

Keyword Radar Cheat Sheet

Level 1 – Getting Started

Please choose a scenario that best fits your situation:

Scenario #1: I'm an affiliate who promotes other people's products and services and I want to track which keywords were the most effective in generating sales.

Here's how to do it:

Quick Steps

1. Start collecting or tracking your visitors by putting the KR code on either your entire website or only on the pages that you want to track. Use the Project Creation Wizard to generate the javascript tracking code. Once the code is installed on the page, each visitor to that page will be cookie'd with a unique Tracking ID. Even if cookies are turned off for a visitor, the Tracking ID will still be generated and can be passed on to the affiliate product page of your choice.
2. Attach or append this unique Tracking ID to all of your outbound URLs or links to the affiliate programs you promote so that each visitor you send to the affiliate product page will be represented by this Tracking ID. To see this unique Tracking ID, all you have to do is put the word "keywordradartrackingid" anywhere in your HTML code, and the software will automatically replace this word with the unique Tracking ID as soon as the page is done loading. To pass this Tracking ID to an affiliate page, simply put the word "keywordradartrackingid" in your outbound URL. Eg) For Clickbank products, you would append "&tid=keywordradartrackingid" to your Clickbank affiliate outbound links.
3. Run an affiliate sales report (your affiliate program provider needs to provide this to you) that breaks down each sale by Tracking ID, then go into the Keyword Radar Reporting Module, paste this report (usually a comma-separated CSV file) into the appropriate tab or box for your affiliate program (Clickbank, Commission Junction, Linkshare, Azoogle, etc), then choose how you want your keyword report displayed using the Report Breaks. After running the report, you should see how many sales each keyword generated.

Steps In More Detail

How To Start Tracking Visitors

First, you need to start collecting information about the people or traffic that you are attracting from all of your inbound URLs (links) you have placed out there on the Internet.

These inbound URL can be from various traffic sources, such as Pay-Per-Click ads, banner ads, forum postings, forum signature links, articles you have circulating on Ezine Articles, and links you are lucky or smart to have received from the Search Engines like Google, Yahoo or MSN.

Unfortunately, you can't really "tag" or attach tracking parameters to the Search Engine Result links, and if you don't know what I mean when I talk about "tagging" your URL or attaching tracking parameters, the next paragraph will explain this.

The first step in tracking is being able to observe where all your traffic is coming from. Keyword Radar is pretty good at being able to tell where your traffic is coming from, without you having to add any tracking parameters to your URLs.

In other words, even if you only place the basic Keyword Radar Javascript code on a web page, it will be able to track what page a visitor came from, and what keyword they may have used to find your page. But in order to realize the power of the Keyword Radar system and its rich reporting system, it is best if you "help" us by tagging or coding your inbound URLs with the various tracking parameters available in the system.

The easiest way to do this in Keyword Radar is to give your traffic source a name that's easy to understand. To do this, just use the Source parameter (src), and append this to your incoming links:

`"&src=Google+Adwords"`

Here's how a complete URL into your site would look like:

<http://www.yoursite.com/mycoolpage.html?src=Google+Adwords>

If a visitor clicked on this link, and if Keyword Radar code was installed on the "mycoolpage.html" web page, then Keyword Radar would make sure to categorize this visitor as coming from a traffic source called "Google Adwords".

Note: The first parameter in a URL must begin with a "?" and all remaining parameters must begin with a "&". You can't have any spaces in your URL, so replace them with a "+".

Here's another example:

<http://www.myinformationaboutkitchens.com/?a=1&src=ezone+articles>

Keyword Radar would interpret traffic from this link as coming from the source "ezone articles".

The wonderful aspect of Internet Marketing is that you have a multitude of data available to you for analysis. If you know how to utilize the data, you can get some very important questions answered about your traffic, which can help you immensely with how you plan your marketing.

The following table outlines some of the important questions you can have answered by Keyword Radar, and which tracking parameters could be used in your inbound URLs.

The Question	What To Append To Your URL
Where is my traffic coming from?	&src=my+traffic+source
What media did my traffic come from?	&med=direct+mail
What keyword did my traffic enter in a search engine?	*** you don't need to add anything to your URL because Keyword Radar will be able to detect this automatically.
What bidded keyword did my traffic come from?	&bkw=red+widgets
What Adgroup did my traffic come from?	&adg=my+red+widgets+adgroup
What Campaign did my traffic come from?	&cam=my+widgets+campaign
What ad version did my traffic click on?	&ver=widgets+ad+1
What autoresponder sequence did my traffic come from?	&ar=widgets+email4

If you would like to create more advanced tracking URLs, you can use our system to help build them for you. Refer to Step 2 of Project Creation Wizard for single URLs, and the "Make Adword URL" module for multiple URL creation.

How To Get And Put The Code On Your Website

Let's suppose that you owned this domain called "yoursite.com" and wanted to put the Keyword Radar tracking code on this web page to start tracking visitors.

Here's how you would do that.

First, create a new project by clicking on the "Click here to start a new project" link at the bottom of the "Your Projects" table on the home screen. This will open up the "Project Creation Wizard".

Next, on the Step 1 Tab of the Wizard, enter a name for your new project. A project is just a way to categorize your traffic. Think of it as a bucket that you can put things into. Your apples traffic may go in one bucket called “apples” and oranges traffic may go into another bucket called “oranges”.

Ignore Step 2 of the Wizard for now, as this outlines how to code your incoming URLs with all of the various tracking parameters available to you with more advanced tracking features.

On Step 3 of the Wizard, copy the tracking code that you see in the box, and paste it in the HTML (just above the closing body tag </body>) of the page you want to start tracking.

The code should look something like this:

```
<script type="text/javascript">
<!--
page_projid="34";
//-->
</script>
<script type="text/javascript"
src="http://www.keywordradar.com/track/gettrackcodev7.js">
</script>
```

How Keyword Radar Stores the Data

See the page_projid parameter above? The number you see is just a numerical representation of the project name that you entered. Our servers are like a giant filing cabinet, and for each project you create, you are creating a new “drawer” to store your traffic data in. In this example, there would be a “drawer” labeled with the number “34” and all page loads that have this Keyword Radar tracking code on the web page will have all the traffic data stored in this “filing drawer”.

You don’t really need to know this, however I find that having a visual representation of what our servers are doing behind the scenes does help in the logistics of your tracking plans.

What Gets Stored On My Visitor’s Machine?

Keyword Radar will attempt to set a cookie on each visitor that views your page. It will be your domain that sets the cookie, not our domain. Cookies are a very common technique for keeping track of what pages visitors have seen, and most websites use them, so you shouldn’t be concerned have any concerns about violating the privacy of your visitors by setting cookies on their machine.

For each page that your visitor may view on your website, a new cookie is set, and each cookie is always linked back to the original cookie that was set when they first visited your website.

This is important because you may have a website that presells a visitor before sending them to an affiliate product page, so any visitor could view several of your web pages before being redirected or forwarded to the affiliate product page.

Now, the first Tracking ID that was cooked for a visitor contains all the really important keyword information. But you don't have to be concerned with passing this original Tracking ID to the affiliate, because all Tracking IDs for this visitor will be automatically linked back to the original. You just have to send any valid Tracking ID, and our system will automatically reconcile it or match it back to the original Tracking ID during the reporting process.

How To Code Your Outbound URLs

If you are promoting affiliate programs, you know by now that to remain competitive, you must track how and why your visitors bought. This can be difficult to do, but the Keyword Radar system is designed to make this possible.

The easiest way to accomplish this is to pass the keyword to the affiliate program you are promoting, so you can see which keywords that your traffic used to find you, ended up buying something.

But you don't want to send the actual keyword, or else you risk having the affiliate program owner using your valuable keyword list for their own gain. Keyword Radar automatically encrypts your keyword information and converts it into a numerical Tracking ID.

Rather, you can send a Tracking ID that represents the keyword your visitor came under.

Not only will the Tracking ID represent which keyword your visitor used, but if you tag your inbound URLs properly, that one Tracking ID can tell a very detailed story about the traffic you are receiving.

So, to pass the unique Tracking ID to the affiliate program, simply add the word "keywordradartrackingid" to the affiliate URL that the affiliate program gave you, making sure to match it with the proper sub-id parameter for that affiliate program.

What's a sub-id you ask? Many affiliate programs allow you to pass additional information in your affiliate URL to help you track your sales. If we use the bucket analogy, you are telling the affiliate program to put any traffic statistics into a special bucket. The bucket they'll use is the bucket you specify in the sub-id parameter.

For example, Clickbanks sub-id parameter is “tid”.

So, if your Clickbank url was this: <http://coolproducts.com/?tid=television&id=myid>
Clickbank would put all the traffic statistics and sales data into the “television” bucket.

If you were tagging this URL for use with Keyword Radar, the URL would look like this:

<http://coolproducts.com/?tid=keywordradartrackingid&id=myid>

When visitors to your website click on this link, the “keywordradartrackingid” word will be replaced with a unique Tracking ID that looks something like “1784232”.

How To Test That Your Tracking Is Working Properly

Next, you want to test that your tracking is working properly. Open up your web page with the tracking code on it in any Internet browser, such as Internet Explorer, Firefox, Safari, etc. Refresh the page a few times. Doing so will create several new tracking records in your project.

Then, go back to the “Your Projects” screen by clicking on the “Home” link at the top of the screen.

Find the new project you just created, and next to that, click on the “Traffic” link.

You should see a screen with a table of records. Each record represents a page view for this project. You can click on the Tracking ID any record to see its detail, such as what kind of tracking data was collected for that page view, what keyword was found, what was the tracking source, what was the campaign, etc.

Scenario #2: I’m a website owner selling my own product and I want to track which keywords are the most effective in generating sales.

Coming Soon.