Keyword Transformer Professional Edition

Instruction Manual

Version 1.3.1, released 29th September 2007

http://keywordtransformer.com/

Note: Important changes since the last version are highlighted and indicated by a bar in the left margin.

The right to make improvements to the operation of Keyword Transformer Professional Edition that are not detailed in the manual is reserved.

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1: Introduction

Thank you for purchasing Keyword Transformer, the sophisticated keyword-transforming software for Internet advertisers bidding on keywords.

This software has been designed to be powerful and yet easy-to-use. Developed by an active marketer and in conjunction with leading Internet marketers, it has replaced the requirement for many tools in the arsenal of these Internet marketers for keyword editing purposes with this one single tool. This leads to efficient campaign management on a level heretofore unprecedented, and gives you the competitive edge you need to bring booming business to your campaigns!

As this software is easy to use, you may never even read this document! However, it is suggested that you at least skim through it, because you may find out about facilities of which you were previously unaware by doing so. The more you learn about how the program works, the more efficient you can become with it.

Should you require technical support for this product at any time, this is available by sending an email to product.support@helpdesk.djt-engineer.co.uk, with details of the problem.

2: Setting up the Input Keyword List

Setting up the input keyword list is usually achieved in one of three ways.

The first method is to input your keywords directly. To do this, simply click within the input keyword list box and start typing. You need to press Return or Enter between each keyword or phrase. This is reasonably straightforward. Most features common to Windows® editors are available. In case you don't know about them, please be aware that the following keyboard shortcuts exist for common operations as follows, and this is the case for virtually all Windows® programs:

- Cut: Hold the Ctrl key and press X (easily remembered because X has the shape of a cross).
- Copy: Hold the Ctrl key and press C (easily remembered because C is the first letter of Copy).
- Paste: Hold the Ctrl key and press V (easily remembered because V looks like an insertion mark).

These keyboard shortcuts are available in all of the text entry windows within the program.

The second method is to copy your keyword list from another text processing program, typically a word processor or keyword gathering tool such as KeyWords Analyzer, Ad Word Analyzer or Keyword Elite. In this case, you would simply copy or cut the list from the original application to the clipboard, and then click within the input keyword list box and hold Ctrl while pressing V. This will paste the contents of the clipboard into your keyword list.

The third method is to open a text file containing the keyword list that you wish to process. Click the Open button and select the text file if you wish to do this.

Note that having prepared your input list, should you wish to do so, you can save it from within the program by clicking on the Save button. This will write a text file containing your keyword list.

The Clear button will clear the contents of the input keyword list window.

If you have a keyword list which contains keywords wrapped in square brackets or double quotes, this can be used directly within the input box, as the program will remove the square brackets or double quotes for each keyword or phrase before processing it.

2.1: Combining Keyword lists

Often you need to combine two or more keyword lists, for example:

Samsung, Sony, Ericsson, Nokia

Mobile, Cell

Phone, Phone Accessory, Accessory, Phone Accessories, Accessories

The desired output contains “Samsung Mobile Phone”, “Samsung Mobile Phone Accessory”, ..., “Samsung Cell Phone”, ..., “Sony Mobile Phone”, etc.

To do this, click on the Combine button. You will be presented with a new window that allows you to define up to six keyword lists that will be combined in this fashion. The new window contains the following buttons:

- Create Input Keyword List. This overwrites anything that may already be in the input keyword list window with the new combined keyword list.
- Add to Input Keyword List. This adds the new combined keyword list to the end of any text already in the input keyword list.
- Cancel. This cancels the operation and returns to the main program screen.

It is also possible for you to easily swap the order of the keyword lists. This can be useful if specific permutations are desired but not all possibilities. Buttons marked “Swap 1/2”, “Swap 2/3” etc are provided for this purpose. Note that as soon as you click on the Create Input Keyword List or Add to Input Keyword List buttons, the program returns to the main screen, but the contents of the word list boxes will be preserved until you exit the application.

You have one further capability. Each list contains a tick box that can be selected, labelled “Use Blank”. If this box is selected, then a list of keywords that do not contain any words from the specified keyword list will also be created. In our example, this feature allows you to produce a keyword list that does not contain brand names, i.e. “Mobile Phone”, “Mobile Phone Accessory”, ...

3: Applying Transformations

When you have built your keyword list, there are many possible transformations that can be applied to it. Note that it is suggested that you start with a small number of transformations and apply these, and see how long the list gets. Applying many or all transforms can in some situations make the program appear to lock up. In these cases, it is often simply the case that it will take a long time for the transformed keyword list to be built.

The list of possible transformations is as follows:

3.1: Automatic transformations (before others are applied)

- Each keyword will automatically have duplicate spaces removed.
- Each keyword will have surrounding square brackets or double quotes removed prior to processing.

3.2: Remove adjacent duplicated words

This feature goes through the list of keywords and replaces any set of adjacent words that are the same as each other with one single word. For example, “red red hat” would be replaced with “red hat”. This transform has a higher priority than any other transform, i.e. the other transforms act upon phrases in which the duplicated words have been removed.

3.3: Keyword permutations

When this tick box is selected, the order of the words in each key phrase is arranged in all possible permutations. For example, take the phrase “Canadian golf clubs”. The possible permutations in this case are “Canadian golf clubs”, “Canadian clubs golf”, “golf Canadian clubs”, “golf clubs Canadian”, “clubs Canadian golf”, “clubs golf Canadian”. **Use this feature with care** as the number of possible permutations rises rapidly with the number of words. This feature is limited to six words, which produces 720 permutations! Five words produce 120 permutations; four produce 24 permutations; three produce six permutations and two produce two permutations. One-word key phrases are unchanged by this feature.

Note that if keyword permutations is selected, the following transformations are applied to **all** of the permutations, not just the listed key phrase.

3.4: Removed spaces

This option produces every combination of removed space that is possible from the input phrases. For example, the phrase “one two three” would give the outputs “one twothree”, “onetwo three” and “onetwothree”. Each additional word in each phrase multiplies the output by a factor of two, up to a limit of 10-word input phrases which gives 512 keywords per phrase.

Note that if both removed spaces and keyword permutations are selected, the number of keywords produced increases dramatically. This option is limited to phrases containing five words, which produce 120 x 16 = 1920 output phrases.

3.5: Left-right QWERTY keyboard proximity errors

This option adds all single-character key misspellings to the list where the keys are on the same row of a QWERTY keyboard and adjacent to the desired key. It is the most common type of keyboard proximity error. It is sometimes useful to have these errors listed in isolation to prevent a really large output list.

Note that if a run of two or more of the same character are contained within a word, the whole run is changed as one unit, so for example “glass” would produce “glaaa” and “gladd”.

3.6: All other QWERTY keyboard proximity errors

This option adds all single-character key misspellings to the list where the keys are not on the same row as a QWERTY keyboard and adjacent to the desired key. Less common than the left-right type of error, it is useful for shorter input lists. As with the left-right proximity error option, a run of two or more of the same character will be changed as one unit.

3.7: Duplicated characters

This option adds all possible cases of single duplicated character misspellings to the output list. For example, a phrase like “cheeky monkey” would produce the keywords “ccheeky monkey”, “chheeky monkey”, “cheeeky monkey”, ..., “cheeky monkeyy”.

3.8: Missed characters

This option adds all possible cases of missed character misspellings to the output list. For example, a phrase like “cheeky monkey” would produce the keywords “heeky monkey”, “ceeky monkey”, etc.

3.9: Swapped characters

This option adds all possible cases of swapped adjacent character misspellings to the output list. For example, a phrase like “cheeky monkey” would produce the keywords “hceeky monkey”, “ceheky monkey”, etc.

4: Using an excluded words list

Sometimes when looking at various types of transform, some undesirable keywords could result. For example, let's say you were advertising on a list of keywords including “Hello Magazine”, and you had selected the missed character transform. One such transform would be “Hell Magazine”. “Hell” is an undesirable keyword in this context, and you would wish to automatically exclude any keywords from the output list that contain the word “Hell”.

4.1: Setting up the list

Your list of excluded words can be entered into the Word Exclusion List window. It may also include phrases. If a keyword produced for the output list matches any of the words in the exclusion list window, it will automatically be excluded from the output.

4.2: Word length limit

It is also possible to automatically exclude keywords based on the number of words contained within the phrase. For example, if you wanted to exclude phrases containing eight or more words, you would select the “Limit words allowed in input phrase” option, and set the limit to 8.

4.3: Viewing the excluded phrases

The excluded phrases can be viewed as a separate output list by selecting “Show Excluded Keywords Only”. In this case, the output keyword list changes to show the list of excluded keywords. This list has a yellow background to highlight the fact that you are viewing the excluded keyword list, as opposed to the standard output list. All text editing facilities available for the standard output keyword list are also available for the excluded keyword list.

5: Building the output list

There are two easy ways to build the output list. If you click on the “Apply Transform” button, the output list will be built up from the input list and the options that you have selected. If you click on the “Apply & Copy” button, the list will be built up and automatically copied to the clipboard, ready for pasting into a Google AdWords™ keyword list page, or any other document.

5.1: Controlling output variations

For your output list, you can select broad match, phrase match and exact match, and the program will wrap the output keyword list in quotes and/or square brackets for you. These options correspond to the keyword matching options available in the Google AdWords™ interface. If no options are selected, the default behaviour of the program is to list each keyword as a broad match.

The program now has the capability of producing output files that are compatible with the Google AdWords™ Editor. The web interface and Google's editor use different formats to indicate broad match, phrase match and exact match phrases, and also for unique URLs as detailed below. To

control which output format you wish to use, select AdWords Web Format or AdWords Editor Format as desired.

If you are interested in using the AdWords Editor, it was available at the following URL at the time of writing:

http://services.google.com/adwordseditor/

5.2: Setting a unique URL for each phrase

Some phrases convert with a greater frequency than others, and this feature gives you the capability to track such phrases by writing the phrase into the URL, usually in a query parameter. Google AdWords™ allows you to include a unique URL per keyword when submitting your phrase lists. This feature produces phrase lists compatible with the format required by Google AdWords™.

To use this feature, first click on "Add URL with an indication of the phrase used." You will be presented with a window that allows you to enter the following information:

- The start of the URL, i.e. what appears before the keyword;
- How keywords are represented, whether in upper-case letters, lower-case letters, first letter of each word capitalised, or case unchanged;
- How spaces are represented in the URL, commonly with a plus sign;
- Prefixes that indicate a broad match, phrase match or exact match;
- The maximum keyword length to include in the URL, if limited;
- Anything that appears after the keyword in the URL.

For example, if you are promoting a product on Commission Junction as an affiliate, you may have a URL that looks like this:

http://www.dpbolvw.net/click-1234567-12345678?sid=keyword&other=info

(Note that the above is not a real link)

You can specify an alphanumeric SID that will be available for you to view if a conversion occurs. Originally intended as a Shopper ID and used for tracking purchases made by individual customers, this capability lends itself extremely well to tracking conversions based on the phrase that triggered the display of your ad.

To use this URL and encode it for every phrase, you use the following settings:

- URL Start: http://www.dpbolvw.net/click-1234567-12345678?
- Representation of keywords: First letter in upper-case, all others in lower-case (unimportant)
- Representation of spaces: Use a + sign, or use blank if using the option of first letter in upper-case, all others in lower-case to save one character per space
- Indicators for broad-match, phrase-match or exact-match: B+, P+, E+ respectively
- Keyword length control: Limit characters used to 64 characters (the maximum length of the SID field)
- End of URL: &other=info

5.3: Using encrypted keywords

Since version 1.3.0, Keyword Transformer also offers you the ability to have your keywords

encrypted. This may be valuable if, as an affiliate marketer, you do not want the merchant to be able to understand the tracking code you have used – this is commercially-sensitive information that a merchant could use to bid on keywords themselves. Note that it is possible for merchants to gather this information by other means, but such means are likely to be less convenient.

There are two options that allow the keywords to be encrypted and pasted into a unique URL:

- Keywords encrypted using 40-bit hash (in which the output is 8 alphanumeric characters, ideal for networks such as ClickBank that limit the size of the tracking code that can be used);
- Keywords encrypted using 128-bit hash (in which the output is 26 alphanumeric characters, which provides less possibility of two keywords producing the same code).

You can also elect to use a password to increase security. Note that the password and keywords are case-sensitive as far as this operation is concerned.

Technical details about the encryption technology employed are contained within appendix A on page 10.

Please note that the technology used provides no means of decryption. It is just guaranteed that a specific phrase (combined with a password, if supplied) will always produce the same encrypted tracking code. In order to decrypt a code, you will need a list of keywords and their associated codes, so make sure you save the list produced by Keyword Transformer; then you can use any standard text editor (or Keyword Transformer itself) to search for the code, and see with what phrase the code was associated.

5.4: Writing individual files for each phrase

Individual files can be written for each input phrase by clicking the “Write Phrase Files” button. A window opens asking for you to indicate a folder in which the files should be written; this is also capable of creating new folders. When a folder has been selected, clicking OK causes one file to be written for each input phrase. The files are given a .TXT extension, and spaces are replaced by hyphens in the filenames.

In this case, the contents of the output window will not be changed. Keywords will be excluded according to the exclusion rules that you have set, but a list of excluded keywords will not be created.

5.5: Counting the number of phrases used

The number of lines in the output window is usually displayed as the caption of the button that begins “Output lines:”. This is usually the number of phrases that have been written into the output window. Clicking on the button causes the number of lines that would be placed in the output window if Apply Transform was clicked to be calculated and shown. Clicking on the “Write Phrase Files” button causes the total number of phrases written to all files to be displayed.

6: Use as a text editor

The Output window can be used as a basic but functional text editor. The control buttons act as follows:

- The “Clear” button clears the contents of the output window.
- The “Select All” button selects all of the text within the output window, which can then be cut, copied or paste on top of.

- The “Cut”, “Copy” and “Paste” buttons perform the corresponding actions on the Windows® clipboard.
- The “Find” button searches for letter combinations or words in the output window.
- The “Replace” button replaces letter combinations or words with other letter combinations or words in the output window. Note that if you are replacing words with nothing (i.e. deleting them) by using the replace feature, and “Match whole word only” is selected, any redundant spaces left over after the operation are also removed, whether they occur at the start, middle, or end of the phrase. This is not how text editors usually work, but it is how a keyword-processing program should work.
- The “Open” button opens a file.
- The “Save” button saves the file.

7: The information window

This contains the version number of Keyword Transformer Professional Edition being run, the copyright notice, a link to the development blog, and a link to the web page that shows the current version of the program.

Product update subscriptions are available at competitive prices, and details of these subscriptions are shown on the web page that shows the current version of the program.

If you have any bugs to report or suggestions for further improvements, or you just wish to keep tabs on the latest news about Keyword Transformer, please visit the blog. Replying to a post in the blog keeps bug reports and new feature requests centralised, which has the advantage that these issues are less likely to be forgotten about, so if you're after a new feature or you want a bug fixed then it is recommended that you visit the development blog and write a comment.

A: Technical details of the keyword encryption technique used

A string is built up from the password and the keyword used as follows:

1. The password.
2. An opening square bracket if the keyword is an exact-match keyword, or a double-quote symbol if the keyword is a phase-match keyword. Nothing is used if the keyword is a broad-match keyword.
3. The keyword itself.
4. A closing square bracket if the keyword is an exact-match keyword, or a double-quote symbol if the keyword is a phase-match keyword. Nothing is used if the keyword is a broad-match keyword.

Note that all characters used at this stage are case-sensitive.

Then the MD5 checksum of this string is computed. Details of this algorithm are commonly available on the internet.

The MD5 checksum is then multiplied by 4, and the computed number is represented in base 32 using the characters 0 to 9 to represent those digits, and A to V to represent digits 10 to 31.

In the event that only eight characters are used, those that are used will be the first eight characters of the computed number.

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