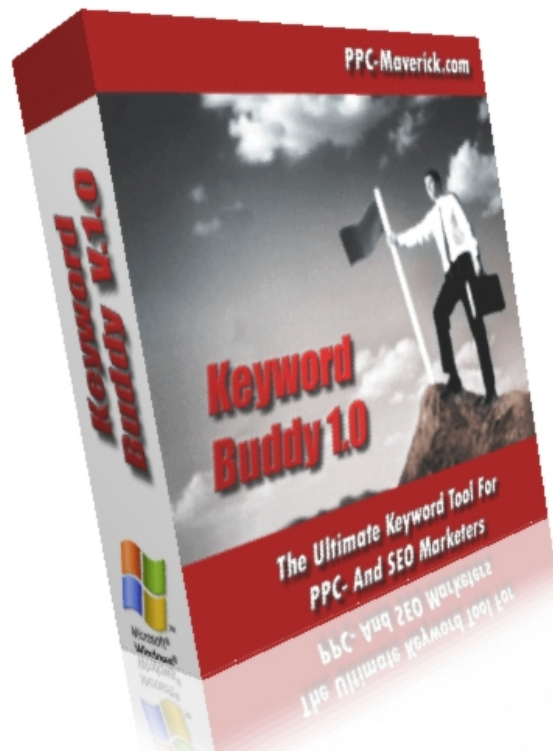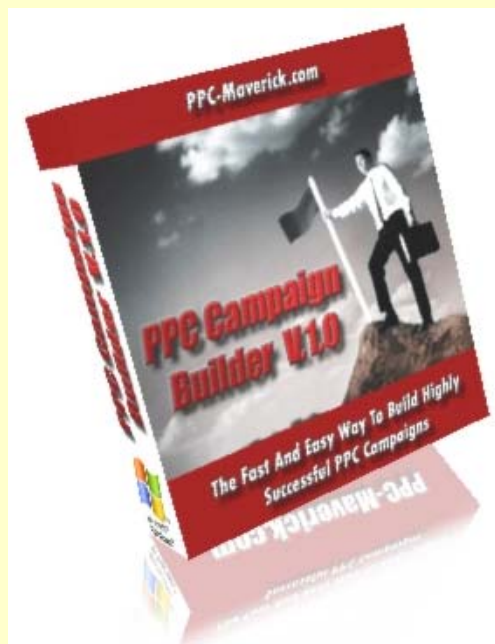# Keyword Buddy Software

Installation and Instruction Manual

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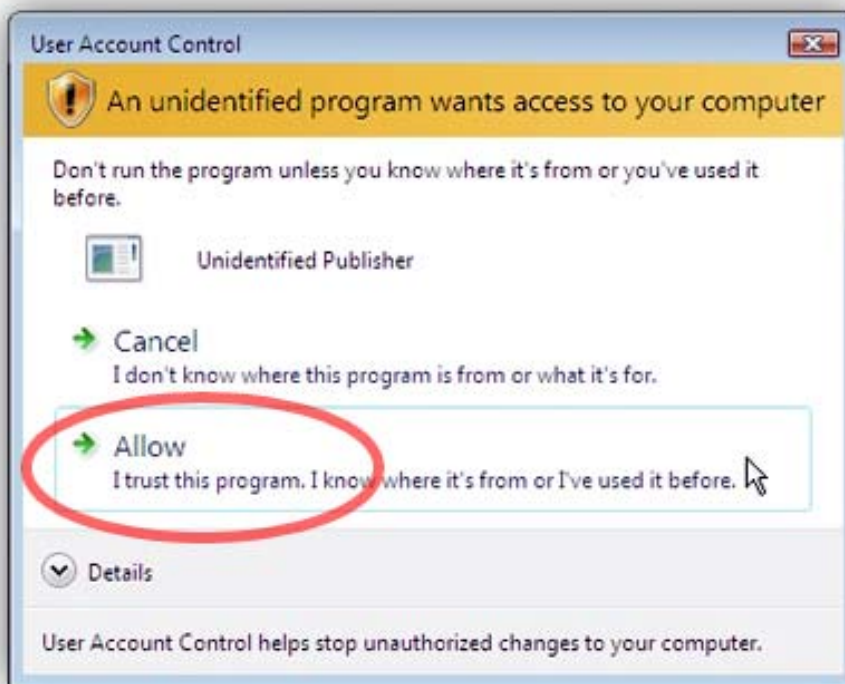www.PPC-Macerick.com

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1   Keyword Buddy Installation Instructions

To start the installation process, double-click the file: **KeywordBuddySetup.msi**

If you are using a computer with Windows Vista, the following screen might be displayed:

Fig. 1.1: Windows Vista User Account Control

Simply click "Allow I trust this program. I know where it's from or I've used it before."

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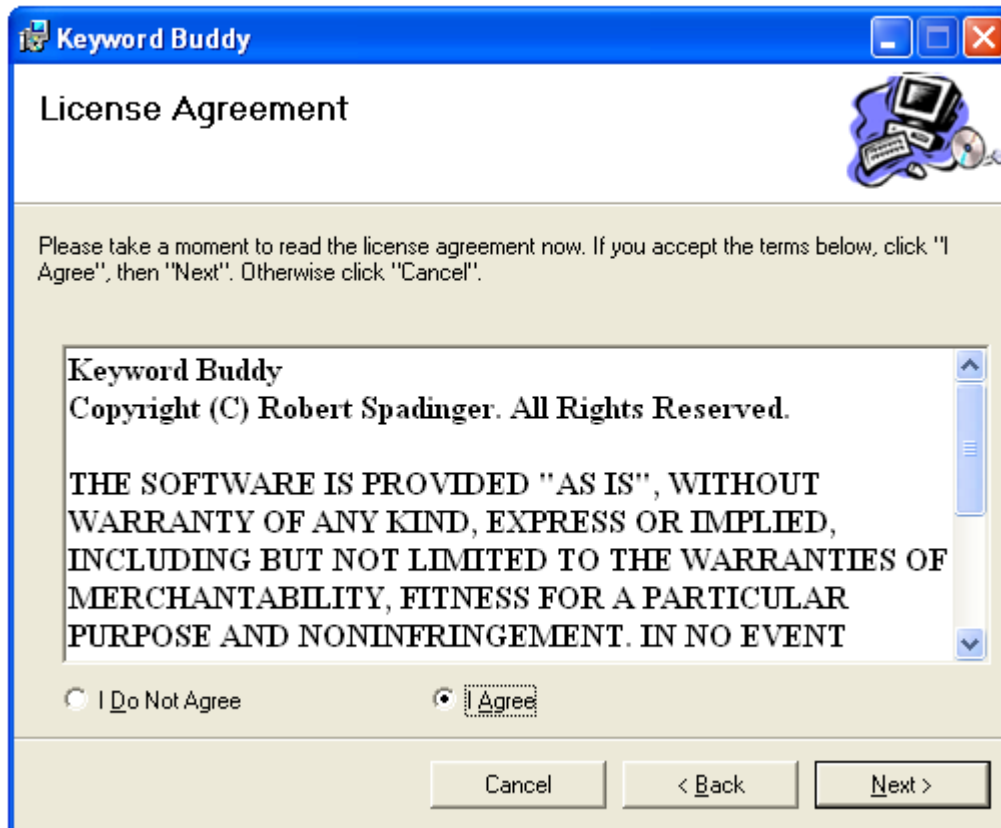
Then you will see the following screen (this is the first screen you will see on a computer with Windows XP, Windows 2000, Windows 98…):

Fig. 1.2: Welcome Screen

Click the "Next" button at the bottom right of the screen.
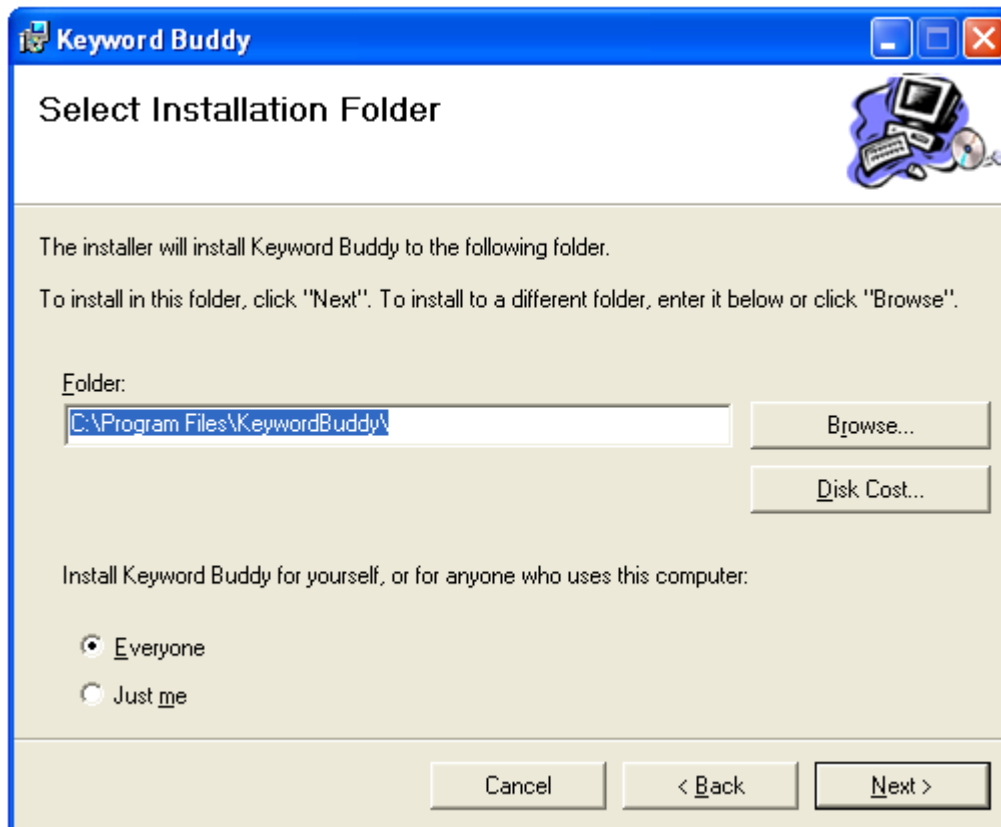
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Now, the License Agreement Screen will be displayed:

Fig. 1.3: License Agreement Screen

Select "I Agree" and click the "Next" button.

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On the following screen you have to choose the installation folder. I recommend you leave the default installation folder and click the "Next" button.

Fig. 1.4: Select Installation Folder

On the next screen you need to confirm that you want to install the Keyword Buddy Software. Again, click the "Next" button.
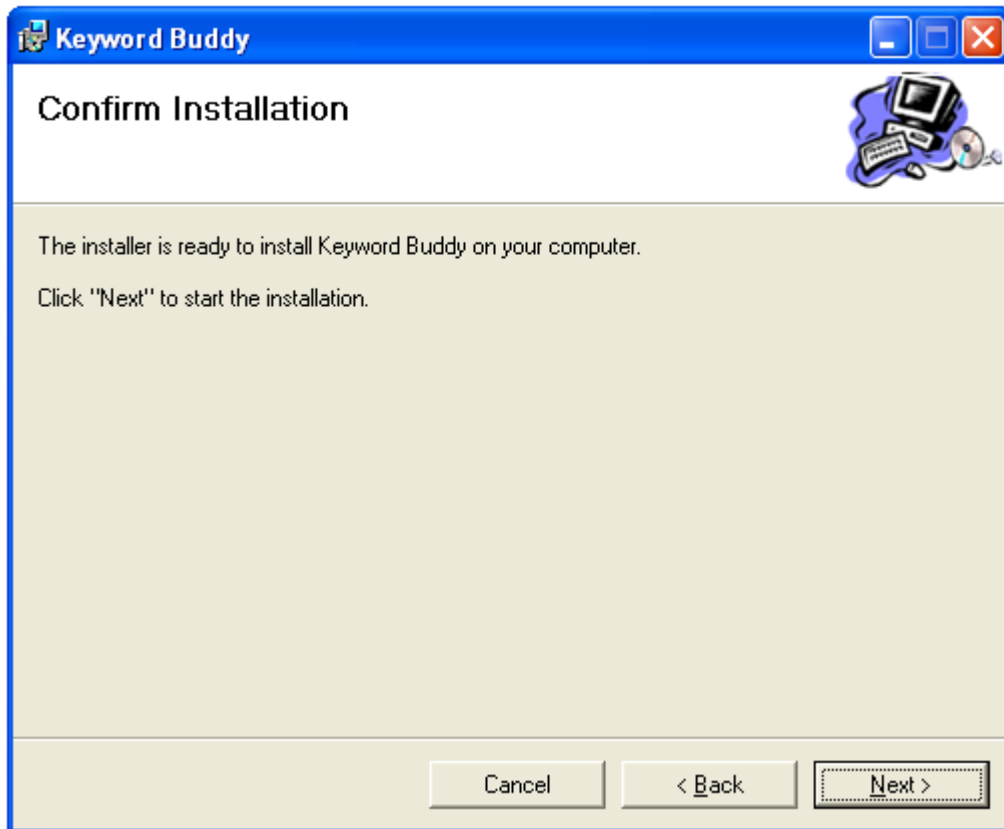
Fig. 1.5: Confirm Installation

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Now the software is being installed - this shouldn't take more than 1-2 minutes:

Fig. 1.6: Installation Progress

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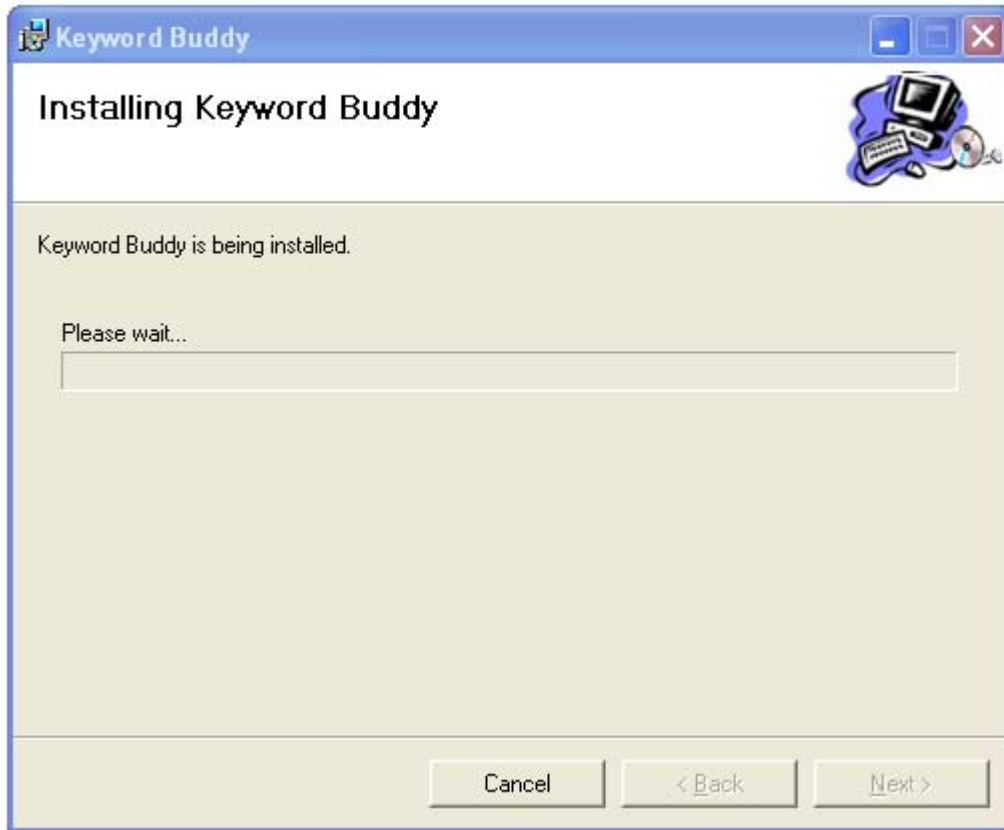And finally you will see the following screen:
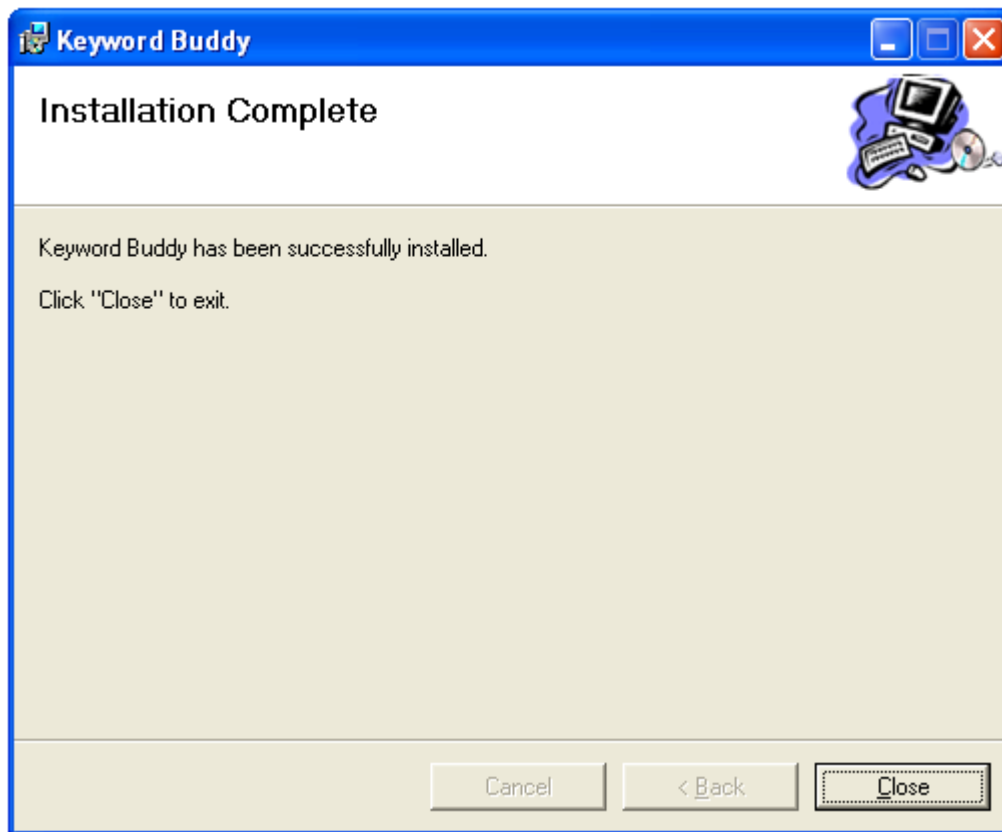
Fig. 1.7: Installation Complete Screen

Click the "Close" button to finish the installation process.

1.1   *Starting the Keyword Buddy Software*

Now you can start the Keyword Buddy Software by double-clicking on the icon labeled "Keyword Buddy" which was added to your Desktop.

You can also start the application by clicking on the Windows XP Start button, then select All Programs -> KeywordBuddy -> Keyword Buddy.

2 Keyword Buddy User Manual

2.1 *Introduction*

The Keyword Buddy is a software application that allows you to order your keywords into tightly focused adgroups, to filter your keyword list by specific keywords, to delete all those keywords that are irrelevant for your market, to select a group of similar keywords and to drag it into new "Adgroup Box"… and much more.

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2.2   The Keyword Grouping Tool:

The image below shows the "Keyword Grouping Tool":
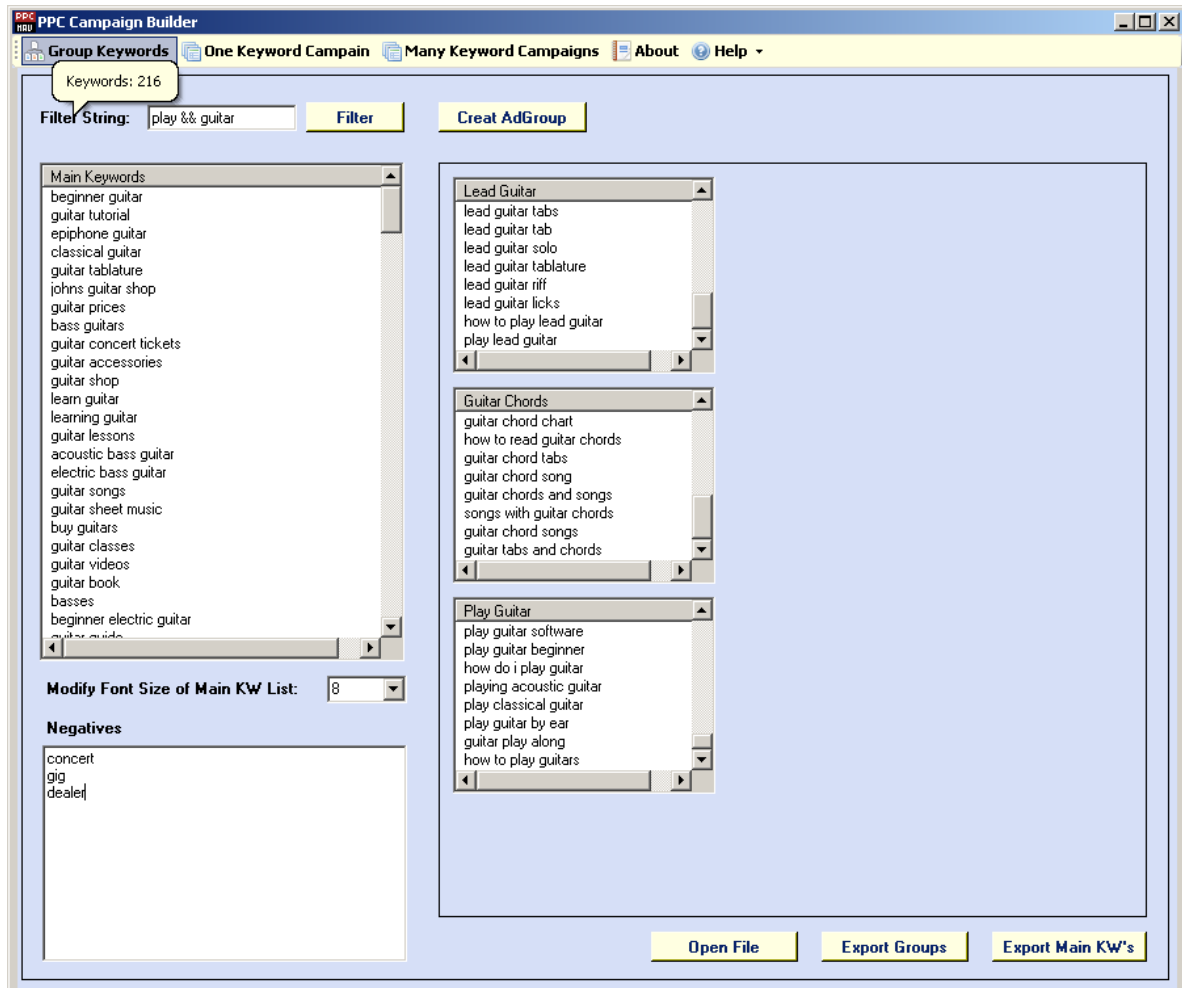
Let's have a quick look at the various elements:

2.2.1   Keyword Count Popup:

The yellow bubble (Keywords: 216) displays the number of keywords in the "Main Keywords" box underneath.

2.2.2   Filter Textbox and Filter Button:

This allows you to filter keywords. For example, if you are selling a product that teaches how to play acoustic guitar and you don't want any keywords that relate to "bass guitar", then you simply type the word bass into the filter text-field and click the

filter button. Now, only phrases containing the word "bass" will be displayed in the "Main Keywords" box underneath. You select all the keywords (using the shift key on your keyboard) and delete all bass related keywords at once.

Then you empty the filter text-box and click the Filter button to display all remaining keywords.

Or, for example you want to create an adgroup around the theme "Playing Guitar" and you want to find all keyword phrases that contain the words "play" and "guitar", so you would type play && guitar into the filter searchbox and click the "Filter" button. The "Main Keywords" box underneath now displays all phrases with the words play and guitar, you select all words, create a new adgroup with the name "Play Guitar" on the right (I show you in a minute how to do this) and you drag & drop all selected keywords into this adgroup box.

2.2.3   Main Keywords Box:

This box contains all keywords you researched initially. From here, you can delete irrelevant keywords and drag & drop similar keywords into the adgroup boxes on the right.

2.2.4   Modify Font Size of Main KW List:

This allows you to make the font of the keywords displayed in the Main Keyword list larger or smaller.

Modify Font Size of Main KW List: 8 ▼

2.2.5   Negatives Box:

Here you can add negative keywords. When you read through your keyword list you will find numerous keywords that won't correspond with your market. For example, if you are selling an eBook that teaches how to play guitar, you don't want to get clicks from people who are searching for guitar dealers, guitar concerts… , so you would put words like: concert, dealer… into the "Negatives" box.

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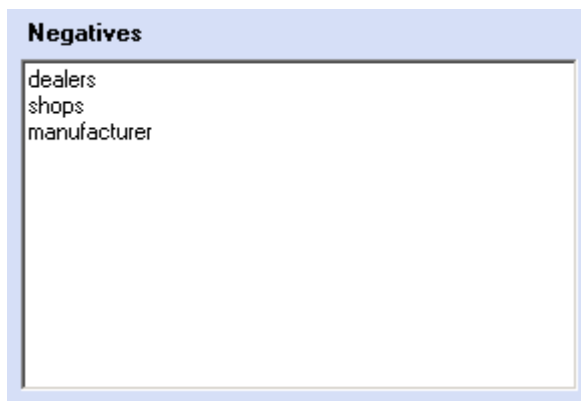
2.2.6 Create AdGroup Button:

This allows you to create a new adgroup box (see boxes labeled as "Learn Guitar", "Play Guitar"… in the screenshot above) in which you can drag & drop keywords from the Main Keywords box.

When you click this button, the following popup window is displayed:
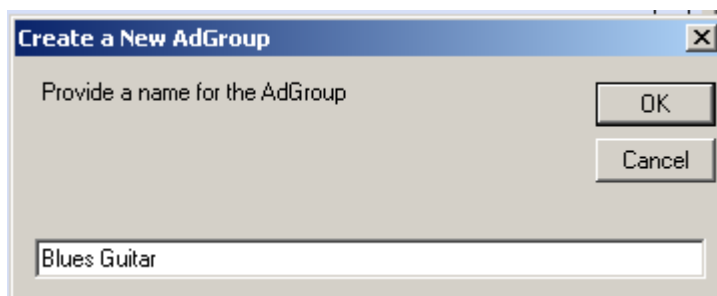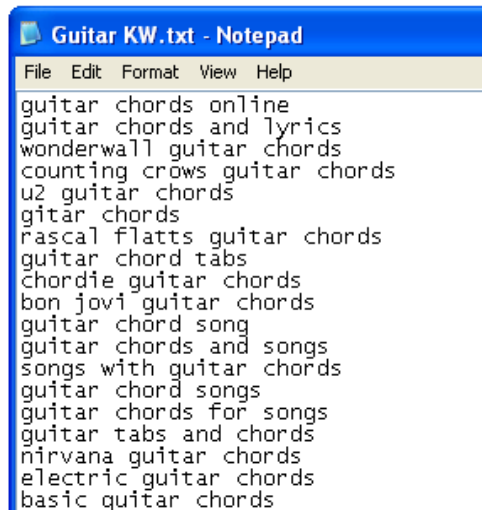

Simply provide a name for your adgroup and click the OK button and an empty adgroup box will be created.

If you want to rename an adgroup, right-click with your mouse on the adgroup and a small context menu with the label "Rename AdGroup" will be displayed – click on it and provide a new name for your adgroup.
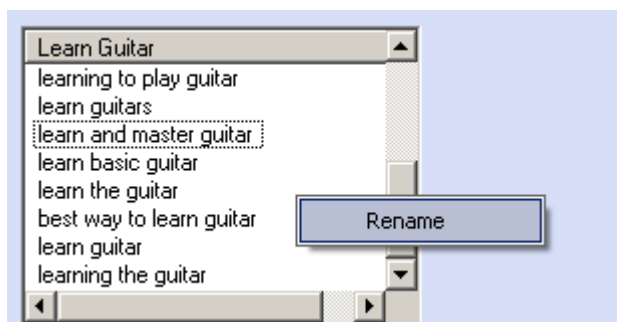
2.2.7   Open File Button:

This allows you to import either a new keyword list from a text file containing one keyword phrase per line. This is just a simple text file you can create using notepad or a similar text editor. See the screenshot below for an example:


All keywords in your text file will be copied into the Main Keywords box and all currently displayed adgroup boxes will be deleted. So, before you perform this operation, make sure to save the project you are currently working on using the "Export Groups" or "Export Main KW's" button.

You can also open a file with the extension .group. This file type is created whenever you save a project using the "Export Groups" button. You do this when you want to continue working on a keyword grouping project you started previously but didn't finish yet.

The screenshot below shows the form you will see when clicking the "Open File" button:
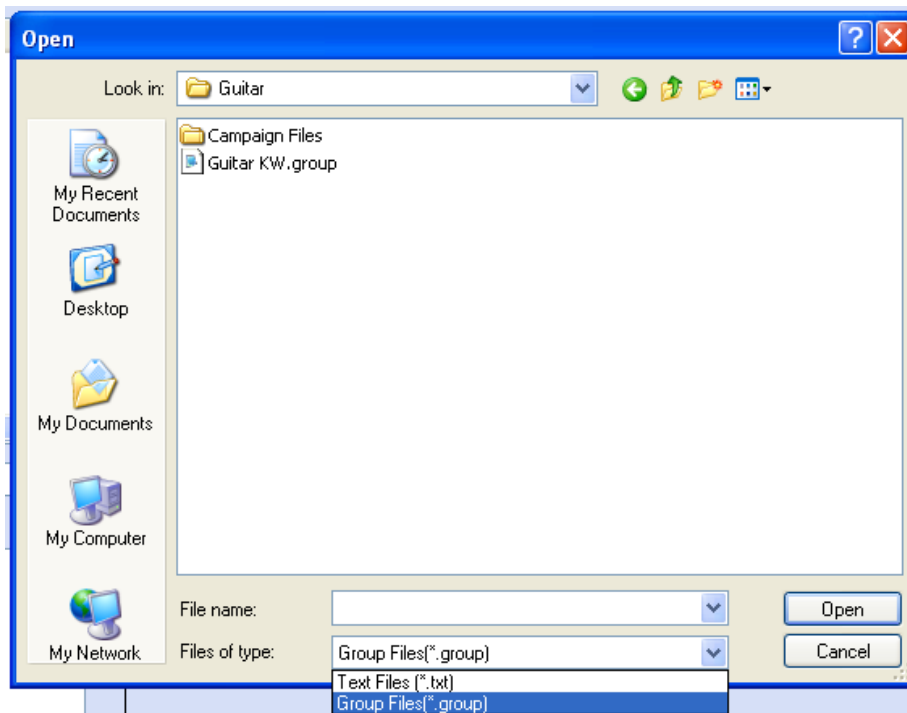
Alternatively, you can also open a file simply by dragging and dropping the.txt – or .group file into the Adgroups area.

2.2.8   Export Groups Button:

This allows you to export and save the project (with all Negatives, Adgroups and keywords remaining in the Main Keyword box) you are currently working on in order to continue your work later on.

2.2.9   Export Main KW's:

This allows you to save and export all keywords in the Main Keyword box into a simple text file. This might be interesting when you want to delete all irrelevant terms from a large keyword list (using the filter function), to add negatives… and to use the resulting keyword list for a Google Search Campaign (1 keyword per adgroup).

You can then import the resulting text file into the Campaign Builder Tool and create your entire Google AdWords campaign with only a few mouse clicks.