

Keyword Search Report for: XYZ Chess Company

Tips & instructions for selecting the correct keyword phrases:

- **Don't be fooled by the number of searches.** Just because a word is searched for many times does not mean it's the most relevant search phrase for your company.
- **Select the most Relevant keyword phrases.** Always keep your customer in mind, what keywords would they use to search for your website.
- **Avoid Generic Keyword phrases** such as "Construction". Generic keyword phrases will bring irrelevant traffic to your website.
- **Research shows that most searches are a combination of two or three words.** Only those new to the internet use one word searches and they soon find out they need to enter phrases to get relevant results.

Keyword	Estimated Monthly Searches			Competition				
	Entire Web	Google	Yahoo	Google	Quotient Index	Yahoo	Quotient Index	Quotient Average
"play chess"	437560	246000	115620	1,470,000	0.1673	5,770,000	0.0200	0.0937
"play chess game"	21522	12,100	5687	22,100	0.5475	54,500	0.1043	0.3259
"play chess games"	21522	12,100	5687	7,390	1.6373	30,100	0.1889	0.9131
"play chess online"	107611	60,500	28435	142,000	0.4261	1,610,000	0.0177	0.2219
"play chess on line"	5158	2,900	1363	6,020	0.4817	8,720	0.1563	0.3190
"learn play chess"	32194	18,100	8507	44,900	0.4031	1,270	6.6984	3.5508
"learn to play chess"	26325	14,800	6956	60,800	0.2434	203,000	0.0343	0.1389
"play chess live"	854	480	226	1,760	0.2727	2,210	0.1023	0.1875
"learn to play chess online"	854	480	226	2,310	0.2078	1,270	0.1780	0.1929
"play chess beginners"	854	480	226	24	20.0000	57	3.9649	11.9825
"play chess online now"	693	390	183	1,030	0.3786	399	0.4586	0.4186
"play internet chess"	2312	1,300	611	279	4.6595	707,000	0.0009	2.3302
"learn how to play chess"	6403	3,600	1692	24,700	0.1457	68,200	0.0248	0.0853
"play online chess computer"	5158	2,900	1363	1	2900.0000	14	97.3571	1498.6786
"learning to play chess"	1049	590	277	10,700	0.0551	41,100	0.0067	0.0309
"internet chess games"	3380	1,900	893	6,130	0.3100	78,000	0.0114	0.1607
"online chess game"	39487	22,200	10434	118,000	0.1881	144,000	0.0725	0.1303
"online chess games"	48203	27,100	12737	68,000	0.3985	300,000	0.0425	0.2205
"chess tournaments"	14407	8,100	3807	136,000	0.0596	1,210,000	0.0031	0.0314

"playing chess online"	4269	2,400	1128	7,150	0.3357	54,600	0.0207	0.1782
"play chess game online"	2846	1,600	752	3,060	0.5229	1,010	0.7446	0.6338
"play chess online games"	3380	1,900	893	10	190.0000	583	1.5317	95.7659
"chess on line"	21522	12,100	5687	12,100	1.0000	30,800	0.1846	0.5923
"internet chess"	58875	33,100	15557	210,000	0.1576	1,960,000	0.0079	0.0828
"internet chess online"	1049	590	277	421	1.4014	1,250	0.2216	0.8115
"online chess for kids"	3380	1,900	893	415	4.5783	804	1.1107	2.8445
"learn to play chess games"	39	22	10	197	0.1117	161	0.0621	0.0869
"learn to play chess game"	103	58	27	116	0.5000	146	0.1849	0.3425
"learn to play chess well"	374	210	99	674	0.3116	480	0.2063	0.2590
"chess instruction"	6403	3,600	1692	29,400	0.1224	139,000	0.0122	0.0673
"chess lessons"	17609	9,900	4653	79,800	0.1241	335,000	0.0139	0.0690
"online chess lessons"	854	480	226	2,430	0.1975	10,500	0.0215	0.1095
"learn chess online"	2312	1,300	611	66	19.6970	978	0.6247	10.1609
"playing chess"	39487	22,200	10434	735,000	0.0302	2,730,000	0.0038	0.0170
"playing chess game"	569	320	150	31,900	0.0100	3,330	0.0450	0.0275
"playing chess games"	462	260	122	718	0.3621	9,740	0.0125	0.1873
"internet chess game"	1779	1,000	470	3,740	0.2674	10,200	0.0461	0.1568
"play chess on the internet"	462	260	122	3,120	0.0833	7,650	0.0159	0.0496
"play chess on internet"	569	320	150	30	10.6667	1,540	0.0974	5.3821
"online internet chess"	1049	590	277	1,270	0.4646	945	0.2931	0.3789
"play live chess"	854	480	226	262	1.8321	9,870	0.0229	0.9275
"online chess tournament"	854	480	226	15,400	0.0312	15,400	0.0147	0.0230
"chess game online"	39487	22,200	10434	39,600	0.5606	38,700	0.2696	0.4151
"chess online"	654562	368,000	172960	383,000	0.9608	1,870,000	0.0925	0.5267
"online chess club"	693	390	183	43,600	0.0089	104,000	0.0018	0.0054
"chess tournaments online"	1049	590	277	1,030	0.5728	4,070	0.0681	0.3205
"chess online gaming"	303	170	80	64	2.6563	201	0.3980	1.5272
"online chess training"	374	210	99	199	1.0553	1,870	0.0529	0.5541
"online international chess"	196	110	52	8	13.7500	47	1.1064	7.4282
"play live chess online"	303	170	80	4	42.5000	49	1.6327	22.0664
"online chess site"	462	260	122	569	0.4569	26,600	0.0046	0.2308
"online chess sites"	854	480	226	2,670	0.1798	1,090	0.2073	0.1936
"online chess website"	196	110	52	86	1.2791	428	0.1215	0.7003
"internet chess club"	7826	4,400	2068	119,000	0.0370	1,600,000	0.0013	0.0192
"chess site"	3380	1,900	893	56,700	0.0335	310,000	0.0029	0.0182
"chess live"	14407	8,100	3807	27,400	0.2956	97,200	0.0392	0.1674



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"chess game"	53538 9	301,00 0	14147 0	2,080,00 0	0.1447	6,170,00 0	0.0229	0.0838
"chess clubs"	17609	9,900	4653	3,000,00 0	0.0033	1,040,00 0	0.0045	0.0039
"internet chess clubs"	129	73	34	366	0.1995	601	0.0566	0.1281
"online chess clubs"	249	140	66	487	0.2875	3,910	0.0169	0.1522