

Contact: Tina Dussault
Email: Tina@KeywordCompetitor.com

Keyword Competitor
118 Piscataqua Road
Durham, NH 03824 USA

PRESS RELEASE

Keyword Competitor Releases New Lifetime Free Trial Version

New Keyword Tool lets Search Marketers Track Keywords and Monitor their Competitor without expiration at no cost to the user

Durham, NH, October 29, 2009: After the formal release in September 2009 of a fully functional version of its keyword tool, Keyword Competitor released a “Lifetime Free Trial” version this week. In response to a need for people to test-drive this search engine optimization (SEO) tool on **their** schedule, this version does not time-out after 10 or 14 days like some online software. With inside knowledge regarding the singularity of the world’s first real-time keyword research and competitor monitoring software, Keyword Competitor is confident about continuing the trend of an increased conversion rate from their free trial: “Our tool is so far superior to our competitors because of the real-time accuracy of our data. We know we just have to give our users enough time to show their clients, or their bosses, how timely information can save a critical sale, and how targeting the right keywords and staying ahead of competition makes Keyword Competitor cost effective. You can subscribe for only about \$3 a day—the equivalent of what you might spend on a cup of coffee.”

EASY REPORT MANAGEMENT

The lifetime free trial version provides 1-page Keyword Research and/or Competitor Discovery reports and continues to make the keyword marketer’s job easy:

- The user can sort the report on the topic of most concern.
- The reports may be exported in PDF or CSV format.
- When the user needs to make the case to a boss or a client, to demonstrate to him where the company is presently being beaten by a competitor, a report can be promptly emailed in HTML format or as a PDF attachment.
- There is also a report management widget to save reports for future retrieval.

KEYWORD TRACKING AND COMPETITOR MONITORING

The lifetime free trial will let the user track two keywords among the user’s home domain and one competitor. Like the subscription version (which allows 40 keywords to be tracked among 6 domains) the Monitoring function provides graphs, reports, and email alerts regarding daily changes in page rank; organic and paid keywords used; ad copy that inspires click-throughs; and new competitors.

“We know we just have to give our users enough time to show their clients, or their bosses, how timely information can save a critical sale, and how targeting the right keywords and staying ahead of competition makes Keyword Competitor cost effective.”

— 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>