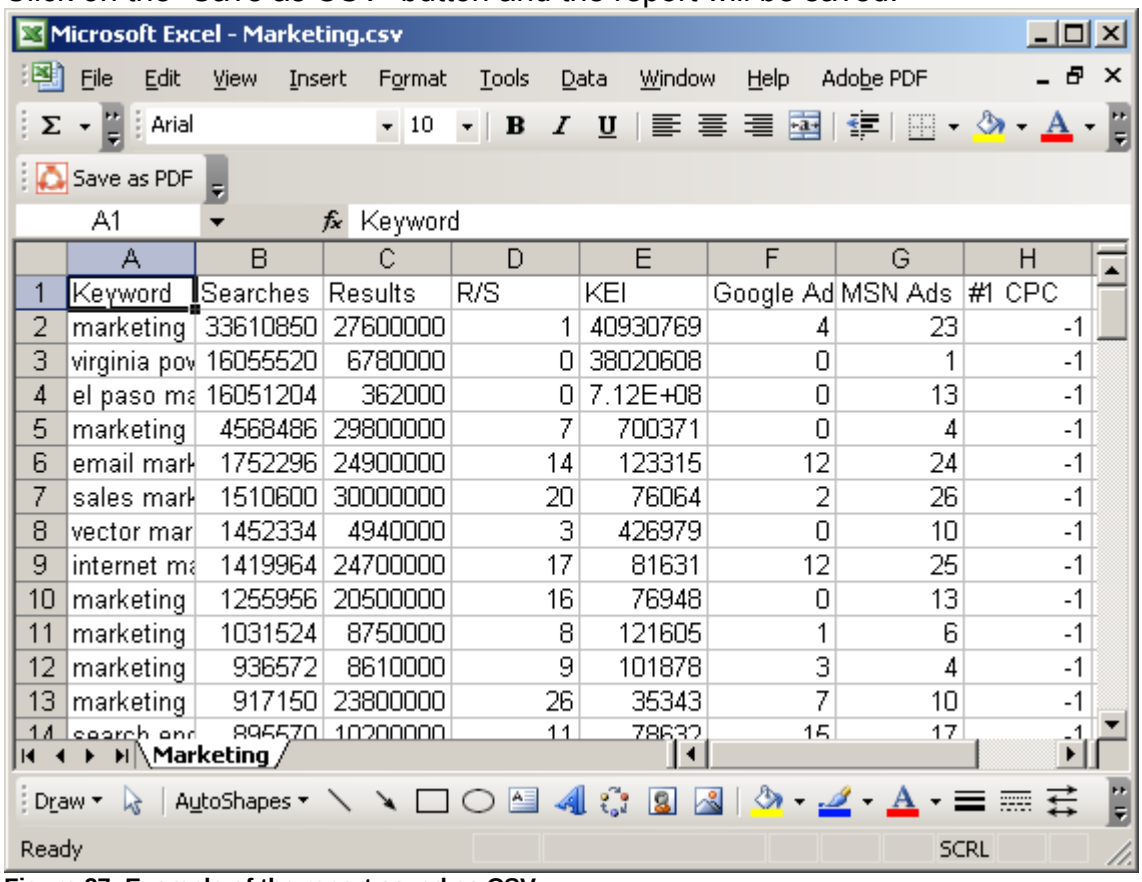


Figure 26: Saving report as CSV file (step 2/2)

Click on the “Save as CSV” button and the report will be saved.



	A	B	C	D	E	F	G	H
1	Keyword	Searches	Results	R/S	KEI	Google Ad	MSN Ads	#1 CPC
2	marketing	33610850	27600000	1	40930769	4	23	-1
3	virginia pov	16055520	6780000	0	38020608	0	1	-1
4	el paso ma	16051204	362000	0	7.12E+08	0	13	-1
5	marketing	4568486	29800000	7	700371	0	4	-1
6	email mark	1752296	24900000	14	123315	12	24	-1
7	sales mark	1510600	30000000	20	76064	2	26	-1
8	vector mar	1452334	4940000	3	426979	0	10	-1
9	internet ma	1419964	24700000	17	81631	12	25	-1
10	marketing	1255956	20500000	16	76948	0	13	-1
11	marketing	1031524	8750000	8	121605	1	6	-1
12	marketing	936572	8610000	9	101878	3	4	-1
13	marketing	917150	23800000	26	35343	7	10	-1
14	search eng	895570	10200000	11	78632	15	17	-1

Figure 27: Example of the report saved as CSV

Note: the CSV file can be opened with “Excel”

Saving report as HTML

In order to save the report in HTML format, choose option “Save as HTML” from the “Report” menu.

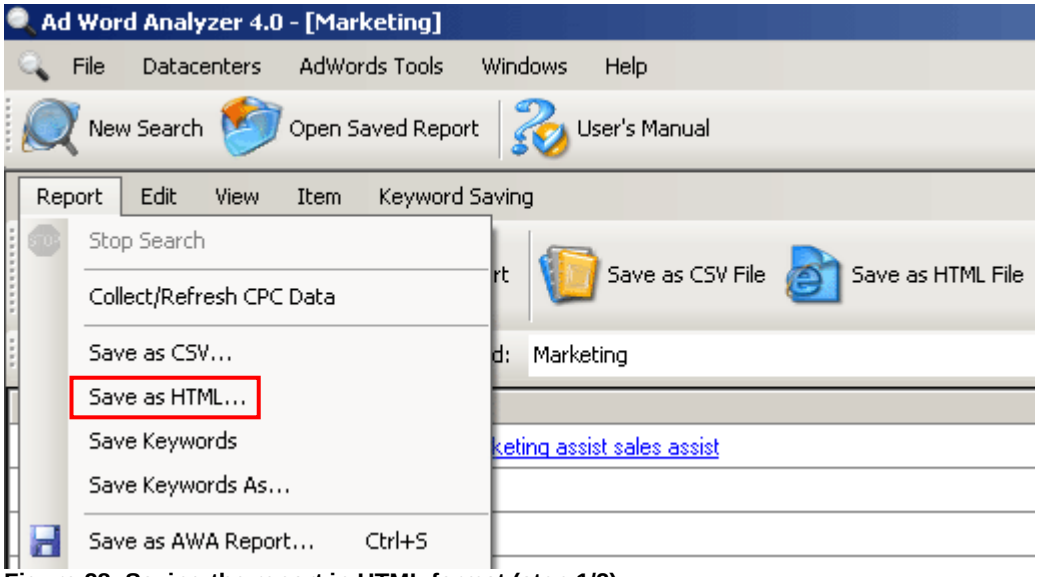


Figure 28: Saving the report in HTML format (step 1/2)

The dialog window for choosing the file name and location will be displayed.

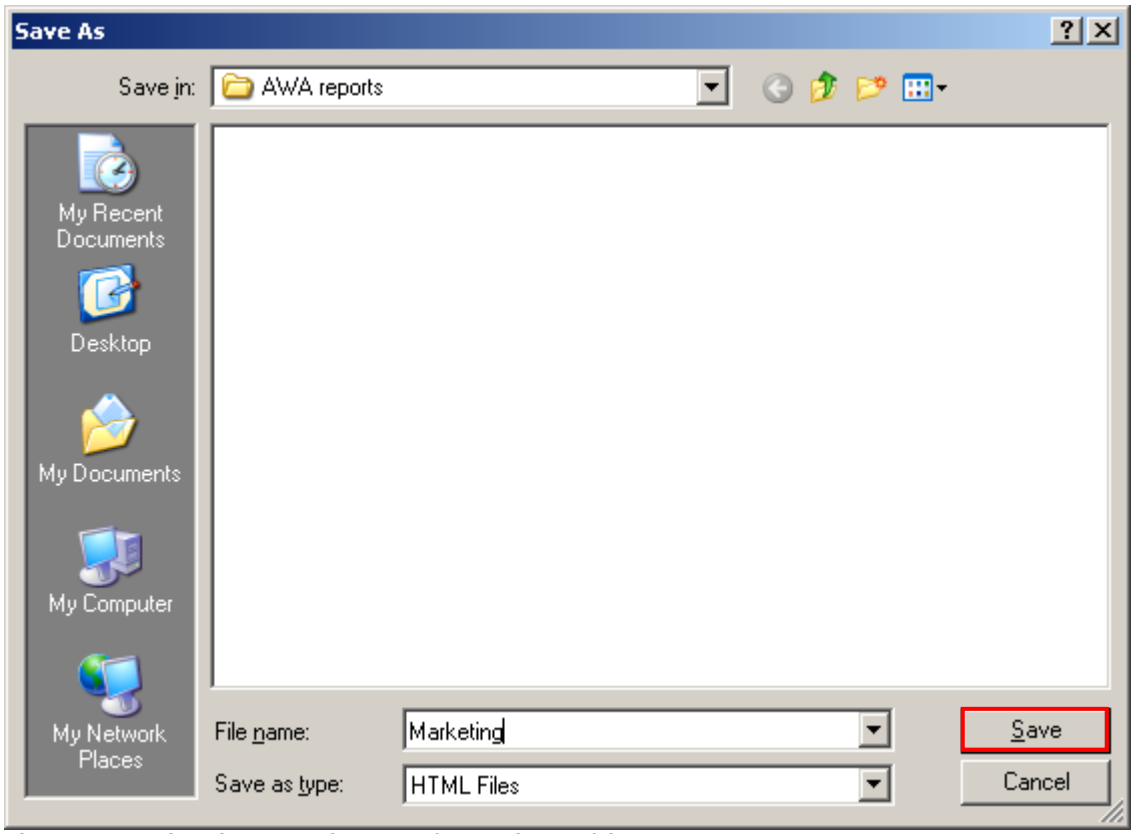
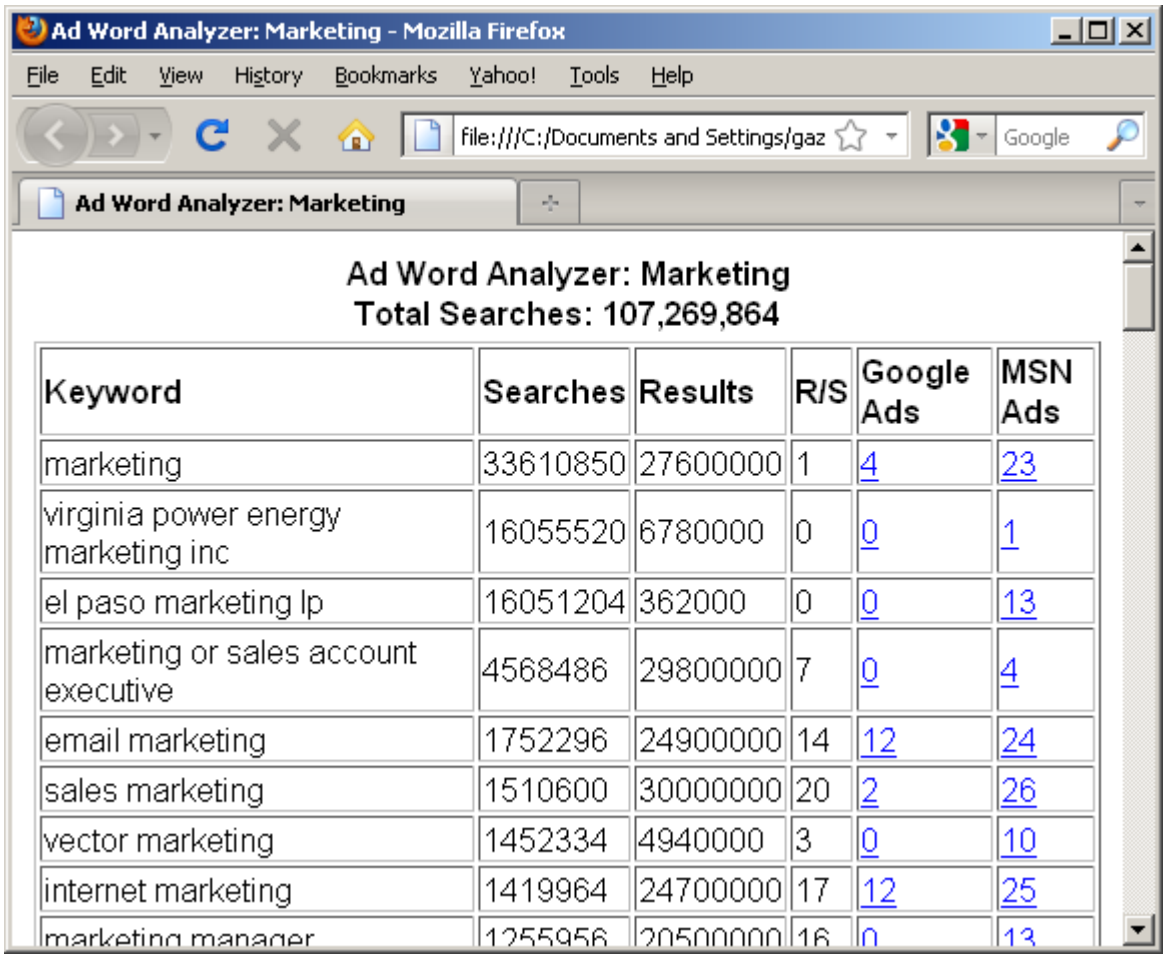


Figure 29: Saving the report in HTML format (step 2/2)

Click on the “Save as HTML” button and the report will be saved.



Keyword	Searches	Results	R/S	Google Ads	MSN Ads
marketing	33610850	27600000	1	4	23
virginia power energy marketing inc	16055520	6780000	0	0	1
el paso marketing lp	16051204	362000	0	0	13
marketing or sales account executive	4568486	29800000	7	0	4
email marketing	1752296	24900000	14	12	24
sales marketing	1510600	30000000	20	2	26
vector marketing	1452334	4940000	3	0	10
internet marketing	1419964	24700000	17	12	25
marketing manager	1255956	20500000	16	0	13

Figure 30: Example of the report in HTML format

Saving report as AWA report

In order to save the report in AWA (Ad Word Analyzer) format, choose option “Save as AWA Report” from the “Report” menu.

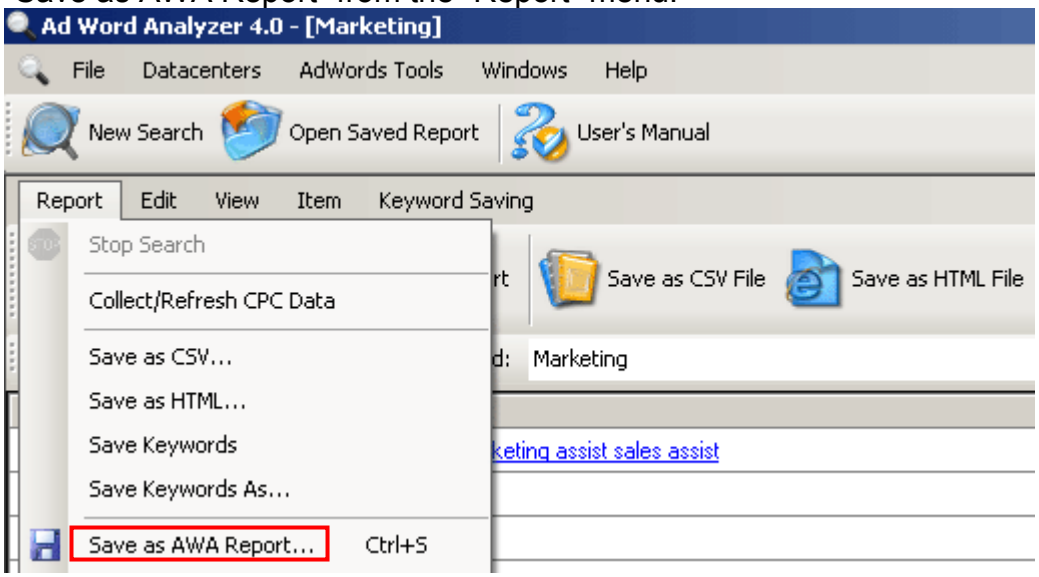


Figure 31: Saving report as AWA report (step 1/2)

The dialog window for choosing the file name and location will be displayed.

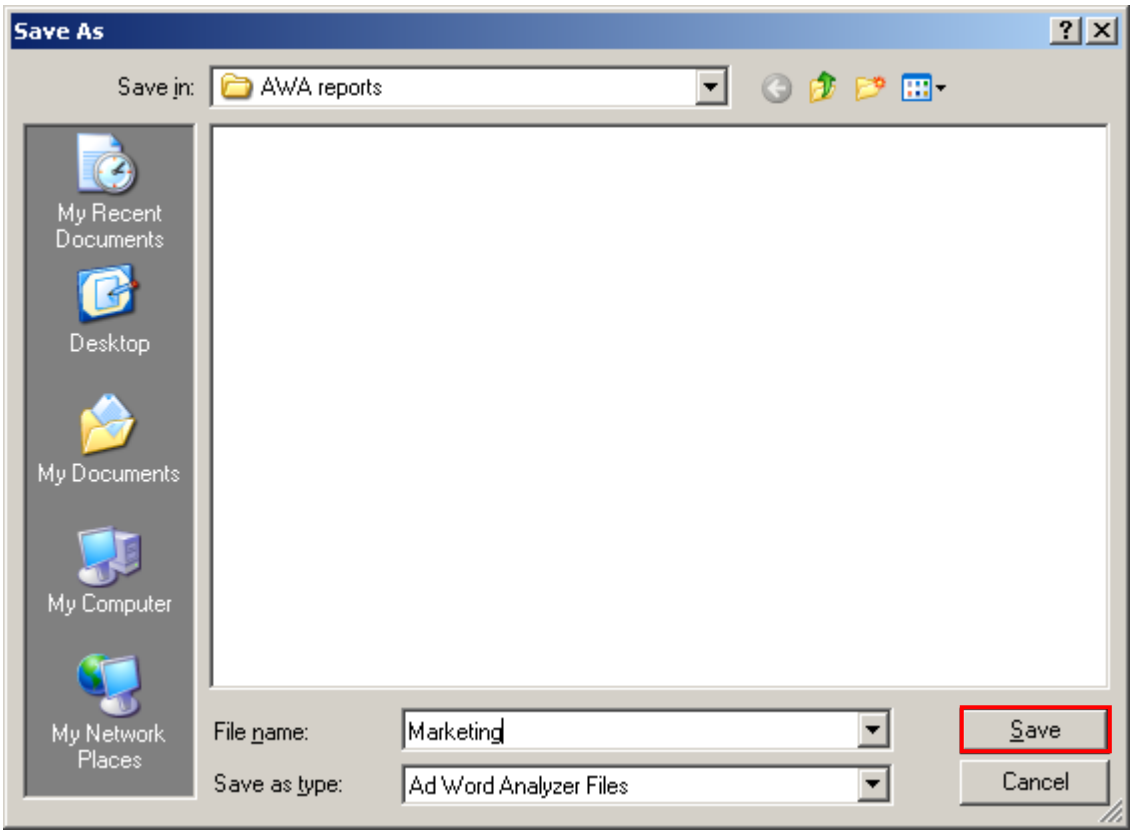


Figure 32: Saving report as AWA report (step 2/2)

Click on the “Save as AWA” button and the report will be saved.
Note: when saving to keywords to an existing report, "Ad Word Analyzer" will prompt if you would like to append the data to existing file; this option is used to add more data to an existing report).

Using the Edit Menu

In order to start using edit menu, choose option “Edit” from the toolbar menu.

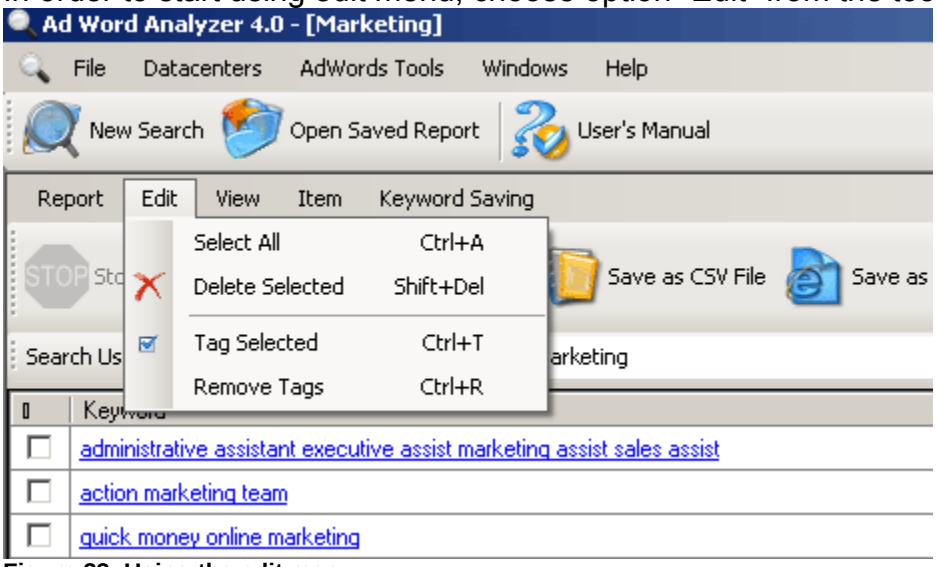


Figure 33: Using the edit menu

The following options are available inside the edit menu:

- **Select All** – option for selecting all results
- **Delete Selected** – option for deleting a selected result; select the desired result and click on this button in order to delete it
- **Tag Selected** – use this option to tag the selected result
- **Remove Tags** – use this option to remove all tags

Using the View Menu

In order to start using view menu, choose option “View” from the toolbar menu.

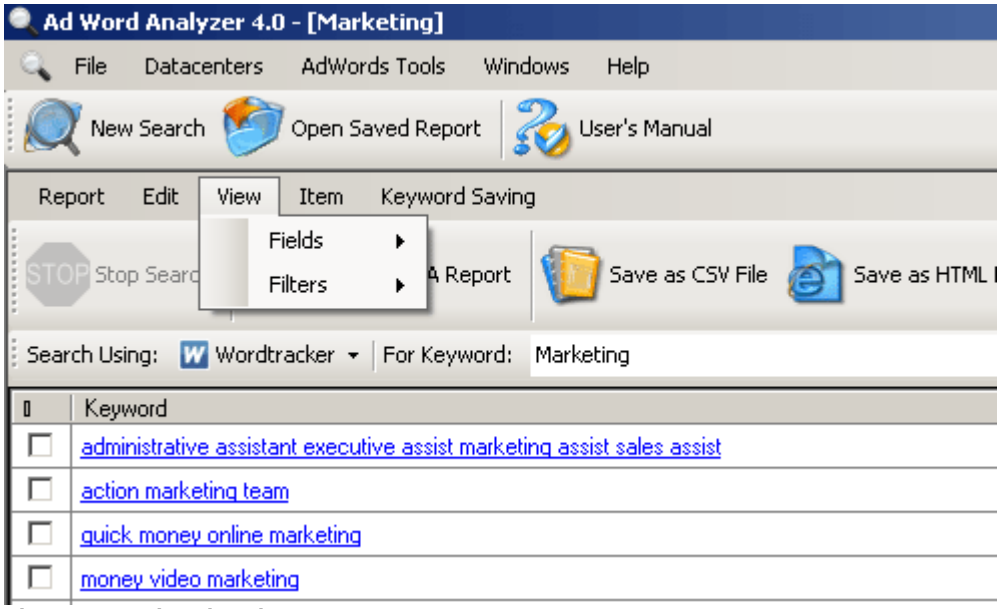


Figure 34: Using the View Menu

The following options are available inside the “View” menu:

- **Fields** – option for managing fields that will be displayed inside the results window (see section 0)
- **Filter Results** – option for filtering the results (see section 0)

Managing fields inside the results window

In order to start managing fields that will be displayed inside the results window, choose option “Fields” from the view menu and select or deselect the desired fields.

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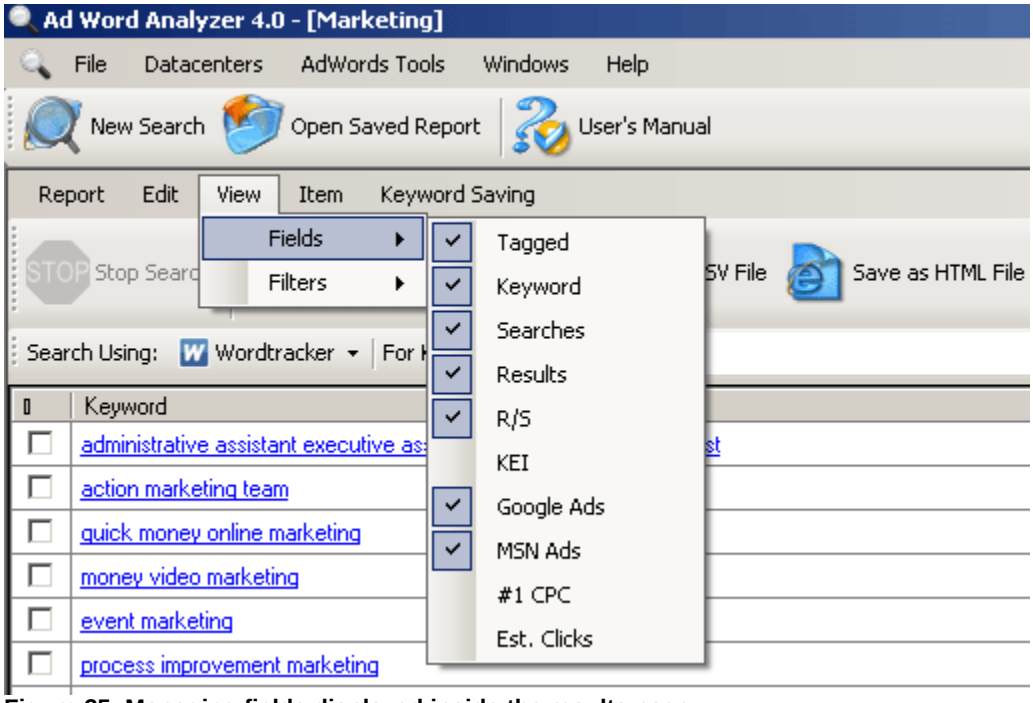

Figure 35: Managing fields displayed inside the results page

- **Tagged –** click on this field to remove or enable the checkboxes next to the results
- **Keyword** – choose this field to remove or enable keywords inside the results window
- **Searches** – click on this field to remove or enable the number of searches
- **Results –** click on this field to remove or enable results
- **R/S** – click on this field to display the R/S Ratio inside the results page
    - **Note:** this number represents a ratio of Results and Searches, and is derived by dividing the total number of pages in the database index by the total number of times the corresponding keyword was searched for. Generally, the lower the R/S Ratio the better the keyword, with the provison that to be really meaningful the larger the number of searches for that particular keyword the more useful it should be. Clicking on the "R/S Ratio" heading successively alternates between the highest and lowest results based on R/S Ratio.
- **KEI** – click on this field to display the KEI inside the results page
    - **Notes**:
        - Keyword Effectiveness Index; the higher the KEI, the more popular the keywords are, and the less competition they have, which means they have a better chance of getting to the top
        - KEI data is only available on reports collected with the "Use Quotes" option enabled
- **Google Ads** – click on this field to remove or enable the number of Google Ads for the result
- **MSN Ads -** – click on this field to remove or enable the number of MSN Ads for the result

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- **# 1 CPC –** click on this field to remove or enable the amount for CPC (Cost Per Click)
- **Est. Clicks –** click this field to remove or enable the number of estimated daily clicks

Filtering Results

In order to start filtering the result once you have finished your search (see section 0), choose option “Filter Results” from the View menu.

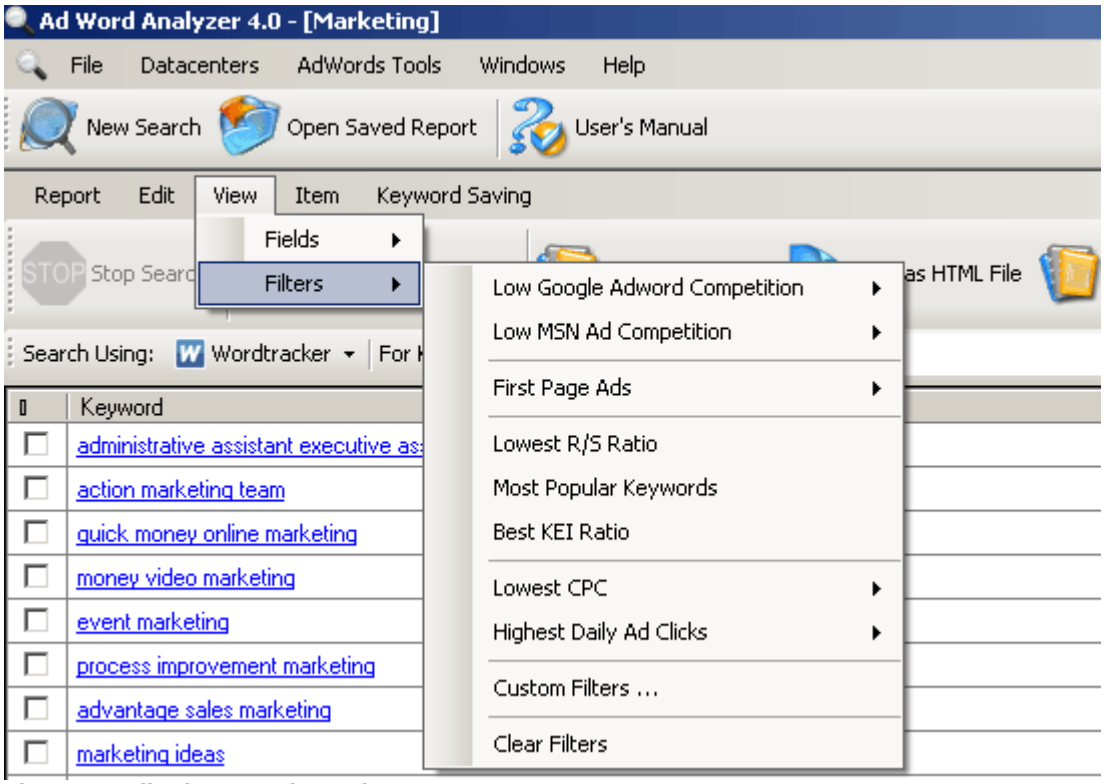

Figure 36: Filtering search results

The following options are available for filtering the results:

- **Low Google Adword Competition -** click on this option to filter the results based on how low the Ad competition is for the result on Google
- **Low MSN Ad Competition -** click on this option to filter the results based on how low the Ad competition is for the result on MSN
- **First Page Ads** - click on this option to filter the results based on first page Ad opportunities
- **Lowest R/S Ratio -** click on this option to filter the results based the lowest R/S Ratio
    - **Note:** This number represents a ratio of Results and Searches, and is derived by dividing the total number of pages in the database index by the total number of times the corresponding keyword was searched for. Generally, the lower the R/S Ratio the better the keyword, with the proviso that to be really

meaningful the larger the number of searches for that particular keyword the more useful it should be. Clicking on the "R/S Ratio" heading successively alternates between the highest and lowest results based on R/S Ratio

- **Most Popular Keywords -** click on this option to filter the results based on most popular keywords
- **Best KEI Ratio** - click on this option to filter the results based on best KEI ratio
    - **Notes:**
        - Keyword Effectiveness Index; the higher the KEI, the more popular the keywords are, and the less competition they have, which means they have a better chance of getting to the top
        - KEI data is only available on reports collected with the "Use Quotes" option enabled
- **Lowest CPC** – click on this option to filter the results based on lowest cost per click
- **Highest Daily Ad Clicks** - click on this option to filter the results based on highest daily Ad clicks
- **Custom Filters -** click on this option to filter the results based on custom filter (see section 0) for further information on setting up a custom filter
- **Clear Filter** – use this option to clear the filters

Setting up Custom Filter

In order to setup a custom filter, choose option "Custom Filter" from the "Filter Results" menu. The following screen will be displayed.

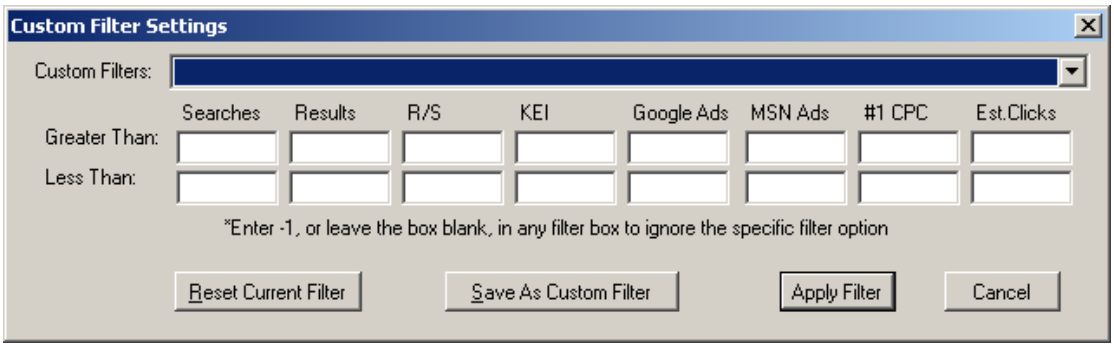

Figure 37: Setting up a custom filter

The following parameters and options are available inside this screen:

- **Custom Filter** – pull down menu for choosing a previously defined custom filter
- **Greater Than** – enter "–1" in order to disable filtering for the desired category or enter a value in desired categories to define the filter criteria
- **Less Than** - enter "–1" in order to disable filtering for the desired category or enter a value in desired categories to define the filter criteria

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- **Reset Current Filter** – option for resetting the values of the currently loaded filter
- **Save As Custom Filter** – option for saving a custom filter once you have defined the desired data
- **Apply Filter** – option for applying the chosen filter
- **Cancel** – option for exiting this screen

In order to define a custom filter, set the desired data and click on the “Save As Custom Filter” button. The screen for setting the custom filter name will be displayed.

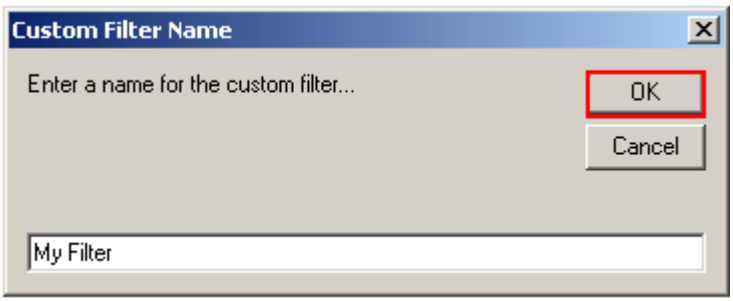

Figure 38: Setting the custom filter name

Enter the name of the custom filter inside this screen and click on the “OK” button. The custom filter will be saved and available in the menu for future use.

Using the Item Menu

In order to start using item menu, choose option “Item” from the toolbar menu.

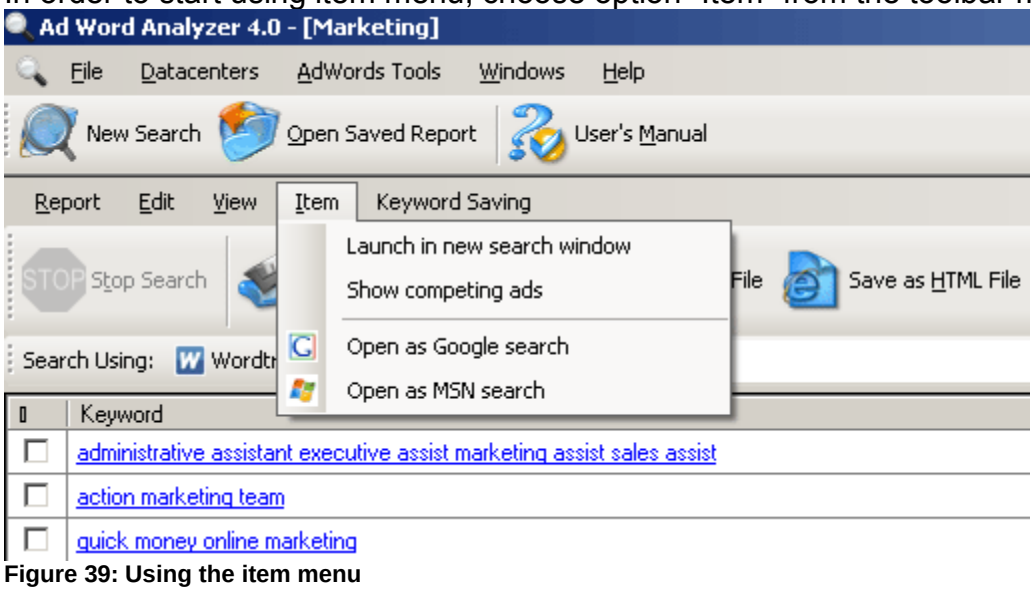

Figure 39: Using the item menu

The following options are available inside this screen:

- **Launch in new search window** – option for displaying the selected result in a new search window in order to allow deeper analysis

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- **Show competing ads** – option for displaying the ads competing for the same keyword (see section 0)
- **Open as Google Search** – click on this button to open this search in Google; results will be displayed in your default browser
- **Open as MSN Search** - click on this button to open this search in MSN; results will be displayed in your default browser

Saving the keywords

In order to save the keywords into a text file, click on the “Save Keywords” button inside the toolbar menu.

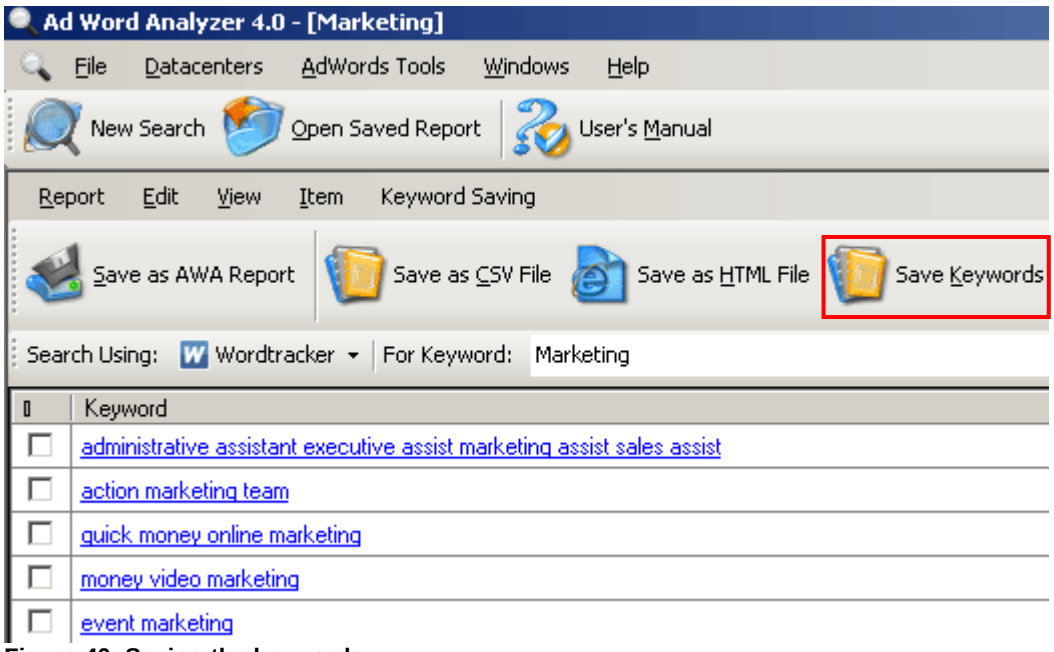

Figure 40: Saving the keywords

The confirmation dialog window will be displayed containing the address of the saved file.

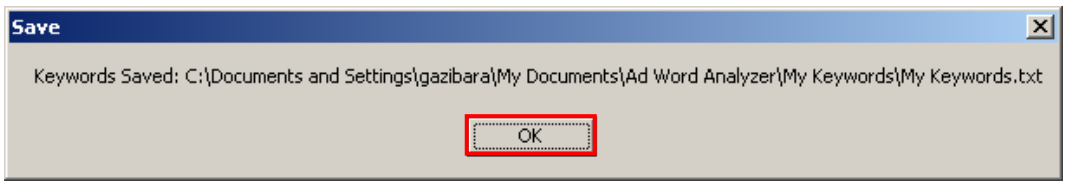

Figure 41: Keywords saved

Notes:

- duplicate keywords will not be saved to text files when using the “Save Keywords” or “Save Keywords As” menu options
- after one or more keyword lists as text files have been saved, they will become available in the drop-down menu next to the “Search with” menu option

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- when starting a new search Ad Word Analyzer will look in the “My Keywords” directory to determine what files already exist, and as new text files are added, Ad Word Analyzer will add new file at the end of the “Search with” drop-down menu

- selecting a file from the “Search with” drop-down menu will allow the searching of all keywords saved within that particular file.

Yours truly,

Chris Cole

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