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## PRESS RELEASE

# Defect from KeywordSpy and Spyfu & Get Free 30 Days

Keyword Competitor boldly gives former KeywordSpy and Spyfu users Free 30 Days Subscription through their KEYWORD TOOL UPGRADE Program

**Durham, NH, March 16, 2010:** After a strong start since its formal release of its keyword tool in late 2009, Keyword Competitor announced that it will offer a better keyword research and competitor monitoring solution directly to its competitors' customers. Beginning March 16, 2010, if a search marketer emails proof of her or his cancellation from KeywordSpy or Spyfu, Keyword Competitor will provide a customer with a subscription to their Professional Research and Marketing Plan, and the first 30 days will be for free. At this plan level, the marketing professional is able to:

- Run an unlimited number of research reports,
- Track up to 40 keywords among 5 competitors + a home domain,
- and receive all the robust report management email alerting functionality standard to all plans.

“When marketers use a piece of software for a long time, they get comfortable and do not look up to see if there is a better tool to serve their purposes. This program allows marketing professionals a risk-free way to try out a newer and more accurate keyword research and competitor-monitoring tool.”

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Simply email to Keyword Competitor proof of your cancellation and your account will be credited with 30 days of Professional Research and Monitoring - a \$95 value for free.

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### **REAL-TIME or “LIVE” INFORMATION**

What SEO and SEM specialists have grown accustomed to these past years is accepting keyword tool data that comes from databases. Even if a keyword tool is updated daily from a database, that does not guarantee that the information from that database is fresh by any means. Keyword Competitor on the other hand, scours the web and gathers real-time information. It tells you what is happening RIGHT NOW. LIVE data provides much needed and long-awaited-for accuracy.

### **RISK-FREE**

With no contract, customers may cancel at any time with zero obligation. “Our experience is that once search marketers who are rabid about SEO/SEM try our tool, they love it. So we are very confident about online marketing professionals staying with Keyword Competitor.”

**About Keyword Competitor:** Small to medium size businesses, big brand advertisers, and the best marketing agencies leverage Keyword Competitor's keyword research and competitive intelligence tools for search engine marketing. The critical nature of the up-to-date information Keyword Competitor provides gives Internet marketers the edge they need to gain advantage over their competition. <http://KeywordCompetitor.com>