



## Market Research Software Reveals Top Keyword Competitors Leaving Money on Table

*New market research data from Krakken's VOMA™ module (Vertical Online Market Analysis) surprisingly reveals that top competitors rank for only a fraction of the high traffic keywords across their market. No one is actually capturing a significant percentage of their market. Apparently most competitors focus on only a few "naturalsearch" keywords at a time, unaware of the untapped profit potential of focusing on themed keyword groups.*

Lake Delton, WI ([PRWEB](#)) May 29, 2008 -- New [market research](#) data from Krakken's VOMA™ module (Vertical Online Market Analysis) surprisingly reveals that top competitors rank for only a fraction of the high traffic keywords across their market. No one is actually capturing a significant percentage of their market. Apparently most competitors focus on only a few "natural search" keywords at a time, unaware of the untapped profit potential of focusing on themed keyword groups.

"Global research is performed using Krakken™ to extract profitable keyword themes within any online vertical market via an intuitive graphical interface. Using this technology, the missed profit opportunity and competitor deficits are made obvious and keyword ranking and profit opportunities become clear. Current cost, traffic and market share, as well as historical trending of individual keyword phrases are contrasted to assist in building a 'website keyword fortress'", explains co-owner/developer Sue Bell.

The newly released Vertical Online Market Analysis (VOMA™) is the first of seven modules that make up the [market research software Krakken™](#). Viewing the top down keyword relationships in a unique business model is vital before doing any traditional keyword research for website development.

As Russell Wright, co-owner/developer of Krakken™ says, "You don't really have the competition you think you do. Most sites don't rank highly across multiple themes because traditional keyword research doesn't view markets holistically. At best, older keyword research methods give high ranking to single keywords. The money left on the table in most online markets, even by the big brands, is incredible."

In addition to providing data on the value of massive keyword clusters associated with top-down themes, it also paints a detailed picture of the competitive landscape by aggregating search engine results for entire markets.

Additionally, Krakken™ provides exclusive data factors when analyzing vertical markets such as; "total search market value", "organic market value", organic ranking value", and "ppc ranking value" available from 26 different international locales and languages.

Krakken Suite™, comprised of a series of integrated modules, will be a comprehensive multi-channel marketing platform that establishes a complete online presence. The VOMA™ (vertical online market analysis) module is the first module in the suite which will ultimately combine: online competitive analysis; [keyword research](#) and validation; pay per click; social media blue printing; silo website architecture development, deployment, implementation and promotion. These modules will be complete with an automated feedback loop utilizing tracking and trending to ensure the unparalleled effectiveness of the entire online presence.

The creators of the Krakken™ market research software are a diverse team of individuals comprised of three



expert mathematicians, a military software engineer, two database engineers, two professional SEO/SEM experts and two multi-channel and direct response marketing consultants. For interviews and FAQ's please visit the [Krakken Suite™ media room](#), or speak with CEO Russell Wright directly at: 608-432-1387.

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**Online Web 2.0 Version**

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