

How to Calculate KEI

KEI stands for **Keyword Effectiveness Index**.

KEI compares the number of times a keyword or keyword phrase is searched with the number of competing web pages. This helps determine which keywords are most effective. (Note: KEI only looks at the number of competing pages and not the actual strength of the competition.)

The **higher the KEI**, the more popular your keywords are, and the less competition they have. This means you have a **better chance of getting to the top of the search engines**.

How is KEI Calculated?

KEI is calculated using three factors.

1. Number of searches made for a particular keyword
2. Number of competing pages for that keyword
3. How aggressive you want to be

The formula for calculating KEI is:

$(\text{volume of searches per day})^{(\text{Aggressiveness})} / (\text{total number of competitors})$

Aggressiveness could be 1, 2 or 3 depending upon how aggressive you want to be and how much work you want to do. 1 for basic, 2 for moderate and 3 for very aggressive.

For example, the keyword phrase "idaho rexburg", has a daily search volume of 2,017 (from Google Keyword Tool / 30) and 5,770,000 competing web pages*. Using the KEI formula, the KEI for "real estate" is $(2,017)^2 / (5,770,000) = .705$.

A better keyword phrase would be "rexburg". Taking the daily search volume of 5,500 and the number of competing web pages of 305,000, the KEI would be $(5,500)^2 / (4,370,00) = 6.922$.

* To obtain the number of competing web pages, go to [Google.com](https://www.google.com) and search your keyword phrase with quotation marks (i.e., "idaho rexburg").