

NicheBOT Tool Matrix

(Helps You Choose the Right Tool for the Job)

Tool Name (* = unlimited use tool)	Description of tool and what exactly it's good for...	Max Results	Period of Data	Multi-Lingual	Credits Used	Pros	Cons
Quick Dig Tools							
WordTracker Keywords Tool *	Instantly reveals the top 50 keywords directly from WordTracker's database together with competition, Keyword Effectiveness Index (KEI), Ratio, and a one-click link for domain availability for that keyword.	50	Last 365 days	No	None	<ul style="list-style-type: none"> + Great tool to begin building your seed keyword list with + Unlimited use tool (costs no NicheBOT Premium Credits) + Instant results with search count + Find long tail keyword phrases you won't find in Google's database 	<ul style="list-style-type: none"> - Only produces the top 50 keywords, unlike the Premium WordTracker 4-in-1 tool that digs 1,000 keywords deep (costs 1 Premium Credit per keyword search)
WordTracker Thesaurus *	Enter ONLY one word and this tool instantly returns the top 50 synonym keywords from the WordTracker database (no search count included). Great for finding related words to consider and use in other tools like WordTracker and Google Keywords Tools.	50 (no search counts included)	n/a	No	None	<ul style="list-style-type: none"> + Unlimited use tool to discover related words for use with other tools + Use results to find potentially higher demand keywords or lower competition keywords than ones you formerly chose + Quick way to find similar meaning words <u>when writing articles</u> 	<ul style="list-style-type: none"> - Only produces the top 50 keywords, unlike the Premium WordTracker 4-in-1 tool that digs unlimited levels deep (costs 1 Premium Credit per keyword search) - Does not supply search counts - Must enter only one word
Yahoo Related Digger *	Enter a keyword phrase and instantly receive up to 110 keyword phrases that may be related to your niche or theme topic. Great for step 1 to build your seed keyword list.	110	n/a	No	None	<ul style="list-style-type: none"> + Unlimited use tool to find all the related keywords you can locate... + Use results to find potentially higher demand keywords that you may have dismissed in the beginning + Quick way to find related keywords 	<ul style="list-style-type: none"> - Does not supply search counts - There's no premium version of this tool -
Google Keywords Tool	Instantly retrieves the top 200 keywords directly from Google's Database including search count, competition, cost per click on Adwords, Competition, KEI and Ratio for all keywords.	200	Previous month	No	None	<ul style="list-style-type: none"> + Unlimited use tool (costs no NicheBOT Premium Credits) + Instant results with search on Google.com + Search up to 10 different databases + Find and identify keyword phrases not found on WordTracker tool. 	<ul style="list-style-type: none"> - Not as thorough for finding long tail keywords like WordTracker's Database (see WordTracker 4-in-1) - Also not as thorough as its Premium Counterpart, Google Keyword Cruncher that returns up to 200 results.
RESERVED							

Tool Name (* = unlimited use tool)	Description of tool and what exactly it's good for...	Max Results	Period of Data	Multi-Lingual	Credits Used	Pros	Cons
Deep-Dig Tools							
1-Click LSI Keywords Tool	Retrieves the top 10 URLs from the search engines, then NicheBOT extracts the keywords from each of the top 10 URLs that rank for the keyword phrase you enter. The tool then sorts the most popular keywords into 1, 2, 3 and 4 word phrases. Great for discovering new related keywords people use that are found in the top 10 sites.	5,000 – 23,000	n/a	No	1 credit per keyword	<ul style="list-style-type: none"> + Great for finding <u>related keywords</u> you may have never thought of + Great for writing well themed pages + Automatically sift most popular keywords at the top that are used in the top 10 pages + Use themes to structure website 	<ul style="list-style-type: none"> - Does not supply search counts - only how many times a keyword is used on all top 10 web pages – or for one particular web page - Must acquire search count and competition data to get KEI or Ratio data (see The Count Collector) - Results are instant
WordTracker 4-in-1	Dig deep into WordTracker's database by using your Premium Credits to acquire from 1000 results and beyond. This tool has 4 different ways to search including lateral keywords and thesaurus	1000, to unlimited	Last 365 days	No	1 credit per keyword	<ul style="list-style-type: none"> + Dig from 1000 results to infinity (thesaurus/lateralus only) + Search with either keyword popularity or embedded phrase + Find and identify more recent, trendy and hot keyword phrases. 	<ul style="list-style-type: none"> - Not good for seasonal words if search is beyond previous 100 days - Not good for longtail keywords (see Google Keyword Cruncher) - Results are queued and not instant
Google Keyword Cruncher	Use our proprietary Google keyword engine to generate small to huge keyword lists that will unearth what Google has in its database. Double check your keywords against other sources so you don't miss a word.	2,000	Last 365 days	No	1 credit per keyword	<ul style="list-style-type: none"> + Great for developing a short or long list of keywords direct from Google + Find keywords other tools can't 	<ul style="list-style-type: none"> - Results are queued and not instant - Not that great for long tail keywords (see WordTracker 4-in-1)
Typo Locator X	Generate, locate and target keywords that have common misspellings. Also cross-checks the WordTracker database counts.	Un-limited	n/a	No	1 credit per 1,000 entries	<ul style="list-style-type: none"> - Free to generate typos, but 1 credit to check 1,000 keywords in the WordTracker Database - Target low competition keywords 	<ul style="list-style-type: none"> - There really is NO single con about this tool.
Spy Tool							
SEM Rush Total Espionage	Enter a domain or URL and uncover the keywords your competitors rank for in Google.com and/or pay for on Google Adwords. You literally spy on your competition. Get the first 10 results free	1,000	Last 30 days	Yes	1 per extended report	<ul style="list-style-type: none"> + Find exactly what keywords bring in traffic for your competition and build on those keyword to show up where you competition does + Find exactly what keywords your competition is bidding on so you can show up right where they do 	<ul style="list-style-type: none"> There really is NO single con about this tool

Tool Name (* = unlimited use tool)	Description of tool and what exactly it's good for...	Max Results	Period of Data	Multi-Lingual	Credits Used	Pros	Cons
Keyword Analysis							
SEO Stress Test *	Enter a keyword phrase and truly analyze the top 10 for difficulty of ranking for the keyword. You'll get over 20 different points to review on the chart so you can decide whether it's worth putting the effort into ranking.	10-50	n/a	No	None (unless you ask for Alexa data)	+ Analyze competition at a deeper level with PageRank, backlink and indexed pages data readily visible. Go beyond KEI/Ratio!!! + Export data with QuickGrab for later analysis and decision making + Results are instant	- There really is no con for this unlimited use tool but for the fact that you are limited to viewing the top 50 competitors for a keyword phrase. 1-Click "Quick Analyze" link can be found on each keyword project page on the right side.
Mutli-Keyword SEO Stress Test *	Analyzes multiple keyword phrases all on the same screen so you can decide on which keyword you will go after first to rank on Google.com	10 for up to 10 keywords	n/a	No	None (unless you ask for Alexa data)	+ Analyze competition at a deeper level with PageRank, backlink and indexed pages data readily visible. Go beyond KEI/Ratio!!! + Export data with QuickGrab for later analysis and decision making + Results are instant	- There really is no con for this unlimited use tool.
WordTrend Comparisons *	Enter up to 5 keywords phrases per search to get a graphical comparison of the different trends of the keywords you enter. Some graphs will go back a few years showing the trend of each keyword on Google.com. A great way to compare keyword demand to find true popularity of a word.	5 key-words per graph	2-5 years	No	None	+ Get a visual graph of monthly and yearly breakdown of demand on Google.com to spot seasonal spikes + Predict the marketing cycle for the next high season in your industry + Double-check popularity of a keyword against other databases to verify if a keyword is a true winner! + Results are instant and printable!	- Although the actual search counts are not displayed, you can easily estimate search demand by knowing the how much traffic you get from a keyword in a top ranking position. Use that one keyword in this tool with other keywords you need to find the approximate search demand on the largest search engine known to mankind.
Keyword Density 2-in-1 *	Checks the keyword density of multiple web pages or outputs a comprehensive report for one web page and the density throughout.	n/a	n/a	No	None	+ Analyze and adjust your keyword density while improving your current and future rankings + Results are instant	- There is no con for this tool because we give you two different and great ways to use it. ;o) You can only benefit by using it.
RESERVED							

Tool Name (* = unlimited use tool)	Description of tool and what exactly it's good for...	Max Results	Period of Data	Multi-Lingual	Credits Used	Pros	Cons
Content Ideas							
NYT Article Search X	Enter a keyword phrase and get articles returned as far back as 1970 to uncover what kinds of articles were written about your topic	Unlimited	From 1970-present	No	None	+ Perfect for brainstorming content for your topic. + You can refer to these articles from the New York Times – a world renowned newspaper	There are really no cons for this tool but for the fact that you are only limited to your imagination.
Live Trends	Discover the latest and hottest keywords that are being search on Google, Yahoo, eBay and beyond. Get instant competition and WordTracker counts for the keywords	20	Last hour	No	None	+ Perfect for getting immediate hot traffic by blogging what's hot right now	
Live Trends PRO	Similar to the Live Trends above, but get more information and archives back to 2008. You'll also get an email alert with all the keywords from Google with every single email.	20 with email alerts	Last hours	No	Separate sub- scription	+ Perfect for getting immediate hot traffic by blogging what's hot right now + No need to even login – you'll get the results right in your email inbox every single hour when there are changes	
Monetize Content							
ClickBank X Finder*	Find proven niche products in the Clickbank digital marketplace and find products to affiliate with your own website. It's as simple as a search with your favorite keyword phrase.	n/a	n/a	No	None	+ Uncover what digital products other sites in your niche are selling + Uncover the proven selling products for a particular keyword phrase in the Clickbank MarketPlace (vendors are listed in the order of most sales to the least) + Results are instant	- Only shows data for digital products in the Clickbank Market Place. - Go to Yahoo Stores to research physical products that people and companies sell on the Internet.
RESERVED							

Tool Name (* = unlimited use tool)	Description of tool and what exactly it's good for...	Max Results	Period of Data	Multi-Lingual	Credits Used	Pros	Cons
Keyword Management Tools							
Keyword Briefcase*	Allows you to save all your keyword searches directly to your unlimited storage keyword basket. You can then manipulate the data with merging, sorting, filtering, renaming, copying, and a whole hosts of functions.	Un-limited	From the date you start using it	Depends (if you store foreign words) ;o)	None	+ Store unlimited searches + Portable – retrieve data anywhere in the world – take nothing with you + Merge, sort, filter, rename, create folders to organize large keyword projects – even copy projects + Easy Project Management	- Quite simply, this Keyword Basket system makes it one of the most powerful data manipulation tools on the market. It comes standard and included with your monthly subscription at NicheBOT, permits unlimited storage and has NO con.
All-in-One Import	Import Google Keyword Tools results directly into your Keyword Briefcase, or import your own list and use the Count Collector to gather search counts.	Un-limited	n/a	n/a	None		
The Count Collector	The Count Collector collects WordTracker search counts for each of the keywords you request. Also collects counts for 1-Click LSI and Google Keyword Cruncher.	un-limited	Last 365 days	No	1 credit to collect counts for 1,000 keywords	+ Import keywords from project to acquire counts from WordTracker + Ability to acquire keyword counts from 1-Click LSI and Google Keyword Cruncher searches.	- This tool is single-minded. - Results are queued and not instant
Keyword List Processor	The easiest way to split and dice your keyword list with add-on keywords and geographical keywords. You can de-dupe your lists, take the spaces out of keywords, there's so many ways, it can boggle your mind	n/a	n/a	n/a	None		
Competition* (You must open a keyword project within your Keyword Basket to access this function. Same for Pay-Per-Click)	Competition Data Retrieval will allow you to obtain the number of competing pages for each keyword in a bulk manner while your browser session remains open. The data retrieved is used along with the Search Count calculating a keyword phrase's KEI or Ratio for either Google, Yahoo or MSN.	3,000 per day	Current (each search is done live when you hit the button)	No	none	+ Get the competing number of pages for a keyword phrase + This figure is used together with search count in order to compute Keyword Effectiveness Index (KEI) and Ratio for a keyword. + This figure can also be used to filter keywords according to competition, KEI/Ratio and more!	

