



## Thirty Day Challenge 2009 – Training – Day 02

### 2009TDC02f: Phrase vs. Broad

Running Time: 10mins



## Intro

Hi Team, it's Brett here. A common question that we receive is why do we use Broad Match to look at SEO Traffic figures, but then use Phrase Match to look at SEO Competition figures? Why don't we use Broad Match for both or use Phrase Match for both? Why are they so different? Well, the reason we measure traffic using Broad Match figures, but measure competition using Phrase Match is because it gives us the best insight into our market place.

When we're looking at Traffic figures, we look at the Broad Match figures for the keyword because it gives us a deeper insight into which keywords have the biggest potential future gains for us. But when we're looking at the Competition figures, we use Phrase Match for the competitor counts, because this tells us how many true competitors there are for that keyword.



## Why we Analyze Traffic - 01:01

[Starts at 00:01:01]

Let me show you what I mean here. Let's take a look at SEOT, the SEO Traffic scores in Market Samurai. When we look at the traffic around a keyword, what we're doing is trying to compare two different keywords to find out which one is most likely to give us more visitors. Because more traffic around a keyword means that there's more potential profit for us.

More traffic, means more potential visitors. More potential visitors, means more sales. And more sales, means more money.

So we want to set our website up around a keyword that has the most traffic, the maximum potential traffic.

But here's the tricky thing about keywords: If you're optimized for a keyword, you don't just get visitors for that single keyword that you've optimized for. You might optimize for a keyword and get traffic for that keyword, but you'll also get traffic for a lot of other related keywords too.

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### WHY WE ANALYZE TRAFFIC...

- More Traffic = More Potential Visitors
- More Visitors = More Potential Sales
- More Sales = More Potential Profit!

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## Where Traffic Comes From

[Starts at 00:02:08]

So, let's use some real life statistics to prove this:

If you were to look at what sites ranked in the top twenty positions in Google for the top thirty million most searched for keywords, you would come across thirteen million websites. Now that sounds like a lot, but that's thirteen million websites sharing six hundred million positions in Google. Now that means on average, every one of those sites ranks somewhere in the top twenty spots in Google for at least 46 keywords. Not just a single keyword that they're optimized for - **46 keywords**.

So again, you might optimize your site for a single keyword, but like most sites, you'll rank well for a lot more. You'll rank well for other **related** keywords too. And by looking at the **Broad Match** figures we get to see the traffic for that specific keyword, **plus** all of the Broad Match variations of that keyword, all together - and that's pretty neat!

This is why we want to use Broad Match to do keyword traffic analysis, because we want to know which keywords give us the maximum benefit when our site ranks for more than just one variation of the keyword. So by looking at Broad Match SEO traffic figures we get a better understanding of how many people are searching for our keyword, plus all of the related derivatives that we might end up ranking for.

EXACT MATCH	PHRASE MATCH	BROAD MATCH
<a href="#">Trout Fishing</a>	<a href="#">Trout Fishing</a>	<a href="#">Trout Fishing</a>
	<a href="#">Trout Fishing Lures</a>	<a href="#">Trout Fishing Lures</a>
	<a href="#">Tips for Trout Fishing</a>	<a href="#">Tips for Trout Fishing</a>
		<a href="#">Fishing for Trout</a>
		<a href="#">Trout Fly Fishing</a>
		<a href="#">Fishing Season for Trout</a>

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## SEO Competition

[Starts at 00:04:24]

Now let's have a look at **SEOC** - SEO Competition. When we look at the number of competitors that there are for a keyword, we're trying to find out which keywords have the **fewest** competitors, because the fewer competitors there are for a keyword, the fewer sites there are that we need to beat in order to outrank those competitors for that keyword. And this generally means we can rank faster and better, with less effort and start making more money sooner.



So why do we always use Phrase Match for SEO Competition, when we use Broad Match for SEO Traffic?

Let's use "Market Samurai" as a great example of this.

If we did a search for "Market Samurai" as our keyword, Broad Matched and have a look at the results that are returned, there are two things that you quickly notice: Firstly, and probably stating the obvious here, you notice there are a lot of sites listed that use both the words "Market" and "Samurai" that are very relevant to the Market Samurai software. But if you keep looking down the Google listings you'll see that there are a lot of sites - down towards the bottom - that are irrelevant. They use the words "Samurai" and "Market", but aren't relevant to the Market Samurai software.

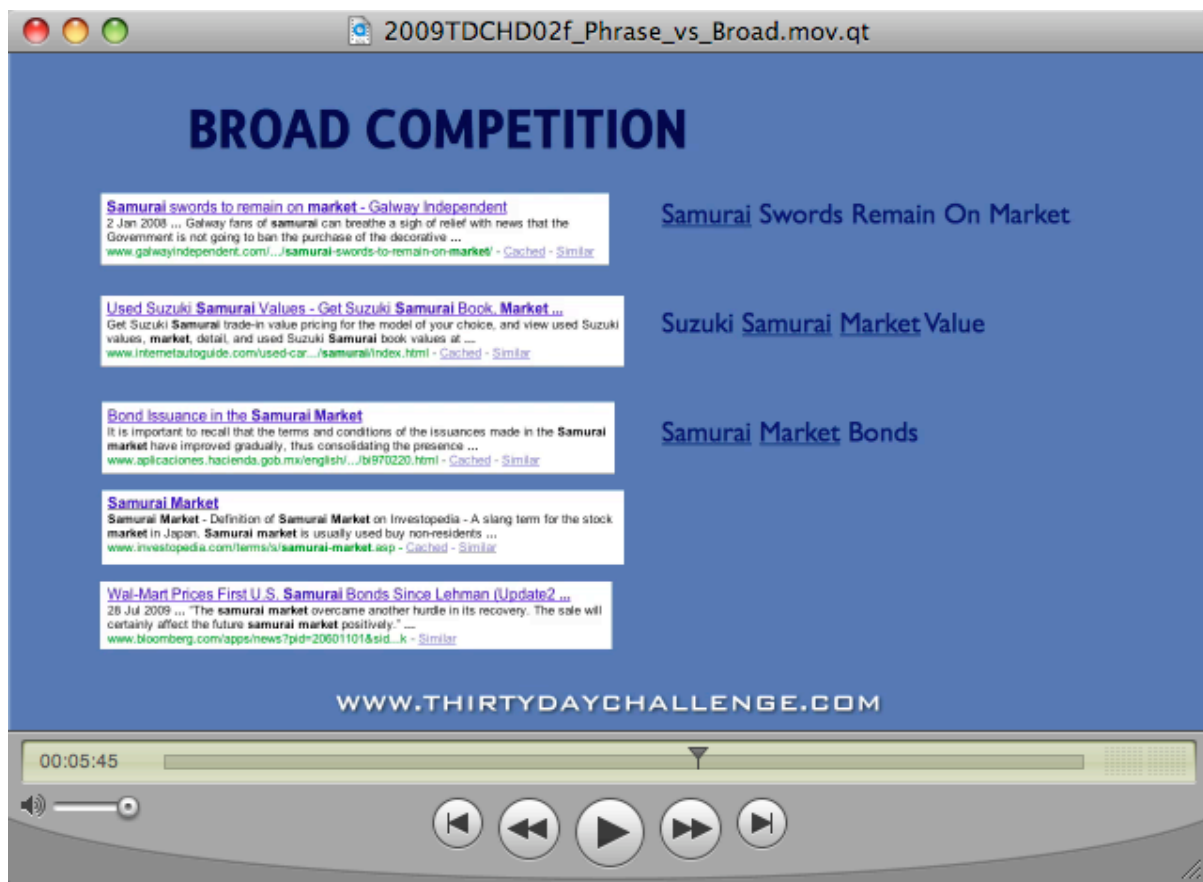
They are talking about the Samurai Bonds Market or the Market price of a Suzuki Samuuri car. Or they're talking about news that Samurai Swords can no longer be sold in markets. Or, there are even

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there is no charge for awesomeness



a couple of results here that are talking about Samurai Manga Comics that are being sold in Flea Markets.



Now, obviously if we're searching for **Market Samurai** we want the Market Samurai **software**, so all of this is irrelevant. And if Google's goal is to keep the most relevant sites in the top positions of the search engine, what chance do these sites have of ranking number one for the keyword "Market Samurai"? Well, that answer is pretty obvious, they've got none. They'll come up Broad Matched in a search for Market Samurai, because they're not relevant to this keyword. They just mention the two words "Market" and "Samurai" **somewhere** on the page.

So the first reason that we use Phrase Match is because it gets rid of a lot of **irrelevant** sites that might skew our numbers and make it look like it was harder to get a top ranking in that keyword than it actually is.

The second thing that we notice when we're looking at our search results is that sites that use the keyword in the same order that is searched, naturally appear at the top. So if you're searching for the words "Market Samurai" in that order, sites that mention the words "Market Samurai" in that order will naturally appear at the top of your results.



And here we see two different Google results pages for our keyword. One that is Phrase Matched [search terms are in between quotes], and one that is Broad Matched [search terms are NOT in between quotes] for our keyword. Both pages are **identical**. That tells us that sites that mention our keyword in order have a natural ranking advantage.

This makes sense. When you're doing SEO the most basic thing that you can do, if you want to target a keyword, is to just **mention** the keyword somewhere on the site. That's the absolute minimum. Sites that don't at least mention the keyword that they're targeting aren't likely to be ranked for that keyword. Sites that don't at least mention the keyword that you are targeting aren't likely to be strong competitors of yours.

But sites that **do** mention the keyword in that order are your **true** competitors. They are at least doing the minimum amount that a site can do in order to be optimized for that keyword - they're mentioning the keyword on their site. This is what Phrase Matched SEO Competition figures tell us. It tells us how many competitors we have in our market; How many sites have the minimum amount of optimization for our keyword. These are the sites that we need to beat. So when we use Phrase Match to look at SEO Competition, to count how many competitors there are in the market, we're getting a much better understanding of who our true competitors are in the market.



## Recap

**[Starts – 00:09:24]**

So let's recap this. When we're looking at Traffic figures, we look at Broad Match figures for a keyword, because it gives us a deeper insight into which keywords have the biggest potential future gains for us. But when we're looking at Competition figures, we look at Phrase Match competitor counts for the keyword, because they tell us how many true competitors we have. Simple!

## Up Next...

So now we know that we want to find High Traffic, Low Competition keywords, but what, specifically, are we looking for when it comes to good keywords, and how do we find these "good keywords" that are out there in our marketplace?

Well, that's the topic of the next video. So make sure you go to that video right now.

## Summary:

### Why We Analyse

- More **Traffic** = More potential **Visitors**
- More **Visitors** = more potential **Sales**
- More **Sales** = more potential **Profit**

### SEOT vs SEOC

- **SEO Traffic (SEOT)** is best measured using **Broad Match**
  - o **Broad Match Traffic** = Which Keywords have the **biggest gains/opportunity**
  - o Sites rank for **46+** Keywords
  - o **Broad Match** shows us **all the potential traffic**
- **SEO Competition (SEOC)** is best measured using **Phrase Match**
  - o **Broad Match Competition** includes **irrelevant** results
  - o **Phrase Match Competition** = our **True Competitors**

### SEO 101

- **Mention** your **Key Words** or **Phrases** on your **Web Site Pages**

### Links:

Download Market Samurai: <http://www.marketsamurai.com/thirtydc>

Market Samurai Knowledgebase, Forums, Tutorials - <http://www.noblesamurai.com/support/>

Market Samurai Support Email: [support@marketsamurai.com](mailto:support@marketsamurai.com)