

# 2kmediat.com Keyword Ranking Tool (2KRT)



A Product of  
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Web: <http://www.2kmediat.com/kkmediat/eng/>

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## General questions answered

### What is 2kmediat.com Keyword Ranking Tool (2KRT)?

2KRT is a Microsoft Excel VBA application that utilizes Google API to track keyword rankings on Google.

It offers some easy to use solutions that other keyword ranking tools lack:

- Store data locally: no more passwords, slow server connections etc. The data is stored locally to your machine where ever you want it.
- Use of Excel features: most keyword ranking tools offer option to export data to Excel. Now you are in Excel and can use all Excel features directly.
- Automation: 2KRT saves ranking data in easy to use format, so you can analyze it manually with Excel tools or use some of the preset scripts provided. Also further automation with WSH/VBA is possible.
- Configurability: Almost all options of Google API are in easy to control form with dropdown options.

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### What is the current version of 2KRT?

1.0 Beta.

Hence this is the beta-version, there may be few bugs.

The application has been tested with Microsoft Windows 2000 Professional and Microsoft XP Professional with Microsoft Office XP.

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### What are the limitations of 2KRT?

2KRT is limited by Google API general terms of service. The major limitation is that queries per day are limited to 10000 (each 10 results count as 1 query) per API license key.

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### What do I need in order to run 2KRT?

Google API license (Free)  
Microsoft Office XP or Microsoft Office System  
Microsoft Office Web Components (Free download from MS site)  
Microsoft XML Core Services (MSXML) 4.0.  
Microsoft Office XP Web Services Toolkit (for Office XP, version 2.0 or later)  
or Microsoft Office 2003 Web Services Toolkit (for Office System).

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### How much does 2KRT pay?

2KRT is a freeware application.  
However, we would appreciate if you would add a link to our site.

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### Can I modify 2KRT interface?

Yes and no.  
You don't have permission to remove or change Copyright statements.  
Otherwise you can change colours, fonts etc. as you wish.

When modifying the interface, please take into account that **most preset cells and their positions have special reasons for being the way they are.** Altering them MAY cause the application to fail.

**BEFORE MAKING ANY MODIFICATIONS, REMEMBER TO TAKE A BACKUP COPY OF ORIGINAL.  
OTHERWISE YOU MAY LOOSE ALL SAVED INFORMATION.**

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### If breaking the tool is so easy, why have you not protected the special cells?

This decision has been made in order to allow maximum flexibility and usage of Excels own tools.

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### I have a problem / suggestion for future development. How do I contact?

Use the contact form found on our website (<http://www.2kmediat.com/kkmediat/eng>). We don't guarantee 24/7 support for free tools, but we will reply sooner or later.

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## Using 2KRT questions answered

### How do I use 2KRT to track my keywords?

Open the Workbook.

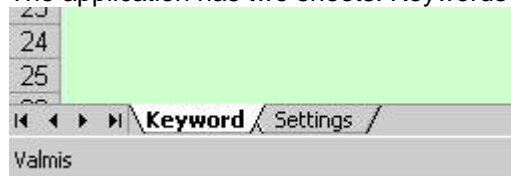
You should see a Macro Security warning window.

Select **Enable Macros**.

*Note! Don't see a macro window? Check Tools > Macros > Security.*

*Select Option Medium.*

The application has two sheets: Keywords and Settings.

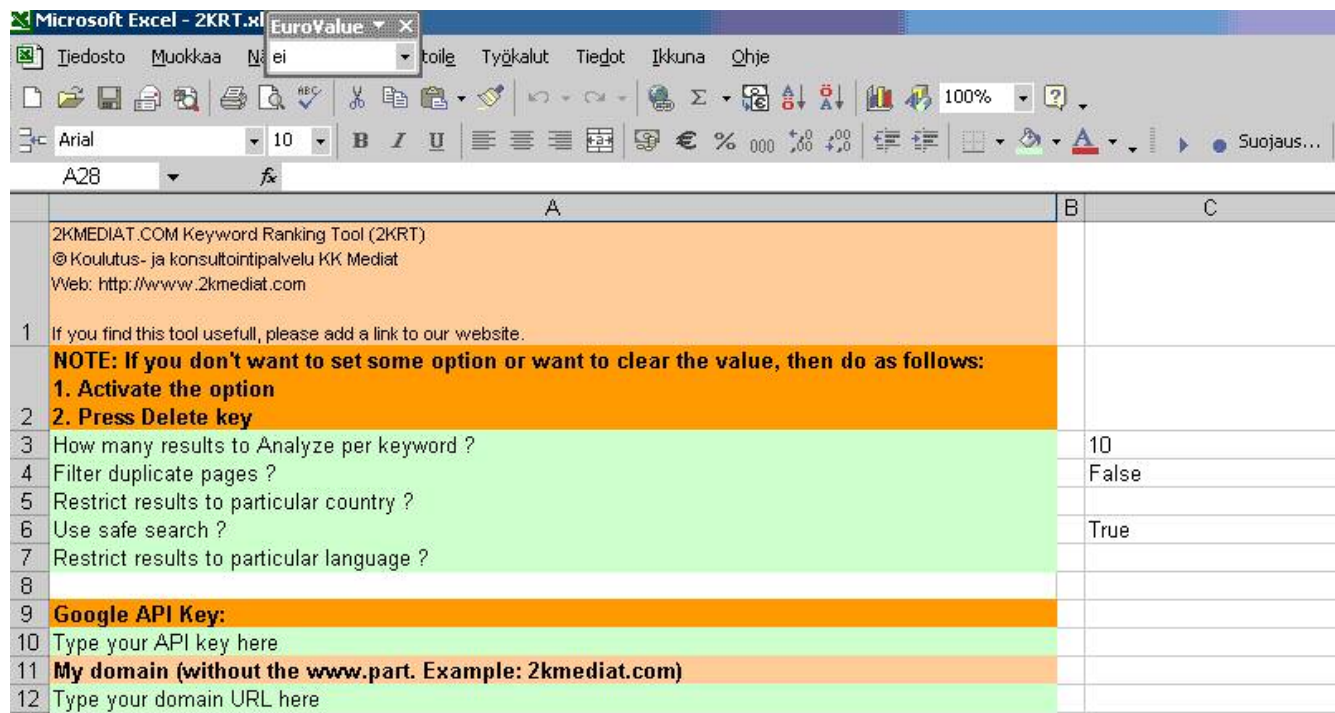


Keywords sheet is used to store keywords and keyword related data.

Settings sheet is used to set general settings for current workbook.

Open the Settings sheet and choose / fill where appropriate.

By default the application searches only 10 first results globally using safe search:



**You MUST give your Google API license Key and your domain name.**

To see more information about other options in Settings sheet, please read Google API reference [Web: <http://www.google.com/apis/reference.html>].  
Save the workbook, after you are ready with Settings sheet.

Open the Keywords sheet.

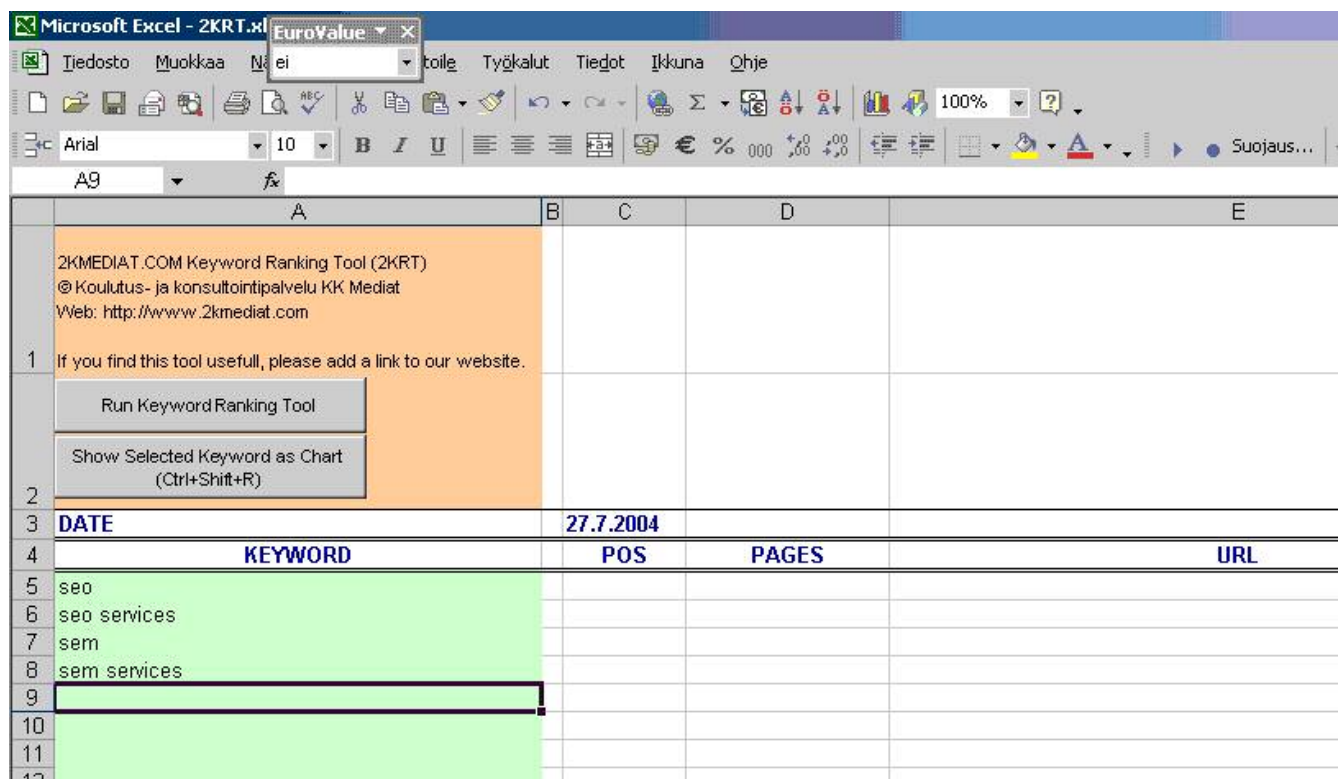
The sheet has two buttons:

- "Run Keyword Ranking Tool" button starts the tracking process.
- "Show Selected Keywords as Chart" displays a chart for **SELECTED** keyword

Below the buttons are two (2) rows with predefined headers: DATE, KEYWORD, POS, RESULTS, URL.

**DO NOT INSERT OR DELETE ANY ROWS BEFORE THESE. YOU CAN HOWEVER FREELY DELETE, ALTER OR INSERT ROWS BELOW THESE.**

All you need to do is type the keywords to KEYWORD column and press "Run Keyword Ranking Tool" button.



*Note: The application uses a two second delay per keyword to fetch and analyze data. If you have lots of keywords to analyze, the application may seem to freeze. Be patient and give it a fair amount of time.*

The results are stored to Excel in following format

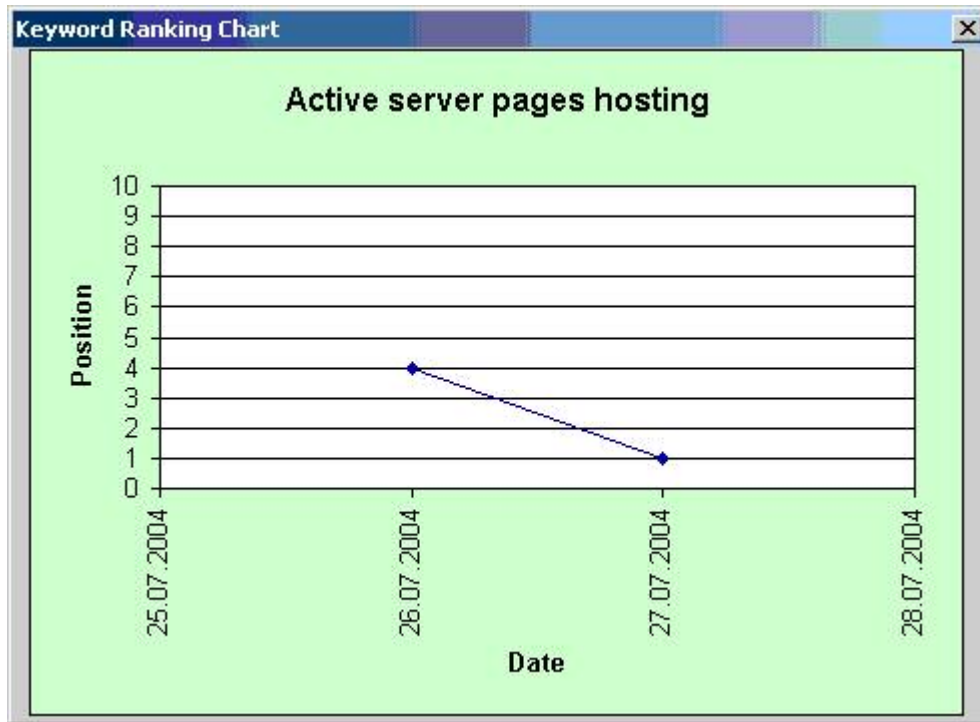
Keyword - Empty Column - DATE - POS - Pages - URL - Empty Cell - DATE - POS - Pages - URL - Empty Cell - DATE - POS - Pages - URL - Empty Cell - POS ...

DATE	25.7.2004				22.7.2004
KEYWORD	POS	PAGES		URL	POS
Active server pages	1	421		http://www.2kmediat.com/kkmediat/asp_koulutus.asp	1
Active server pages location	4	421		http://www.2kmediat.com/kkmediat/asp_koulutus.asp	4

If you want to delete some days results, you can do so by simply deleting the entire column set for the day / days in question. You must only remember to keep the syntax intact: *Empty Column - POS - Pages - URL*

The charting tool is easy to use.

Select the keyword and press the Button (or use Hotkey CTRL + SHIFT + R)



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### How much data can I store to one worksheet?

For keywords the only limitation comes from Google API. You can only do a maximum of 1 000 queries per API license.

The Charting tool provided with 2KRT supports only 31 days (about one month) at once.

Thus it is ideal to store one site/ one month in a worksheet.

If you later need to combine data, it is easy using Excels Import/Export Tools.

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### How do I track multiple sites or use different settings for tracking keywords?

Just save a new copy of the worksheet with new name to appropriate location.

File -> Save As -> ...

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### How can I extent the 2KRT usage?

You can of course use all the features you have in your regular Excel. Here are some solutions that

experienced users might like:

- Don't like the Charts 2KRT provides? Select the data and you can use all Excel's charting tools.
- Too much data? Use the Filtering tools Excel provides.
- Can't see the changes. Use Excel's VBA / Function options to write a helper application that highlights keyword that have dropped / risen X positions.
- Create new sheets to store data from sales etc. Add a Pivot table and you have a heavyweight data mining solution in your hands.

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**I received an error "Connection Timed out" or "Connection refused". After that became several VBA error windows and application seemed to freeze. What to do?**

This error can happen if the Google API webservice does not respond within certain time limit. This error can occur especially if you are processing large amounts of keywords (over 500) at one time.

Although the applications seems to freeze, it is working at full power and trying to analyze rest of the keywords. In most occasions it succeeds to do that. Give it time (2-3 sec/keyword) to work things out.

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**I received an error "Compile error in hidden module ... etc ". What is this ?**

This error occurs when Excel cannot find the object libraries it needs to compile the VBA components of 2KRT. Try the following:

Make sure you have installed all the required components (especially the Office WebServices toolkit). Be sure to do the installation of Components as System Administrator. Reboot your computer so the components are registered for sure.

If you have other than English language version of Office, it might cause problems with some older Component versions. You might also want to change the default language of Excel to English.

Sometimes the Object libraries end up to wrong places. You can try to remedy the problem by making Excel aware of the location of these files. Object libraries used by the VBA project are:

Visual Basic for Applications  
Microsoft Excel 10.0 Object Library  
OLE automation  
Microsoft Office 10.0 Object Library  
Microsoft SOAP Type Library v3.0  
Microsoft XML,v2.0  
Microsoft XML,v4.0  
Microsoft Forms 2.0 Object Library  
Microsoft Office Web Components 9.0  
Microsoft Office XP Web Components  
Microsoft Graph 10.0 Object Library  
RefEdit Control

First stop to go is to see if you have installed them.

Open a new Excel workbook and Press ALT+F11.

Choose Tools -> References

Scroll down the list to see if all 12 components are found (in this state it doesn't matter if they are ticked or not).

If one or more is missing, you need to install the component. Below is a list where you can get them:

The following components come with Office itself. Some of them come only with custom / full installation of Office. If one or more of the following is not found on the References list, re-install or repair Office.

*Visual Basic for Applications*

*Microsoft Excel 10.0 Object Library*

*OLE automation*

*Microsoft Office 10.0 Object Library*

*Microsoft Graph 10.0 Object Library*

*RefEdit Control*

*Microsoft Forms 2.0 Object Library*

Microsoft XML, v2.0 comes with Windows. This should be found on every Windows operating system based pc.

*Microsoft XML, v2.0*

Microsoft XML, v4.0 comes with Microsoft XML Core Services (MSXML) 4.0. It is an updated version of the previous component. Because this is a core component of Windows, it might be a good idea to backup before installing this.

*Microsoft XML, v4.0*

Microsoft SOAP Type Library comes with Microsoft Office XP Web Services Toolkit. It enhances the office capability to deal with complex types while handling SOAP messages that Web Services like Google API use.

*Microsoft SOAP Type Library v3.0*

The following components come with Microsoft Office Web Components download.

*Microsoft Office Web Components 9.0*

*Microsoft Office XP Web Components*