

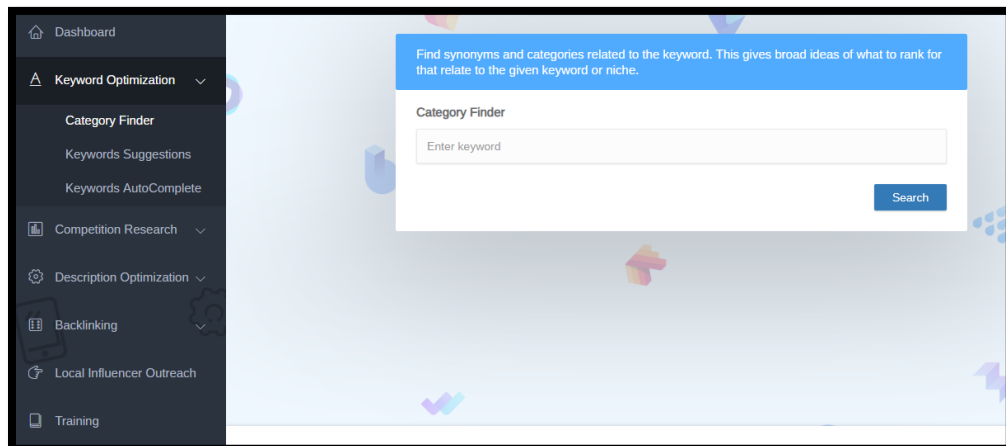


RANKREEL TUTORIAL- How to use the Keyword Optimization Feature

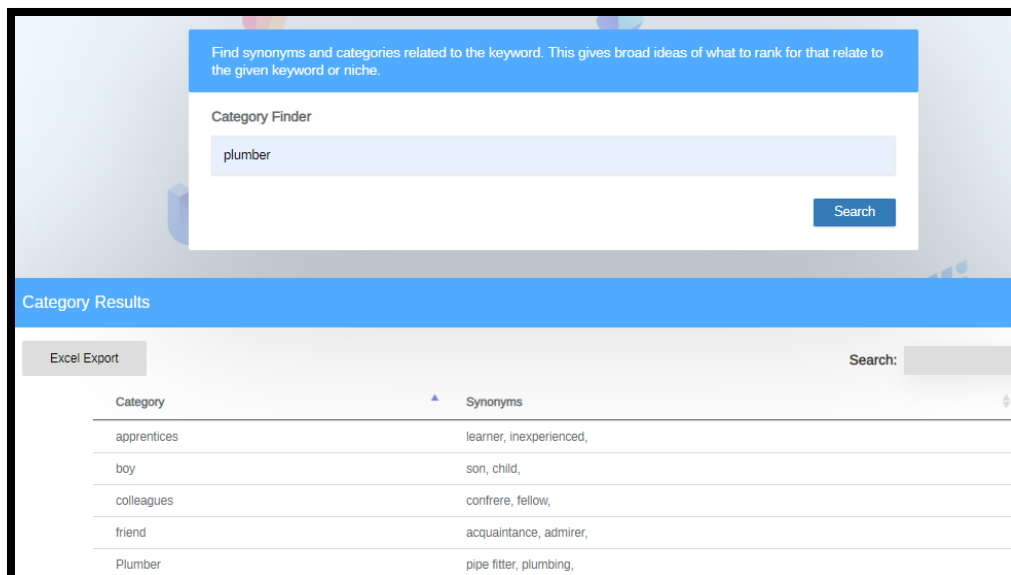
Follow these simple steps below:

1. We'll start with the Category Finder. On the RankReel dashboard, click on the **Keyword Optimization** tab then click on **Category Finder**.

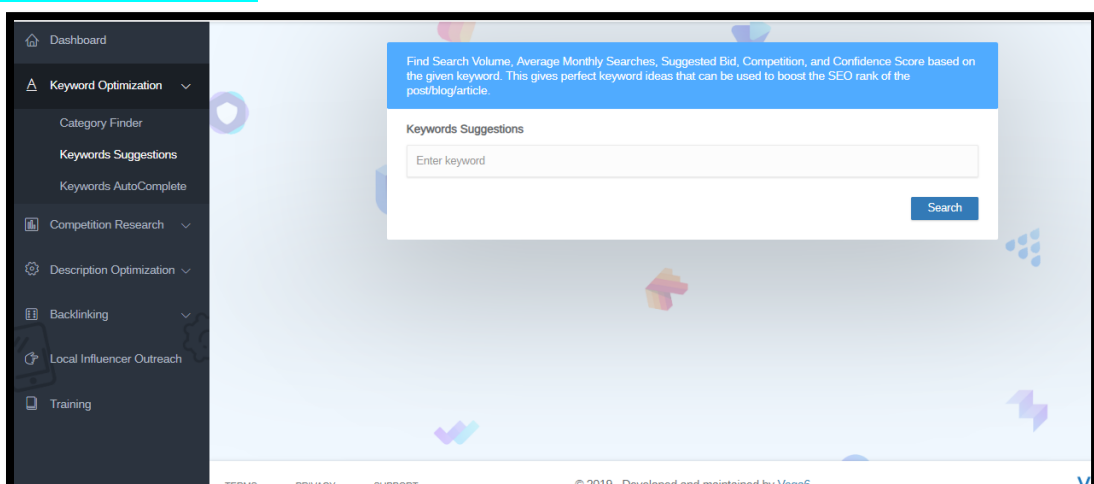
Category finder finds synonyms or broader categories and keywords related to your given keyword.



For example:



2. **Keyword Suggestions** tab- used to narrow down broad ideas for your keyword or niche.





For example:

Find Search Volume, Average Monthly Searches, Suggested Bid, Competition, and Confidence Score based on the given keyword. This gives perfect keyword ideas that can be used to boost the SEO rank of the post/blog/article.

Keywords Suggestions

Dog training

Search

Keywords	Monthly	Search	Suggested Bid (\$)	Competition
aggression dog training	6600, 8100, 6600, 6600, 8100, 8100, 8100, 8100, 8100, 8100, 9900,	8100	2.27	0.55
aggressive dog training	6600, 6600, 8100, 6600, 6600, 8100, 8100, 8100, 8100, 8100, 8100,	8100	2.19	0.54
alpha dog training	1900, 1600, 1900, 1600, 1900, 1900, 1600, 1600, 1600, 1300, 1900, 1600,	1600	0.95	0.12
attack dog training	1300, 1300, 1300, 1000, 1300, 1300, 1300, 1000, 1000, 1300, 1000,	1300	1.37	0.52
bait bags for dog training	70, 50, 70, 70, 70, 110, 40, 50, 30, 40, 90, 90,	70	0.57	1.00
balanced dog training	390, 480, 480, 390, 390, 480, 480, 480, 480, 480, 590, 590,	480	3.53	0.20
basic dog training	1900, 1900, 1900, 1900, 1900, 1900, 1900, 1900, 1600, 1900, 1900, 1900,	1900	1.66	0.26
bat dog training	480, 480, 480, 480, 480, 590, 480, 480, 390, 320, 390, 320,	480	0.79	0.23
best dog trainer collar	5400, 4400, 4400, 4400, 4400, 3600, 4400, 4400, 5400, 5400, 5400, 6600,	4400	0.75	1.00
best dog training	2900, 2900, 2900, 2400, 2900, 2900, 2400, 2400, 2400, 2900, 2400,	2400	2.24	0.24

Previous 1 2 3 4 5 ... 25

Columns explained:

- **Monthly**- Shows how much searches are going each month, so you can see if the term/keyword is seasonal or not.
- **Search**- Indicates the average searches per month
- **Suggested Bid**- shows what ad words people are bidding right now on average. If the bid is expensive, it indicates that the keyword is very profitable to rank which will give you a lot of buyers.
- **Competition**- shows how competitive the keyword will be to rank for.