# Column Headings in Spreadsheet

# Keyword

Target Keyword

# Searches per Month

Exact match Searches per month for the keyword

# CPC

Cost per click, the amount people are paying per click for that keyword in Google, the cpc values is in £, to change to $ simply multiply by 1.57 which is the current exchange rate,

# Comp.Pages

No of competing pages listed in Google for the keyword

# Real Comp.Pages

This removes lower ranked pages that are competing for the keyword such as article pages and gives the number of pages that are real competition if you are looking to rank for the keyword,

# Comp Strength

A measure of the strength of competing pages for the keyword

# Averages PR

The average page rank of the top 10 sites in Google for the keyword,

# PR Strength

Strength of the page rank for the top 10 sites in Google

# Competition

Measure of the competition for the keyword

# Commercial

Tells if the keyword is commercial or a buyer keyword

# Ad Count

Number of ads running for the keyword

# Keyword Rating

An Overall final rating of the keyword. In column L (keyword rating) the “Amazing” then the “Great” and then the “Good” keywords are the easiest keywords to target and are commercial or buyer keywords. The “Bad” section has some good keywords though the competition is stronger and some may not be commercial or buyer keywords but they will be worth using for content etc, the “Terrible” are either very competitive or not commercial. The search was run in exact match US volume and competition from Google.com