

Legend	Color Grading	Explanation
About		<p>This KEYWORD report will help you choose the most effective keywords to be used in conjunction with our SEO campaign.</p> <p>All the ranking data are pulled from MOZ & Majestic & Google, which are accurate at the time of report generation.</p> <p>Moz & Majestic are paid services.</p> <p>Without a proper choice of keywords, SEO for your website could prove to be difficult, and causing poor SERP (search engine results page) results.</p> <p>Will your SEO campaign include PPC (Pay-per-click) campaign?</p> <p>If it does not, then you can ignore the data set of CPC & PPC Competition.</p>
Keyword		<p>Keywords are the words or phrase that you want your website to rank on the Google SERP (search engine results page) for the SEO campaign.</p> <p>Targeting for a long-tail keyword (long & specific) is considered to be a better strategy than targeting a short, highly competitive keyword.</p> <p>The reason is that interested buyers/visitors are usually specific in their search terms when they are looking for something they want.</p>
How to choose keyword (Without PPC campaign)		<p>1) Look through the list of keywords and see which ones are the most relevant to your brand. Highlight them.</p> <p>2) Filter these keywords further by choosing the keywords that have low SEO difficulty score & high monthly search volume.</p>
How to choose keyword (With PPC campaign)		<p>1) Look through the list of keywords and see which ones are the most relevant to your brand. Highlight them.</p> <p>2) Filter these keywords to those with high monthly search volume & low PPC cost.</p> <p>3) Narrow these keywords further to those with lower PPC competition score.</p>
Search Volume		<p>Average search volume for the past 12 months. This reflects the amount of potential customers that might visit your website. (e.g. For a 10% click through rate & 10000 search volume, you are possibly missing out on 1000 potential viewers!)</p> <p>Note that 0 does not mean that the search volume for the keyword is 0.</p> <p>This is because the result is an <i>average over a year</i>, therefore there might be discrepancies on the month-to-month search volume.</p>
CPC (\$0 - \$50)		<p>Cost per click price for Google AdWords. This is the price you would pay Google when you list your website on Google SERP. (Search engine results page)</p>
PPC Competition (0 - 100)	0-30	<i>Advisable</i> to launch your PPC campaign with score of this range.
	31-60	<i>Not recommended</i> to launch your PPC campaign with score of this range.
	61-100	<i>Not worth the investment.</i> Keyword at this range has high PPC competition.
SEO Difficulty (0 - 100)		Based on SEO stats (DA,PR,MR,MT) of the pages on the first Google SERP, this number reflects the difficulty to rank your site on Google SERP. SERP = Search engine results page. SEO stats information can be found in the SERP analysis report. The higher the number, the tougher the competition.
	1-30	<i>Easy.</i> Keywords should rank on Page 1 within 6 months with basic SEO efforts.
	31-40	<i>Recommended.</i> Continuous SEO effort must be made to rank keyword in this range on Page 1.
	41-50	<i>Possible.</i> The keyword will require continuous SEO effort and one would be able to see Page 1 result within 1 year.
	51-60	<i>Considerable effort and time</i> to rank keywords in this range on Page 1.
	61-100	<i>Not recommended.</i> Keywords in this range would be too difficult to be ranked.
Category		Root category of the keyword.
Thank You		<p>Last but not least, thank you for choosing us as your SEO service provider!</p> <p>For more information, please visit our website at http://glut.it</p> <p>We provide SEO, Video Production & Social Media Marketing services.</p> <p>We also have in-house weekly radio mix, please support us @ https://soundcloud.com/glut_it/sets/glut-it-radio</p>



No	Keyword	Search Volume	CPC	PPC Competition	SEO Difficulty	Category
1	shoes	2900	\$0.45	29		Others
2	ring	1900	\$1.23	22	54	Others
3	blouse	1600	\$0.25	17		Others
4	bracelet	1600	\$0.78	28	54	Others
5	jewelry	1300	\$4.76	44	58	jewel
6	necklace	1144	\$1.33	30	43	Others
7	jeans	1000	\$1.07	27		Others
8	dresses	1000	\$0.55	57	46	Others
9	earrings	720	\$0.75	29	46	Others
10	belt	590	\$0.28	16		Others
11	purse	480	\$0.23	11		Others
12	swarovski crystal	390	\$0.28	15	56	swarovski
13	swarovski necklace	390	\$0.35	36		swarovski
14	mens fashion	320	\$0.53	24		fashion
15	swarovski rings	320	\$0.36	37		swarovski
16	swarovski bracelet	320	\$0.35	45		swarovski
17	handbags	320	\$0.51	56		Others
18	beaded bracelets	260	\$0.77	30		bead
19	swarovski watches	260	\$0.23	44		swarovski
20	swarovski earrings	260	\$1.42	49		swarovski
21	designer bags	260	\$2.08	90		designer
22	pantsuit	140	\$0.06	2		Others
23	glass beads	140	\$0.72	20	42	bead
24	gold jewellery	137	\$1.95	71	38	jewel
25	swarovski outlet	110	\$0.69	10		swarovski
26	fashion accessories	90	\$0.82	15	45	fashion
27	swarovski elements	90		26		swarovski
28	beaded necklaces	90	\$0.46	35		bead
29	designer handbags	90	\$1.38	88		designer
30	swarovski jewelry	70	\$0.67	29	60	jewel
31	accessories online	70	\$0.67	36	37	accessory
32	ladies fashion	70	\$0.63	72	53	fashion
33	jewellery online	61	\$0.85	82	45	jewel
34	jewellery making	50	\$1.13	53	36	jewel
35	beading patterns	50	\$0.03	14		bead
36	designer brands	50	\$2.63	23		designer
37	swarovski pendants	50	\$0.17	27		swarovski
38	swarovski online	50	\$0.18	35	45	swarovski
39	swarovski sale	50	\$0.33	36		swarovski
40	women accessories	50	\$0.44	41	40	accessory
41	fashion shop	50	\$0.47	52	56	fashion
42	handmade jewelry	50	\$0.43	70	36	jewel
43	pearl jewellery	50	\$1.50	79	41	jewel
44	swarovski crystal beads	40	\$0.33	50	38	swarovski
45	swarovski usa	40		13		swarovski
46	crystal swarovski	40		22	60	swarovski
47	swarovski charms	40	\$0.16	27		swarovski
48	jean skirt	40	\$1.06	34		Others
49	crystal beads	40	\$0.43	55	38	bead



No	Keyword	Search Volume	CPC	PPC Competition	SEO Difficulty	Category
50	silver earrings	40	\$0.31	66		Others
51	bridal jewellery	40	\$1.87	78		jewel
52	fashion jewelry	40	\$0.41	79		fashion
53	designer jewellery	40	\$4.98	90		jewel
54	online jewellery	40	\$1.01	92	45	jewel
55	swarovski com	30		4		swarovski
56	swarovski binoculars	30	\$0.65	8		swarovski
57	bead patterns	30		10		bead
58	beads craft	30	\$0.12	21		bead
59	swarovski price	30	\$0.04	32		swarovski
60	fashion shoes	30	\$0.39	35		fashion
61	costume jewelry	30	\$0.51	43	52	jewel
62	fashion designing	30	\$1.12	43		fashion
63	swarovski jewellery	30	\$0.32	48	54	jewel
64	ladies accessories	30		49		accessory
65	fashion dresses	30	\$0.29	66		fashion
66	wooden beads	30	\$0.56	66		bead
67	dresses for women	30	\$0.53	76		Others
68	wholesale jewelry	23	\$1.71	69	41	jewel
69	swarovski beads	20	\$0.24	41	44	swarovski
70	beads making	20	\$0.15	46	36	bead
71	jewelry tools	20	\$0.26	54	40	jewel
72	beads wholesale	20	\$0.63	77	36	bead
73	jewelry making supplies	20	\$0.50	80	41	jewel
74	swarovski store	20		0		swarovski
75	crimp beads	20		7		bead
76	plastic beads	20		12		bead
77	swarovski diamonds	20		16		swarovski
78	pony beads	20	\$0.44	17		bead
79	www swarovski com	20	\$0.06	17		swarovski
80	crystals and beads	20	\$0.37	24	33	bead
81	bead shop	20	\$0.56	29	31	bead
82	accessories for women	20	\$0.65	32		accessory
83	amber beads	20		34		bead
84	bracelet beads	20	\$0.06	37		bead
85	swarovski crystal bracelet	20	\$0.97	39		swarovski
86	swarovski crystal necklace	20	\$0.40	42		swarovski
87	turquoise jewelry	20	\$2.63	44		jewel
88	gemstone beads	20	\$0.25	48		bead
89	jewelry accessories	20	\$0.25	62	48	jewel
90	fashion rings	20	\$1.13	67		fashion
91	alphabet beads	20		68		bead
92	wholesale fashion	20	\$0.32	69		fashion
93	vintage jewelry	20	\$3.34	79		jewel
94	jewelry websites	20	\$2.40	80		jewel
95	buy jewellery online	20	\$0.81	81	41	jewel
96	fashion necklaces	20	\$0.78	81		fashion
97	costume jewellery online	20	\$0.45	83		jewel
98	ladies fashion online	20	\$0.46	91		fashion

