
















# THE TRIFECTA PART 2

In our Phase I PDF we covered how to find the right competitors to analyze and determine which keyword phrases you should put in the Keyword Tracker and in your Listing.

Here you'll learn how to track & analyze keyword rankings and how to determine which of those keywords you should include in your PPC Ranking Campaigns. In the ManageByStats' Keyword Tracker, you can color code Pages, so in this example we have Green for Page 1, Yellow for Page 2, and Orange for Page 3.

1. Looking at the Keyword Tracker rankings will help you determine which keyword phrases make sense to aggressively push to increase your Best Seller Ranking.
2. In order to use your money wisely to push ranking without "wasted" ad spend, look over your keywords being tracked and look at 2 critical factors.
  - a. Look to see which of the KW have a good, low SFR (Search Frequency Rank) rating;
  - b. Look to see how you rank for that Keyword? Are you on page 2 or page 5?  
If a KW has a great SFR but you are on page 5 vs a weaker SFR, meaning a higher number value, but you are on page 2 for that KW, then THAT is the KW you want to push to rank first! It's already closer to page 1 and easier to move.



			2021 09 05	2021 09 04	2021 09 03	2021 09 02	2021 09 01	2021 08 31	2021 08 30	2021 08 29	2021 08 28	2021 08 27	2021 08 26	2021 08 25	2021 08 24	2021 08 23	2021 08 22	2021 08 21	2021 08 20	2021 08 19	
glass tumbler	29,920		102	111	269	282	256	128	142	78	82	130	136	124	112	124	83	87	72	72	
glass cup	32,972		NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
bourbon gifts for men	35,348		NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
bourbon glass	42,637		102	321	337	306	306	157	131	97	84	278	198	94	97	77	93	81	98	85	
rocks glasses	43,651		87	183	166	149	199	158	166	93	89	98	103	143	113	119	118	112	165	16	
plastic cups reusable	43,985		NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
plastic glasses	48,130		104	83	87	165	157	84	84	106	88	169	112	138	125	87	116	92	112	10	
old fashioned glass	49,335		94	91	123	148	135	142	129	129	105	169	205	187	196	178	160	178	151	18	
new home essential items	49,544		NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
cup set	53,005		NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
whiskey set	59,946		NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
cups set	59,952		NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
bar glasses	60,822		95	98	NO	253	228	304	240	291	266	278	253	153	170	127	134	137	143	13	
<b>X plastic drinking glasses</b>	<b>62,505</b>		50	59	79	252	210	67	58	90	82	191	57	81	85	68	70	56	50	6	
glass set	63,531		NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	294	355	324	340	309	278
bourbon glasses	66,768		309	294	297	267	297	246	259	110	232	211	190	253	200	211	172	189	106	95	
drinking glasses set of 12	68,235		158	191	166	152	138	124	138	156	164	141	131	153	153	149	119	150	130	7	
juice glasses	69,190		NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	258	271	246	221	295	234	283	24
plastic cocktail glasses	70,801		28	39	29	21	22	22	26	44	22	44	64	23	41	28	36	27	25	45	
glass cups set	73,987		NO	NO	220	200	180	240	190	230	210	200	298	268	298	128	155	142	149	13	
unbreakable wine glasses	74,341		152	145	120	227	252	60	63	130	124	224	159	78	62	75	68	65	64	58	
acrylic wine glasses	77,081		94	85	74	164	137	110	96	39	93	85	34	70	74	41	43	39	82	6	

- In this example, we took the keyword phrase that has a relatively low value, which is and is relevant to our product. You can see, in the tracker we have highlighted **‘plastic drinking glasses’**, a good, low number SFR (= 62,505) that is 50+, a higher rank than 48 and therefore NOT on page 1. Note: There are other keywords that have a lower SFR, and therefore are stronger HOWEVER, they are not ranking as well and would be harder to move.
- In this next example you can see we highlighted **‘Whisky Glasses’**. This is a great SFR and although probably very competitive we are already ranking at the bottom of page1 with a rating of 43 to 48. So this would also make an excellent choice to push for ranking.

