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KeywordCompetitor

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PRESS RELEASE

KeywordCompetitor delivers immediate visibility to Competitors' online actions: No more lost opportunities

KeywordCompetitor is the only keyword research and monitor tool that provides its users with accurate and current data on competitors' PPC, SERPs, ads, keywords, landing pages, and search volumes directly from the web the very same day in contrast to all the other keyword tools like KeywordSpy or SpyFu that give results from a database. Their info has been stored for 30+ days. Don't lose an opportunity relying on obsolete data!

Durham, NH, June 15, 2010: KeywordCompetitor announces revolutionary delivery of today's PPC competitors, their online ads, what landing pages they're using, and search volumes/prices for corresponding keywords (SERP+PPC). This product is radical because it provides the most current and valuable data available in the industry. Why is "current data" so "radical" and "valuable"? The first thing to understand is that all the other keyword tools, such as KeywordSpy, Spyfu, and PPCwebspy, use Old data (keywords, ads, landing pages) that has been stored in databases (the data is 30+ days old). Simply put, Old Data + Decisions from Old Data = Lost Opportunities; your online strategies are being based on obsolete information. In stark contrast, KeywordCompetitor scours the internet the very same day of your query so you can see what keywords have the highest search and lowest competition at that very moment and at the same time you can see changes in your competitor's

online strategy for ads, keywords, and landing pages as they happen - in real time. This is tremendously valuable because Current Data + Decisions from Current Data = Gained Opportunities; you can immediately respond with the best and most current keywords and competitive intelligence to increase your traffic, to increase your opportunities, and to stay ahead of your competition. When you use another keyword research tool, do you realize that the data being provided to you has been stored in databases for 30+ days? They won't tell you this. It's wrong to rely on organic/paid keywords, ads, and landing pages that may no longer be in use by your competition. Does your keyword tool claim that your competitors *are using* all those keywords? Don't rush to trust it.

COMPETITION IS FIERCE

In the world of the Internet there are lots of companies that compete with each other for one and the same online business. People rarely, or almost never, look beyond the first page of the search engine. You need to be absolutely sure that your site is among those top 10 in Google so people can find you and that your PPC campaign strategy is being based on the most accurate and current data available. Your competitors are never asleep and are improving their business the very moment you think that it is YOU who is doing great and getting far ahead of them. Don't make the fatal mistake of relying on keyword tools that show you quick, but inaccurate, results on your competition. Note that it takes time to collect data from the Web for accuracy. You need the RIGHT NOW™ data given to you by KeywordCompetitor.

To make better decisions on SEO and PPC campaigns and to improve your SERPs, there are certain things you should know about your competition and keywords:

- Keywords competitors have stopped targeting **today**
- Keywords competitors have started targeting **today**
- Ads competitors have stopped using **today**
- Ads competitors have started using **today**
- Landing pages competitors have started or stopped using **today**
- Competitors that appeared **today**
- New keywords with high search volumes and low competition **today**

WHY KeywordCompetitor?

KeywordCompetitor is the 1st and only keyword tool that provides all of the above features from the very beginning you start a search and provides you with alerts so that you won't miss a beat. That means KeywordCompetitor gives you TODAY'S results so you can make the best online decisions with the most current and accurate data available in the industry. You can increase your online traffic and increase your opportunities. KeywordCompetitor is so confident about its data that it is offering a free lifetime trial (up to 10 keywords) so users can see for themselves and test the integrity of the data before buying.

CUSTOMERS' OUTLOOK

KeywordCompetitor customers rely on the current data they get with this absolutely unique keyword tool.

Barbara Young, Founder PPC Strategies: *“If my position starts to rise or fall, I can take quick action to adjust my bid. KeywordCompetitor helps me see which competitors are using day-parting. It also helps me ensure that my top 40 keywords are maintaining good organic and paid placement (I pay attention to organic placement too - since most of my client's top 40 keywords are in position 1 or 2 organically, I can lower PPC bids and maximize positions 3-5 where bounce rates and time on page metrics are best).”*

Howard Dabrowsky II, OverTheTop, LLC: *“With KeywordCompetitor we have also discovered keywords that we would have never known that we ranked for. And we use that priceless, previously undiscovered data to dominate our client's competition, as well as our own!”*

Go to www.KeywordCompetitor.com and sign up for a FREE Lifetime Trial today!

KeywordCompetitor – provider of the most up-to-date and accurate information available in the industry. Radical. Valuable. Increasing traffic and opportunities.

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