

## Why They Rank

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Keyword research is a funny thing. In the internet marketing world there is a lot of emphasis on *long tail* keyword phrases and making each web page target a single keyword term. Web sites are very small – often well under 100 pages – and the Holy Grail is trying to find keywords that have a “lot” of traffic and are easy to rank for. This puts a lot of burden on both niche selection and keyword research. All too often we see someone build a site without really considering the competition of the keywords they are targeting – or worse, not targeting any keyword consciously.

Here’s the thing – you can rank for any keyword phrase given enough effort. That “effort” is a combination of the content on the page, the “authority” of your website, and the backlinks coming into that page. While some of these are not in your control many of the critical ranking factors are.

There’s nothing wrong per se with targeting keywords with a lot of traffic and little competition. But these can be challenging to find. And focusing on one main keyword per page is good advice as long as you are bringing in a suitable number of related phrases and secondary keyword phrases.

This is especially true now that Google is rolling out wave after wave of their Panda algorithm filter. The content on the page is becoming more and more of a critical ranking factor – and this has nothing to do with duplicate content.

But it even goes beyond that. It’s possible to have a single page rank for thousands of keywords. Yes – thousands.



Google Analytics stats from <http://www.thinkingmanagers.com/management/strengths-weaknesses.php>

Getting this kind of result requires more content on the page and paying attention to the important on page factors and use of related/thematic keywords. It also requires strong domain authority, proper keyword selection, and good linking strategies – both inbound and outbound.

One of the challenges with only focusing on long tail keyword phrases is that too often we limit the potential traffic of the page. The flip side is that targeting the ‘head’ and letting Google and Bing discover the ‘tail’ requires more content and stronger links than the typical internet marketer puts into a site.

Regardless of whether you’re targeting specific long tail phrases or the head of the curve one thing is certain – proper keyword research is important for a bunch of reasons:

1. Determining the likely level of effort to rank for that phrase.
2. Determining how much traffic a keyword phrase can bring you.
3. Finding related keywords that are searched for.

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The rest of this report is going to focus on the most important aspect of #1 – “rankability”.

### “Rankability” Formulas

When I say “rankability” I am referring to a process of evaluating how difficult it will be to get a webpage into the top 10 (or top 5, or top 3, etc.) of the search results in Google and/or Bing. I love these evaluation formulas. They are quick, easy, and if you target (relatively) long tail niche keywords they are often “good enough.” But no ranking formula is perfect. And with Google moving toward adaptive flux capacitor algorithms like Panda it’s getting increasingly common to see false positives.

If you’re contributing to a large authority site with 10s of thousands of pages this is not that big of a deal. But for a microniche site or 25-50 page minisite, missing the mark on keyword research leads to a lot of wasted effort with little/no monetization.

Any ranking formula should take into account:

- The amount of traffic you can potentially get from that keyword phrase.
- The amount of “competition” out there for that phrase.
- The on-page, off-page, and authority factors the pages currently ranking have.

#### The Amount Of Traffic

There are a host of free and fee-based tools out there to help you with all of these. You need to be careful though not to compare apples to oranges. All the tools show you ‘traffic’ but WHAT they mean by the term *traffic* can be quite different. This is true for many of the ranking factors that they show.

For example, the Google Keyword tool gives you traffic for the broad, phrase, or exact match keyword phrase in terms of searches per month.

Market Samurai reports traffic (their “SEOT” measure) in terms of the number of clicks you would get DAILY if you have the #1 search position in Google.

#### How Much Competition Is Out There?

There are many different ways to go about estimating how many other web pages are out there targeting the same keyword phrase:

- Use a quoted (phrase match) search – e.g. “fitness bootcamp” – as this returns the number of pages that Google/Bing think are specifically about *fitness bootcamp*.
- Check the number of pages that have the keyword phrase in the title (i.e. the allintitle command). The logic being that a page optimized for a specific keyword will likely have the keyword phrase in the title tag.

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- Check the number of pages that have the keyword phrase in anchor text (i.e. the `allinanchor` command). The logic being that link reputation is a truer measure of how many pages you are really competing against.

No doubt there are more – and in addition you see many combinations. The point here is that this is a first level filter of the “size” of the competition. This isn’t intended usually for detailed analysis – it’s just setting a bar.

An example metric might be that there are less than 100,000 pages with a quoted search, and that the ratio of quoted search pages to regular search pages (the so called “PBR” – or phrase/broad ratio) is greater than 20%.

### Evaluating the Common SEO Ranking Factors

This is the step most quick and dirty internet marketers skip and by most measures this is the most important. While we’ll never know all the inner secrets to the Google or Bing ranking algorithms we do know that ranking is based on a weighted combination of domain “authority”, page “authority”, the content on the page, and the links coming into the page (and the domain).

Ultimately, your only competition is the 10 existing pages Google and Bing are showing on page one when you search for your keyword phrase.

The time honored advice in professional SEO is to be a “little better” than the competition. What’s meant here is to look at the key ranking measures of each page in the top 10 and try and do a little better.

Simple. But not necessarily easy.

We’ll talk about a common ranking evaluation formula in a bit. Ultimately though, the best ranking “formula” is to try and reason to yourself WHY existing pages are ranking in the first place. You can use automated keyword research tools as your first filter but you’re wise to take a deeper look at the SERPS and make sure you understand the reason “why they rank.”

So the basic process in this post-Panda age is something like:

- Use Market Samurai, KeywordBlueprint2, Traffic Travis, MicroNicheFinder, etc. to find keywords that meet your traffic and SEO competition criteria.
- Do a “sniff test” on the ones that do to make sure you can understand WHY the top 10 pages are ranking.
- Now go to Bing and Google and look at the SERPs. Sometimes you see extra things like universal search boxes for Google local that tell you things the keyword tool doesn’t

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OK, with that out of the way let's talk about two simple and popular keyword evaluation formulas – the Keyword Blueprint black box approach and the Market Samurai “Golden Rules.”

## Keyword Blueprint

*NOTICE: The author of this report may be compensated for any purchases made as a result of clicking links from this document.*

KeywordBlueprint2 is a “black box” keyword analysis tool. You enter in a seed phrase and KB2 goes out and grabs the keyword list from the Google Adwords Keyword Tool and then does all the onpage, offpage, and authority evaluation for you and returns a RED, GREEN, or STAR ranking for the keywords.

| Keyword Phrase                    | Daily Searches | Value | Shop | CPC  | My Keywords |                            |
|-----------------------------------|----------------|-------|------|------|-------------|----------------------------|
| best gym workout                  | 15             | High  |      | 1.62 | ✓           | gym training program       |
| gym workout routines for men      | 32             | Med   |      | 0.92 | ✓           | gym training programme     |
| weight lifting                    | 890            | High  |      | 1.10 | ✗           | free weight training pro.. |
| home workout routines             | 118            | High  |      | 1.27 | ✓           | fitness training programs  |
| home exercise program             | 28             | Low   |      | 0.72 | ✓           | weight training program    |
| exercise plans                    | 78             | Med   |      | 0.76 | ✗           | free weight training pro.. |
| training workouts                 | 10             | High  |      | 2.28 | ✗           | bodybuilding training pr.. |
| exercise workout routines         | 5              | High  |      | 1.36 | ✓           | gym exercise program       |
| gym workouts for men              | 23             | Med   |      | 0.87 | ✓           | gym training               |
| gym workout routines for women    | 52             | Low   |      | 0.51 | ★           | beginner weight trainin..  |
| circuit training workout          | 23             | Low   |      | 0.56 | ✓           | weight training programs   |
| kettlebell workout routines       | 95             | High  |      | 2.31 | ★           | weight lifting routines    |
| workout routines for the gym      | 10             | Med   |      | 0.80 | ✓           | gym workout schedule       |
| weight lifting routines for women | 23             | Low   |      | 0.65 | ✓           | gym program for beginn..   |
| free workout routine              | 5              | Low   |      | 0.42 | ✓           | weight training routines   |
| gym schedule workout              | 6              | Med   |      | 0.80 | ✓           | strength training program  |
| kettlebell workouts               | 729            | High  | ✓    | 1.49 | ✓           | free gym programs          |
| athletic training                 | 216            | High  |      | 3.63 | ✓           | strength training routine  |
| weight training workout           | 10             | High  |      | 1.96 | ✗           | cardio training program    |

### KeywordBlueprint 2 Professional

RED means “hard” for a typical minisite. GREEN means possible with some effort (3-6 months). STAR keywords are relatively easy – 1-3 months to ranking.

Now, you don't know *how* KB2 is arriving at the red, green, and star marks. The only thing we know is that KB2 uses the seoMoz open site explorer link database and takes into account domain and page authority as well as the usual onpage and offpage link factors.

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The nice thing about KeywordBlueprint2 is that you can get the basic version at no charge. It also comes bundled with the IM Advantage set of tools and services. IM Advantage gives you a blog network, article network, keyword tool, high PR link share network and a whole bunch of other capabilities.

Check out KeywordBlueprint2 here: <http://OtoCash.com/go/cb2> (at the time of this writing the second exit pop gave you the squeeze page for the free version of KB2).

Here are the criteria I use with KeywordBlueprint:

- Daily exact match traffic > 25 (for long tail phrases I'll take exact match > 10)
- Green or star evaluation
- If a star, I look at buying an exact match domain or using the keyword as a category in a silo/pyramid structure website.

## Market Samurai

Market Samurai is a “white box” keyword analysis tool. It gathers the data and provides you some guidance but ultimately you have to use your own “ranking formula” to determine if a keyword is easy to rank for or not.

The nice thing is that MarketSamurai allows you full access to the features of the Google Adwords Keyword Tool – both stemmed searches and related searches. In addition, it supports a half dozen or so “competition” measures and more than a dozen authority/onpage/offpage SEO factors. The SEO factors are rated red/yellow/green but how you interpret the combinations of factors and ratings is up to you.

The screenshot shows the Market Samurai interface for the keyword "gym workout routines for women". The "SEO Competition" section is active, showing various filters and a table of search results. The table includes columns for Rank, URL, DA, PR, IC, RDD, RDP, BLP, BLD, BLEG, DMZ, YAH, Title, URL, Desc, Head, and CA. The results are sorted by rank, with the top result being "http://www.muscledstrength.com/wor" at rank 1.

| #  | URL   | DA | PR | IC        | RDD    | RDP   | BLP    | BLD       | BLEG | DMZ | YAH | Title | URL | Desc | Head | CA |
|----|---|----|----|-----------|--------|-------|--------|-----------|------|-----|-----|-------|-----|------|------|----|
| 1  | <a href="http://www.muscledstrength.com/wor">http://www.muscledstrength.com/wor</a>                 | 7  | 3  | 1,320,000 | 10,477 | 1,421 | 43,503 | 500,811   | 0    | N   | N   | N     | N   | N    | N    | 0  |
| 2  | <a href="http://www.qumprofessor.com/qum-routi">http://www.qumprofessor.com/qum-routi</a>           | 3  | 0  | 208       | 244    | 24    | 37     | 1,123     | 0    | N   | N   | N     | N   | Y    | Y    | 2  |
| 3  | <a href="http://www.nobovaveragefitnesslips.co">http://www.nobovaveragefitnesslips.co</a>           | 2  | 1  | 205       | 4,505  | 380   | 3,772  | 225,215   | 0    | N   | N   | Y     | Y   | N    | Y    | 2  |
| 4  | <a href="http://www.womenshealthmag.com/fitn">http://www.womenshealthmag.com/fitn</a>               | 7  | 0  | 66,000    | 23,780 | 85    | 148    | 4,102,111 | 0    | N   | Y   | N     | N   | N    | N    | 0  |
| 5  | <a href="http://www.fitterit.com/qum_workout.php">http://www.fitterit.com/qum_workout.php</a>       | 10 | 0  | 58        | 147    | 34    | 69     | 434       | 0    | N   | N   | Y     | N   | Y    | N    | 2  |
| 6  | <a href="http://weighthlossandtraining.com/freew">http://weighthlossandtraining.com/freew</a>       | 3  | 2  | 892       | 3,350  | 137   | 286    | 39,653    | 0    | N   | N   | N     | N   | N    | N    | 2  |
| 7  | <a href="http://www.fitnessandhealthscience.org">http://www.fitnessandhealthscience.org</a>         | 7  | 3  | 56        | 453    | 126   | 239    | 297,078   | 0    | N   | N   | N     | N   | N    | N    | 3  |
| 8  | <a href="http://www.bodybuilding.com/fun/ajaja_1.ht">http://www.bodybuilding.com/fun/ajaja_1.ht</a> | 12 | 2  | 91,900    | 73,142 | 108   | 179    | 6,679,928 | 0    | Y   | N   | N     | N   | N    | N    | 2  |
| 9  | <a href="http://www.qumworkoutroutinesforwom">http://www.qumworkoutroutinesforwom</a>               | -  | 0  | 69        | 101    | 40    | 173    | 477       | 1    | N   | N   | Y     | Y   | Y    | Y    | 2  |
| 10 | <a href="http://www.livestrong.com/article/11203">http://www.livestrong.com/article/11203</a>       | 9  | 1  | 2,880,000 | 56,581 | 5     | 6      | 5,374,166 | 0    | Y   | Y   | N     | N   | N    | Y    | 2  |

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Market Samurai uses the Majestic SEO link database for its offpage factors. Whether this is better or as-good as the seoMoz link database is up for debate. Overall, I think it is a wash. The seoMoz API does have a nice set of authority measures that Majestic doesn't track but these can be looked up separately as needed and is free.

Overall, I am a big fan of Market Samurai and have been using it since it was first released. As mentioned, the examples here will be using Market Samurai screen shots.

Check out Market Samurai here: <http://www.marketsamurai.com/c/0toCash>.

*(NB: This will get you access to the free version of MS that does not include the SEO competition module. You **absolutely NEED the SEO competition module** to use MS properly though for niche keyword research.)*

## Ranking Criteria Basics

As I said before, any keyword selection technique should consider three key elements:

- The amount of traffic you can potentially get from that keyword phrase.
- The amount of “competition” out there for that phrase.
- The on-page, off-page, and authority factors the pages currently ranking have.

If you're using a black box tool like Keyword Blueprint you're trusting them to take these elements into consideration and return a red/green/star ranking. So from there you just double check the stars (or greens) as I'll describe below.

If you're using a white-box tool like Market Samurai you have more options. A popular one is called the *Golden Rules* and has its roots in Ed Dale's “30 Day Challenge” program (<http://challenge.co>).

Remember – there is no magic. Market Samurai actually comes with 3 different pre-built filters (Golden Rules, Challenge, and Long Tail) and you can make your own.

Here's the “Golden Rules” ranking criteria in a nutshell:

- Broad match SEOT > 50
- PBR > 15%
- SEOC < 100,000
- SEOV > 30
- “all green” SEO factors for PR, BLP, Yahoo, Title, and URL.

(by the way – it is often VERY difficult to find a keyword that fits this strict evaluation criteria. There are lots of variations of this basic scheme – most involve relaxing the

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SEOC and/or looking at lower traffic numbers – and that’s ok. Again, there’s no perfect formula)

Now, this isn’t a tutorial in SEO factors but here’s some background on these measurements:

SEOT in Market Samurai is the estimated amount of daily traffic that keyword would get if it were #1 in the organic Google search results. To get this figure they take the monthly traffic for the keyword (as reported in the Google keyword tool), divide it by 30 to get the daily, and then take a percentage (48%) of that to get the number of clicks in the #1 position – or just use the SEOT value MS gives you.

By default, Market Samurai is using *broad match* for the keyword traffic. So the traffic for the phrase *red shoes* would include ALL of the traffic for *red shoes*, *big red shoes*, *narrow width red shoes*, *red shoes sale*, etc. Again – this is neither good nor bad – it’s just the way the criterion is set up.

PBR stands for “phrase broad ratio” and is trying to measure whether the majority of search result pages Google returns are actually about your keyword phrase.

SEOC is another controversial measurement – and it has a misleading name (“SEO competition”). It’s the number of pages Google shows when you put the keywords in quotes. Roughly, this is a measure of how many pages Google feels are exactly targeted to the keyword phrase. Generally, low numbers indicate keywords that may be easier to rank for than others. Again – this is imperfect but it’s a measure.

SEOV is the equivalent amount it would cost you daily to buy traffic for that keyword and be #1 in Google Adwords. Basically, SEOV is just the Adwords estimated cost per click times the SEOT.

The next set of figures come from the SEO tab in Market Samurai and they are measures of the pages that are currently ranking for your keyword in Google. Again, the idea is to look at what’s currently ranking and see if it’s vulnerable.

*PR* is Google page rank. *BLP* is the number of backlinks to that specific page. *YAH* is whether the domain is in the Yahoo directory. *Title* is whether the keyword appears in the title tag of the page, and *URL* is whether the keyword appears in the URL for the page.

Market samurai uses a red/yellow/green coloring system and criteria to color the 15 competitive ranking factors. In The Challenge criteria we only look at 5 of them and want all greens.

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## Evaluating Keywords

Looking at traffic (SEOT), and the number of competing pages (SEOC and PBR) is really just a first order filter. It's way too easy to get false positives unless you're targeting very long tail phrases.

The real meat of evaluating a keyword comes in the SEO tab of Market Samurai and similar tools when you look at the top 10 pages Google/Bing are showing and evaluate them.

Let's look at some examples of the SEO factors for the top 10 ranking pages. Keep in mind – looking at monthly (or daily) traffic and “competing pages” – whether you measure it in quoted searches, intitle, allinurl, or any other way – is just a first order filter. It doesn't tell you anything about how strong the real competition (the top 10) is.

### Example 1 – fitness bootcamp

Here's our first example – the top pages for the keyword phase *fitness bootcamp*:

| #  | URL   | DA | PR | IC         | RDD       | RDP   | BLP    | BLD           | BLEG | DMZ | YAH | Title | URL | Desc | Head | CA |
|----|---|----|----|------------|-----------|-------|--------|---------------|------|-----|-----|-------|-----|------|------|----|
| 1  | <a href="http://maps.google.com/maps">http://maps.google.com/maps</a>             | 7  | 0  | 1,930,000  | 4,085,808 | 0     | 0      | 1,884,474,765 | 0    | Y   | Y   | -     | -   | -    | -    | -  |
| 2  | <a href="http://www.fitnessbootcampcla">http://www.fitnessbootcampcla</a>         | -  | 2  | 27         | 762       | 219   | 1,055  | 11,530        | 0    | N   | N   | Y     | Y   | Y    | Y    | 4  |
| 3  | <a href="http://fitnessbootcampguide.co">http://fitnessbootcampguide.co</a>       | 4  | 3  | 78         | 246       | 148   | 644    | 2,786         | 5    | N   | N   | Y     | Y   | Y    | Y    | 5  |
| 4  | <a href="http://www.fitbodybootcamp.co">http://www.fitbodybootcamp.co</a>         | 3  | 4  | 1,010      | 4,050     | 2,005 | 15,724 | 34,950        | 0    | N   | N   | N     | N   | N    | N    | 3  |
| 5  | <a href="http://www.stepitupfitness.com">http://www.stepitupfitness.com</a>       | 4  | 2  | 20         | 1,623     | 1,601 | 26,172 | 26,919        | 2    | N   | N   | N     | N   | N    | N    | 5  |
| 6  | <a href="http://www.luxerqy.com/Napervi">http://www.luxerqy.com/Napervi</a>       | 5  | 0  | 96,100     | 614       | 0     | 0      | 11,584        | 0    | N   | N   | Y     | Y   | N    | Y    | -  |
| 7  | <a href="http://www.efficientfitnessllc.co">http://www.efficientfitnessllc.co</a> | 2  | 0  | 83         | 13        | 0     | 0      | 30            | 0    | N   | N   | N     | Y   | N    | N    | 9  |
| 8  | <a href="http://en.wikipedia.org/wiki/Fitn">http://en.wikipedia.org/wiki/Fitn</a> | 9  | 4  | 50,300,000 | 3,797,670 | 144   | 456    | 4,246,838,981 | 0    | Y   | Y   | N     | Y   | N    | N    | 4  |
| 9  | <a href="http://www.fitnessbootcampblo">http://www.fitnessbootcampblo</a>         | -  | 3  | 77         | 45        | 45    | 146    | 146           | 0    | N   | N   | Y     | Y   | Y    | Y    | 3  |
|    | <a href="http://www.bootcampexerci">http://www.bootcampexerci</a>                 | 2  | 0  | 80         | 7,201     | 17    | 19     | 130,104       | 0    | N   | N   | N     | N   | N    | N    | -  |
|    | <a href="http://my.homeisnorthhave">http://my.homeisnorthhave</a>                 | 1  | 0  | 367        | 53        | 0     | 0      | 111           | 0    | N   | N   | N     | Y   | N    | N    | -  |
|    | <a href="http://www.briandevlin.com/">http://www.briandevlin.com/</a>             | 8  | 0  | 204        | 972       | 7     | 8      | 4,165         | 0    | N   | N   | N     | N   | N    | N    | -  |
|    | <a href="http://winnipegfitnessexplor">http://winnipegfitnessexplor</a>           | -  | 0  | 0          | 0         | 0     | 0      | 0             | 0    | N   | N   | N     | Y   | N    | N    | -  |
| 10 | <a href="http://www.fitnessbootcampuni">http://www.fitnessbootcampuni</a>         | 3  | 1  | 660        | 478       | 460   | 4,957  | 5,003         | 1    | N   | N   | Y     | Y   | N    | N    | 4  |
| 11 | <a href="http://www.iavsbootcamp.com/">http://www.iavsbootcamp.com/</a>           | 9  | 3  | 71         | 961       | 604   | 2,355  | 7,541         | 1    | N   | N   | N     | N   | N    | N    | 4  |

### Top 10 results for *fitness bootcamp*

Now, the coloring scheme can be really valuable but also a little misleading sometimes. Let's look at this keyword's competition a few different ways. First, let's look at it by the basic ranking criteria of PR, BLP, YAH, Title, and URL:

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| #  | URL   | PR | BLP    | YAH | Title | URL |
|----|---|----|--------|-----|-------|-----|
| 1  | <a href="http://maps.google.com/maps?num=10&amp;safe=images&amp;pws=0&amp;nfr=1&amp;hl=en&amp;gl=us&amp;as_qdr=all">http://maps.google.com/maps?num=10&amp;safe=images&amp;pws=0&amp;nfr=1&amp;hl=en&amp;gl=us&amp;as_qdr=all</a> | 0  | 0      | Y   | -     | -   |
| 2  | <a href="http://www.fitnessbootcampclasses.com/">http://www.fitnessbootcampclasses.com/</a>   | 2  | 1,055  | N   | Y     | Y   |
| 3  | <a href="http://fitnessbootcampguide.com/">http://fitnessbootcampguide.com/</a>   | 3  | 644    | N   | Y     | Y   |
| 4  | <a href="http://www.fitbodybootcamp.com/">http://www.fitbodybootcamp.com/</a>   | 4  | 15,724 | N   | N     | N   |
| 5  | <a href="http://www.stepitupfitness.com/">http://www.stepitupfitness.com/</a>   | 2  | 26,172 | N   | N     | N   |
| 6  | <a href="http://www.luxerqy.com/Naperville_Illinois/Naperville_fitness_bootcamp.htm">http://www.luxerqy.com/Naperville_Illinois/Naperville_fitness_bootcamp.htm</a>   | 0  | 0      | N   | Y     | Y   |
| 7  | <a href="http://www.efficientfitnessllc.com/boot_camp_8.html">http://www.efficientfitnessllc.com/boot_camp_8.html</a>   | 0  | 0      | N   | N     | Y   |
| 8  | <a href="http://en.wikipedia.org/wiki/Fitness_boot_camp">http://en.wikipedia.org/wiki/Fitness_boot_camp</a>   | 4  | 456    | Y   | N     | Y   |
| 9  | <a href="http://www.fitnessbootcampblog.com/">http://www.fitnessbootcampblog.com/</a>   | 3  | 146    | N   | Y     | Y   |
|    | <a href="http://www.bootcampexercises.net/wp-content/uploads/2010/02/boot-camp-icon3.jpg">http://www.bootcampexercises.net/wp-content/uploads/2010/02/boot-camp-icon3.jpg</a>   | 0  | 19     | N   | N     | N   |
|    | <a href="http://my.homeisnorthhaven.com/files/2010/11/0220-1990s-fitness-bootcamp_li.jpg">http://my.homeisnorthhaven.com/files/2010/11/0220-1990s-fitness-bootcamp_li.jpg</a>   | 0  | 0      | N   | N     | Y   |
|    | <a href="http://www.briandevlin.com/wp-content/uploads/2010/07/bad-1.jpg">http://www.briandevlin.com/wp-content/uploads/2010/07/bad-1.jpg</a>   | 0  | 8      | N   | N     | N   |
|    | <a href="http://winnipegfitnessexplorer.files.wordpress.com/2011/04/fitness_pr_bootcamp_fitness.jpg">http://winnipegfitnessexplorer.files.wordpress.com/2011/04/fitness_pr_bootcamp_fitness.jpg</a>                               | 0  | 0      | N   | N     | Y   |
| 10 | <a href="http://www.fitnessbootcampunlimited.com/">http://www.fitnessbootcampunlimited.com/</a>   | 1  | 4,957  | N   | Y     | Y   |
| 11 | <a href="http://www.jaysbootcamp.com/">http://www.jaysbootcamp.com/</a>   | 3  | 2,355  | N   | N     | N   |

All greens ranking filter for keyword *fitness bootcamp*

What do we see?

1. This is a “rankable” keyword based on our all green criteria. We have at least one row that is green for PR, BLP, YAH, Title, and URL (position #7)
2. Google is showing a bit of *universal search results* here. The URLs between position #9 and #10 are a row of 4 images. Note that the images have little/no linking and they are ranking likely because of their host domain and the alt text.
3. For a number of the URLs the BLP (backlinks to the page) is 0. For a number of URLs it is in the thousands.
4. Google considers the keyword relevant for local results (see the listing at #1). If you look at the results for the keyword *fitness boot camp* (i.e. split “bootcamp” into two words) you see a big Google local box dominating the top 10 results.

This is a good first example – our rankability criteria is saying that we can get our page into the top 10, but looking at these results there are some other considerations.

First, I am always suspicious when I see “0” for the number of backlinks. For an image this is fine but for a normal webpage I’d want to see if this page is just part of a trusted authority that itself has TONS of links coming in so it’s leeching it’s ranking from that authority.

Second, I look for examples where Google is showing universal search results with YouTube videos, images, local results, etc. All these can push the “normal” web page results down under the fold and basically force you to get a top 3 position in order to get any meaningful traffic.

So, my major concern with this keyword would be that even though it appears to be rankable according to our “all green” criteria is Google going to consider this a local query and basically push all but the top 1-3 results down.

## Why They Rank

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### Example 2 – wide angle digital camera

Let’s look at another example – one that comes up a lot. Often, you’ll be tempted to bend the rules a little bit. Maybe you find a keyword you literally fall in love with but not all the criteria say “go.”

This is where you need to step back and look at the forest through the trees. Here’s the basic ranking criteria table for ‘wide angle digital camera’:

| # | URL   | PR | BLP   | YAH | Title | URL |
|---|---|----|-------|-----|-------|-----|
| 1 | <a href="http://www.nextag.com/digital-camera-wide-angle/products.html">http://www.nextag.com/digital-camera-wide-angle/products.html</a>   | 1  | 154   | Y   | Y     | Y   |
| 2 | <a href="http://www.dcresource.com/faq/">http://www.dcresource.com/faq/</a>   | 4  | 0     | Y   | N     | N   |
| 3 | <a href="http://reviews.cnet.com/4520-6501_7-5554443-1.html">http://reviews.cnet.com/4520-6501_7-5554443-1.html</a>   | 1  | 9     | Y   | N     | N   |
| 4 | <a href="http://en.wikipedia.org/wiki/Wide-angle_lens">http://en.wikipedia.org/wiki/Wide-angle_lens</a>   | 5  | 6,915 | Y   | N     | N   |
| 5 | <a href="http://www.amazon.com/Nikon-Coolpix-Digital-Vibration-Reduction/dp/B00120I6HW">http://www.amazon.com/Nikon-Coolpix-Digital-Vibration-Reduction/dp/B00120I6HW</a>                   | 0  | 220   | Y   | Y     | N   |
| 6 | <a href="http://www.photoxels.com/article_wide-angle.html">http://www.photoxels.com/article_wide-angle.html</a>   | 1  | 227   | Y   | N     | N   |
| 7 | <a href="http://store.kodak.com/store/ekconsus/en_US/pd/M575_Digital_Camera/productID.169225300">http://store.kodak.com/store/ekconsus/en_US/pd/M575_Digital_Camera/productID.169225300</a> | 4  | 287   | Y   | Y     | N   |
| 8 | <a href="http://www.newegg.com/Store/SubCategory.aspx?SubCategory=388">http://www.newegg.com/Store/SubCategory.aspx?SubCategory=388</a>   | 4  | 0     | Y   | N     | N   |
| 9 | <a href="http://www.nikonusa.com/Nikon-Products/Camera-Lenses/index.page">http://www.nikonusa.com/Nikon-Products/Camera-Lenses/index.page</a>   | 5  | 2,725 | Y   | N     | N   |

### Basic SEO ranking filter for wide angle digital camera

So what are we looking at here?

- There’s no direct “all green” match but position #3 has 4 out of 5.
- All but 2 of the listings have relatively low backlink counts.
- Only one page has the on page factors implemented – and that’s a shopping aggregator.
- None of the domains are an EMD (exact match domain).
- The keyword isn’t in the URL in 9/10 cases.
- Every listing’s domain is in the Yahoo directory

A lot of folks would be tempted to rank a keyword like this. There’s a tendency to accept only 4 out of 5 ranking criteria (or something similar if you’re using a different set of measures). And that can lead to frustration. Here’s the bigger picture:

| # | URL   | DA | PR | IC          | BLP   | BLD            | YAH | Title | URL | Desc | Head |
|---|---|----|----|-------------|-------|----------------|-----|-------|-----|------|------|
| 1 | <a href="http://www.nextag.com/digital-camera-wide-angle/">http://www.nextag.com/digital-camera-wide-angle/</a>   | 13 | 1  | 41,500,000  | 154   | 109,387,687    | Y   | Y     | Y   | Y    | Y    |
| 2 | <a href="http://www.dcresource.com/faq/">http://www.dcresource.com/faq/</a>   | 13 | 4  | 270,000     | 0     | 2,141,173      | Y   | N     | N   | N    | N    |
| 3 | <a href="http://reviews.cnet.com/4520-6501_7-55544">http://reviews.cnet.com/4520-6501_7-55544</a>   | 9  | 1  | 4,280,000   | 9     | 126,167,536    | Y   | N     | N   | N    | N    |
| 4 | <a href="http://en.wikipedia.org/wiki/Wide-angle_lens">http://en.wikipedia.org/wiki/Wide-angle_lens</a>   | 9  | 5  | 50,300,000  | 6,915 | 4,246,838,981  | Y   | N     | N   | N    | Y    |
| 5 | <a href="http://www.amazon.com/Nikon-Coolpix-Digital-Vibration-Reduction/dp/B00120I6HW">http://www.amazon.com/Nikon-Coolpix-Digital-Vibration-Reduction/dp/B00120I6HW</a>                   | 13 | 0  | 397,000,000 | 220   | 11,191,712,500 | Y   | Y     | N   | Y    | Y    |
| 6 | <a href="http://www.photoxels.com/article_wide-angle.html">http://www.photoxels.com/article_wide-angle.html</a>   | 9  | 1  | 15,400      | 227   | 203,401        | Y   | N     | N   | Y    | N    |
| 7 | <a href="http://store.kodak.com/store/ekconsus/en_US/pd/M575_Digital_Camera/productID.169225300">http://store.kodak.com/store/ekconsus/en_US/pd/M575_Digital_Camera/productID.169225300</a> | 3  | 4  | 6,520       | 287   | 153,063        | Y   | Y     | N   | Y    | Y    |
| 8 | <a href="http://www.newegg.com/Store/SubCategory.aspx?SubCategory=388">http://www.newegg.com/Store/SubCategory.aspx?SubCategory=388</a>   | 11 | 4  | 3,400,000   | 0     | 32,803,495     | Y   | N     | N   | N    | N    |
| 9 | <a href="http://www.nikonusa.com/Nikon-Products/Camera-Lenses/index.page">http://www.nikonusa.com/Nikon-Products/Camera-Lenses/index.page</a>   | 15 | 5  | 22,200      | 2,725 | 1,772,606      | Y   | N     | N   | N    | N    |

### Bigger picture view of ranking factors for wide angle digital camera

## Why They Rank

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The colors here can be both helpful and deceiving here:

- Every URL that's in the top 10 is from a big website (IC column).
- Every URL's main domain has TONS of links built to it (BLD column).
- 9 out of 10 domains are 9+ years old (DA column).

(I don't know about you, but I consider 2+ million backlinks "red"!)

Looking at this table you can draw a simple conclusion – the reason these pages are ranking is because of domain authority more than anything.

DCResource.com has no backlinks to the page, no on page factors yet it ranks #2. Why? My guess is that the words 'wide', 'angle', 'digital', and 'camera' are in the content for the page in-context a number of times and that the website is large, established, and has a shit load of backlinks related to digital camera and lenses.

Can a brand new domain with an EMD microsite targeting this specific phrase rank in the top 10? Probably. Will it be easy? Probably not?

Why? Because all the pointers here are looking at valuing age and authority above fresh content and optimized on page factors. You can have low backlinks to the page as long as the domain has a few thousand pages and a few 10s of thousands of incoming links.

How would you go about ranking for this keyword with a microsite or minisite?

- Use an aged 10+ year old domain
- Plan on getting 500+ links of varying quality
- Make sure the site is in the Yahoo Directory

Another approach with a new domain would be:

- Use an exact match domain name
- Plan on getting 20-50 very strong links and probably 500-1000 links of varying quality

Either way, I'd be prepared for a multi-month battle given the domain authority and size of the sites that are ranking.

### Example 3 – Branded Product Categories

This type of result is coming up more and more. The trend with Google and Bing is to award the manufacturer's website a top listing as well as major commerce stores. This makes physical product affiliate marketing more challenging than it's ever been.

Let's look at *Husqvarna saw blades*:

# Why They Rank

| #  | URL   | PR | BLP | YAH | Title | URL |
|----|---|----|-----|-----|-------|-----|
| 1  | <a href="http://www.husqvarna.com/us/construction/">http://www.husqvarna.com/us/construction/</a>   | 5  | 32  | Y   | N     | N   |
| 2  | <a href="http://www.husqvarna.com/us/construction/products/diamond-blades-for-wall-saws/">http://www.husqvarna.com/us/construction/products/diamond-blades-for-wall-saws/</a>                           | 2  | 0   | Y   | N     | Y   |
| 3  | <a href="http://www.husqvarna.com/us/homeowner/products/husqvarna-brushcutters-for-homeowners/">http://www.husqvarna.com/us/homeowner/products/husqvarna-brushcutters-for-homeowners/</a>               | 4  | 16  | Y   | N     | N   |
| 4  | <a href="http://www.awddirect.com/husqvarna-14-diamond-saw-blades-nxs-14/vehicle-safety/">http://www.awddirect.com/husqvarna-14-diamond-saw-blades-nxs-14/vehicle-safety/</a>                           | 0  | 0   | Y   | Y     | Y   |
| 5  | <a href="http://www.mytoolstore.com/partner/parindex.html">http://www.mytoolstore.com/partner/parindex.html</a>   | 2  | 259 | Y   | Y     | N   |
| 6  | <a href="http://www.amazon.com/Husqvarna-505698190-325-Inch-Pixel-Chain/dp/B0035AKJLC">http://www.amazon.com/Husqvarna-505698190-325-Inch-Pixel-Chain/dp/B0035AKJLC</a>                                 | 0  | 0   | Y   | N     | N   |
| 7  | <a href="http://constructioncomplete.com/Catalog/Flat-Wall-Saw-Blades">http://constructioncomplete.com/Catalog/Flat-Wall-Saw-Blades</a>   | 2  | 11  | N   | N     | N   |
| 8  | <a href="http://www.jacksmallengines.com/husqvarna_parts">http://www.jacksmallengines.com/husqvarna_parts</a>   | 2  | 0   | Y   | N     | N   |
| 9  | <a href="http://www.grainqer.com/Grainqer/diamond-saw-blades/power-saws-and-accessories/power-tools/h">http://www.grainqer.com/Grainqer/diamond-saw-blades/power-saws-and-accessories/power-tools/h</a> | 0  | 0   | Y   | Y     | Y   |
| 10 | <a href="http://shop.ebay.com/i.html?_nkw=husqvarna+concrete+saw">http://shop.ebay.com/i.html?_nkw=husqvarna+concrete+saw</a>   | 0  | 0   | Y   | N     | N   |
| 11 | <a href="http://www.mfgsupply.com/chainsaw.html">http://www.mfgsupply.com/chainsaw.html</a>   | 3  | 0   | Y   | N     | N   |

Basic SEO ranking filter for *Husqvarna saw blades*

Looking good! #7 is an all green row. And all the listings have low backlinks and the pages have low PR. Bingo!

Not so fast. Here's what the SERP looks like on my big monitor:

The screenshot shows a Google search result for "husqvarna saw blades". At the top, there are navigation links for Maps, News, Gmail, and More. Below that is a search bar with the query "husqvarna saw blades" and a search button. The results section shows "About 609,000 results (0.45 seconds)".

The search results are divided into several sections:

- Ads - Why these ads?**: This section contains several advertisements:
  - Saw Blades | Lowes.com**: Shop Lowe's® Official Site For The Saw Blades You Need Now!
  - Husqvarna at Sears® - Skip the Lines this Holiday Season**: Buy Online, Pick Up In Store Today. Cyber Monday Now - Lawn & Garden Clearance - Buy Online, Pick Up In Store
  - Genuine Husqvarna Parts | partstree.com**: partstree.com is rated ★★★★★ 1,135 reviews. Need Husqvarna Parts? Look Up Parts and Diagrams for All Models.
  - Husqvarna Construction Products - for Construction Professionals**: Unlike other electric cutters, the blade rotates forward, cutting into the material ... are included for perfect attachment to our recommended Husqvarna products. ...
  - Handheld power cutting**: Products - Diamond blades for power cutters - Abrasive ...
  - Masonry and tile sawing**: Husqvarna USA - Construction - Products - Masonry and tile ...
  - Press**: Husqvarna adds a new flat saw to an already impressive ...
  - Husqvarna Saw Blades**: power-tools.beso.com. Discover Husqvarna Saw Blades up to 80% Off. Top Styles, Brands.
  - Husqvarna Saw Blades Sale**: saw-blades.buycheap.com. Buy Husqvarna Saw Blades And Save Big - Low US Shipping & Fast!
  - Shop Circular Saw Blades**: www.msdirect.com/CircularSawBlades. Browse Saw Blades by Brand, Type & Size. Same Day Shipping!
  - Husqvarna Saw Blades**: saws.bizrate.com. Find the Right Tool for the Job. Save on Husqvarna Saw Blades!
  - Husqvarna Chain Saw Parts**: chainsawparts.smarter.com. We've Got Husqvarna Chain Saw Parts! Shop Online. Shop Smarter.
  - Husqvarna Saw Blades**: www.nextag.com/Home-and-Garden. Home and Garden Products on Sale. Husqvarna saw blades. Prices.
  - Husqvarna Saw Blades**: www.calibex.com/Home-and-Garden. Cheap Prices and Huge Selection Husqvarna Saw Blades on Sale!
  - 1000's of Blades & Bits**: www.carbide.com. Quality brands, great prices. Large inventory - same day shipping. See your ad here >
- Shopping results for husqvarna saw blades**: This section shows five product listings with images and prices:
  - Husqvarna 505698190 325-inch pixel**: \$14.99 (Amazon.com)
  - Husqvarna Vanguard II Red**: \$145
  - Husqvarna Vanguard II Blue**: \$198
  - Husqvarna Banner Line**: \$355
  - Husqvarna Banner Line**: \$890
- Brushcutter | Husqvarna | Homeowner**: www.husqvarna.com/us/.../husqvarna-brushcutters-for-homeowners/. Simply switch from trimmer head or grass blade to brush blades and saw blades and ...

Snippet from 1900x1200 monitor display of Google search result

## Why They Rank

Notice the problem? There's no room there for you.

The ads take up a lot of real estate and then the authority listing for Husqvarna.com takes up most of the rest of the above the fold real estate. And then that is followed by Google's shopping results and ANOTHER Husqvarna page.

**That's why it pays attention to look at the actual search listings once you find a candidate keyword.**

And if you expanded the criteria filter past the 5 greens you'd see:

| #  | URL   | DA | PR | IC          | BLP | BLD            | YAH | Title | URL |
|----|---|----|----|-------------|-----|----------------|-----|-------|-----|
| 1  | <a href="http://www.husqvarna.com/us/construction/">http://www.husqvarna.com/us/construction/</a>                                 | 14 | 5  | 126,000     | 32  | 320,350        | Y   | N     | N   |
| 2  | <a href="http://www.husqvarna.com/us/construction/products/diamo">http://www.husqvarna.com/us/construction/products/diamo</a>     | 14 | 2  | 126,000     | 0   | 320,350        | Y   | N     | Y   |
| 3  | <a href="http://www.husqvarna.com/us/homeowner/products/husqva">http://www.husqvarna.com/us/homeowner/products/husqva</a>         | 14 | 4  | 126,000     | 16  | 320,350        | Y   | N     | N   |
| 4  | <a href="http://www.awdirect.com/husqvarna-14-diamond-saw-blad">http://www.awdirect.com/husqvarna-14-diamond-saw-blad</a>         | -  | 0  | 48,900      | 0   | 134,357        | Y   | Y     | Y   |
| 5  | <a href="http://www.mytoolstore.com/partner/parindex.html">http://www.mytoolstore.com/partner/parindex.html</a>                   | 13 | 2  | 24,900      | 259 | 168,690        | Y   | Y     | N   |
| 6  | <a href="http://www.amazon.com/Husqvarna-505698190-325-Inch-P">http://www.amazon.com/Husqvarna-505698190-325-Inch-P</a>           | 13 | 0  | 397,000,000 | 0   | 11,191,712,500 | Y   | N     | N   |
| 7  | <a href="http://constructioncomplete.com/Catalog/Flat-Wall-Saw-Bla">http://constructioncomplete.com/Catalog/Flat-Wall-Saw-Bla</a> | 10 | 2  | 3,110       | 11  | 78,646         | N   | N     | N   |
| 8  | <a href="http://www.jackssmallengines.com/husqvarna_parts">http://www.jackssmallengines.com/husqvarna_parts</a>                   | 13 | 2  | 455,000     | 0   | 479,559        | Y   | N     | N   |
| 9  | <a href="http://www.grainqer.com/Grainqer/diamond-saw-blades/po">http://www.grainqer.com/Grainqer/diamond-saw-blades/po</a>       | 15 | 0  | 2,230,000   | 0   | 1,727,161      | Y   | Y     | Y   |
| 10 | <a href="http://shop.ebay.com/i.html?_nkw=husqvarna+concrete+sa">http://shop.ebay.com/i.html?_nkw=husqvarna+concrete+sa</a>       | 5  | 0  | 51,400,000  | 0   | 17,747,965     | Y   | N     | N   |
| 11 | <a href="http://www.mfgsupply.com/chainsaw.html">http://www.mfgsupply.com/chainsaw.html</a>                                       | 14 | 3  | 57,100      | 0   | 189,924        | Y   | N     | N   |

This is a similar story to the wide angle digital camera. Here we have big sites with lots of authority AND a branded vendor ranking above other pages. Again – could you rank for this term? Probably. Is it a good keyword to target right away? Probably not unless you are prepared to counter the domain/site authority with a lot of quality links.

### Example 4 – Revenge Of The Microsite

Let's wrap this up with an example where a small site *is ranking* in the top 10: *Dyson DC14*.

| # | URL   | DA | PR | IC          | RDD       | RDP   | BLP     | BLD            | BLEG | DMZ | YAH | Title | URL | Desc | Head | CA |
|---|---|----|----|-------------|-----------|-------|---------|----------------|------|-----|-----|-------|-----|------|------|----|
| 1 | <a href="http://www.amazon.com/Dyson-All-Floors-Cyclone-">http://www.amazon.com/Dyson-All-Floors-Cyclone-</a>   | 13 | 3  | 398,000,000 | 5,781,996 | 80    | 146     | 11,191,712,500 | 0    | Y   | Y   | Y     | N   | Y    | Y    | 0  |
| 2 | <a href="http://www.amazon.com/Dyson-Animal-Cyclone-Upr">http://www.amazon.com/Dyson-Animal-Cyclone-Upr</a>     | 13 | 3  | 398,000,000 | 5,781,996 | 71    | 309     | 11,191,712,500 | 0    | Y   | Y   | Y     | N   | Y    | Y    | 0  |
| 3 | <a href="http://www.dyson.com/">http://www.dyson.com/</a>   | 13 | 6  | 17,100      | 17,520    | 8,686 | 241,232 | 420,899        | 129  | Y   | Y   | N     | N   | N    | N    | 0  |
| 4 | <a href="http://www.dyson.com/store/partslist.asp?product">http://www.dyson.com/store/partslist.asp?product</a> | 13 | 3  | 17,100      | 17,520    | 0     | 0       | 420,899        | 0    | Y   | Y   | Y     | Y   | N    | Y    | 5  |
| 5 | <a href="http://www.overstock.com/Home-Garden/Dyson-DC">http://www.overstock.com/Home-Garden/Dyson-DC</a>       | 12 | 1  | 16,700,000  | 147,965   | 25    | 53      | 41,435,031     | 0    | N   | Y   | Y     | Y   | Y    | Y    | 0  |
| 6 | <a href="http://dysondc14.org/">http://dysondc14.org/</a>   | 2  | 1  | 92          | 389       | 123   | 285     | 857            | 0    | N   | N   | Y     | Y   | Y    | Y    | 4  |
| 7 | <a href="http://dysondc14.com/">http://dysondc14.com/</a>   | 1  | 0  | 10          | 16        | 13    | 32      | 49             | 0    | N   | N   | Y     | Y   | Y    | Y    | 3  |
| 8 | <a href="http://www.shopping.com/dyson-dc14/products">http://www.shopping.com/dyson-dc14/products</a>           | 15 | 1  | 33,100,000  | 170,263   | 0     | 0       | 607,239,820    | 0    | Y   | Y   | N     | Y   | N    | Y    | 21 |

### *SEO Competition matrix for Dyson DC14*

Here we have two EMD URLs in the top 10!

- DysonDC14.org

## Why They Rank

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- [DysonDC14.com](http://DysonDC14.com)

Clearly these two sites are the newest and the smallest. They are ranking because of the EMD name, on page factors, and nailing the backlinks to the page. This is a good example of precise laser targeting.

Now look at the bar above them.

Overstock doesn't have the EMD but they have authority and coupled with the on page factors they rank higher.

Amazon (as usual) has a strong offering – domain authority, backlinks to page, and a mix of good on page factors.

Dyson.com is the vendor and even the homepage can rank because of “vendor authority.”

What are the prospects of the two minisite URLs cracking the top 3?

Challenging.

They just don't have the authority or the compensating factors yet. Again, they certainly could in time but you have to overbalance your strengths (in this case the backlinks) to achieve this.

So in many ways this is similar to our Husqvarna example – complete with the caveats. One extra thing about this term is that the results being shown aren't quite in alignment with what Google is showing...

This is actually pretty common. Google is constantly playing with variations on the universal search results and sometimes you can find Google SERPs that include YouTube videos, shopping images, etc. but aren't picked up by Market Samurai and the other keyword tools.

This is a prime example. Look at this screenshot of the SERP with the top ads cut off:

# Why They Rank

[Amazon.com: Dyson DC14 All-Floors Cyclone Upright Vacuum ...](#)

[www.amazon.com](#) > ... > [Vacuums](#) > [Upright Vacuums](#)

★★★★★ 250 reviews - \$369.89 - In stock

Designed for all floor types, this **Dyson** upright vacuum cleaner features a motorized brushbar that can be turned on to remove dirt and pet hair from carpets, ...

[Amazon.com: Dyson DC14 Animal Cyclone Upright Vacuum ...](#)

[www.amazon.com](#) > ... > [Vacuums](#) > [Upright Vacuums](#)

Amazon.com: **Dyson DC14** Animal Cyclone Upright Vacuum Cleaner: Home & Garden.

>>

[Dyson official site – free shipping | Dyson.com](#)

[www.dyson.com/](#)

Buy direct from **Dyson** for free shipping and exclusive online special offers. ... on **Dyson.com** have been certified Asthma & Allergy Friendly™: **DC14**, **DC17**, ...

[Dyson DC14 Total Clean - part 08842-01 | Dyson.com](#)

[www.dyson.com/store/partlist.asp?product=DC14-TOTALCLEAN](#)

**Dyson** parts for **DC14** Total Clean. Low reach floor tool\$49.99Out of Stock. Rear wheel\$1.99In stock. Cyclone assembly\$75.99In stock. **DC14** lifetime ...

Shopping results for **dyson dc14**



[Dyson Refurbished Factory-Refurbished DC14 All Floors ...](#)

★★★★★ 4,041 reviews - \$140 - 3 stores - [Nearby stores](#)

[Dyson DC14 - Vacuum cleaner - upright - bagless](#)

★★★★★ 2,289 reviews - \$294 - 14 stores - [Nearby stores](#)

[Casdon 610 Toy Dyson DC14](#)

\$37 - 2 stores

[Dyson DC14 All Floors Upright Vacuum \(Refurbished\) | Overstock.com](#)

[www.overstock.com](#) > ... > [Vacuums & Floor Care](#) > [Vacuum Cleaners](#)

★★★★★ 454 reviews - \$252.99

Buy **Dyson DC14** All Floors Upright Vacuum (Refurbished) at an everyday discount price on Overstock.com! Get \$2.95 shipping on your entire order and read ...

[Don't Get A Dyson DC14 Until You've Read This!](#)

[dysondc14.org/](#)

4 days ago – **Dyson DC14** All Floors - Best Prices, Customer Reviews, Complaints and Comments.

[Dyson DC14 All Floors Bagless Vacuum Review - YouTube](#)



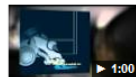
[www.youtube.com/watch?v=3JNNjd9f7U](#)

Dec 15, 2010 - 3 min - Uploaded by VacuumWizard

[http://www.vacuumwizard.com/dyson-dc14.html](#) The **Dyson DC14**

Vacuum Review This vacuum by Dyson is ...

[Dyson DC14 - Top Of The Upright Vacuums At Best Price - YouTube](#)



[www.youtube.com/watch?v=UPsSWoBLgZU](#)

Sep 23, 2010 - 1 min - Uploaded by BestProductDiscounts

**Dyson DC14** - the best price here: [http://www.bestproductsite.info](#)

/Dyson **Dyson DC14** vacuum cleaner is ...

[More videos for dyson dc14 »](#)

## Organic SERP for Dyson DC14

You have both shopping results and videos on the SERP that don't appear in the Market Samurai extraction. Again, this is common with ALL the keyword tools – Google is always changing their HTML layout for the search result pages and every tool can miss additions and sections of *universal search* results.

That's why it pays to check the actual search result pages once you've found a keyword you are interested in. When you do this you want to make sure you're logged out of your Google/Bing account and that you've cleared cookies. You don't want Google serving you results based on a cache or their knowledge of your prior search history.

## Wrapping Up

So where does this leave us?

## Why They Rank

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Well, the basic rule of SEO is to **be a little better than the competition**. This is good advice and these days it means that we have to move beyond wrote ranking criteria and look at the SERPs and a broader set of factors and try and reason why the existing pages are ranking.

We can't fight domain authority head-to-head with a new domain. You have to take a guerilla approach based on backlinks and expect to greatly exceed the backlink count of your competitors – double or triple the count at the same quality kind of thing.

So if you want to follow what's already working and just do it a little better you have a road to hoe. Usually with niche sites the “be a little better” approach is what's the most time efficient. If it isn't, you just don't build a site in that niche or a page on that keyword.

But if this is a passion or represents a huge money maker for you then you can look into being more efficient and focusing more on quality (i.e. quality of links) and less on the quantitative numbers. This is where hand placed authority links come into play. Spending the time to contact webmasters and negotiate manually placed links on high PR pages can have a multiplicative effect. The challenge is the manual effort involved in getting these kinds of links.

Just remember - ultimately, you can usually rank for any keyword term given enough time and effort. Ranking formulas are great because they give us a quick and easy way to go through the niche keyword selection process. But they are not a substitute for what's between your ears. You still need to do the next level of analysis or realize that the number of “false positives” you have may be significantly higher than expected.