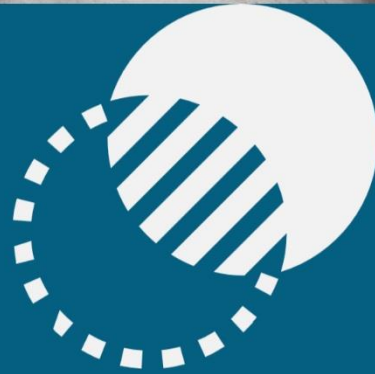




GOOGLE RANKING

Beginners Guide Google Keyword Rank Checker



**No monthly
Fees**

Business Promotion Central



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INTRODUCTION TO KEYWORD RANK TRACKING

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Beginners Guide Google Keyword Rank Tracking

INTRODUCTION TO KEYWORD RANK TRACKING



How Beginners Are Getting Help Predicting Their Profitable Growth Strategies.

No. Really!

Are you just starting out with your online business?

Perhaps you have started your online business but so far, you have not really focused upon targeting keywords in Google?

Maybe you want a simple, efficient and cost effective way to measure this profitable growth strategy?

Learning how to begin tracking keywords in Google for your website can be very profitable over the longer term.

Not only can you discover the most profitable keywords that you rank for, you can see how your digital marketing is working as time progresses.

This is a profitable growth strategy your top competition is already using.

Tracking Your Keywords Is An Essential Part of Overall Optimisation

If you are not tracking your keywords in Google, do you want to continue missing the insights this important information provides?

If you are not doing this, you really are missing a large opportunity for business growth and profitability.

Wondering What Keywords To Target?

If you are wondering what keywords you should target, this will get you quickly started.

You will then be able to add the keywords you are targeting into the keyword tracker and measure your results over time, as described below.

If you already have the keywords you wish to track, you can skip the section on keyword resources and go straight to the paragraph **'Controlling Your Own Data Can Be Valuable'**






A great place to start is <https://www.wordtracker.com/>

The screenshot shows the Wordtracker website interface. At the top, there's a navigation bar with 'Wordtracker', 'SEARCH', 'INSPECT', and 'LISTS'. A search bar contains 'electric showers' and a dropdown menu shows 'Google'. A red arrow points to the 'SEO' tab in the 'Metrics' section. The main results area shows a table of keywords for 'electric showers' with columns for 'Keyword', 'Historical', 'Volume', 'Comp.', and 'IAAT'. A green arrow points to the 'Volume' column, and an orange arrow points to the 'IAAT' column. The table lists various keywords like 'electric showers', 'power showers', 'mira electric shower', etc. On the right, there are sections for 'FILTER RESULTS BY TEXT', 'MY LISTS', and 'SUGGESTIONS'.

Keyword	Historical	Volume	Comp.	IAAT
electric showers		36,642	10.86	103
power showers		12,183	8.59	35
mira electric shower		6,525	5.04	3
mira sport shower		5,250	6.06	7
best electric shower		4,217	6.68	11
triton electric shower		3,608	5.04	3
triton t80		3,308	7.77	22
electric power shower		3,142	—	0
black electric shower		3,117	3.97	1

Put in your search term, in this case 'electric showers' and results are returned. The red arrow shows the SEO tab. This shows related search terms you might wish to target. You will see that search volumes are shown so you know if a keyword is worth it in terms of search volume that users are searching for.

Search terms that show some intent to buy are usually good keywords to target.

<div> <div>✓ SAVE</div> <div>EXPORT</div> <div>REMOVE...</div> </div>			
Historical	Volume ⓘ	Comp. ⓘ	IAAT ⓘ
	36,642	10.86	103
	12,183	8.59	35
	6,525	5.04	3
	5,250	6.06	7
	4,217	6.68	11

The green arrow shows the competition column. The higher the number the harder it will be to rank for the keyword.

The orange arrow shows the IAAT. This is the number of web pages that contain the keyword in the title and in the text of a backlink to the page. Lower numbers here are obviously better to target.

There is also a historical chart showing demand over time.

You can conduct up to 11 free searches per day which is enough to get you started. Once you find keywords you want to track, you will enter them into the rank tracker, as described below.

Wordtracker is a good tool to use if you wish to gain insights into local keyword volumes. Not all keyword tools give information for local keywords.

Wordstream

Another good keyword tool is Wordstreams Free Keyword Tool

https://www.wordstream.com/keywords?cid=Web_seopages_InContentTextLink_FKT

Enter a keyword and you can then choose niche industry and location

Free Keyword Tool

One tool to discover and prioritize the best keywords to target.

Enter a keyword or website URL to find suggestions:

electric showers

Refine your search with Industry and Location.

Confirm keyword or website URL to find suggestions:

electric showers

Choose an Industry (Optional):

All Industries

Enter a State or Country:

United States

Continue

It will then return the number of related keywords – in this case 274 keywords.

tools.wordstream.com/fkt?website=electric+showers

Keyword results for "electric showers"

Showing 25 of 274 keywords

[Download all Keywords](#)

Keywords	Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	Competition
power showers	1,900	\$0.49	\$2.75	HIGH
electric showers	1,600	\$0.24	\$2.27	HIGH
electric shower heads	1,600	\$0.29	\$0.93	HIGH
electric heated shower	390	\$0.31	\$3.01	HIGH
portable electric shower	320	\$0.22	\$0.88	HIGH
electric shower control	260	\$0.40	\$1.88	HIGH
electric camping shower	210	\$0.37	\$1.49	HIGH
electric and power showers	170	\$0.00	\$0.00	LOW
moen electric shower	110	\$0.92	\$4.08	HIGH
lorenzetti shower heads	90	\$0.22	\$1.15	HIGH
outdoor electric shower	70	\$0.39	\$1.14	HIGH
pumped electric shower	50	\$0.32	\$1.44	HIGH

You can download all the keywords by supplying your email address.

Again, this tool will give you search volumes per month and the value of the search term itself.

The first entry 'power showers' would cost anywhere from \$0.49 to \$2.75 per click if you were paying for ads.

It also rates the competition for the keyword, which is very useful in deciding which keywords you should begin targeting first. It makes sense to start with those keywords that have the least amount of competition.

Find Keywords Using Competitor URL

You can also use a competitor URL to get suggestions for keywords.

The screenshot shows the WordStream Free Keyword Tool interface. The browser address bar shows the URL: `tools.wordstream.com/fkt?website=electric+showers`. The page has a green and blue header with the WordStream and LOCALiQ logos. The main heading is "Free Keyword Tool" with the subtitle "One tool to discover and prioritize the best keywords to target." Below this is a search bar with the text "Enter a keyword or website URL to find suggestions:" and a text input field containing "https://buildfire.com/how-to-promote-your-business/". Below the search bar are two dropdown menus: "Choose an Industry (Optional):" with "All Industries" selected, and "Enter a State or Country:" with "United States" selected. A "New Search" button is to the right. Below the search bar is a section titled "Keyword results for 'https://buildfire.com/how-to-promote-your-business/'" with a "Download all Keywords" button. It shows "Showing 25 of 359 keywords". A table displays the results with columns: Keywords, Monthly search volume, Top of page bid (low range), Top of page bid (high range), and Competition.

Keywords	Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	Competition
marketing strategy	40,500	\$2.11	\$8.64	LOW
small business marketing	9,900	\$7.64	\$25.47	LOW
business strategies	9,900	\$2.03	\$7.02	LOW

It will again give search volumes, what the value of the keyword is if you were paying for an ad to target the keyword and the competition for that keyword.

Keyword results for "https://buildfire.com/how-to-promote-your-business"

[Download all Keywords](#)

Showing 25 of 359 keywords

Keywords	Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	Competition
marketing strategy	40,500	\$2.11	\$8.64	LOW
small business marketing	9,900	\$7.64	\$25.47	LOW
business strategies	9,900	\$2.03	\$7.02	LOW
online business marketing	6,600	\$8.62	\$25.28	LOW
social media marketing strategy	5,400	\$2.77	\$11.70	LOW
marketing strategies for small business	4,400	\$4.19	\$15.03	MEDIUM
marketing ideas	3,600	\$1.71	\$8.25	LOW

Looking at the first entry, 'marketing strategy', at the top price range of \$8.64 per click, one hundred clicks would cost you \$864 (£691), so it is good to know the value of the keywords you are targeting.

Answer The Public

Another great research tool is Answer The Public

<https://answerthepublic.com/>

Here you can enter a general term, for example 'electric showers' and the questions people ask are laid out in a nice graphical format.



The detail is too small to see in the above image but is clear enough when viewing online.

You can also download the full list in CSV format, that will then open up in Excel or another spreadsheet.

The above resources should be enough to get you started and in helping you chose the keywords you think it will be beneficial to track.

With Your List Of Keywords You Are Ready To Begin

Once you have your list of keywords, you are ready to begin tracking them, by following the instructions below.



Controlling Your Own Data Can Be Valuable

Having your own data for the keywords you are tracking is something that will add value to your business and your website, should you decide to sell at some point in the future. Websites buyers love to have this type of very valuable data.



What About Free Keyword Trackers?

While 'free' sounds good, these services generally provide a one off set of results and you do not retain or control the data.

A better investment in your business is one where you own and control the data you collect.



Minimising Your Costs & Expenses Makes Sense In This Economic Environment

It is important to keep your costs and expenses to a minimum when running a business. It makes sense to use a WordPress plugin that is designed to make your business less expensive to run.

Why pay out a small fortune for solutions that continue to charge ongoing monthly fees?

These can be as much as \$1439.40 (£1151) per year.

See the prices charged by SEMrush \$119.95 per month and Ahrefs \$99 per month

You will often find that keyword service providers also limit the number of keywords you can include in your tracking project.



Easy And Simple Google Keyword Tracking

Use A Simple Software - No Monthly Fees

You know have the best short guide showing you how to use this simple and easy to use software.

Who wants to feel overwhelmed with a barrage of complex features that take months to learn?

Beginners & Those Wishing To Avoid Complexity

This is for beginners and those people who do not want a lot of complexity.

You can be using this easy to understand Google keyword tracking software in record time

Simplicity

It is simple. These are the things to measure.

- Where do you rank for the keywords you are targeting?
- Where does your competition rank for those same keywords?

Domain Name

Only the domain name of the site (without http or www)

Extra

- ☒ Enable Top 10 Ranking Notifications
- ☒ Enable Daily Email Reports

+ Add domain

In the above image this is where you will add the domain you wish to track

Also enable top 10 ranking notifications and daily email reports.

The image shows a web form for setting up keyword tracking. It is divided into four horizontal sections. The first section is labeled 'Domain Name' and contains a text input field with the value 'electricshowersmanchester.co.uk'. The second section is labeled 'Keyword(s)' and contains a text input field with the value 'electric showers manchester'. Above this field is a small instruction 'one keyword per line'. The third section is labeled 'Google Version' and contains a text input field with the value '.co.uk'. Below this field is a small instruction 'The version of google you want to track rankings on'. The fourth section is empty except for a blue button with the text '+ Add keyword'.

Domain Name	electricshowersmanchester.co.uk
Keyword(s)	one keyword per line electric showers manchester
Google Version	.co.uk The version of google you want to track rankings on
+ Add keyword	

Next add the keywords you wish to track as shown in the above image.

Add as many keywords here as you wish to track. Add one keyword per line.

These can be local keywords, as in the example or if your business is not local, more general keywords of a national or international nature.

Domain Name

Keyword(s)

Google Version

The version of google you want to track rankings on

- .com
- .co.uk**
- .ad
- .ae
- .com.af
- .com.ag
- .com.ai
- .am
- .it.ao
- .com.ar
- .as
- .at
- .com.au
- .az
- .ba
- .com.bd
- .be
- .bf
- .bg
- .com.bh

Select the Google location for the area in the world you wish to track. This can be Google.com for overall rankings. In this case I used Google.co.uk as this is a local business.

Manual or Automatic Updates

electricshowersmanchester.co.uk			
Settings: <input checked="" type="checkbox"/> Top 10 <input checked="" type="checkbox"/> Daily			
Action	Search Term	Google	Last Updated
delete	electric showers manchester	3(.co.uk)	07-Jun-2022 2:37 pm

The plugin is normally set up for automatic updates. In this case I did a manual update to illustrate that plugin will quickly find the ranking position in Google. In this case the keyword phrase is ranked at number 3.



Measurements are illustrated and the rankings tracked over time using the graph and listing of positions show in the dashboard.

As this was a new keyword to be tracked it gives history going back in time. This will normally show **the last 30 days. It gives a clear visualisation of how the keyword is performing.**

Tracking Competitor Domains

If you want to track the position of keywords for competitor domains, simply input the domain and keywords to be tracked.

Automated – Set & Forget

Once set up, the results are all automated.

Quickly Know What Is Working

This means you save a lot of time instead of manually tracking each individual keyword using Google search.

You will know that your digital marketing and SEO efforts are paying off. Set up email notifications to receive your results daily.

Notification When Your Keywords Hit The Top 10

In addition, be notified as soon as one of your keywords hits the top ten spots.

This is as simple as it gets. It is the quick way to track and measure the position of your keywords in Google.

Investing in yourself and your business, to gain this information, will prove to be very valuable over the longer term.

Don't wait any longer.

Begin tracking your keyword website rankings in just a few seconds.



The best keyword ranking tracker for beginners

[Get This Plugin Now – Save 75% - The Discounted Price](#)



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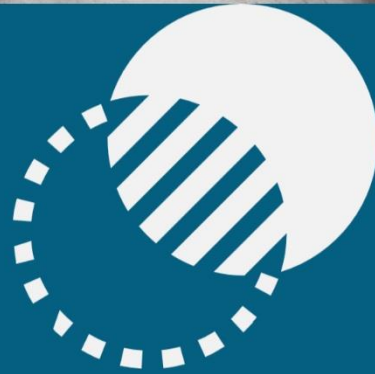
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