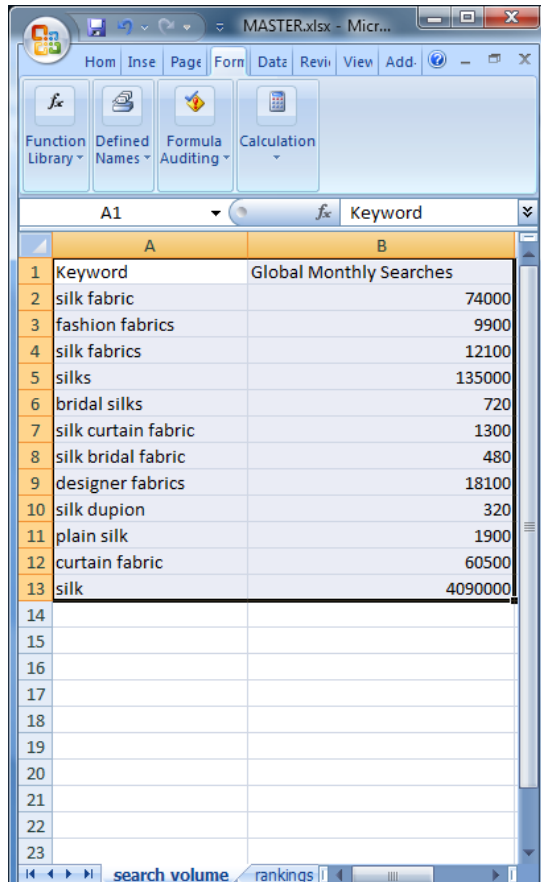**Simplifying & Understanding the VLOOKUP Function in Excel**
Prepared by Siti Yunus 2010 – www.blueclaw.co.uk
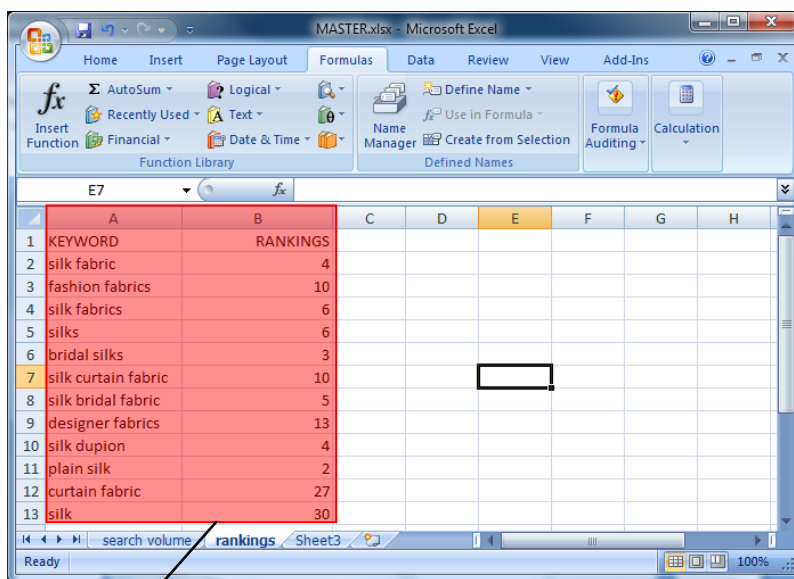
Use VLookUp to compare rankings quickly. What it does basically is to pull data from 1 sheet to another sheet you're currently working on that has all the info on. Really, you could just copy and paste but if you have so many sheets and so many data (like eg. Comparing this month's rankings with last month's and the month's before, this helps cut out that time)
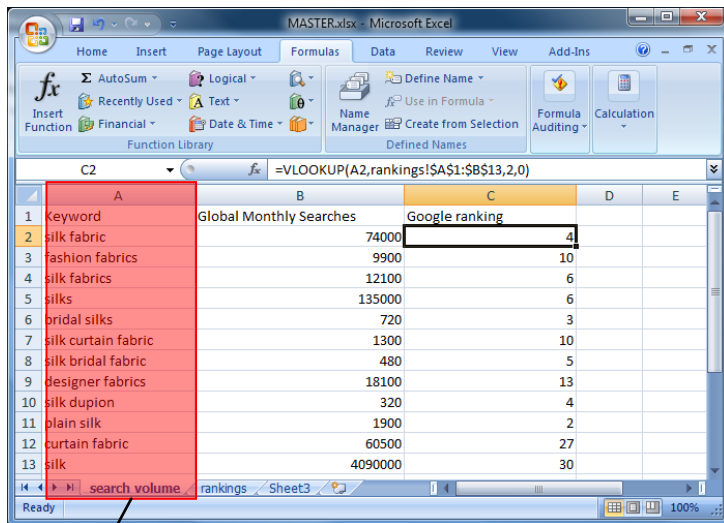

Steps:

1) Create a excel sheet called MASTER. Name the first sheet **Search Volume** and enter your keywords in 1st column and search volume numbers in 2nd Column,

2) Name the second sheet RANKINGS. Enter keywords in first column. Enter rankings in 2nd Column.

3) In your Search Volume sheet, create a 3rd column called Rankings.

4) Click on the 2nd row in that 3rd column and enter this code:

=VLOOKUP(A2,rankings!$A$1:$B$13,2,0)

5) Now it will automatically pull the rankings from another sheet, into this current sheet.

More on the Blueclaw Blog: http://www.blueclaw.co.uk/seo-blog

What does *=VLOOKUP(**A2**,**rankings!**$A$1:$B$13,2,0)* mean

A2 – refers to the first keyword in your Search Volume tab.

Rankings! – refers to the sheet called Rankings

$A$1:B – is what we call "array". Which is currently Column A and Column B in your **Rankings** sheet. If you have more columns, simply add **$A$1:B:$C$1:D** and so on.

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"13" – is means from which row point to which row point. Because it is **rankings!$A$1:$B$13,** it means up to row 13 in the Rankings sheet of Column A and Column B. The reason I inserted the no. 13 is simply because in the rankings sheet there is only 13 rows of information. If you have 50 rows of info, simply increase this number.

"2" – is what is called **col_index_num** which is the 2nd Column from the leftmost column in our array. Our array, as we know it is in the **Rankings** sheet. So the 2nd column in your rankings sheet refers to Column B:

"0" – just means exact match. This is what we call the "range" (exact match? Match certain things? No match? Etc)