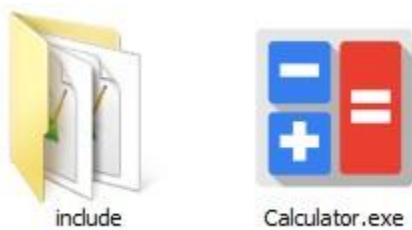


This Marketing Calculator Software is very easy to use.

Make sure you extract everything out of the zip file: the Calculator .exe and the include folder.



Then just double click to open the Calculator .exe program file.

**\*If you get any alerts** from your firewall or anti-virus programs, it is a "false positive". Go ahead and enable this Calculator program.

The screenshot shows a web-based calculator interface. It has four input fields arranged in a 2x2 grid. The first row contains 'Your Keyword:' with the value 'Make Money Online' and '\$ Commission Earned Per Sale or Lead (i.e 25):' with the value '37'. The second row contains 'Keyword Monthly Search Volume:' with the value '60500' and 'Sale or Lead Conversion Rate (i.e .03):' with the value '.03'. Below these fields is a checkbox labeled 'Check Keyword Ranking Competition?' which is checked. At the bottom are two blue buttons: 'Calculate' and 'Save Results'.

Once the calculator is opened, just enter in the 4 fields:

Your keyword, keyword monthly search volume (\*Google Adwords Keyword Planner recommended).

Commission earned per sale or lead, this can be what you make for selling a product or service. If you don't sell anything but only monetize with ads like Adsense; then enter in the average amount you earn per click, such as if you make \$0.33 per click, then enter in .33 .

Conversion rate (use decimal, so 3% would be .03). If you monetize with ads like Adsense, then enter in the average click rate your ads get.

Then check the box if you want to calculate the ranking competition. The keyword ranking competition (difficulty) is based on the total number of websites competing for this keyword as shown in the URL & title.

Finally, click the Calculate button.

Wait a few seconds, and you will see the calculated results:

**Make Money Online** Keyword With Estimated **60500** Monthly Search Engine Traffic, Earning **\$37** per sale/lead, and with a conversion rate of **3%**.

**Make Money Online** Has About **7430000** Competing Websites, And The Difficulty Level Of Getting 1st Page Rankings For This Keyword Is **9/10** Which Is Considered...**Extremely Difficult**.

<u>1st Page Ranking Positions</u>	<u>Estimated Traffic (Monthly)</u>	<u>Estimated Earning (Monthly)</u>
Rank 1	19662.5	\$21825.375
Rank 2	10587.5	\$11752.125
Rank 3	6897	\$7655.67
Rank 4	4900.5	\$5439.555
Rank 5	3690.5	\$4096.455
Rank 6	2662	\$2954.82
Rank 7	2117.5	\$2350.425
Rank 8	1875.5	\$2081.805
Rank 9	1573	\$1746.03
Rank 10	1452	\$1611.72

You will be able to see the ranking difficulty of this keyword along with the estimated traffic and earnings if you were to be ranked on page 1 of the search engine results.

Now to use the PPC calculator, click on the tab shown:



Simply enter in all of the fields as seen here:

Traffic Amount #:	\$ Commission Earned Per Sale or Lead:
<input type="text" value="10000"/>	<input type="text" value="25"/>
Cost Per Click (i.e .15):	Conversion Rate (i.e .03):
<input type="text" value=".15"/>	<input type="text" value=".03"/>
<input type="button" value="Calculate"/>	

The traffic amount # can be total amount of traffic you plan to buy from either: PPC, PPV, banners, or estimated total clicks from CPM ads.

The Cost Per Click can be PPC , or PPV (.015), or estimated average CPC.

Commission earned is how much you make from a sale or lead.

For conversion rate, use the decimal, so 3% would be .03 .

After clicking on the calculate button, you will see the earning and cost calculations:

**Your Gross Profit: \$7500**

**Your Total Traffic Cost: \$1500**

**Your Net Profit: \$6000**

Thank you for reading, we hope you enjoy using this marketing calculator software!