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PRESS RELEASE

New Keyword Tool Differentiates itself with Real-Time Data

Next-generation search engine keyword tool KeywordCompetitor.com displaces a field of tired keyword tools to finally bring up-to-date accuracy to keyword research

Durham, NH, October 16, 2009: After its formal release in September 2009, Keyword Competitor officially upped the ante on what search marketers demand from their online keyword research tool. The players in the keyword suggestion tool realm historically have been offering quick reporting results to their users, but at a cost: they have been tapping into stored data and presenting out-of-date information to often unknowing customers. Keyword Competitor understood the urgency for real time data in keyword search marketing and created an SEO tool that informs marketers of what's happening right now. Making search engine optimization decisions on old data can lose a company timely discovery in the search engine results, and with that an important sale.

"...I'd rather it be accurate than just fast!"

— Dana, Online Marketing Specialist

EASY REPORT MANAGEMENT

Keyword Competitor conveniently sends you an email when your report is done so you don't have to wait. You can go online and sort the report on the topic of most concern to you. You can export reports in PDF or CSV format. If you

need to make your case to a boss or your client to demonstrate to them where they are presently being beaten by competitors, the reports can be promptly emailed in HTML format or as PDF attachments. There is also a report management widget right in the site for you to save report for future retrieval and review. The tool makes the keyword marketer's job easy.

KEYWORD TRACKING AND COMPETITOR MONITORING

In the spirit of keeping pace with the ever-changing realm of the Internet, the Keyword Competitor keyword software does not only perform real-time discovery of paid and organic keywords; the competitors targeting those keywords; and the ads used in the PPC campaigns for the sponsored keywords. Getting such reports is just the first half of the search marketing effort. The effective search marketer then stays abreast of the daily changes in page rank; the keywords used; the ad copy that inspires click-throughs; and competitors — knowing such information is always in flux. Only Keyword Competitor provides such up-to-date keyword tracking and competitor monitoring information. The monitoring function provides graphs, reports, and daily email alerts so that marketing professionals can stay on top of their and/or their clients' sites, while keeping their competitors forever in their crosshairs.

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>