

WebPhraseCount - help

Introduction

WPC stands for WebPhraseCount and provides an automization of [Google](#) searches to search the WWW for different phrases. The result is an evaluation which shows various statistical features.

Usage

Download the installer, unpack the files into a folder of your choice. The installer automatically creates shortcuts in the startmenu. Go to [the flash player settings manager](#). Add the WPC install folder as trusted. This is needed to provide internet access to the application.

Usage

The usage is very simple:

1. Fill out the form.
2. Click the "GO" button.
3. Evaluate the research results.

The English Web Form

The form consists of two parts. On the left side you fill in the search phrases, the right side is for the domains. On the bottom there is a total sites search phrase, which is used to determine the total number of sites in that domain.

| Search for the following phrases: | | Search in the following domains: | |
|-----------------------------------|-----------------------------------|----------------------------------|----------------------------------|
| Phrase1: | <input type="text" value="test"/> | Domain1: | <input type="text" value="de"/> |
| Phrase2: | <input type="text" value="wpc"/> | Domain2: | <input type="text" value="com"/> |
| Phrase3: | <input type="text"/> | Domain3: | <input type="text"/> |
| Phrase4: | <input type="text"/> | Domain4: | <input type="text"/> |
| Phrase5: | <input type="text"/> | Domain5: | <input type="text"/> |
| Phrase6: | <input type="text"/> | Domain6: | <input type="text"/> |
| Phrase7: | <input type="text"/> | Domain7: | <input type="text"/> |
| Phrase8: | <input type="text"/> | Domain8: | <input type="text"/> |

| | |
|----------------------------|----------------------------------|
| total sites search phrase: | <input type="text" value="the"/> |
|----------------------------|----------------------------------|

GO

| COPY TO CLIPBOARD | | test | wpc |
|--------------------|--------------------|-----------|---------|
| .de 223000000 | absolute: | 7040000 | 15100 |
| | relative: | 3.16% | 0.01% |
| | intrasite share: | 99.79% | 0.21% |
| | intraphrase share: | 43.47% | 48.51% |
| .com 1642000000 | absolute: | 674000000 | 1180000 |
| | relative: | 4.1% | 0.01% |
| | intrasite share: | 99.83% | 0.17% |
| | intraphrase share: | 56.53% | 51.49% |

The "total sites search phrase" is a word (or search phrase) indicating the existence of a web site and WPC uses it to count the number of web sites a domain has. Because this word ("the" is a good choice for English) usually is a "stop word" you have to put a "+" in front of it.

(A "stop word" is a word which occurs very often in a text (like "the", "a", "in"). Google usually skips such words in a search query.)

The Research Results

The result of the submission the form is a statistic which provides various features.

The following features are available:

- total sites
- absolute
- relative
- intrasite share
- intraphrase share

Total Sites

The total sites value refers to a domain and represents the number of web sites containing the total sites search phrase (found by Google).

Absolute

The absolute value shows the total hits of each phrase in each domain. That is the number of sites in a domain containing the search phrase (found by Google).

Relative

The relative value signifies the relative frequency of a search phrase referring to a domain. That is the absolute value divided by the total sites.

Intrasite Share

The intrasite share is the relative value divided by the sum of all relative values of this domain multiplied with 100. It is a percentage value that adds up to 100% in one row of intrasite shares.

Intraphrase Share

The intraphrase share is very common to the intrasite share except that it sums up the relative values of the phrase instead of the domain. It adds up to 100% in one column of the intrasite shares.