



GETTING STARTED WITH STAT

Get up and running in STAT and start measuring your successes right away.

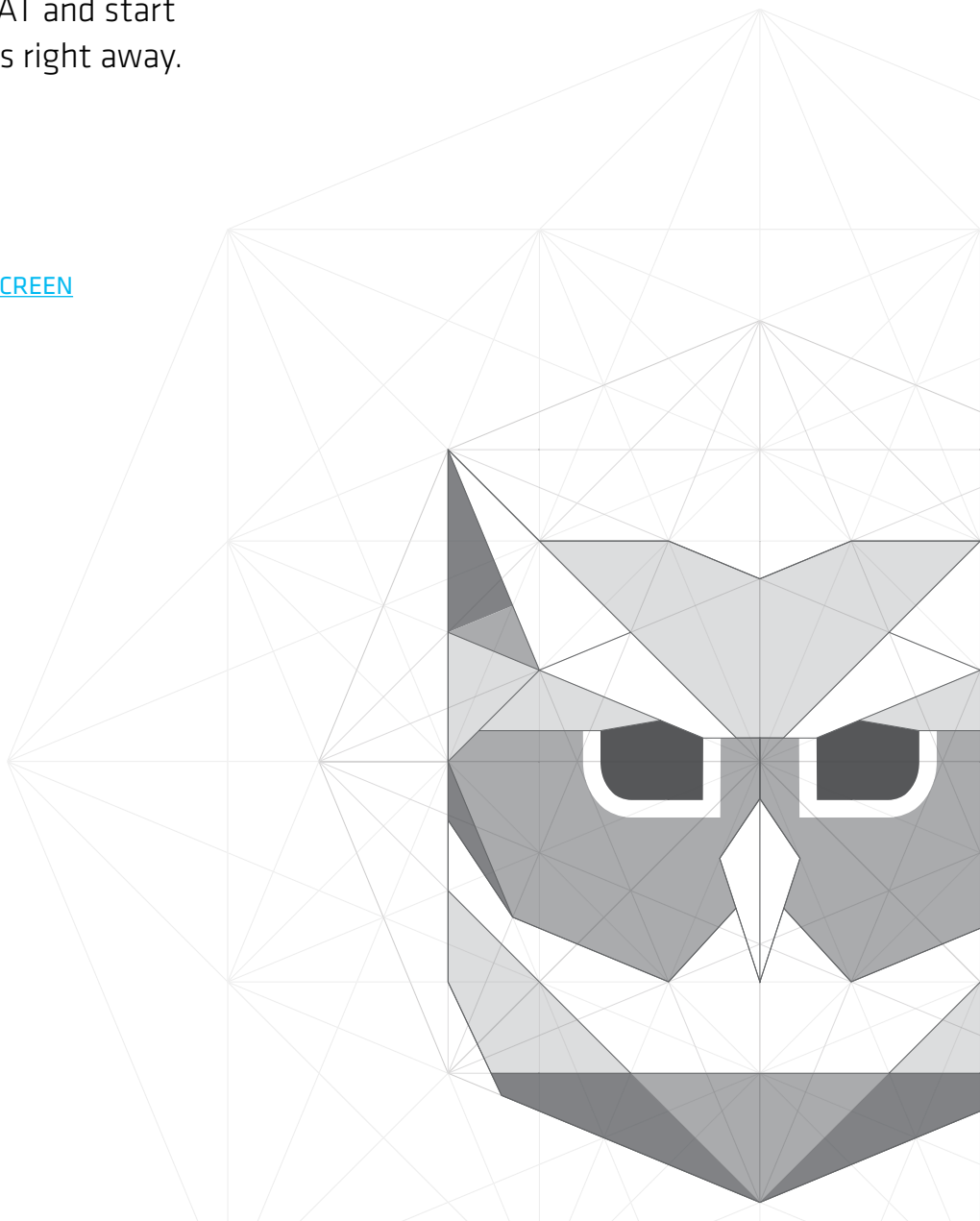
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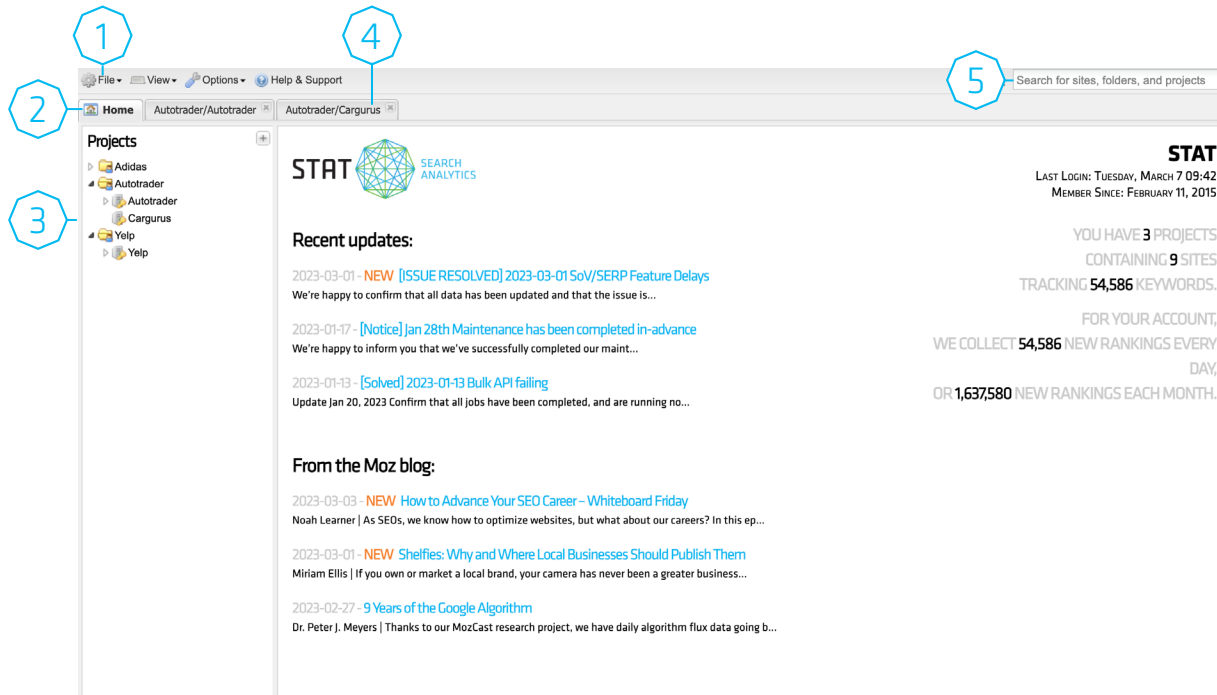
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THE STRUCTURE OF THE HOME SCREEN

When you first get into STAT, you'll be greeted with the **Home** tab.

From there, you'll be able to set up and organize your [projects](#). You must create a project that contains at least one site to track before you can add keywords.



Home tab

1 Menu bar - Import data, manage your account, and open help and support.

2 Home tab - All of your sites, projects, and product news, all in one place.

3 Projects pane - Open, edit, and organize all of your sites, folders, and projects.

4 Site tabs - When you click on a site in the **Projects** pane, a new tab opens here.

5 Search bar - From the **Home tab**, you can search all of your sites, folders, and projects.

ADDING KEYWORDS TO STAT

Build out a comprehensive keyword list with just a few terms and expand into new areas of opportunity with STAT's Keyword Suggestions feature.

Simply plug a seed keyword into the tool to receive a list of relevant terms, then opt to group, filter, and refine your keywords. For example, grouping keywords by high lexical similarity will eliminate obviously irrelevant terms from your list.

Go further and look for areas of opportunity by filtering your list for question terms. By using the "are questions" or the "mix of sources" options, you can move your search intents up the funnel – these options look at SERP features like the "People also ask" box and related searches to find the terms that Google thinks are part of the same funnel.

The screenshot displays the STAT Keyword Suggestions interface. It is divided into four steps:

- Step 1 - Add a keyword to explore:** The keyword "used cars" is entered in the search box.
- Step 2 - Select Market:** The market is set to "US-en".
- Step 3 - Select suggestions to add to your Import List:** This section shows a list of suggestions with columns for Keyword, Relevancy (represented by blue dots), Estimated Volume, Tracked, and Explore. The suggestions are filtered to "are paa or questions" and grouped by "Yes with high lexical similarity".
- Step 4:** A "Review Import List (0)" button is visible at the bottom right.

Keyword	Relevancy	Estimated Volume	Tracked	Explore
<input type="checkbox"/> what is the best used suv to buy?	●●●○	1188		Q
<input type="checkbox"/> what is a good mileage for a used car? Show all 2 group...	●●●○	907		Q
<input type="checkbox"/> what cars have the biggest rebates?	●●●○	744		Q
<input type="checkbox"/> how can i check a car's history for free?	●●●○	483		Q
<input type="checkbox"/> what is nada value?	●●●○	432		Q
<input type="checkbox"/> can i get a carfax for free? Show 1 grouped keyword	●●●○	432		Q
<input type="checkbox"/> what do is it and its stand for?	●●○○	420		Q
<input type="checkbox"/> what car dealerships are offering 0% financing?	●●●○	407		Q
<input type="checkbox"/> can i run a vin number for free?	●●○○	334		Q
<input type="checkbox"/> what used cars not to buy?	●●●○	322		Q
<input type="checkbox"/> do car dealers accept cash?	●●○○	310		Q
<input type="checkbox"/> what are the signs your transmission is going out? Show ...	●●○○	229		Q

STAT's Keyword Suggestions feature.

Once you've crafted your perfect keyword list you can quickly import those suggestions so tracking starts instantly for your site. If you want to bring other metrics into the mix for more analysis you can easily export your suggestions out of STAT to integrate with your other dashboards and reporting suites.

TIPS

You can sort your keyword suggestions list by search volume and relevancy to identify high-value keyword opportunities.

When you're reviewing the list of terms you want to start tracking in STAT, you'll be given the option to create custom segments (tags) for your keywords to sit in. By creating tags you can group your keywords in any number of ways – for example, by product characteristic, by subject area, or by searcher intent. Grouping your keywords into tags makes it easy later on to see ranking changes and identify opportunities in your keyword sets.

There are currently no limits to the number of queries you can search in Keyword Suggestions.

If you don't need to use our suggestions tool and already have a perfectly crafted keyword list ready to go, you can easily upload that to STAT to start tracking. Our [upload template](#) allows you to add up to 30,000 keywords at once.

RESOURCES

To help you on your STAT journey.



BLOG & RESOURCES

Learn which keywords are worth tracking for your site.



STAT VIDEO

Watch this short video on how to use our Keyword Suggestions feature.



KNOWLEDGE BASE

Check out the Getting Started section of our knowledge base for more detail on setting up STAT.