



The only source of the RightNow™ Data

Agencies: Receive a 15% discount every month!

If you are using Keyword Research tools, you may not realize that you are getting data that is at least 30 days old. Many of these keywords, ads, and landing pages are no longer running or have been modified. Many new keywords have been added and SEO optimization may have changed SERPs. Don't make financial decisions based on stale data from an online world that existed 30 days ago! In the real time web you need current and accurate keyword data. You need the RightNow™ Data.

Export to: PDF CSV | Email as: PDF HTML | Save Report Monitor Domain Track Keywords

www.zappos.com Report

RAN ON: June 02, 2010 12:11 PM  
SEARCH ENGINES: Google  
GEOGRAPHY: US-NH:Portsmouth

IMPORTANT:  
This information was collected today and is current and accurate (not from aged databases that have been storing it for 30+ days). Your new data is the latest and most up-to-date information available.

Report Summary		Paid Keywords		Organic Keywords		Competitors		Ads	
Search	Keyword	Position	Competitors	Ads	Pages of Content	Ad Competition	Average Monthly Search Volume	Prior Month's Search Volume	Estimated Avg. Bid
	handbags	Page 1, position 2	0	2	74,200,000		30,400,000	24,900,000	\$1.53 (pos. 1-3)
	backpack	Page 8, position 8	0	5	22,200,000		11,100,000	9,140,000	\$1.21 (pos. 1-3)
	women's bags	Page 15, position 1	1	2	28,300,000		9,140,000	5,000,000	\$1.38 (pos. 1-3)
	boys shoes	Page 1, position 1	1	1	38,600,000		5,000,000	2,740,000	\$1.23 (pos. 1-3)
	women's handbags	Page 3, position 2	1	1	18,500,000		4,090,000	7,480,000	\$1.56 (pos. 1-3)
	ladies shoes	Page 8, position 1	1	5	31,600,000		2,740,000	550,000	\$1.36 (pos. 1-3)
	golf shoes	Page 15, position 6	0	2	9,270,000		2,240,000	2,240,000	\$1.45 (pos. 1-3)
	wedding shoes	Page 8, position 1	1	3	70,500,000		2,240,000	1,000,000	\$0.81 (pos. 1-3)
	leather bag	Page 1, position 3	1	3	34,400,000		2,240,000	1,000,000	\$1.44 (pos. 1-3)
	clarks shoes	Page 1, position 1	0	2	1,410,000		2,240,000	673,000	\$1.13 (pos. 1-3)
	converse shoes	Page 1, position 2	1	3	2,470,000		1,830,000	1,000,000	\$1.65 (pos. 1-3)
	casual shoes	Page 1, position 4	1	3	27,100,000		1,830,000	1,500,000	\$2.05 (pos. 1-3)
	athletic shoes	Page 1, position 2	0	4	7,920,000		1,500,000	1,500,000	\$1.64 (pos. 1-3)
	women's purses	Page 1, position 2	1	2	4,560,000		1,220,000	1,500,000	\$1.39 (pos. 1-3)
	mens pants	Page 12, position 11	1	1	5,470,000		1,220,000	1,000,000	\$1.86 (pos. 1-3)

www.KeywordCompetitor.com is the only source of actual keywords, ads, landing pages, and competitors that are on the web right now. It is like hiring 100 people who do nothing else but search the web all day to collect actual keywords (both organic and paid), ads, landing pages, and competitors. Imagine the competitive advantage your agency will have vs. other agencies!!... You are seeing the online battlefield in real time as it exists right now... They are looking at how it existed 30 days ago. Who do you think will win?

### Competition is fierce

We don't need to tell you how competitive online marketing has become. If you or your clients are not on the first or second page, they won't be found! How can you battle your competition without knowing:

- ✓ What SEO improvements they made today
- ✓ What new keywords they added to PPC campaigns today
- ✓ What landing page improvements they made today
- ✓ On which keywords they are beating you today and why?

Now imagine being able to monitor your competitors' every move as it happens and get email notifications. Imagine how much more effective you can be when you have this information and **they do not!**

<http://www.KeywordCompetitor.com>

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- ✓ Customers can quickly lose their positions on both paid and organic keywords – within hours.
- ✓ There is a constant need to [monitor](#) in real time: so [you can respond quickly](#).
- ✓ Other agencies use tools that show the online world as it existed 30 days ago. With KeywordCompetitor, you see it as it exists **today**.

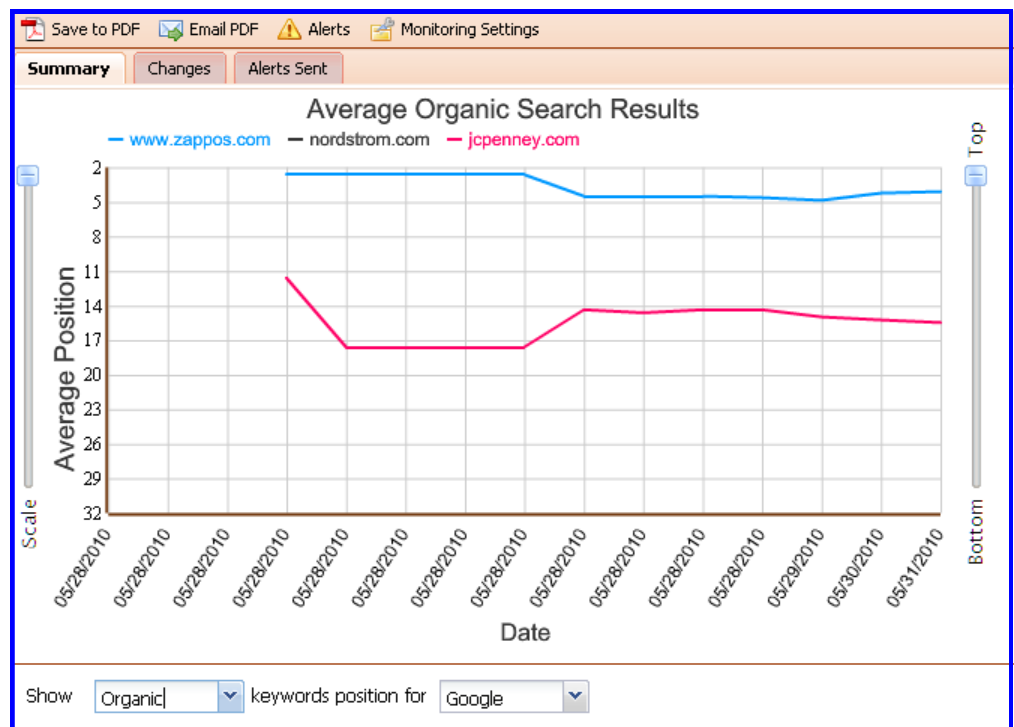
Save to PDF | Email PDF | Alerts | Monitoring Settings

Summary | **Changes** | Alerts Sent

Start Date: 05/30/2010 | End Date: 06/01/2010 | Change Type: Position Worsened | Object Type: Competitor | Apply

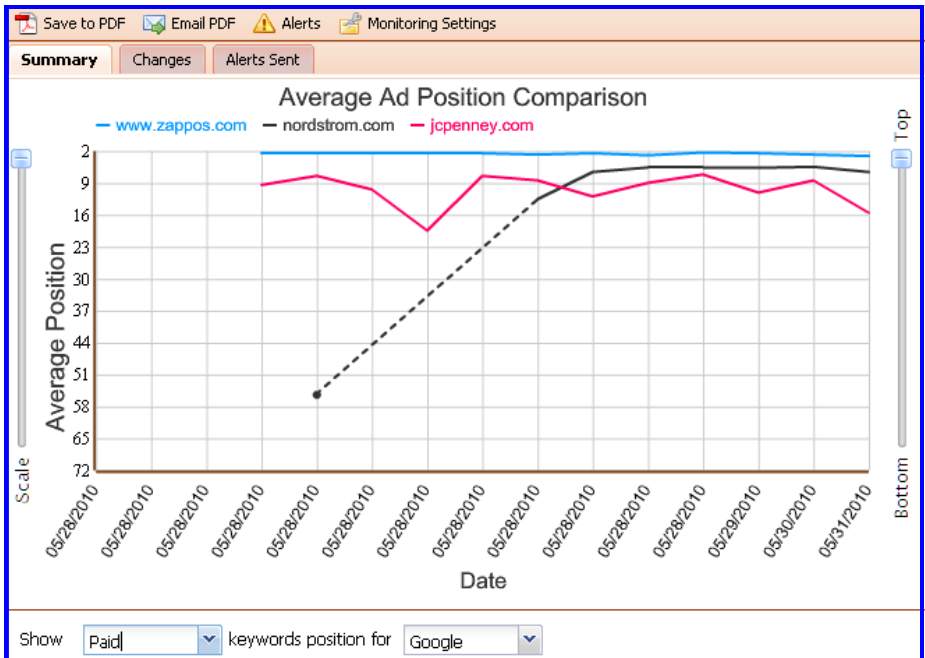
Search	Domain	Date	Change Type	Object Type
	jcpenny.com	06/01/2010	Position Worsened	Paid Keyword
Paid keyword 'mens shoes' position has been changed from <b>Page 1, position 11</b> to <b>Page 1, position 12</b> .				
	jcpenny.com	06/01/2010	Position Worsened	Organic Keyword
Organic keyword 'men's shoes' position has been changed from <b>Page 4, position 2</b> to <b>Page 4, position 7</b> .				
	jcpenny.com	06/01/2010	Position Worsened	Organic Keyword
Organic keyword 'boy's shoes' position has been changed from <b>Page 2, position 9</b> to <b>Page 2, position 10</b> .				
	jcpenny.com	06/01/2010	Position Worsened	Organic Keyword
Organic keyword 'girl's shoes' position has been changed from <b>Page 4, position 8</b> to <b>Page 5, position 9</b> .				
	jcpenny.com	06/01/2010	Position Worsened	Organic Keyword
Organic keyword 'men's shoes' position has been changed from <b>Page 4, position 1</b> to <b>Page 4, position 2</b> .				
	jcpenny.com	06/01/2010	Position Worsened	Paid Keyword
Paid keyword 'men's shoes' position has been changed from <b>Page 1, position 11</b> to <b>Page 2, position 12</b> .				
	jcpenny.com	06/01/2010	Position Worsened	Paid Keyword
Paid keyword 'girl's shoes' position has been changed from <b>Page 1, position 6</b> to <b>Page 1, position 10</b> .				
	jcpenny.com	06/01/2010	Position Worsened	Paid Keyword
Paid keyword 'girls shoes' position has been changed from <b>Page 1, position 7</b> to <b>Page 1, position 9</b> .				

- ✓ Use KeywordCompetitor [reports](#) and [graphs](#) to show your potential clients where competition is beating them right now so you can WIN client's business.
- ✓ [Monitor](#) the client's most admired competitors right now, see what works for them and copy it.
- ✓ When your client is being beaten, diagnose it with targeted analysis and respond quickly.
- ✓ Use KWC to show your client how much progress you made against their competitors and become a trusted advisor to your client.



## How KeywordCompetitor Works

1. You type in a [domain](#) name. The [domain](#) can be a client's website or a specific product page.
2. KWC performs an on-demand search for keywords, competitors, and ads for this [domain](#).
3. You get a [report](#) that shows all currently used keywords, ads, positions, search volumes, competitors, etc.
4. Select which competitive [domains](#) and specific keywords you want to [monitor](#) closely.
5. KWC generates a [graph](#) that shows your positions in organic and paid rankings for every keyword against one or more competitors. You can get an overall average ranking or drill down to specific keywords and compare your positions against competition.
6. Export the data any time for additional analysis or to use as input to other tools. You can export data in Excel and PDF formats.
7. KWC [tracks changes](#) in their keywords, ads, and landing pages in real time and sends alerts to you every day - so you know your competitors every move as it happens, not 30 days later.



### KeywordCompetitor Features:

- ✓ Real time on demand data collection for keywords, ads, landing pages and competitors.
- ✓ Keyword [reports](#) with searchable columns to help you find the best keywords with minimum competition, maximum search volumes and, in case of paid keywords, least cost.
- ✓ Ability to export keyword data and graphs to Excel and PDF.
- ✓ Alerts when
  - Competitors add new keywords
  - Competitor positions (SERP and Paid) change
  - Landing pages change
  - Ads change
- ✓ Graphs and tables that clearly show your client's rankings vs. their competitors overall rankings and for specific keywords.
- ✓ Watch ad positions placement over time to determine competitors' best keywords, ads and landing pages.
- ✓ Track daily changes to every competitor's keywords (both organic and paid), ads and landing pages.

**Email Alert Preferences**

Please select which reports you wish to have emailed to you:

Keywords where your competitors have higher page rank

Keywords your competitors stopped targeting and Ads they stopped using

Newly added keywords

Ad changes

Average position changes among competitors

New competitors

Send new competitors with overlap more than  %

Start your **FREE Lifetime trial** today at [www.KeywordCompetitor.com](http://www.KeywordCompetitor.com)

To speak with a real person about real data, call 603-380-6960 or email [Agencies@KeywordCompetitor.com](mailto:Agencies@KeywordCompetitor.com)