

## Researching Keywords and Competition

When starting a new pay per click campaign or refining an existing one, it's essential to do some research to see what the cost of the keywords are and who you are competing against. There are some free online tools that give you this information and more.

### SpyFU.com

Enter in a keyword in SpyFU and it will give you information about who is buying that keyword and the top organically ranked sites. Drill down some more and you can find out, for any site on the page, what other keywords they are buying and what they are ranked highly for in the organic results. It will even tell you how much they are spending on their PPC campaign. Valuable intelligence.



### KeywordSpy

Keyword Spy is another amazing tool that shows you who are the top competitors for a particular keyword. For any competitor, it shows you what other keywords they bid on, and for each keyword, it shows the approximate price, the competition and the traffic. This service costs about \$90 per month if you want complete results.

Other tools work in a similar fashion, showing you your competition for a keyword, and what other keywords they are buying. Here is a short list:

- Keycompete
- AdGooRoo
- GoogSpy

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