

## WHY MONITOR YOUR COMPETITORS AND TRACK KEYWORDS

Does Google keep an eye on Microsoft? Does Microsoft keep an eye on Apple? Does Apple keep an eye on Amazon? The answer of course is “yes.” Now WHY would these companies bother monitoring their competition? What does it matter what the other guy is up to? Because when you are in business, you are not operating in a vacuum. The turf is competitive and ever changing. New and old foes rise and fall. And if you don't keep abreast of what is happening in your own industry, and who is ENTERING your industry, perhaps you've been modeling yourself after General Motors and faring about as well.

### How does this apply to Online Search Marketing?

For years companies have been monitoring each other's news, products, services, and whitepapers for competitive intelligence. In the realm of online marketing and search engine optimization, the natural extension of these very wise techniques is to keep an eye on what keywords your competition is using. After all, keywords tell a story. They indicate the various markets an industry might encapsulate. They lead to the discovery of new entrants into your industry. Keywords might tell you which new markets you yourself should be directing energies, or even which markets are yesterday's news. Perhaps you *want* to be in a niche market and make your money in that long tail. That's yet another tale the keywords can tell.

### Keyword Generation is Just the Beginning

There is a glut of keyword tools out on the market. Most are keyword generators. But keyword generation alone leans toward that “operating in a vacuum” mindset. This is not only because keyword suggestion tools are unaware of your competition. These search engine keyword tools more often than not generate keywords out of stored data. This means you are not only operating in a vacuum, but a vacuum where the dimension of time does not exist! When moving at the speed of the new millennium, remember we are talking about the Internet here, old data is not applicable to today's decisions. If your online keyword tool gives you instant results, you can expect that you are being given old, out-of-date, stored data. A good keyword tool will have to take some time to scour the Internet for real-time data.

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Once you do get a snapshot of what keywords you might wish to target, you not only need to track your own site's effectiveness using those keywords, but you need to know who else is out there fighting for page rank on those same terms as well. And you need to keep those competitors in your sights on an ongoing basis. Going back to the opening point, does Google say, "Oh look, Microsoft has introduced Bing," and then forget about them? No, they stay on top of it so that Bing does not do to Google what Google did to Yahoo. They monitor each other constantly and relentlessly. And so this is what you too must do in your search marketing strategy. But how?

### **Keyword Competitor is a Complete Keyword Research Tool**

Keyword Competitor is the next-generation online keyword tool to get you out of the silent vacuum of old data, and into the noisy present of effective search engine optimization. Keyword Competitor does it all for you: it is a keyword suggestion tool; it is a keyword spy tool so you can find your competitors' keywords and what ads are effectively inspiring visitations to their websites; it is a keyword analyzer; it is a keyword tracking tool so that you can stay on top of keyword ranking; and it will monitor your competitors. It provides vision on PPC keywords and organic keywords targeted by both you and your competitors, so you are sure to be alerted when your competition is beating you. It provides report delivery and management to make your life easier. It pushes to you via email alerts changes in keywords, competitors, and ads related to the keywords and competitors you are tracking. You will not lose a sale because you made a decision on yesterday's news as Keyword Competitor will only give you real-time data: what is happening right now.

*So, do you want to be the GM of Internet Marketing and SEO? Or do you want to use Keyword Competitor's keyword software to get and stay at the front of the pack?*