



How to Close Client Sales using Krakken!

As a professional SEO / SEM, setting yourself apart from the rest of the pack is crucial to landing new clients. One of our core concepts is for Krakken to help you do just that. By effectively demonstrating and analyzing Krakken's information about your potential client's keywords you will position yourself in your client's eyes as an authority. This makes closing the sale much easier.

1. Market Analysis shows the Money Left on the Table.

Showing your potential client how they are leaving money on the table, and which of their competitors is picking that money up is always a hot button with a business owner. Let's look at exactly how you can do this kind of [market analysis with Krakken](#).

In advance of the initial interview, you will want to get 3 to 5 keywords that the potential client believes are his target [keywords](#). It does not matter if these do not end up being the keywords that are targeted in the final campaign; this is simply a demonstration for them to see the power of the tools that you are using, and in so doing, you will demonstrate to them where they are leaving money on the table.

For this demonstration you will want to create a single theme using one of the target keywords as the parent term, and the rest as synonyms. Delete all other synonyms that Krakken might recommend for the drill. On the screen for selecting theme-defining synonyms, select all of the target keywords you entered as theme-defining synonyms.

Now proceed to the Ranked Domains screen and add the potential client's domain to the list of domains being displayed by clicking 'Rank a new domain.'

Let's take a look at the results.

Below we have the Domain Market share graph which indicates who "controls" the money by dominating the rankings. Here you can see that [articles.moneycentral.msn.com](#) dominates the market by controlling about 30% of the natural traffic - a much bigger slice than anyone else has.



Let's look at the chart below and see why.

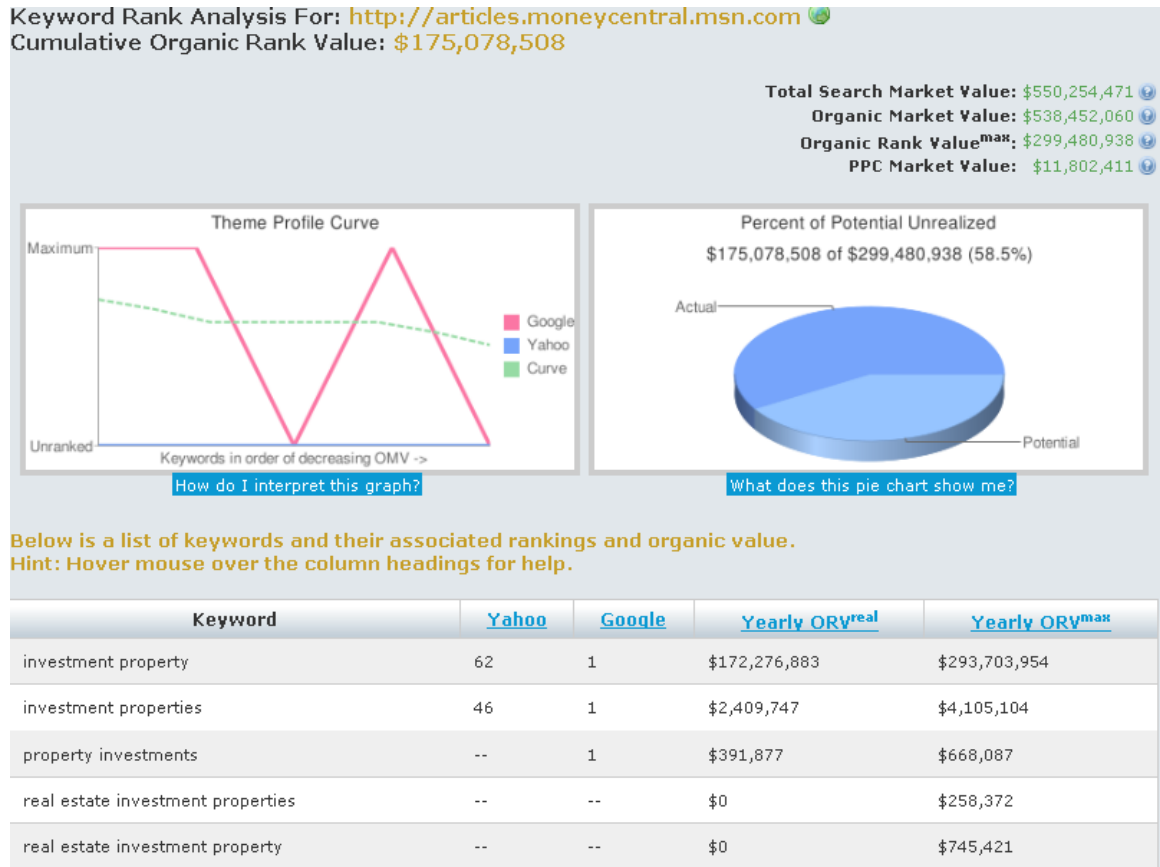
Domain	Inbound Links %	Yahoo	Google	Yearly ORV
articles.moneycentral.msn.com	205948 ^{99.5%}	40.0%	60.0%	\$175,078,508
www.investmentpropertyguy.com		60.0%	0%	\$56,853,535
militaryfinance.umuc.edu	7024 ^{69.2%}	0%	20.0%	\$48,554,165
www.buyincomeproperty.com	3530 ^{7.51%}	40.0%	60.0%	\$39,413,974
www.loopnet.com	6383880 ^{5.68%}	40.0%	100%	\$24,920,088
www.investorwords.com	256584 ^{14.8%}	0%	20.0%	\$24,554,748
www.greatinvestmentproperty.com	1179 ^{26.0%}	60.0%	100%	\$22,216,054

You can see that the percentages for domain rankings are all over the place. Notice the spark lines between the domain name and the inbound links. These represent the rankings for each domain for the keywords in question. Imagine the keywords in a line with the most expensive on the left and the cheapest on the right (in terms of TSMV). Each keyword is represented in this little spark line. In this graphic I'm looking only at the synonymic set, so there are only 4 keywords that these lines represent. From this you can see that Moneycentral ranks for a term, then does not rank for a term, ranks for the third term and then does not rank much for the fourth term.

Similarly, investmentpropertyguy.com ranks for the first term or maybe two and then falls to nothing. From this you can gather quickly who is ranking well for the most expensive terms, and investigate further as is appropriate.

Be sure to find the potential client's website on this list ahead of time and check out how he is competing against the market leaders for these keywords.

Let's take a peek:



I clicked through to moneycentral.msn.com. You can see from the Theme Profile Curve where the data from the spark line came on the previous page. Check out that pie chart. Here you can see quickly and easily how much money this domain is leaving on the table!

Looking at the chart below the graphics, the story becomes pretty clear. They have done a good job ranking on Google for 3 of the 5 terms; however their attempts to rank on yahoo are not good at all. If they are truly targeting these three keywords, some tweaking to increase their rank on yahoo and by extension their traffic looks like it would be really worth while. At least they might want to focus on ranking for the first term with such a high ORV.

Now you will want to back up to the rank domain screen and find your potential client's site. Click through to their domain and check out how they are doing with their keywords. Usually this is where the deal is closed.

Before you go into the interview, you will want to have these graphs and charts printed out in a report format so that you can go over them one by one. You'll want to get a template down where you can just copy the graphics out of Krakken and put them into your document, print it out on your letter head and give them a personalized report.

It can be advantageous to crack open the software in the middle of the meeting too, but you'll want to make sure there is a paper backup, in case there are technical difficulties during the time of the meeting.

2. The Value of their Keywords in Natural Search

Showing your potential client the value of their keywords in natural search is always a shocking surprise to a business owner. Let's look at exactly how you can do that with Krakken.

You will want to use the same 3-5 keywords supplied by the potential client that we talked about earlier. Create a new cluster and within that cluster create a theme for each of these keywords using each one in turn as the parent term. Delete all the synonyms that Krakken might recommend for the drill. When you are brought to the themes screen, drill the theme out by clicking 'Drill Theme', so that a collection of keywords are brought back for each theme. The TSMV at the top of the screen will represent the money that runs through the market segment signified by the parent term.

Note: Keywords whose competing pages are a magnitude larger than the parent term are not included in the TSMV value because they generally do not represent the same market segment. These terms generally represent a broader market and for this reason are excluded automatically. You do not have to manually delete these keywords to try to adjust for this. Additionally only the keywords on the front screen are included in those totals. The keywords shown on the "show all keywords" screen include keywords that are considered too obscure, for a multitude of reasons, and therefore are discounted as well.

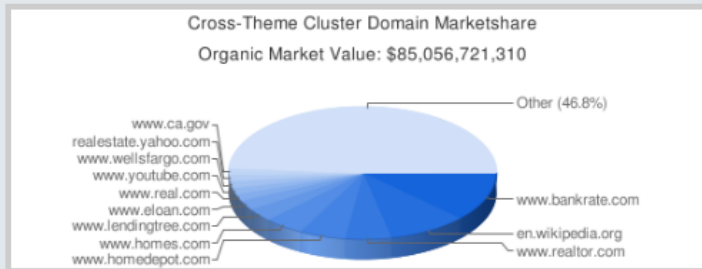
At this point, the Theme's Overview screen will start to show some interesting data. The cross-theme cluster domain market share pie chart will show the top competitors across all the market segments represented by these seed terms.

Themes For: **unleashed real estate**

Total Search Market Value: \$86,687,400,973
 Organic Market Value: \$85,056,721,310
 Organic Rank Value^{max}: \$47,307,585,125
 PPC Market Value: \$1,630,679,663



How do I interpret this graph?



What does this pie chart show me?

Below is a list of all of the themes that are part of this cluster.
 Hint: Hover mouse over the column headings for help.

Theme	Cost per click min/max/avg	Avg Syn Comp Pages	PPC Traffic	Searches	Yearly ORV ^{max}
commercial real estate (0/30)	\$1.56/\$16.72 /\$4.42	73600000	238162	16871638	\$23,891,149,512
foreclosures (1/23)	\$1.59/\$22.79 /\$5.59	213383333	153898	11676808	\$22,699,011,276
homes for sale (0/25)	\$1.31/\$28.15 /\$4.31	165266666	330553	24117813	\$17,759,305,596

Additionally, you can see at the top the TSMV for all the interesting keywords in all your themes in this cluster, so this represents the amount of money running through the market segments represented by the seed terms. This is for paid search as well as organic.

The Organic Market Value is the dollar figure (based on what people are willing to PAY for this term in pay per click) represented by OWNING the top ten positions for all of the interesting keywords in each of these themes.

Organic Rank max is the value represented by ranking in the top two positions for all of the interesting keywords in each of these themes.

Finally we have the PPC market value which represents the value for capturing all of the pay-per-click traffic for all the important terms in each of these themes.

Now let's look at the theme by theme information.

Below is a list of all of the themes that are part of this cluster.
Hint: Hover mouse over the column headings for help.

Theme	Cost per click min/max/avg	Avg Syn Comp Pages	PPC Traffic	Searches	Yearly ORV ^{max}
commercial real estate (0/30)	\$1.56/\$16.72 /\$4.42	73600000	238162	16871638	\$23,891,149,512
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Here I want to point out two important columns when comparing information across themes in a cluster. The first is the average cost per click. This is the average cost per click of the interesting keywords within a theme. In this way you can easily pick out where the money is flowing.

Here you'll see that 'foreclosures' has a higher average at \$5.59 than 'commercial real estate' at \$4.42, even though the Yearly ORV is higher for the latter. That has a lot to do with the number of keywords in each theme. You'll see that 'foreclosures' has 23 keywords as opposed to 'commercial real estate's 30 (in parenthesis after the theme name). This shows that 'foreclosures' is actually the richer market segment.

Showing your potential client these values and pointing out where the money is flowing in these market segments will both surprise your potential client and help establish you as an expert, making it easier to close the deal with them.

3. Client Keyword Trends and Forecasts

Showing your potential client the historical trends of their keywords in natural search is always surprising to a business owner and helps set you apart as an expert. Let's look at how Krakken can help you do this.

Utilize the same cluster we created in step 2, which has a theme for each of your client keywords. Navigate to the Theme's Overview screen where all the themes for this cluster are displayed and click the 'Google Trends' option

VOMA | Blueprint | Settings | **Help Me** | Admin

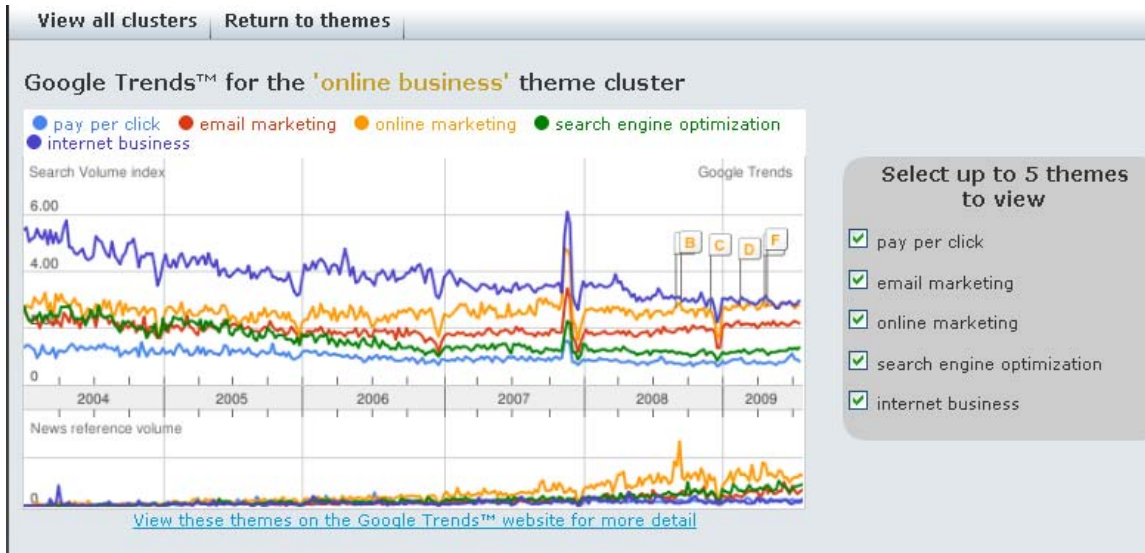
View all clusters | Delete this cluster | Add new theme | Import Lists | **Google Trends™**

Research Mode: «Vertical Market» · [Synonymic Net](#) · ⓘ

Themes For: health

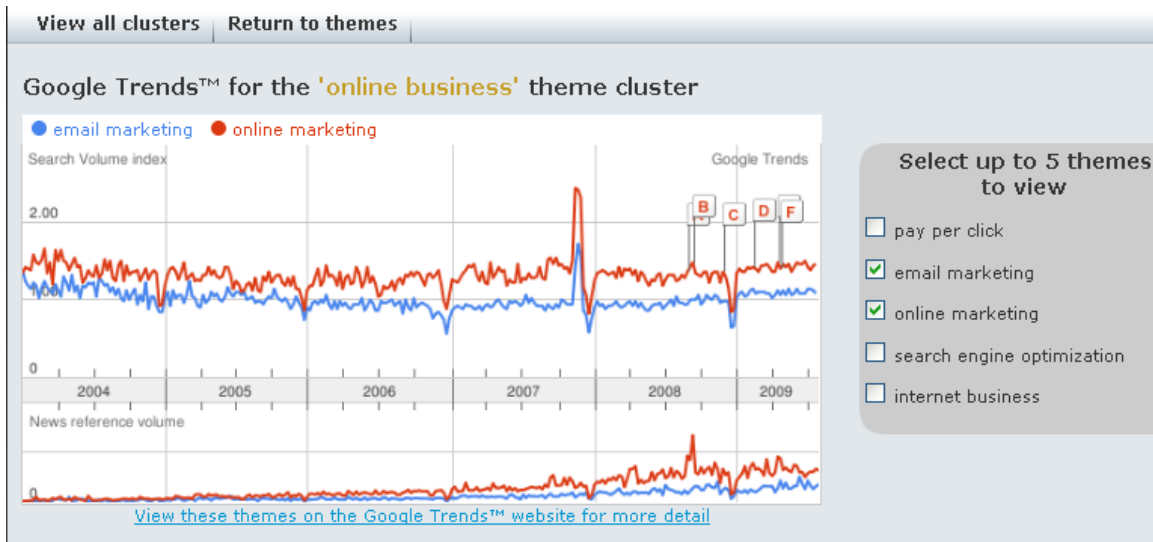
Total Search Market Value:
Organic Market Value:

Here you'll see something similar to this:



The parent terms for each of your themes are automatically transferred to Google trends and the graphic is brought back. You can check and uncheck the keywords to the right to instantly change the picture. Up to 5 can be simultaneously displayed.

Let's analyze what's going on here. The purple line is 'internet business' which has fallen off sharply over the last 5 years, and seems to be continuing in this trend. If your potential client is banking on this term continuing to keep his business afloat, perhaps he should think again. It would be particularly interesting if he is currently ranked for this term and it is bringing him conversions. Surely he must be seeing a drop in traffic and probably sales, corresponding to this decline in searches.



'Online marketing' and 'email marketing' however are on the rise, recovering from a slight slump about 3 years ago. Notice, too that news frequency for these terms is on the rise.

As shown above, it is sometimes helpful to uncheck some of the keywords to look at one or two terms by itself. It shows the data clearer, but always be sure to capture a composite picture of all the themes together because the contrast is valuable. For impact, the composite should actually be the first screen shown.

The great thing about trends is that you can assume that a trend will generally continue, providing a crude form of forecasting. Because ranking a website for competitive terms is a long and expensive task, it is wise to know the trends of these keywords prior to deciding how many marketing dollars should go to rank for those high level terms. In a downward trend, you would want to focus more on easily ranked for long and mid tails and work to find the new terms that are up and coming that people will be using to look for your clients tomorrow, investing in the rankings for those broad terms instead.

These trending screens should be captured and added to the report that you are creating for your potential client. It nicely caps off the other topics previously covered.

A summary should be created that recaps the competition, ranking, money and trends of the keywords your potential client thinks they are after. The summary would include recommendations for these keywords based on all these pieces of information taken together. This is a suite of data that few if any SEO / SEMs provide their potential clients, simply due to the difficulty in producing this information in other software. It will set you apart in the industry and assure you more clients at higher prices and of better quality than you would otherwise have.

To your success!
Sue and the Theme Zoom Team