Try the shovel icons; they dig into the corresponding keyword and find related words to *it.* (Clicking the shovel icon next to your original keyword merely replicates Step 1, so try the shovel icon next to a different word.) The number in the Count column indicates the number of times that keyword appears in Wordtracker's index. The Predict column is Wordtracker's estimate of search queries for that keyword in major search engines over the next 60 days. (Click the <u>Predict</u> link to see which engines are currently represented.) When you're finished, click the arrow icon for Step 3.

✓ **Export or e-mail your keywords.** Wordtracker creates a tab-delimited text file of your selected keywords and an e-mail link (both in the paid version). In the trial version, simply move through this step by clicking the Step 4: Competition link.

✓ **View your competition results.** If you select all 15 keywords in Step 2, this step takes a minute to load. What you finally see is a table listing your keywords and their total instances in Wordtracker's index, this time ranked by the Keyword Effectiveness Index (KEI), as shown in Figure 4-3.