

Glossary for the Column Headings in the GVR

SUMMARY TAB

A

Annual Impressions

The number of times your site is being seen (if it ranks on page 1, 2 or 3 in Google) for that particular topic. Page 1 pulls more impressions than page 2, page 2 pulls more than page 3 (see below for deeper explanation).

Annual Searches

Total number of annual searches for all terms in that topic.

G

GVI

Google Visibility Index, in this case the cumulative percentage of times your site is being seen (page 1, 2 or 3 rank in Google) for that particular topic.

K

Keyword Universe

Number of keywords in that particular topic.

UNIVERSE TAB

A

Annual Impressions

If your site is on page 1 in Google (Google position 1-10) then we are assuming a 100% visibility. If your site ranks on page 2 (Google position 11-20) then we are assuming a 32% visibility. If your site ranks on page 3 (Google position 21-30) then we are assuming a 7% visibility. These assumptions are based on a number of studies over the years that identify people's search patterns. It's not perfect but it's a safe assumption. Naturally, your exact position on the page will impact the click through rates you can expect. For example if you are on the top of page 1, your click through rates may be up to 20% higher than if you are on the bottom of page 1.

Annual Searches

GKT Monthly times 12 to represent an annual figure.

G

GKT Monthly

Google Keyword Tool Monthly counts.

Google KCI

Google Keyword Competitive Index, this number represents the relationship between the volume (annual searches) and the competition (Google listings). The higher the number, the better your chance of ranking on the phrase. The higher the number, the bigger disparity there is between the volume and competition. You are looking to target terms that have high volume (a lot of people searching) but not a lot of competition (Google listings). If the number is a 1, it represents an even playing field - there are just as many people searching as there are pages competing. Once the number goes over 1, it shows that there are more people searching than pages competing, which is good.

Google Listings

Number of pages in Google that use the term in that exact order (aka competition).

Google Position

Represents where your site ranks in Google on the phrase. We pull this number using the Advanced Web Ranking tool, which basically Googles each of the phrases in your report to see if and where your site ranks on each term.

GVI

This identifies the visibility per term. So if you are on page 1, you get 100% visibility for that term, page 2 is 32% visibility, page 3 is 7% visibility.

T

Tags

This is to represent the idea that each of your keyword phrases should also be tags on your site. There will be some exceptions where you do not want a keyword to show up as a tag. An example might be your company name, or a specific product name.