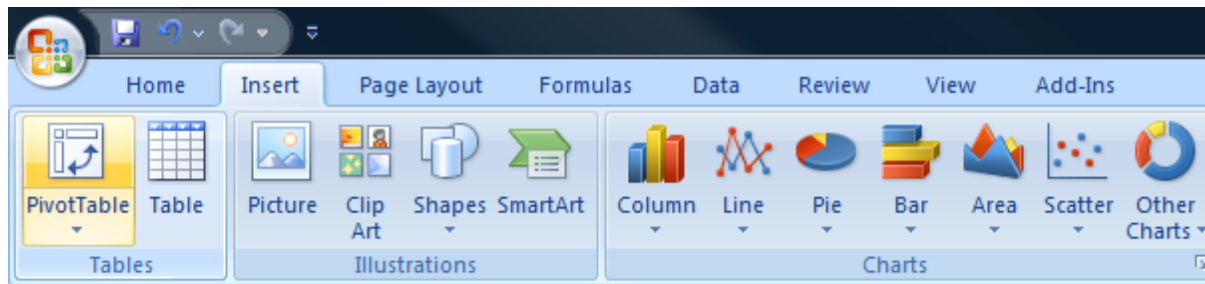


Excel For SEOs: Creating Pivot Table Quickly

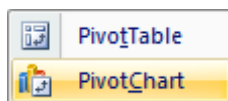
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The screenshot shows the Microsoft Excel 2010 ribbon with the 'Insert' tab selected. The 'PivotTable' and 'PivotChart' buttons are highlighted in the 'Tables' group. Below the ribbon, a spreadsheet is visible with the following data:

	A	B	C	D
1	Keyword	Global Monthly Searches	Google ranking	
2	silk fabric	74000		4
3	fashion fabrics	9900		10
4	silk fabrics	12100		6
5	silks	135000		6
6	bridal silks	720		3
7	silk curtain fabric	1300		10
8	silk bridal fabric	480		5
9	designer fabrics	18100		13
10	silk dupion	320		4
11	plain silk	1900		2
12	curtain fabric	60500		27
13	silk	4090000		30
14				

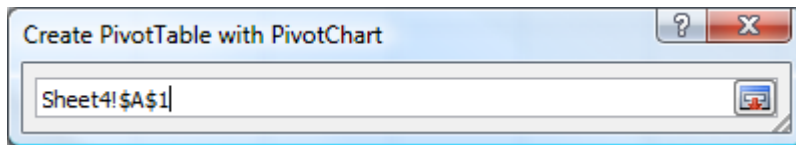
- 1) Create a spreadsheet with 3 columns. 1st column is the keywords, 2nd column is global month search volume, 3rd column is the rankings.
- 2) You can do the vlookup tip for the 3rd column if you want. If you don't, that fine.
- 3) Highlight all the columns with your data in currently then click the "insert" tab on the navigation menu on the top of Excel.
- 4) On the leftmost side, there is a button called Pivot Table. Select "Pivot Chart"



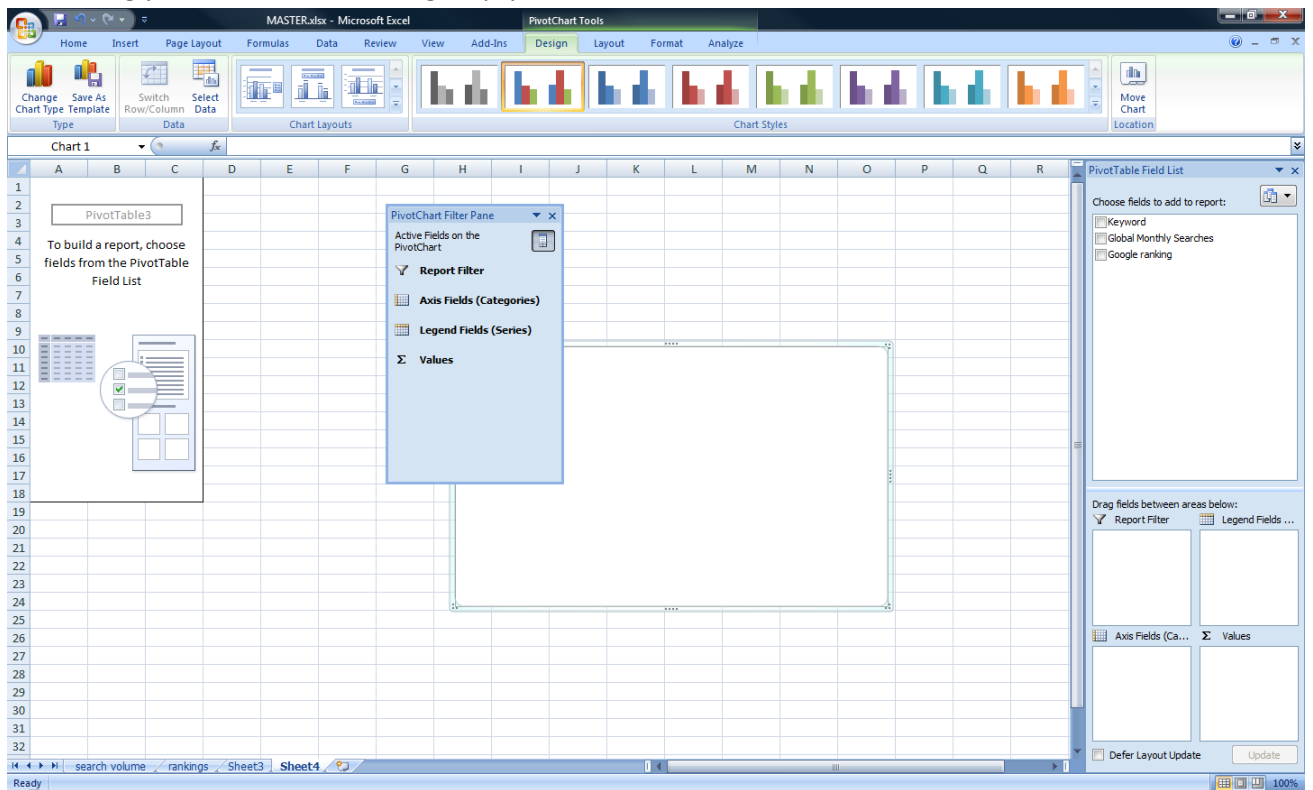
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- 5) It will ask you where you want to save it. Just save it in the same workbook in a different sheet. I saved mine in Sheet 4 so it looks like this:



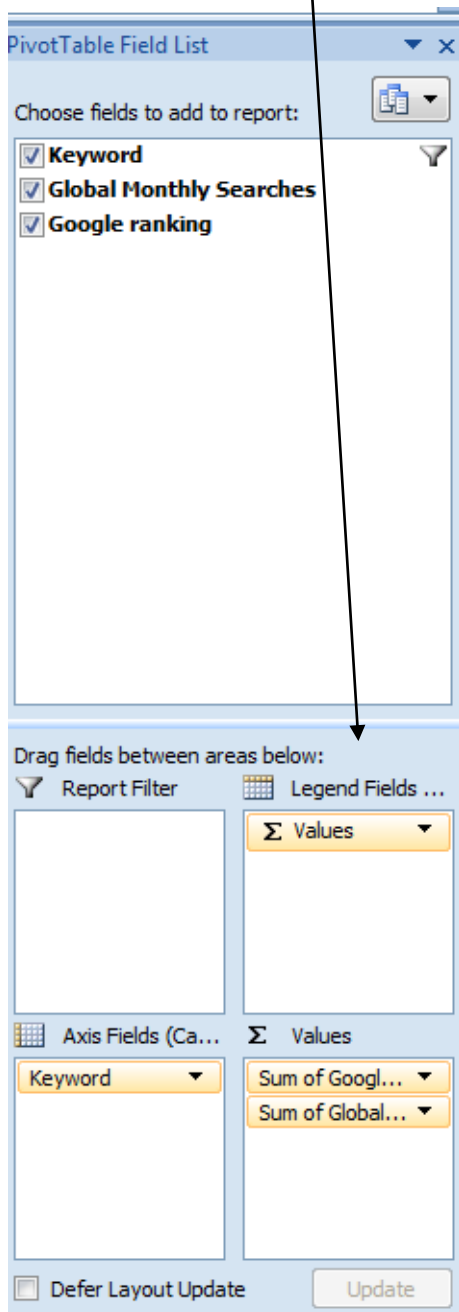
- 6) It will bring you to this weird looking empty table:



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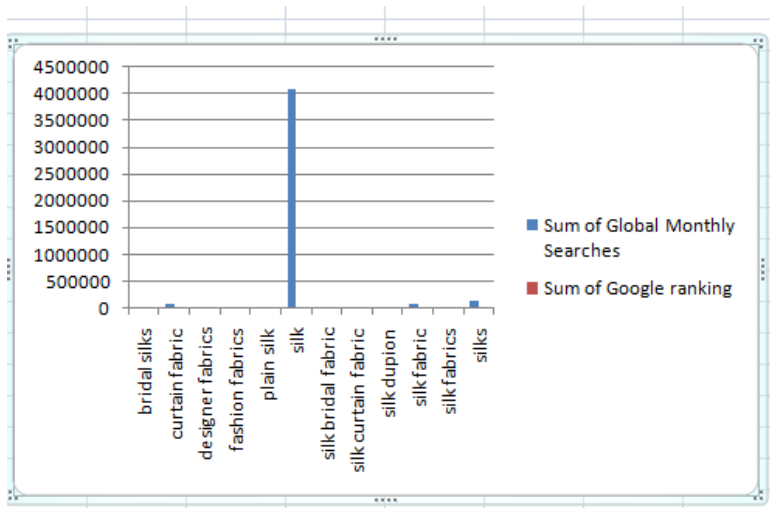
- 7) Ignore everything. Just make sure you tick all the boxes under the Field List and drag and drop them as follows:



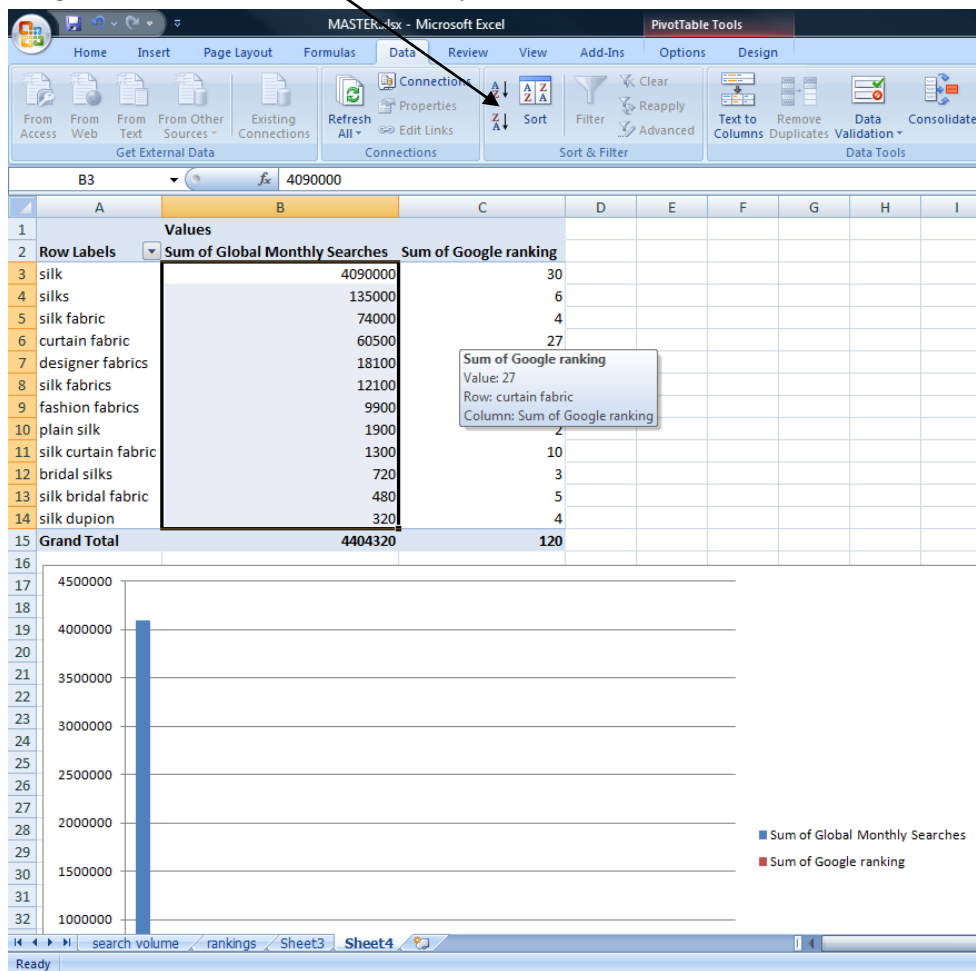
Excel For SEOs: Creating Pivot Table Quickly

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8) Immediately a bar chart appears:



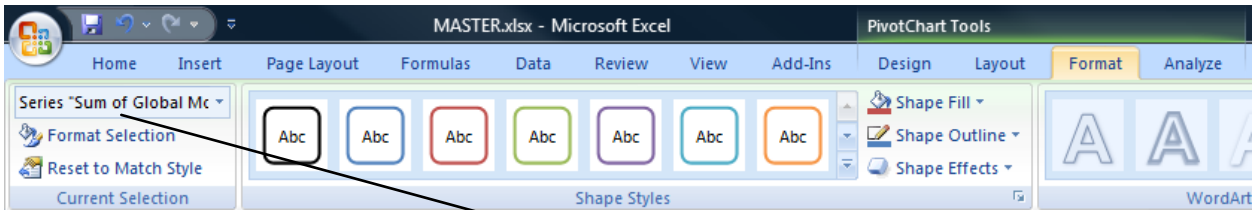
9) Highlight the column where your monthly searches is in here. Then, select “Data” on navigational menu on excel and sort by Z/A



Excel For SEOs: Creating Pivot Table Quickly

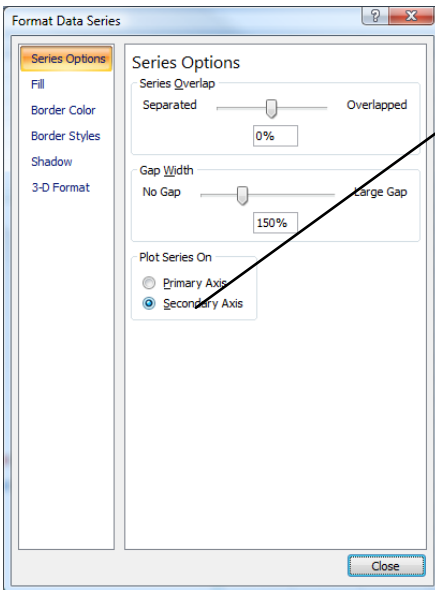
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10) Then click on the chart itself. Navigate your mouse to “Format” under the navigational menu

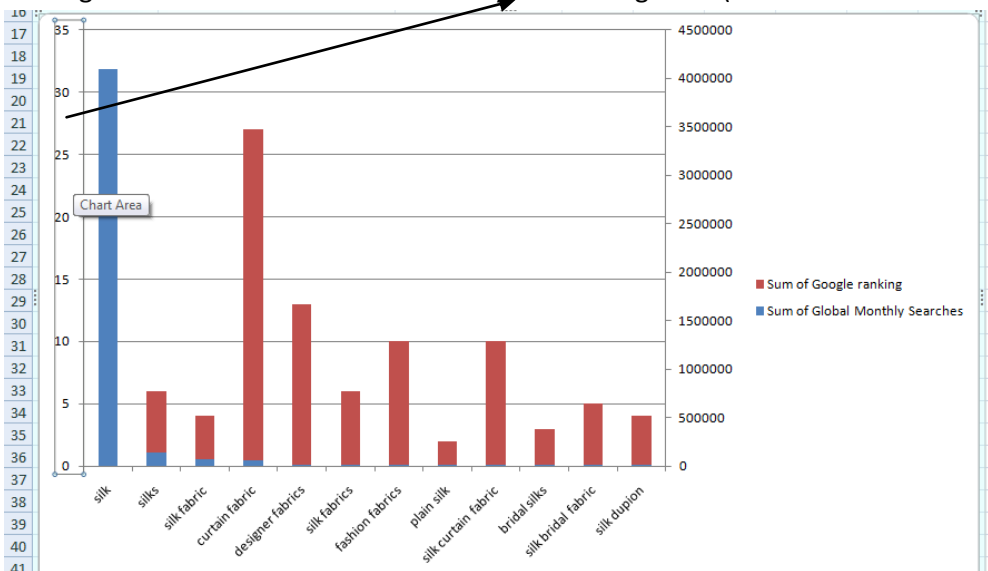


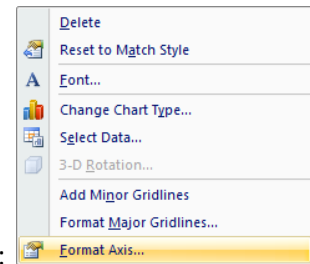
and make sure you select “Sum of your rankings” in here. Then click “Format Selection”.

11) This will pop up. Make sure you select “Secondary Axis” option:



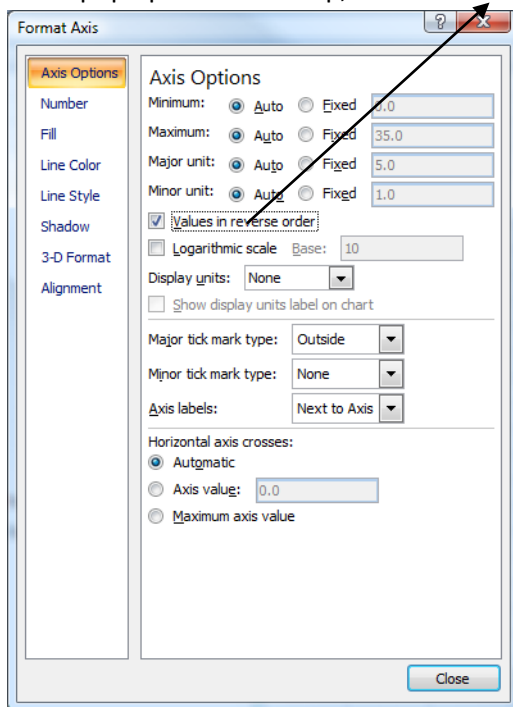
12) Now right click on the vertical axis that is your Rankings Axis (NOT Search Volume Axis)



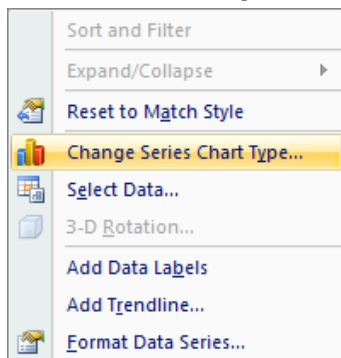


Make sure you click “Format Axis” in the right click menu that pops up:

13) In the pop up that comes up, tick “Values in Reverse Order”



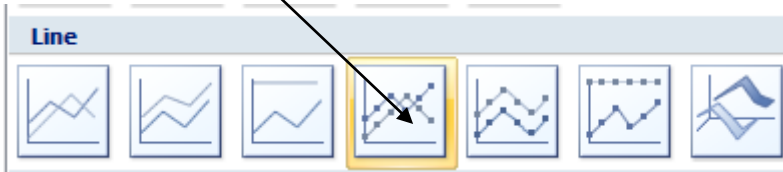
14) Next click on the columns in the chart that represents your rankings. They should automatically be selected. Then right click and select “Change Series Chart Type”:



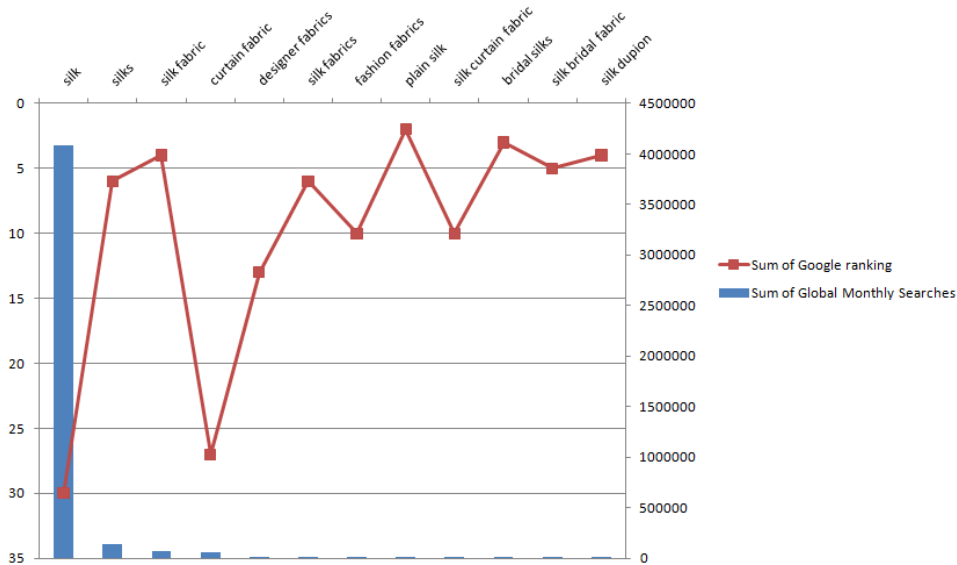
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15) Select “Line With Markers” then select ok.



16) Your Pivot Chart is done!



You can play around with the line markers etc by clicking on the line and then changing the shape of the solid markers or the line colours etc.

I played around and got this:

