

## Keyword Research and Analysis Performed by Seoza.com

### Introduction

Seoza.com is an internet marketing entity owned by Tony Roocroft. It specializes in keyword research and analysis leading to high performance search engine optimization and management of Google Adword campaigns.

This paper has been created to give potential customers an insight into the kind of research and analysis we are able to carry out.

For the purpose of this paper we've chosen a very competitive field namely "web hosting". We have limited the report to a single main keyword "hosting" backed up by two other related keywords ... "host" and "hosts".

In practice there is no real limit to the number of keywords we can research and analyse. This limited analysis will plainly show the kind of results that can be expected from a thorough piece of keyword research.

We have been active in search engine optimization since 2002.

All the data presented here is based upon Google results ... Google is by far the most important search property on the web.

### Summary

1. In this report we focus on the use of keywords in Google pay per click (PPC) programs ... however the analysis and conclusions apply just as much to organic (free) search engine optimisation efforts.
2. It is probable that we are among the leaders in the field, here in South Africa, when it comes to expert keyword based market research, discovery, in-depth analysis and reporting. To illustrate this online market intelligence capability we have created this basic report.
3. Our research and analytical capability can be rolled out to suit any organisation, large or small. All reports are presented in a spreadsheet format. This allows for further analysis to suit individual customer needs.
4. ***The starting point***... we've taken a single seed keyword "hosting" and built a list of 1,000 relevant keyword phrases built from that single seed word. In other words each of the 1,000 keyword phrases discovered contained the word "hosting". These phrases are capable of generating highly targeted traffic to a website.
5. The keyword list was then analysed to produce indications of the expected clicks per day for each keyword along with a relative indication of how many times the keyword phrase was searched for in Google.
6. This initial discovery and analysis allowed us to rank the keyword phrases from most important to least important. In addition to identifying the number of clicks we analysed for cost per click for each phrase and also weeded out 336 of the 1,000 list those keywords which are searched for but do not normally result in clicks to a web page.

7. Having done a complete quantified analysis of the keyword market based upon “hosting” we showed that the list can be expanded to include other related keyword phrases built upon completely different seed words and we used the two seed words “host” and “hosts” to exemplify this.
8. We then went on to identify all the competing advertisers for the 1,000 keyword phrases initially discovered. We showed how much each advertiser was paying for clicks and an estimate of total adspend per day by major advertiser.
9. Our analysis showed that we were able to identify each advertiser’s actual display ad. for each individual keyword in their pay per click campaign run on the Google network.
10. We also showed the actual keywords leading advertisers (ie competitors) were bidding on giving us a complete insight into the advertising strategy of each major advertiser.
11. We finally transformed the list of 1,000 “hosting” keywords into 57 discrete groups ready for a Google advertising campaign and also as a base for creating an organic (free) search engine optimization strategy.

## **The Single Term “hosting”... the Basis for Our Research Example**

The first step in the exercise of keyword research was to identify a list of top performing keywords relating to the seed search term ... in this case “hosting” was the seed or starting point.

Later in the research and analysis phase we would look at a wide range of similar terms with the same meaning eg host, hosts, ip, server, cpanel,php, .co.za, whois etc since a dedicated web hosting company would want to know which of these basic terms also drive traffic that counts.

For the sake of this initial exercise we assumed an interest in only those searches that contain the term “hosting”. An initial research provides a list of 1,000 of the most important keywords relating to this single “hosting” seed keyword as shown in full in the table below.

Of course not every keyword is as important as the next ... the question is which of these 1,000 searches really work?

Our criterion for measurement here is that the keyword receives at least 1 paid click per day from all Google searches for that single keyword

### **The Top 1,000 “HOSTING” Keywords**

The table below shows 1,000 keyword phrases (there are of course many more but these are the most important) all of which contain the single seed word “hosting” in their bare form with no supporting analytical data. We’ll discuss the relevant data a bit later.

The challenge is to sort the ones that gather clicks from those that don’t. Every one of the keywords shown is actively searched for on a given day. Not all however generate clicks to a website ... these keyword phrases are thus of limited value.

**Keywords containing term "HOSTING"**

.co.nz hosting	web hosting asp	jsp tomcat hosting
1 on 1 hosting	free web site hosting	linux hosting india
1.95 hosting	vps hosting	linux hosting plans
1.95 web hosting	web hosting canada	linux virtual server hosting
1.99 hosting	e commerce hosting	linux web hosting services
1.99 web hosting	hosting solutions	low cost web hosting service
100best web hosting	business web site hosting	low cost website hosting
123webhosting	ixwebhosting	lowest web hosting
16ms ghosting	cheap web site hosting	michigan website hosting
1on1 hosting	free domain name hosting	microsoft frontpage web hosting
1on1 web hosting	hosting servers	oscommerce web hosting
2.95 web hosting	web hosting frontpage	personal web page hosting
2.99 hosting	cheap domain hosting	power hosting
2.99 web hosting	darmowy hosting	preisvergleich webhosting
200mb free hosting	domain hosting cheap	quickbooks hosting
200mb free web hosting	java hosting	root server hosting
200mb web hosting	free hosting ftp	safelist hosting
2advanced hosting	hosting providers	secure email hosting
3.75 hosting	jsp hosting	server hosting canada
3.95 web hosting	web email hosting	web domains and hosting
34sp hosting	canadian web hosting	web hosting asp access
4.95 web hosting	free hosting site	web hosting asp sql server
4.99 web hosting	free site hosting	web hosting asp support
500mb free hosting	web hosting companies	web hosting asp uk
500mb free web space hosting by lucy draw	cheap hosting reseller	web hosting billing software
50gb web hosting	web hosting reviews	web hosting company canada
50mb web hosting	ftp web hosting	web hosting company for small business
7.77 hosting	cold fusion hosting	web hosting company india
8.95 web hosting	dns hosting	web hosting company review
ablecommerce hosting	ghosting	web hosting comparisons
acenet hosting	e commerce web hosting	web hosting frontpage 2002
acenet web hosting	free domain name web hosting	web hosting frontpage 2003
activewebhosting	image hosting free	web hosting frontpage extensions
adfree web hosting	web hosting india	web hosting frontpage sharepoint
adfree webhosting	web hosting php mysql	web hosting macintosh
adhosting	asp net hosting	web hosting php 5
adhosting chippy	asp.net hosting	web hosting php sql
adhosting jamison	cheap server hosting	web hosting phpbb
alentus hosting	hosting asp net	web hosting phpnuke
aolserver hosting	hosting asp.net	web hosting reseller package
asp domain free hosting name	hostings	web hosting reseller

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		programs
asp hosting plans	inexpensive web hosting	web hosting reviews best
asp hosting reviews	domain name registration web hosting	web hosting reviews uk
asp web hosting australia	cheap website hosting	.co.za hosting
bannerless webhosting	free hosting no ads	1 on 1 web hosting
besplatan hosting	low cost web site hosting	2.95 hosting
bravenet hosting	private hosting	3.95 hosting
business hosting packages	1 1 hosting	4 u hosting
canaca hosting	asp hosting free	4u hosting
canaca web hosting	cheap hosting uk	4uhosting
canadian web hosting packages	free web hosting ftp	500mb free web hosting
canadian web hosting providers	hosting asp free	500mb web hosting
canadian web hosting review	compare web hosting	50mb free web hosting
canadian web hosting reviews	ecommerce web site hosting	a plus hosting
canadian web hosting sites	internet web site hosting	access asp free hosting web
cfx hosting	dedicated server web hosting	add free web hosting
chatspace hosting	dedicated web hosting server	affinity web hosting
cheap domain names and hosting	dedicated web server hosting	affordable web hosting and ecommerce
cheap domain names hosting	free asp.net hosting	ahosting
cheap domain names with hosting	free hosting php	angebot webhosting
cheap domains and hosting	free php hosting	apache virtual hosting
cheap hosting packages	hosting php free	asp web hosting arizona
cheap web site hosting reseller	1and1 hosting	asp web hosting review
cheapest domain name hosting	colocation hosting	asp web hosting reviews
ci hosting	dedicated server hosting cheap	band website hosting
cihosting	domain hosting reseller	bcentral hosting
circle hosting	free domain registration hosting	blackberry enterprise server hosting
citrex hosting	free hosting sites	business hosting maryland site web
co located hosting nj	game server hosting	business hosting raymond site web
co located hosting ny	hosting colocation	business hosting seattle site web
co located web hosting	hosting service provider	business hosting site tampa web
cold fusion hosting australia	hosting unlimited bandwidth	business hosting site total web
cold fusion hosting canada	1 and 1 hosting	business hosting site ultrapresence web
cold fusion hosting companies	best web hosting site	business hosting small tampa web
cold fusion hosting maryland	cheap web hosting reseller	business hosting small toronto web
cold fusion hosting review	dedicated servers hosting	canadian web hosting companies
cold fusion hosting services	fast web hosting	canadian web hosting services

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cold fusion webhosting	hosting reseller plans	cart32 hosting
coldfusion hosting australia	java web hosting	cedant web hosting
coldfusion hosting canada	asp hosting cheap	cfmx hosting
coldfusion hosting review	dedicated web hosting cheap	cheap hosting promotion site web web
coldfusion hosting sites	linux hosting server	cheap web hosting reviews
colocation hosting association	asp net web hosting	church web site hosting
colocation hosting irvine	cheap domain name hosting	co located hosting
colocation hosting laguna	cheap web hosting uk	co located server hosting
colocation hosting new york	cold fusion web hosting	cold fusion hosting mx web
colocation hosting newport	database web hosting	cold fusion hosting uk
colocation hosting oc	domain name hosting cheap	cold fusion hosting web window
colocation hosting orange county	dot5hosting	coldfusion hosting reviews
colocation hosting service	ecommerce hosting site	coldfusion hosting uk
colocation hosting services	ecommerce site hosting	collocation hosting
compare web hosting companies	exchange server hosting	colocated web hosting
compare web hosting packages	free hosting space	commerce server hosting
compare web hosting plans	free music hosting	compare web hosting plan
compare web hosting prices	free unlimited hosting	compare web hosting services
compare web hosting providers	hosting reseller program	crystaltech hosting
compare web hosting service	hosting resellers	crystaltech web hosting
compare web hosting uk	list hosting	dedicatedhosting
content management web hosting	web hosting asp net	discussion board hosting
counterstrike server hosting	web hosting asp.net	discussion forum hosting
crystaltech web hosting inc	cheap hosting service	discussion group hosting
crystaltech web hosting inc.	free cpanel hosting	dmz hosting
cwcs hosting	free web hosting no ads	domain name hosting company
cwcs managed hosting	front page hosting	domino web hosting
datapipe hosting	hosting asp.net 2.0	dot5hosting review
dedicated hosting nj	managed hosting services	dotnet web hosting
dedicated hosting ny	oscommerce hosting	e commerce hosting review
dedicated hosting package	web domains hosting	e commerce hosting reviews
dedicated server hosting australia	1 1 web hosting	e commerce hosting services
dedicated server hosting canada	asp sql server hosting	e store hosting
dedicated server hosting comparison	asp webhosting	easy cgi hosting
dedicated server hosting review	best web hosting company	easy cgi web hosting
dedicated server hosting reviews	best web hosting services	ecommerce hosting plan site web
dedicated web hosting canada	dedicated hosting services	ecommerce hosting review
dedicated web hosting review	domain hosting services	email hosting software
dedicated web hosting reviews	ecommerce hosting solution	energizedhosting

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dedicated web hosting services	email services hosting	estore hosting
digex hosting	free domain name and hosting	ev1 hosting
digex web hosting	free web space hosting	ez publish hosting
digital content hosting service	hosting php5	ezpublish hosting
domain name hosting australia	hosting phpnuke	ezwebhosting
domain name hosting canada	perl web hosting	family website hosting
domain name hosting reviews	rackspace hosting	fatcow hosting
donhosting	web forum hosting	flash communication server hosting
dot5hosting login	affordable web hosting services	free photo album hosting
dot5hosting problems	aplus hosting	free php hosting sites
dot5hosting promo code	asp hosting sql	free php mysql webhosting
dot5hosting promo codes	asp web hosting free	free php nuke hosting
dot5hosting reviews	business email hosting	free servlet hosting
dot5hosting sucks	business website hosting	free web site hosting frontpage
dot5hosting vdeck	cheap hosting services	free web site hosting no ads
doteasy web hosting	cheap web hosting service	free web site hosting services
e comerce hosting	dedicated hosting uk	free website hosting with ftp
e commerce hosting canada	dollar hosting	ghosting a computer
e commerce hosting comparison	domain hosting service	ghosting hard drives
e commerce hosting plans	domain hosting uk	ghosting xp
e commerce hosting sites	domain name web site hosting	goedkoopste hosting
e commerce hosting uk	dotnetnuke hosting	h sphere reseller hosting
easyhosting email	fantastico hosting	h sphere web hosting
easyhosting webmail	free asp web hosting	hosting automation software
ecomerce hosting	free php web hosting	hosting provider site unix web
ecomerce web hosting	free web hosting php	hosting providers review
ecommerce hosting professional solution web	free web site hosting domain	hosting review web yahoo
ehosting contact	front page web hosting	hosting service level agreement
ehosting datafort	hosting asp sql	hosting service reviews
ehosting uk	hosting mambo	hosting service web yahoo
ehostingbiz	hosting reseller plan	hosting solution unix web
ehostingreseller	hosting reseller uk	hosting solutions inc
emulated hosting	hosting unlimited domains	hosting solutions inc.
energized hosting	web hosting php free	hostingshop
enfinity hosting	web hosting reseller program	hsphere reseller hosting
engraft web hosting	asp hosting reseller	image hosting services
fan site hosting	asp hosting uk	irc server hosting
fatcow web hosting	blue hosting	ivhosting
fatcow webhosting	cheap internet hosting	ixwebhosting review
feww web hosting	cheap web hosting canada	ixwebhosting reviews
findhosting	cheap web hosting services	jumpline hosting
free domain hosting asp	dedicated server hosting linux	linux hosting control panel

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free domain hosting canada	domain name registration and hosting	linux hosting delhi
free domain hosting cpanel	ecommerce hosting solution web	linux hosting software
free domain hosting ftp	free domain name and web hosting	linux web hosting control panel
free domain hosting services	ftp site hosting	linux web hosting india
free domain hosting sites	hosting aspx	linux web hosting software
free domain hosting uk	hosting reseller account	linux web hosting uk
free email list hosting	hosting unlimited space	load balanced hosting
free guestbook hosting	image hosting site	low cost web hosting canada
free home page hosting	low cost web hosting services	low cost web hosting solution
free php hosting cpanel	web hosting reseller plans	low cost web hosting uk
free php hosting uk	web hosting resellers	madison web hosting
free php hosting unlimited bandwidth	1and1 web hosting	mailhosting
free portal hosting	affordable web hosting package	managed hosting providers
free url redirection and free web hosting	application server hosting	mapserver hosting
free web hosting for non profit organizations	asp hosting services	os commerce hosting
free web site hosting service	asp php hosting	oz hosting
free web site hosting uk	asp website hosting	postgresql web hosting
free web site hostings	best web hosting review	powweb hosting
free webdav hosting	best web hosting service	quickplace hosting
free website builder and hosting	canadian web hosting company	rackforce hosting
free website hosting 100mb	cheap domain name and web hosting	rackshack hosting
free website hosting no banners	cheap hosting australia	rubyonrails hosting
free website hosting uk	cheap hosting india	self web hosting
free website hosting with no ads	cheap hosting plans	vtiger hosting
free website hostings	cheap web hosting india	vxml hosting
free zope hosting	colocated hosting	wbsite hosting
freehosting 123	datacenter hosting	web hosting companies in bangalore
freehosting123	dedicated hosting reseller	web hosting companies in chennai
freehosting123 invite	dedicated server hosting windows	web hosting companies in india
freehosting123 invites	dedicated web hosting servers	web hosting companies india
freehosting123 swap	dedicated web site hosting	web hosting companies review
freehostingsite	domain hosting review	web hosting companies uk
freeimage hosting	easyhosting	web hosting company for sale
freepicture hosting	free hosting php mysql	web hosting company in india
freewebhosting123	free hosting templates	web hosting company reviews
freewebhostingtalk	free php hosting mysql	web hosting directories
freewebhostingtips	free php mysql hosting	web hosting for small

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		businesses
front pages web hosting	free web hosting service	web hosting frontpage canada
futurequest hosting	free web hosting services	web hosting frontpage support
game forum hosting	free web hosting uk	web hosting php instant activation
ghosting a hard drive	free web server hosting	web hosting reseller accounts
ghosting computers	freehosting	web hosting reseller packages
ghosting linux	gamehosting	web hosting service canada
ghosting windows xp	ghosting software	
guenstiges webhosting	hosting chile	
high speed web site hosting	hosting company uk	
hosting asp pages	hosting php 5	
hosting company comparison	hosting reseller package	
hosting company india	hosting services uk	
hosting company names	hsphere hosting	
hosting company ratings	image hosting ebay	
hosting companys	inmotion hosting	
hosting control panel for windows	interland hosting	
hosting leads	interland web hosting	
hosting multiple domains exchange	java hosting free	
hosting multiple domains exchange 2003	linux web hosting server	
hosting multiple domains iis	lowcost web hosting	
hosting multiple domains in exchange	managed hosting service	
hosting multiple domains in exchange 2003	managed hosting solutions	
hosting multiple domains on exchange	mysql database hosting	
hosting multiple domains on exchange 2003	online store hosting	
hosting multiple domains on iis	pop3 hosting	
hosting multiple domains on one server	web hosting asp sql	
hosting provider comparison	web hosting frontpage free	
hosting provider reviews	web hosting in canada	
hosting provider software	web hosting php support	
hosting review australia	web hosting reseller plan	
hosting review cnet	1und1 webhosting	
hosting review forum	affordable web hosting plan	
hosting reviewed	affordable web hosting service	
hosting services agreement	affordable web hosting solution	
hosting services comparison	affordable web hosting uk	
hosting services in india	asp domain hosting	
hosting services india	asp mysql hosting	
hosting services llc	asp net webhosting	

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hosting services review	asp web hosting cheap	
hosting services reviews	audio web hosting	
hosting solutions cary	best web hosting companies	
hosting solutions cary nc	best web hosting sites	
hosting solutions orem	bluehost hosting	
hosting solutions orem ut	cheap domains hosting	
hosting solutions uk	cheap web hosting australia	
hosting unlimited bandwidth	cheap web hosting php mysql	
hosting unlimited disk space	cheapest domain hosting	
hosting unlimited review	coldfusion hosting cheap	
hosting unlimited traffic	colocated server hosting	
hosting unlimited.net	computing web hosting	
hostingoz	counter strike server hosting	
hostingplus	dedicated hosting review	
hostingreviewed	dedicated server hosting uk	
hostings 365	dnn hosting	
hostingsea	domain hosting canada	
interhosting	domain name hosting service	
invites r us freehosting123	domain name hosting services	
ixwebhosting complaint	domain name hosting uk	
ixwebhosting control panel	dreamhosting	
ixwebhosting email	dreamweaver web hosting	
ixwebhosting login	e commerce site hosting	
ixwebhosting problems	ecommerce hosting canada	
ixwebhosting webmail	free forums hosting	
java hosting canada	free php mysql web hosting	
java hosting review	free web hosting php mysql	
java hosting uk	free web hosting sites	
jsp hosting australia	free web sites hosting	
jsp hosting canada	frontpage website hosting	
jsp hosting india	gameserver hosting	
jsp hosting plans	ghosting hard drive	
jsp hosting provider	globalat hosting	
jsp hosting uk	green hosting	
ktools image hosting	hospedaje web hosting	
ktools image hosting site	hosting asp mysql	
lhhosting	hosting asp.net sql server	
like whoa hosting	hosting company review	
linux hosting review	hosting multiple domains	
linux hosting reviews	hosting panama	
linux web hosting howto	hosting php gratis	
linux web hosting review	hosting plus	
linux web hosting solution	hosting provider sql web	
liquid web hosting	hosting service providers	
list server hosting	hostingsolutions	
low cost web hosting guide	internet domain name hosting	

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low cost web hosting india	internet server hosting	
lowest cost web hosting	internet website hosting	
lowest price web hosting	linux hosting uk	
machosting	low cost domain hosting	
manage hosting	lunarpages hosting	
managed hosting nashville	managed hosting provider	
managed hosting review	managed hosting uk	
managed hosting reviews	rackspace managed hosting	
managedhosting	secure server hosting	
media temple hosting	server hosting counter strike	
media temple web hosting	web business web site hosting	
microsoft commerce server hosting	web hosting asp cheap	
myhostingdeals	web hosting asp php	
on the spot hosting	web hosting php5	
oneandone hosting	web hosting reseller account	
oneone web hosting	100mb free hosting	
onetoone hosting	100mb free web hosting	
online forum hosting	affordable web design and hosting	
parcom hosting	affordable web design and hosting services	
parcom web hosting	affordable web hosting company	
qiq hosting	affordable web hosting for small business	
qit hosting	aplus.net hosting	
quickbooks web hosting	aplus.net web hosting	
rackforce hosting inc	asp hosting canada	
rackforce hosting inc.	asp sql server web hosting	
rackshack web hosting	asp web hosting canada	
rackshack webhosting	asp web hosting services	
saavis hosting	asp web hosting uk	
savefile hosting	bannerless hosting	
secure e mail hosting	bannerless web hosting	
securewebhosting	best web hosting reviews	
server hosting agreement	best web hosting uk	
server hosting companies	bluehost web hosting	
server hosting review	bluehosting	
web based survey hosting	canadian web hosting cheap	
web building and hosting	cheap cold fusion hosting	
web desing and hosting	cheap domain registration and hosting	
web hosting asp.net sql server	cheap web design and hosting	
web hosting calcutta	cheap web hosting directory	
web hosting companies in canada	cheap web site design and hosting	
web hosting companies in mumbai	cheap web site hosting service	

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web hosting companies in uk	cheap web site hosting uk	
web hosting company ratings	cheapwebhosting	
web hosting companys	christian website hosting	
web hosting for non profit organizations	church website hosting	
web hosting frontpage 2003 extensions	cohosting	
web hosting frontpage server extensions	cold fusion mx hosting	
web hosting modperl	coldfusion hosting free	
web hosting prospector	coldfusion hosting reseller	
web hosting reviews 2005	content management hosting	
web hosting reviews australia	cs server hosting	
web hosting reviews canada	custom web site hosting	
web hosting reviews cnet	dedicated hosting india	
web hosting reviews pc magazine	dedicated hosting reviews	
web hosting reviews ratings	dedicated web hosting solution	
web hosting reviews zdnet	dedicated web hosting uk	
Search Network Total	domain hosting reviews	
hosting	domain name hosting fast cheap	
web hosting	e commerce hosting service	
free hosting	e commerce website hosting	
free forum hosting	ecommerce hosting solutions	
hosting phpbb	ecommerce hosting uk	
cheap hosting	ecommerce shopping cart hosting	
domain hosting	ehosting	
server hosting	ensim hosting	
cheap web hosting	enterprise server hosting	
dedicated hosting	enterprise web hosting	
free web hosting	eshop hosting	
web hosting free	free domain hosting no ads	
hosting reseller	free domain hosting php	
web domain hosting	free jsp hosting	
business hosting	free jsp web hosting	
hosting php	free mysql database hosting	
hosting service	free php hosting ftp	
hosting services	free php hosting no ads	
hosting uk	free php hosting site	
domain name hosting	free php hosting with mysql	
hosting provider	free servers hosting	
best web hosting	free small business web hosting	
hosting company	free web forum hosting	
linux hosting	free web hosting software	
dedicated web hosting	free web hostings	
asp hosting	free web pages hosting	

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hosting asp	free web site hosting php	
affordable web hosting	free web site hosting provider	
web hosting reseller	free website building and hosting	
mysql hosting	free website building hosting	
ecommerce web hosting	free website hosting ftp	
managed hosting	free website hosting no ads	
business web hosting	free website hosting php	
web business hosting	free webspace hosting	
web hosting company	freeimagehosting	
web hosting php	freewebhosting	
hosting review	frontpage 2002 web hosting	
image hosting	globat web hosting	
web hosting service	h sphere hosting	
hosting unlimited	high speed web hosting	
ecommerce hosting	hosting billing software	
hosting ecommerce	hosting company for sale	
domain registration hosting	hosting company reviews	
dedicated hosting server	hosting php script	
dedicated server hosting	hosting php usa web	
domain hosting free	hosting provider review	
free domain hosting	hosting provider review web	
hosting sites	hosting reseller accounts	
hosting solution	hosting reseller programs	
low cost web hosting	hosting review uk	
cpanel hosting	hosting reviews reseller	
hosting companies	hosting reviews uk	
hosting reviews	hosting services canada	
commerce hosting	hosting unlimited transfer	
coldfusion hosting	hosting your own site	
domain registration web hosting	hosting your own web site	
web hosting review	image hosting script	
linux web hosting	image hosting service	
free hosting website	ipower web hosting	
free website hosting	java jsp hosting	
hosting php mysql	java tomcat hosting	
asp web hosting	jsp hosting cheap	

In total for this group of 1,000 keywords the number of clicks on the Google pay per click program is somewhere between 19,947 and 24,901 on a daily average basis depending whether the keywords were in position 1 or 3 in the Google bidding auction. The average cost per click across the whole keyword list to maintain number 1 position would be \$11.11 (this tells you immediately that hosting is a very competitive market).

## **Which of the Above Keywords Generate Clicks?**

The answer is that only 664 of the above keywords generate clicks ... the rest are of low value to an online marketer.

This single piece of information is important because it immediately tells us that we can ignore 336 of these keywords. These 336 keyword phrases are certainly searched for but don't produce clicks and clicks are the objective of almost all search campaigns.

The table below shows those keywords that generate at least 2 clicks per day; the rest have been omitted for the sake of saving space.

The headings in this table mean the following:

1. Search volume is a relative number ... 4 (out of 5) means very high while 1 is much lower. Search volume means the number of times search results are shown when the keyword is typed into a search box ... **it has nothing to do with clicks.**
2. Estimated average CPC is the cost you can expect to pay for each keyword to be in number 1 position (upper) or number 3 position (lower). Remember Google only charges when a click is performed not when the ad is shown
3. Estimated clicks per day if you were in position 1 (upper) or position 3 (lower). The difference between these 2 positions in terms of expected clicks is very significant. It is the reason why companies bid against each other for the higher positions in the Google auction.

This information alone is very valuable but it is only the start of expert keyword research and analysis. We also want to know alternative keywords attracting similar visitors and we also want to generate keywords that are not available from a list like this but ones that are being used by competitors. Keywords privy to a competitor are obviously important for them. Having access to this competitor information is like stealing the company's advertising secrets... but legally.

A further step in keyword research is to identify keywords that almost all advertisers in a market are missing. We have the tools and knowledge to exploit this situation.

CONTINUED BELOW TABLE...

**Table: Keywords that generate at least 2 clicks per day.**

Keywords	Search Volume	Estimated Avg. CPC		Estimated Ad Positions		Estimated Clicks / Day	
		lower	upper	upper	lower	lower	upper
hosting	4	\$8.79	\$11.92	1	3	7,179	8,987
web hosting	4	\$10.90	\$15.96	1	3	3,170	3,975
free hosting	3	\$3.36	\$4.19	1	3	1,294	1,618
free forum hosting	3	\$1.45	\$1.82	1	3	721	734
hosting phpbb	3	\$1.49	\$1.86	1	3	718	720
cheap hosting	3	\$8.59	\$11.16	1	3	388	485
domain hosting	3	\$8.21	\$10.48	1	3	348	436
server hosting	3	\$12.59	\$17.13	1	3	254	318
cheap web hosting	3	\$8.96	\$11.71	1	3	246	307
dedicated hosting	3	\$15.72	\$23.34	1	3	233	292
free web hosting	3	\$6.06	\$7.57	1	3	207	258

web hosting free	3	\$6.06	\$7.57	1	3	207	258
hosting reseller	3	\$8.01	\$10.22	1	3	170	213
web domain hosting	3	\$9.67	\$12.56	1	3	168	210
business hosting	3	\$13.46	\$17.35	1	3	149	188
hosting php	3	\$5.28	\$6.73	1	3	121	153
hosting service	3	\$11.53	\$17.15	1	3	120	151
hosting services	3	\$11.78	\$17.25	1	3	116	148
hosting uk	2	\$8.58	\$11.15	1	3	100	126
domain name hosting	2	\$8.33	\$10.83	1	3	88	112
hosting provider	2	\$9.95	\$13.68	1	3	83	106
best web hosting	2	\$12.18	\$18.27	1	3	83	105
hosting company	2	\$10.26	\$15.39	1	3	81	104
linux hosting	2	\$8.92	\$11.24	1	3	82	104
dedicated web hosting	2	\$17.03	\$22.69	1	3	71	98
asp hosting	2	\$12.69	\$18.74	1	3	66	92
hosting asp	2	\$12.69	\$18.74	1	3	66	92
affordable web hosting	2	\$6.57	\$9.85	1	3	64	89
web hosting reseller	2	\$9.30	\$11.85	1	3	71	89
mysql hosting	2	\$6.72	\$8.56	1	3	63	87
ecommerce web hosting	2	\$11.59	\$15.09	1	3	62	81
managed hosting	2	\$21.86	\$31.49	1	3	59	79
business web hosting	2	\$13.31	\$17.04	1	3	57	74
web business hosting	2	\$13.31	\$17.04	1	3	57	74
web hosting company	2	\$11.13	\$16.70	1	3	50	70
web hosting php	2	\$7.76	\$9.83	1	3	50	69
hosting review	2	\$11.10	\$15.22	1	3	53	67
image hosting	3	\$1.14	\$1.43	1	3	54	67
web hosting service	2	\$11.35	\$17.02	1	3	48	66
hosting unlimited	2	\$6.10	\$7.65	1	3	45	62
ecommerce hosting	2	\$10.79	\$13.75	1	3	46	60
hosting ecommerce	2	\$10.79	\$13.75	1	3	46	60
domain registration hosting	2	\$9.16	\$11.94	1	3	40	56
dedicated hosting server	2	\$14.95	\$20.29	1	3	43	54
dedicated server hosting	2	\$14.95	\$20.29	1	3	43	54
domain hosting free	2	\$5.48	\$6.85	1	3	43	54
free domain hosting	2	\$5.48	\$6.85	1	3	43	54
hosting sites	2	\$6.88	\$10.31	1	3	39	54
hosting solution	2	\$12.02	\$18.03	1	3	41	53
low cost web hosting	2	\$10.11	\$13.17	1	3	38	48
cpanel hosting	2	\$5.58	\$7.12	1	3	34	43
hosting companies	2	\$11.66	\$17.50	1	3	31	43
hosting reviews	2	\$12.82	\$19.22	1	3	33	42
commerce hosting	2	\$9.90	\$12.87	1	3	28	40
coldfusion hosting	2	\$10.36	\$13.08	1	3	31	39
domain registration web hosting	2	\$10.71	\$13.88	1	3	29	39
web hosting review	2	\$13.22	\$17.55	1	3	31	39

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linux web hosting	2	\$9.23	\$11.77	1	3	28	38
free hosting website	2	\$4.31	\$5.38	1	3	29	37
free website hosting	2	\$4.31	\$5.38	1	3	29	37
hosting php mysql	2	\$5.09	\$6.40	1	3	27	37
asp web hosting	2	\$14.43	\$21.65	1	3	24	36
web hosting asp	2	\$14.43	\$21.65	1	3	24	36
free web site hosting	2	\$4.55	\$5.89	1	3	27	34
vps hosting	2	\$7.91	\$9.89	1	3	27	34
web hosting canada	2	\$8.59	\$11.10	1	3	22	34
e commerce hosting	2	\$10.46	\$13.81	1	3	26	33
hosting solutions	2	\$11.81	\$17.71	1	3	27	33
business web site hosting	2	\$12.44	\$15.99	1	3	22	32
ixwebhosting	2	\$6.61	\$8.76	1	3	25	31
cheap web site hosting	2	\$8.42	\$10.73	1	3	24	30
free domain name hosting	2	\$6.02	\$7.53	1	3	24	30
hosting servers	2	\$12.79	\$16.55	1	3	23	29
web hosting frontpage	2	\$9.82	\$14.03	1	3	19	29
cheap domain hosting	2	\$8.28	\$10.42	1	3	22	28
darmowy hosting	2	\$1.59	\$1.99	1	3	23	28
domain hosting cheap	2	\$8.28	\$10.42	1	3	22	28
java hosting	2	\$5.94	\$7.43	1	3	23	28
free hosting ftp	2	\$3.29	\$4.11	1	3	21	27
hosting providers	2	\$12.00	\$18.00	1	3	21	26
jsp hosting	2	\$4.81	\$6.14	1	3	21	26
web email hosting	2	\$10.95	\$13.99	1	3	20	26
canadian web hosting	2	\$12.64	\$15.80	1	3	15	24
free hosting site	2	\$3.88	\$5.10	1	3	20	23
free site hosting	2	\$3.88	\$5.10	1	3	20	23
web hosting companies	2	\$13.07	\$19.61	1	3	18	23
cheap hosting reseller	2	\$6.89	\$8.61	1	3	17	22
web hosting reviews	2	\$10.02	\$15.04	1	3	17	22
ftp web hosting	2	\$5.86	\$7.59	1	3	15	21
cold fusion hosting	2	\$10.75	\$13.44	1	3	18	20
dns hosting	2	\$12.37	\$15.59	1	3	16	20
ghosting	2	\$2.20	\$2.75	1	3	12	20
e commerce web hosting	2	\$12.44	\$17.01	1	3	14	19
free domain name web hosting	2	\$7.21	\$9.01	1	3	15	19
image hosting free	2	\$0.78	\$0.97	1	3	19	19
web hosting india	2	\$3.61	\$4.58	1	3	11	19
web hosting php mysql	2	\$6.74	\$8.65	1	3	14	19
asp net hosting	2	\$13.49	\$20.23	1	3	13	18
asp.net hosting	2	\$13.49	\$20.23	1	3	13	18
cheap server hosting	2	\$11.29	\$14.41	1	3	14	18
hosting asp net	2	\$13.49	\$20.23	1	3	13	18
hosting asp.net	2	\$13.49	\$20.23	1	3	13	18
hostings	2	\$3.22	\$4.03	1	3	14	18

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inexpensive web hosting	2	\$13.03	\$16.65	1	3	14	17
domain name registration web hosting	2	\$10.70	\$13.88	1	3	13	16
cheap website hosting	2	\$9.18	\$11.83	1	3	12	15
free hosting no ads	2	\$3.90	\$4.97	1	3	15	15
low cost web site hosting	2	\$5.65	\$7.07	1	3	13	15
private hosting	2	\$7.68	\$9.75	1	3	11	15
1 1 hosting	1	\$10.92	\$13.65	1	3	11	14
asp hosting free	2	\$3.61	\$4.52	1	3	11	14
cheap hosting uk	2	\$7.17	\$9.09	1	3	11	14
free web hosting ftp	2	\$4.23	\$5.29	1	3	10	14
hosting asp free	2	\$3.61	\$4.52	1	3	11	14
compare web hosting	2	\$12.34	\$18.52	1	3	10	13
ecommerce web site hosting	2	\$9.73	\$12.66	1	3	9	13
internet web site hosting	2	\$8.00	\$10.34	1	3	10	13
dedicated server web hosting	2	\$14.31	\$18.61	1	3	10	12
dedicated web hosting server	2	\$14.31	\$18.61	1	3	10	12
dedicated web server hosting	2	\$14.31	\$18.61	1	3	10	12
free asp.net hosting	2	\$3.54	\$4.42	1	3	10	12
free hosting php	2	\$2.74	\$3.43	1	3	9	12
free php hosting	2	\$2.74	\$3.43	1	3	9	12
hosting php free	2	\$2.74	\$3.43	1	3	9	12
1and1 hosting	1	\$9.30	\$11.62	1	3	9	11
colocation hosting	2	\$11.52	\$14.40	1	3	9	11
dedicated server hosting cheap	1	\$12.35	\$15.81	1	3	9	11
domain hosting reseller	2	\$7.61	\$9.51	1	3	11	11
free domain registration hosting	1	\$7.24	\$9.04	1	3	9	11
free hosting sites	1	\$4.77	\$6.93	1	3	8	11
game server hosting	2	\$7.00	\$8.76	1	3	9	11
hosting colocation	2	\$11.52	\$14.40	1	3	9	11
hosting service provider	2	\$11.19	\$14.15	1	3	8	11
hosting unlimited bandwidth	2	\$5.34	\$6.73	1	3	9	11
1 and 1 hosting	1	\$10.39	\$12.99	1	3	8	10
best web hosting site	2	\$11.42	\$17.13	1	3	8	10
cheap web hosting reseller	1	\$8.13	\$10.20	1	3	8	10
dedicated servers hosting	1	\$17.66	\$22.60	1	3	8	10
fast web hosting	2	\$11.07	\$14.04	1	3	8	10
hosting reseller plans	1	\$8.73	\$11.55	1	3	8	10
java web hosting	1	\$8.50	\$10.62	1	3	8	10
asp hosting cheap	1	\$11.42	\$15.19	1	3	7	9
dedicated web hosting cheap	1	\$12.53	\$15.76	1	3	7	9
linux hosting server	2	\$10.79	\$14.01	1	3	6	9
asp net web hosting	1	\$15.20	\$22.80	1	3	5	8
cheap domain name hosting	1	\$8.36	\$10.63	1	3	6	8
cheap web hosting uk	1	\$6.74	\$8.79	1	3	6	8
cold fusion web hosting	1	\$12.37	\$15.47	1	3	8	8
database web hosting	1	\$13.39	\$19.17	1	3	7	8

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domain name hosting cheap	1	\$8.36	\$10.63	1	3	6	8
dot5hosting	1	\$7.93	\$11.89	1	3	8	8
ecommerce hosting site	1	\$9.82	\$12.92	1	3	5	8
ecommerce site hosting	1	\$9.82	\$12.92	1	3	5	8
exchange server hosting	1	\$25.89	\$33.00	1	3	6	8
free hosting space	1	\$3.63	\$4.54	1	3	5	8
free music hosting	2	\$1.34	\$1.67	1	3	8	8
free unlimited hosting	1	\$3.09	\$3.87	1	3	5	8
hosting reseller program	1	\$8.97	\$11.44	1	3	6	8
hosting resellers	1	\$10.19	\$12.74	1	3	6	8
list hosting	2	\$7.00	\$8.85	1	3	6	8
web hosting asp net	1	\$15.20	\$22.80	1	3	5	8
web hosting asp.net	1	\$15.20	\$22.80	1	3	5	8
cheap hosting service	1	\$9.25	\$11.86	1	3	7	7
free cpanel hosting	1	\$2.74	\$3.42	1	3	7	7
free web hosting no ads	1	\$6.04	\$7.66	1	3	6	7
front page hosting	1	\$7.88	\$10.47	1	3	4	7
hosting asp.net 2.0	1	\$14.20	\$18.81	1	3	5	7
managed hosting services	2	\$21.95	\$28.70	1	3	6	7
oscommerce hosting	1	\$6.10	\$7.62	1	3	5	7
web domains hosting	1	\$9.68	\$12.38	1	3	3	7
1 1 web hosting	1	\$12.72	\$16.00	1	3	5	6
asp sql server hosting	1	\$17.08	\$21.70	1	3	4	6
asp webhosting	1	\$14.63	\$21.34	1	3	4	6
best web hosting company	1	\$12.48	\$18.73	1	3	5	6
best web hosting services	1	\$12.49	\$18.74	1	3	5	6
dedicated hosting services	1	\$19.24	\$24.20	1	3	5	6
domain hosting services	1	\$9.84	\$12.35	1	3	4	6
ecommerce hosting solution	1	\$10.19	\$12.98	1	3	5	6
email services hosting	1	\$9.12	\$11.40	1	3	5	6
free domain name and hosting	1	\$6.90	\$8.63	1	3	5	6
free web space hosting	1	\$4.25	\$5.31	1	3	5	6
hosting php5	1	\$5.46	\$6.90	1	3	5	6
hosting phpnuke	1	\$4.70	\$5.88	1	3	4	6
perl web hosting	1	\$6.01	\$7.86	1	3	2	6
rackspace hosting	1	\$13.54	\$20.31	1	3	5	6
web forum hosting	2	\$6.21	\$7.79	1	3	3	6
affordable web hosting services	1	\$6.10	\$8.20	1	3	5	5
aplus hosting	1	\$8.14	\$10.18	1	3	4	5
asp hosting sql	1	\$14.85	\$18.85	1	3	3	5
asp web hosting free	1	\$5.08	\$6.35	1	3	4	5
business email hosting	1	\$10.09	\$12.74	1	3	4	5
business website hosting	1	\$14.75	\$18.56	1	3	4	5
cheap hosting services	1	\$7.94	\$9.92	1	3	4	5
cheap web hosting service	1	\$9.74	\$12.27	1	3	4	5
dedicated hosting uk	1	\$13.26	\$17.60	1	3	4	5

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dollar hosting	1	\$3.39	\$4.24	1	3	4	5
domain hosting service	1	\$9.32	\$12.27	1	3	4	5
domain hosting uk	1	\$8.01	\$10.01	1	3	3	5
domain name web site hosting	1	\$8.95	\$12.41	1	3	3	5
dotnetnuke hosting	1	\$11.60	\$14.50	1	3	4	5
fantastico hosting	1	\$6.19	\$7.73	1	3	5	5
free asp web hosting	1	\$5.08	\$6.35	1	3	4	5
free php web hosting	1	\$4.87	\$6.09	1	3	4	5
free web hosting php	1	\$4.87	\$6.09	1	3	4	5
free web site hosting domain	1	\$5.96	\$7.45	1	3	3	5
front page web hosting	1	\$8.35	\$10.83	1	3	4	5
hosting asp sql	1	\$14.85	\$18.85	1	3	3	5
hosting mambo	1	\$3.96	\$4.95	1	3	4	5
hosting reseller plan	1	\$10.17	\$12.77	1	3	4	5
hosting reseller uk	1	\$8.23	\$10.29	1	3	4	5
hosting unlimited domains	1	\$7.04	\$9.14	1	3	3	5
web hosting php free	1	\$4.87	\$6.09	1	3	4	5
web hosting reseller program	1	\$9.48	\$11.86	1	3	4	5
asp hosting reseller	1	\$9.23	\$11.62	1	3	3	4
asp hosting uk	1	\$10.75	\$13.48	1	3	3	4
blue hosting	1	\$8.70	\$13.06	1	3	3	4
cheap internet hosting	1	\$8.60	\$11.07	1	3	3	4
cheap web hosting canada	1	\$6.40	\$8.00	1	3	3	4
cheap web hosting services	1	\$7.97	\$10.04	1	3	3	4
dedicated server hosting linux	1	\$13.55	\$17.51	1	3	3	4
domain name registration and hosting	1	\$8.97	\$11.50	1	3	3	4
ecommerce hosting solution web	1	\$10.76	\$13.60	1	3	3	4
free domain name and web hosting	1	\$8.30	\$10.37	1	3	3	4
ftp site hosting	1	\$8.21	\$10.26	1	3	3	4
hosting aspx	1	\$15.56	\$21.59	1	3	3	4
hosting reseller account	1	\$8.83	\$11.04	1	3	3	4
hosting unlimited space	1	\$4.47	\$5.59	1	3	2	4
image hosting site	1	\$0.94	\$1.18	1	3	3	4
low cost web hosting services	1	\$11.19	\$14.03	1	3	3	4
web hosting reseller plans	1	\$9.88	\$12.44	1	3	3	4
web hosting resellers	1	\$11.07	\$14.09	1	3	3	4
1and1 web hosting	1	\$13.04	\$16.30	1	3	2	3
affordable web hosting package	1	\$7.18	\$9.25	1	3	2	3
application server hosting	1	\$18.04	\$22.55	1	3	2	3
asp hosting services	1	\$16.49	\$22.28	1	3	2	3
asp php hosting	1	\$6.60	\$8.26	1	3	2	3
asp website hosting	1	\$15.92	\$20.04	1	3	2	3
best web hosting review	1	\$14.48	\$20.98	1	3	2	3
best web hosting service	1	\$15.10	\$20.58	1	3	2	3
canadian web hosting company	1	\$16.86	\$21.40	1	3	2	3
cheap domain name and web hosting	1	\$11.75	\$14.68	1	3	2	3

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cheap hosting australia	1	\$7.46	\$11.12	1	3	2	3
cheap hosting india	1	\$3.05	\$3.82	1	3	2	3
cheap hosting plans	1	\$6.75	\$8.44	1	3	2	3
cheap web hosting india	1	\$3.08	\$3.85	1	3	2	3
colocated hosting	1	\$15.94	\$20.40	1	3	3	3
datacenter hosting	1	\$11.74	\$14.77	1	3	2	3
dedicated hosting reseller	1	\$12.96	\$16.49	1	3	2	3
dedicated server hosting windows	1	\$20.07	\$25.91	1	3	2	3
dedicated web hosting servers	1	\$17.99	\$23.33	1	3	2	3
dedicated web site hosting	1	\$17.28	\$21.84	1	3	2	3
domain hosting review	1	\$10.84	\$14.01	1	3	2	3
easyhosting	1	\$5.25	\$6.87	1	3	3	3
free hosting php mysql	1	\$3.18	\$3.98	1	3	3	3
free hosting templates	1	\$3.14	\$3.93	1	3	2	3
free php hosting mysql	1	\$3.18	\$3.98	1	3	3	3
free php mysql hosting	1	\$3.18	\$3.98	1	3	3	3
free web hosting service	1	\$5.40	\$6.75	1	3	2	3
free web hosting services	1	\$6.09	\$7.62	1	3	2	3
free web hosting uk	1	\$4.85	\$6.06	1	3	2	3
free web server hosting	1	\$6.96	\$8.92	1	3	2	3
freehosting	1	\$1.64	\$2.05	1	3	3	3
gamehosting	1	\$1.32	\$1.65	1	3	3	3
ghosting software	1	\$2.37	\$2.96	1	3	3	3
hosting chile	1	\$1.81	\$2.27	1	3	3	3
hosting company uk	1	\$8.82	\$11.17	1	3	2	3
hosting php 5	1	\$4.52	\$5.98	1	3	2	3
hosting reseller package	1	\$10.45	\$13.07	1	3	2	3
hosting services uk	1	\$10.60	\$13.35	1	3	2	3
hsphere hosting	1	\$6.55	\$8.18	1	3	2	3
image hosting ebay	1	\$0.96	\$1.20	1	3	3	3
inmotion hosting	1	\$11.34	\$17.02	1	3	2	3
interland hosting	1	\$5.46	\$6.83	1	3	2	3
interland web hosting	1	\$5.78	\$7.22	1	3	2	3
java hosting free	1	\$2.32	\$2.90	1	3	2	3
linux web hosting server	1	\$10.93	\$13.88	1	3	2	3
lowcost web hosting	1	\$9.70	\$14.55	1	3	3	3
managed hosting service	1	\$26.67	\$35.36	1	3	3	3
managed hosting solutions	1	\$26.31	\$33.33	1	3	2	3
mysql database hosting	1	\$8.29	\$10.40	1	3	3	3
online store hosting	1	\$6.01	\$7.52	1	3	2	3
pop3 hosting	1	\$9.88	\$12.44	1	3	2	3
web hosting asp sql	1	\$15.49	\$19.40	1	3	2	3
web hosting frontpage free	1	\$6.07	\$7.59	1	3	3	3
web hosting in canada	1	\$8.50	\$11.13	1	3	2	3
web hosting php support	1	\$4.18	\$5.23	1	3	2	3
web hosting reseller plan	1	\$11.17	\$14.10	1	3	2	3

1und1 webhosting	1	\$3.04	\$3.80	1	3	1	2
affordable web hosting plan	1	\$6.11	\$7.64	1	3	2	2
affordable web hosting service	1	\$6.91	\$8.92	1	3	2	2
affordable web hosting solution	1	\$5.27	\$7.30	1	3	2	2
affordable web hosting uk	1	\$5.65	\$7.06	1	3	1	2
asp domain hosting	1	\$6.64	\$8.91	1	3	1	2
asp mysql hosting	1	\$7.74	\$9.91	1	3	1	2
asp net webhosting	1	\$16.38	\$23.33	1	3	2	2
asp web hosting cheap	1	\$11.06	\$14.04	1	3	2	2
audio web hosting	1	\$7.92	\$10.28	1	3	2	2
best web hosting companies	1	\$18.15	\$27.22	1	3	1	2
best web hosting sites	1	\$13.57	\$20.36	1	3	1	2
bluehost hosting	1	\$11.04	\$15.66	1	3	1	2
cheap domains hosting	1	\$7.75	\$9.69	1	3	2	2
cheap web hosting australia	1	\$7.98	\$11.98	1	3	1	2
cheap web hosting php mysql	1	\$6.81	\$8.99	1	3	1	2
cheapest domain hosting	1	\$8.22	\$10.42	1	3	1	2
coldfusion hosting cheap	1	\$6.45	\$8.07	1	3	1	2
colocated server hosting	1	\$17.55	\$21.93	1	3	2	2
computing web hosting	1	\$13.43	\$16.79	1	3	2	2
counter strike server hosting	1	\$4.79	\$5.98	1	3	1	2
dedicated hosting review	1	\$12.72	\$15.90	1	3	1	2
dedicated server hosting uk	1	\$14.81	\$19.06	1	3	1	2
dnn hosting	1	\$10.63	\$13.38	1	3	1	2
domain hosting canada	1	\$7.65	\$9.93	1	3	1	2
domain name hosting service	1	\$9.58	\$11.97	1	3	2	2
domain name hosting services	1	\$8.28	\$10.56	1	3	1	2
domain name hosting uk	1	\$7.80	\$9.75	1	3	1	2
dreamhosting	0	\$2.59	\$3.89	1	3	1	2
dreamweaver web hosting	1	\$11.42	\$14.28	1	3	2	2
e commerce site hosting	1	\$10.53	\$13.24	1	3	2	2
ecommerce hosting canada	1	\$9.66	\$12.07	1	3	1	2
free forums hosting	1	\$1.18	\$1.48	1	3	2	2
free php mysql web hosting	1	\$5.16	\$6.45	1	3	2	2
free web hosting php mysql	1	\$5.16	\$6.45	1	3	2	2
free web hosting sites	1	\$7.47	\$9.45	1	3	2	2
free web sites hosting	1	\$7.47	\$9.45	1	3	2	2
frontpage website hosting	1	\$7.01	\$9.00	1	3	2	2
gameserver hosting	1	\$3.48	\$4.35	1	3	1	2
ghosting hard drive	1	\$2.13	\$2.66	1	3	1	2
globat hosting	1	\$9.66	\$12.08	1	3	1	2
green hosting	1	\$4.65	\$5.81	1	3	2	2
hospedaje web hosting	1	\$10.25	\$12.82	1	3	2	2
hosting asp mysql	1	\$7.74	\$9.91	1	3	1	2
hosting asp.net sql server	1	\$12.58	\$16.21	1	3	1	2
hosting company review	1	\$10.14	\$12.68	1	3	1	2

hosting multiple domains	1	\$7.23	\$9.21	1	3	1	2
hosting panama	1	\$3.48	\$4.35	1	3	2	2
hosting php gratis	1	\$2.30	\$2.88	1	3	1	2
hosting plus	1	\$5.17	\$6.46	1	3	2	2
hosting provider sql web	1	\$16.77	\$21.77	1	3	1	2
hosting service providers	1	\$10.46	\$13.53	1	3	1	2
hostingsolutions	1	\$0.26	\$0.37	1	3	2	2
internet domain name hosting	1	\$9.12	\$11.66	1	3	1	2
internet server hosting	1	\$10.99	\$14.24	1	3	1	2
internet website hosting	1	\$8.81	\$11.02	1	3	1	2
linux hosting uk	1	\$9.16	\$11.45	1	3	2	2
low cost domain hosting	1	\$9.46	\$12.48	1	3	1	2
lunarpages hosting	1	\$12.44	\$15.55	1	3	2	2
managed hosting provider	1	\$21.30	\$31.94	1	3	2	2
managed hosting uk	1	\$23.42	\$29.82	1	3	2	2
rackspace managed hosting	1	\$16.00	\$23.99	1	3	1	2
secure server hosting	1	\$12.49	\$15.96	1	3	2	2
server hosting counter strike	1	\$4.79	\$5.98	1	3	1	2
web business web site hosting	1	\$10.51	\$13.14	1	3	1	2
web hosting asp cheap	1	\$11.06	\$14.04	1	3	2	2
web hosting asp php	1	\$8.88	\$11.10	1	3	1	2
web hosting php5	1	\$7.65	\$9.56	1	3	2	2
web hosting reseller account	1	\$9.92	\$12.40	1	3	1	2

## Good Alternative Keywords for the Hosting Market

In this section the results for two additional yet very relevant keywords namely “host” and “hosts” are examined. Notice that these two keywords are far less used in a general sense.

The data below is from a different source than used previously to show you other data that can be mined from other keyword research sources we have access to.

The meanings of the headings in this table are ...

1. Price is average cost per click price range (min to max) you can expect to pay for that keyword at the time the analysis was last done.
2. Clicks per day is an actual estimated total for the keyword.
3. Results count is the number of pages in the Google index for that keyword ... this number gives you an indication as to whether you might be able to compete for free organic Google traffic in the keyword market shown. Using “host” as an example with 340 million competing pages it would almost certainly be futile for a newcomer to try to optimize a page for this keyword.
4. Ad count is the number of ads that were showing in the Google auction at the time of the analysis. Notice the low number of competing ads for “bluehost” for example. For “domain name hosts” there were 28 competing ads.

5. In general where there are many competing ads the average and maximum prices tend to rise significantly ... competitive market forces drive up the keyword bid price.
6. High prices coupled with many advertisers almost invariably means there is money to be made in that keyword market. In our analysis we normally cut off the number of ads at 21 since any ad on page 3 of the results is hardly likely to get any clicks. In some markets there are many more advertisers than 21.

<b>Term</b>	<b>Min Price</b>	<b>Max Price</b>	<b>Clicks Per Day</b>	<b>Result Count</b>	<b>Ad Count</b>
host	\$0.90	\$4.13	1,620.3	340,000,000	20
hosts	\$1.01	\$5.67	176.2	70,300,000	2
webhost	\$1.03	\$6.01	46.6	6,180,000	20
bluehost	\$1.06	\$10.48	40.3	1,740,000	3
hostgator	\$0.86	\$14.72	40.3	1,430,000	20
web host	\$1.07	\$9.98	25.3	23,400,000	21
cheap host	\$1.05	\$6.59	18.2	643,000	21
hostmonster	\$1.06	\$10.42	17.4	128,000	3
dedicated host	\$1.17	\$19.52	8.7	3,060,000	21
webhosts	\$1.08	\$8.35	7.9	1,400,000	20
bluehost.+com	\$0.96	\$13.16	7.1	928,000	4
web hosts	\$0.95	\$13.32	7.1	6,110,000	20
cheap web host	\$1.08	\$9.55	6.3	7,430,000	21
web site host	\$1.07	\$7.58	6.3	62,300,000	21
www fasthosts co uk	\$0.43	\$1.13	5.5	55,400	1
best web host	\$0.92	\$13.77	4.7	10,600,000	21
hostcontroller	\$0.18	\$0.34	4.7	43,000	1
host monster	\$1.08	\$8.52	4.0	412,000	5
website host	\$0.94	\$13.43	4.0	13,800,000	21
website hosts	\$1.06	\$10.55	4.0	3,480,000	20
blue host	\$1.06	\$10.34	3.2	6,530,000	4
domain host	\$1.07	\$10.12	3.2	57,500,000	21
fasthost co uk	\$0.48	\$1.32	3.2	37,500	1
hostexcellence	\$1.00	\$5.46	3.2	120,000	8
hostrocket	\$0.91	\$15.15	3.2	1,340,000	5
westhost	\$0.71	\$2.57	3.2	590,000	1
hostgator coupon	\$1.23	\$20.53	2.4	67,400	21
hostig	\$0.94	\$4.58	2.4	82,800	20
top web hosts	\$0.94	\$15.70	2.4	39,100,000	20
web page host	\$1.02	\$11.78	2.4	60,300,000	21
best web hosts	\$1.03	\$17.23	1.6	15,300,000	20
dedicated hosts	\$0.93	\$13.61	1.6	200,000	21
dedicated server host	\$1.53	\$25.57	1.6	408,000	21
host gator	\$1.02	\$11.78	1.6	361,000	15
host reseller	\$1.08	\$8.70	1.6	1,830,000	21
host review	\$1.06	\$7.06	1.6	11,400,000	21
host website	\$1.08	\$9.66	1.6	15,000,000	21

hosted email	\$0.93	\$13.58	1.6	12,600,000	21
hosted microsoft exchange	\$1.97	\$32.81	1.6	356,000	21
hostexcellence.+com	\$1.07	\$7.14	1.6	18,400	7
hostgator coupons	\$1.95	\$32.58	1.6	29,900	20
hostmysite	\$1.06	\$10.41	1.6	740,000	6
php host	\$0.98	\$5.20	1.6	8,550,000	20
top host	\$1.07	\$7.13	1.6	24,300,000	21
top web host	\$0.85	\$14.98	1.6	36,900,000	21
web host reseller	\$1.06	\$10.61	1.6	259,000	21
web host reviews	\$1.03	\$17.22	1.6	12,100,000	11
webhost4life	\$1.02	\$5.89	1.6	236,000	2
asp web host	\$1.47	\$24.47	0.8	5,700,000	21
bluehost review	\$1.08	\$9.25	0.8	51,500	2
bluehost reviews	\$1.06	\$10.71	0.8	451,000	2
cheap domain host	\$1.08	\$7.77	0.8	233,000	21
cheap web hosts	\$1.08	\$7.65	0.8	723,000	21
cheap webhost	\$1.03	\$6.11	0.8	268,000	21
cheapest web host	\$1.08	\$9.66	0.8	536,000	21
church web host	\$1.06	\$6.98	0.8	360,000	20
domain hosts	\$1.05	\$10.74	0.8	240,000	21
domain name host	\$1.08	\$9.76	0.8	3,270,000	27
email hosts	\$1.07	\$10.22	0.8	3,310,000	21
host unlimited domains	\$1.08	\$9.20	0.8	178,000	20
hosted ecommerce	\$1.07	\$9.86	0.8	545,000	21
hostgator review	\$1.07	\$7.52	0.8	128,000	17
hostinh	\$0.88	\$3.94	0.8	11,100	21
how to host a web site	\$0.90	\$4.16	0.8	25,600,000	20
how to host a website	\$0.98	\$5.21	0.8	131,000,000	20
low cost web host	\$1.01	\$11.95	0.8	1,550,000	21
mysql host	\$1.06	\$6.90	0.8	464,000	19
php web host	\$1.06	\$10.56	0.8	13,700,000	21
reseller host	\$1.04	\$6.33	0.8	292,000	21
review web host	\$1.08	\$8.60	0.8	14,500,000	20
site host	\$1.08	\$8.09	0.8	25,100,000	20
top 10 web host	\$0.91	\$15.20	0.8	21,100,000	21
top 10 web hosts	\$0.88	\$14.46	0.8	22,800,000	21
top hosts	\$1.00	\$12.25	0.8	6,280,000	21
uk web host	\$1.04	\$11.07	0.8	10,300,000	20
virtual host	\$0.88	\$3.97	0.8	5,020,000	20
virtualhost	\$0.81	\$3.26	0.8	715,000	8
web host comparison	\$0.90	\$15.03	0.8	4,820,000	20
web page hosts	\$1.05	\$11.06	0.8	3,310,000	21
web site hosts	\$0.91	\$13.94	0.8	58,600,000	20
webhosters	\$0.93	\$4.52	0.8	69,600	12
yahoo web host	\$1.00	\$16.68	0.8	8,920,000	4
rhost	\$0.06	\$0.08	0.5	122,000	

host based ips	\$0.60	\$1.91	0.1	182,000	2
hosted by ipowerweb	\$0.86	\$3.72	0.1	353,000	4
windows script host 5.6	\$0.66	\$2.27	0.1	445,000	
1planhost	\$1.03	\$5.99	0.0	11,100	3
affinity web host	\$0.00	\$0.00	0.0	1,620,000	5
affordable web site host	\$1.08	\$9.01	0.0	712,000	21
apache virtual host ssl	\$0.00	\$0.00	0.0	1,200,000	1
apache virtual hosts ssl	\$0.00	\$0.00	0.0	979,000	
asp hosts	\$0.95	\$15.80	0.0	240,000	21
bargain host	\$0.96	\$4.89	0.0	213,000	20
bargainhost	\$0.96	\$4.80	0.0	2,450	
blue host review	\$1.08	\$9.35	0.0	2,010,000	4
blue host reviews	\$1.08	\$8.18	0.0	22,900,000	3
bluehost.com review	\$1.04	\$6.36	0.0	67,600	1
business web host	\$0.92	\$13.82	0.0	255,000,000	21
byethost	\$0.53	\$1.57	0.0	145,000	
canada web host	\$1.08	\$8.09	0.0	6,140,000	21
cheap host web	\$1.01	\$5.64	0.0	227,000	21
cheap website host	\$1.08	\$9.21	0.0	394,000	21
ci host microsoft	\$0.00	\$0.00	0.0	1,460,000	1
ci host reviews	\$0.70	\$2.52	0.0	223,000	5
ci host tattoo	\$0.00	\$0.00	0.0	16,300	
compare web hosts	\$1.07	\$10.28	0.0	4,950,000	20
control host panel web	\$0.00	\$0.00	0.0	1,900,000	20
datapacket host	\$0.00	\$0.00	0.0	65,600	6
domain name host name	\$0.00	\$0.00	0.0	37,200,000	25
domain name hosts	\$1.06	\$10.68	0.0	4,060,000	28
e television hosts	\$0.00	\$0.00	0.0	9,000,000	1
easyhost	\$0.60	\$1.89	0.0	444,000	2
email hostong	\$0.00	\$0.00	0.0	4,100	21
find a web host	\$0.97	\$5.05	0.0	18,500,000	18
find a website host	\$0.00	\$0.00	0.0	11,200,000	20
find website host	\$1.04	\$6.37	0.0	11,200,000	9
ftp webhost	\$0.98	\$5.19	0.0	2,300,000	21
get hosted	\$0.69	\$2.43	0.0	13,800,000	3
host a domain	\$1.06	\$7.05	0.0	7,810,000	2
host europe	\$0.54	\$1.63	0.0	7,310,000	3
host europe internet	\$0.00	\$0.00	0.0	355,000	18
host europe internet limited	\$0.00	\$0.00	0.0	1,550,000	3
host europe internet ltd	\$0.00	\$0.00	0.0	1,590,000	5
host headers apache	\$0.00	\$0.00	0.0	1,490,000	
host headers iis 6	\$0.00	\$0.00	0.0	538,000	
host name lookup	\$0.58	\$1.82	0.0	394,000	
host package	\$1.04	\$6.43	0.0	4,160,000	20
host uk	\$0.96	\$4.92	0.0	9,690,000	19
host web sites	\$1.08	\$9.76	0.0	10,400,000	20

host website at home	\$0.00	\$0.00	0.0	11,600,000	2
host websites	\$1.01	\$11.96	0.0	844,000	21
hostcritique	\$0.00	\$0.00	0.0	4,640	
hosted by startlogic	\$0.00	\$0.00	0.0	229,000	4
hosted domains	\$0.00	\$0.00	0.0	275,000	20
hosted exchange email	\$2.03	\$33.79	0.0	1,040,000	21
hosted exchange providers	\$0.00	\$0.00	0.0	352,000	20
hosted exchange services	\$2.13	\$35.58	0.0	2,210,000	21
hosted servers	\$1.06	\$17.71	0.0	767,000	21
hosted services	\$0.94	\$15.59	0.0	11,700,000	20
hosted websites	\$1.08	\$8.30	0.0	427,000	20
hoster.exe	\$0.00	\$0.00	0.0	5,610	
hostexcellence review	\$0.75	\$2.86	0.0	44,200	4
hostexcellence reviews	\$0.00	\$0.00	0.0	44,400	6
hostexcellence.com review	\$0.00	\$0.00	0.0	4,810	2
hostfour net	\$0.00	\$0.00	0.0	1,480	
hostgator cpo	\$0.00	\$0.00	0.0	381	7
hostgator reviews	\$1.08	\$9.39	0.0	68,900	19
hostmonitor	\$0.60	\$1.89	0.0	98,900	3
hostname linux	\$0.00	\$0.00	0.0	573,000	
hostnetway	\$0.00	\$0.00	0.0	27	
hostpro inc	\$0.00	\$0.00	0.0	14,700	
hostrocket free	\$0.00	\$0.00	0.0	332,000	2
hostrocket reviews	\$0.76	\$2.89	0.0	153,000	3
hostrocket web services	\$0.00	\$0.00	0.0	59,800	4
hostservices	\$0.00	\$0.00	0.0	10,500	2
hostvector	\$0.43	\$1.13	0.0	34,700	1
hostways	\$1.05	\$6.53	0.0	1,690	1
how to host your own web site	\$1.01	\$5.63	0.0	11,600,000	20
http: www fasthosts co uk	\$0.00	\$0.00	0.0	56,800	1
httphost asp	\$0.30	\$0.68	0.0	2,350	
httphost asp.net	\$0.00	\$0.00	0.0	168	
httphost environment variable	\$0.00	\$0.00	0.0	249	
httphost javascript	\$0.00	\$0.00	0.0	2,070	
jazzy host	\$0.00	\$0.00	0.0	260,000	6
jodohost	\$0.40	\$1.00	0.0	74,800	1
linux host windows	\$0.00	\$0.00	0.0	1,380,000	18
louisiana web host	\$0.00	\$0.00	0.0	224,000	20
Louisiana Web Host LLC	\$0.00	\$0.00	0.0	314,000	18
low cost web hosts	\$1.04	\$6.31	0.0	1,880,000	21
media temple host review	\$0.00	\$0.00	0.0	181,000	
multiple domain host	\$0.77	\$2.98	0.0	2,430,000	20
multiple domain hosts	\$0.00	\$0.00	0.0	2,780,000	20
mysql host name	\$0.00	\$0.00	0.0	260,000	
mysql host.frm	\$0.57	\$1.74	0.0	10,800	
nbtstat host not found	\$0.00	\$0.00	0.0	6,870	

no ads hosts file	\$0.00	\$0.00	0.0	2,390,000	
no route to host freebsd	\$0.00	\$0.00	0.0	54,400	
php hosts	\$1.02	\$5.82	0.0	645,000	18
php web hosts	\$1.05	\$10.94	0.0	14,600,000	21
qtella host list	\$0.00	\$0.00	0.0	1,210	
remotehost apache	\$0.00	\$0.00	0.0	29,000	3
remotehost asp	\$0.00	\$0.00	0.0	201,000	12
remotehost php	\$0.00	\$0.00	0.0	436,000	
remotely hosted cgi	\$0.00	\$0.00	0.0	1,300,000	3
search webhosts	\$0.00	\$0.00	0.0	865,000	20
servername httpost	\$0.00	\$0.00	0.0	414	
ssh host	\$0.63	\$2.09	0.0	279,000	19
sshd host	\$0.00	\$0.00	0.0	710,000	1
stream host	\$0.75	\$2.80	0.0	1,340,000	
top 10 web hosters	\$0.00	\$0.00	0.0	207,000,000	21
tophost com	\$0.00	\$0.00	0.0	330,000	4
ucvhost	\$0.57	\$1.75	0.0	5,760	2
virtual hosts apache2	\$0.00	\$0.00	0.0	301,000	
virtual hosts ssl	\$0.00	\$0.00	0.0	204,000	2
web host adult	\$0.98	\$5.13	0.0	503,000	19
web host asp net	\$2.48	\$41.28	0.0	17,300,000	21
web host australia	\$1.07	\$9.81	0.0	5,110,000	21
web host comparisons	\$1.07	\$10.09	0.0	2,390,000	21
web host domain	\$1.08	\$9.45	0.0	4,220,000	20
web host frontpage	\$0.90	\$15.06	0.0	231,000	3
web host jsp	\$0.95	\$4.70	0.0	289,000	20
web host providers	\$0.92	\$15.26	0.0	7,250,000	21
web hosters	\$1.08	\$9.13	0.0	375,000	21
web hostinbh	\$0.00	\$0.00	0.0	3	10
web hostion	\$0.00	\$0.00	0.0	11,700	18
web hosts australia	\$1.08	\$7.90	0.0	5,640,000	20
web hosts canada	\$1.08	\$7.98	0.0	3,120,000	21
web hosts cheap	\$1.08	\$8.29	0.0	778,000	21
web hosts comparison	\$1.03	\$11.57	0.0	5,490,000	21
web hosts rated	\$0.00	\$0.00	0.0	420,000	21
web hosts review	\$0.91	\$15.09	0.0	16,100,000	21
web hosts reviews	\$1.02	\$11.91	0.0	16,400,000	21
web hosts uk	\$1.03	\$11.59	0.0	10,600,000	20
webhost com au	\$0.00	\$0.00	0.0	51,400	19
webhost comparison	\$1.08	\$7.70	0.0	1,990,000	21
webhost forum	\$1.00	\$5.57	0.0	240,000	17
webhost reseller	\$1.05	\$6.66	0.0	235,000	20
webhost review	\$1.03	\$11.55	0.0	1,570,000	21
webhosts directory	\$0.00	\$0.00	0.0	82,200	3
webhosts etc com	\$0.00	\$0.00	0.0	53,900	20
webhosts reviews	\$1.08	\$8.28	0.0	121,000	20

webhosts uk	\$0.00	\$0.00	0.0	73,600	20
websitehosts	\$1.03	\$11.59	0.0	2,120	12
wed host	\$0.00	\$0.00	0.0	890,000	20
westhost inc	\$0.00	\$0.00	0.0	31,000	1
westhost inc.	\$0.00	\$0.00	0.0	31,000	1
what is a website host	\$0.00	\$0.00	0.0	37,400,000	7
windows host file location	\$0.00	\$0.00	0.0	48,900,000	
windows host files	\$0.00	\$0.00	0.0	59,000,000	2
windows script host version	\$0.00	\$0.00	0.0	588,000	
windows ssh host	\$0.00	\$0.00	0.0	1,730,000	18

In completing basic keyword research similar data to the above couple of examples would be collected for related keywords eg “cpanel” (a very common and desirable web hosting feature). In practice we discover a significant number of “keyword synonyms”. All data would be stored for **later grouping into suitable group categories (see below)**. This is important to enable a focused Google pay per click campaign or an organic search themed strategy to be followed.

Trying to handle a single large list of keywords in a Google campaign is certain to push up your minimum bid price because this method conflicts with Google’s “Quality Score” requirements.

## Keyword Grouping Analysis

The table below shows an extract from a GROUP REPORTING based upon grouping related keywords from the list of 1,000 discussed earlier. You’ll notice each group is logically organized making it very easy to create themes for organic seo programs and Adwords groupings for a pay per click campaign.

In total 57 distinct groups were organized from the 1,000 keywords ... the table shows just 5 of these.

### ASP HOSTING GROUP

asp hosting
asp hosting canada
asp hosting plans
asp hosting reseller
asp hosting reviews
asp hosting services
asp hosting sql
asp hosting uk
asp mysql hosting
asp net hosting
asp net webhosting
asp php hosting
asp webhosting
asp website hosting

hosting asp
hosting asp mysql
hosting asp net
hosting asp pages
hosting asp sql

**COLD FUSION HOSTING GROUP**

cold fusion hosting
cold fusion hosting australia
cold fusion hosting maryland
cold fusion mx hosting
cold fusion webhosting
coldfusion hosting
coldfusion hosting australia
coldfusion hosting sites

**COLOCATION HOSTING GROUP**

colocation hosting
colocation hosting association
colocation hosting irvine
colocation hosting laguna
colocation hosting new york
colocation hosting newport
colocation hosting oc
colocation hosting orange county
hosting colocation

**DEDICATED HOSTING GROUP**

dedicated hosting
dedicated hosting india
dedicated hosting nj
dedicated hosting ny
dedicated hosting package
dedicated hosting reseller
dedicated hosting review
dedicated hosting reviews
dedicated hosting services
dedicated servers hosting

**DOMAIN HOSTING GROUP**

asp domain hosting
cheap domain hosting
cheap domain name hosting
cheap domain names and hosting
cheap domain names hosting
cheap domain names with hosting
cheap domain registration and hosting
cheapest domain hosting
cheapest domain name hosting
domain hosting

domain hosting canada
domain hosting cheap
domain hosting reseller
domain hosting review
domain hosting reviews
domain hosting service
domain hosting services
domain hosting uk
domain name hosting
domain name hosting australia
domain name hosting canada
domain name hosting cheap
domain name hosting company
domain name hosting fast cheap
domain name hosting reviews
domain name hosting service
domain name hosting services
domain name hosting uk
domain name registration and hosting
domain registration hosting
internet domain name hosting
low cost domain hosting

## What are the Competitors Bidding On? ... ie What Keywords are Working for Them.

Once all data has been compiled from the basic research we turn our attention to discovering profitable keywords being used by competitors in the keyword market. This information in particular is extremely valuable since it tells us exactly what keywords work for that individual bidder. In general unusual keywords not identified in initial research can also be uncovered.

This saves us an enormous amount of time, money and effort because we are piggy-backing on the time, money and effort already expended by other advertisers ... we do this by mining hard to find yet publicly accessible data.

In the table we've shown only the first 30 keywords taken from a hosting campaign belonging to a leading "hosting" advertiser (name withheld deliberately) out of a total of at least 1,312 that the advertiser is bidding on.

Remember when looking at the analyses that the numbers change in real time and that we are looking at a snapshot only.

The data retrieved for this advertiser also shows us **every ad** against **every keyword** in the auction.

Here is just one of the ads being used by this advertiser. I have not shown the correct destination URL to protect the name of the advertiser.

Title	Body Text 1	Body Text 2	Destination URL
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Best 10 Web Hosting Sites	Web Hosting Reviews and Ratings.	All offer Free Setup & Domain Name.	<a href="http://www.xyz.com/">http://www.xyz.com/</a>
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### Top 30 Keywords for a Leading Advertiser in the Web Hosting Market

Position in Auction	Term	Avg. Price	Max Price	Clicks Per Day	Result Count	Ad Count
	1 hosting	\$1.01	\$11.92	7,100	695,000,000	21
	1 host	\$0.90	\$4.13	1,620	340,000,000	20
	1 web hosting	\$0.87	\$14.67	286	322,000,000	21
	1 webhosting	\$1.08	\$7.85	190	81,000,000	21
	1 free web hosting	\$1.08	\$9.26	68	194,000,000	21
	1 cheap web hosting	\$0.90	\$14.13	66	14,300,000	21
	1 website hosting	\$1.06	\$17.73	49	39,900,000	21
	1 webhost	\$1.03	\$6.01	47	6,180,000	20
	1 cheap hosting	\$0.95	\$13.27	26	4,880,000	21
	1 web host	\$1.07	\$9.98	25	23,400,000	21
	1 web site hosting	\$0.94	\$15.67	24	24,700,000	21
	2 dedicated web hosting	\$1.60	\$26.59	22	12,900,000	21
	1 best web hosting	\$0.87	\$14.63	19	8,610,000	21
	2 video hosting	\$0.86	\$3.75	17	14,300,000	21
	1 business web hosting	\$1.40	\$23.30	16	12,400,000	21
	2 bluehost	\$1.08	\$7.82	15	1,630,000	9
	2 ecommerce web hosting	\$1.13	\$18.75	14	4,050,000	21
	3 ipower	\$1.08	\$8.10	13	931,000	9
	1 low cost web site hosting	\$1.06	\$6.86	12	2,210,000	3
	1 small business web hosting	\$1.26	\$20.92	11	2,550,000	21
	1 web hosting service	\$1.11	\$18.48	11	18,600,000	21
	1 low cost web hosting	\$1.18	\$19.69	10	310,000	20
	1 affordable web hosting	\$1.06	\$10.71	9	6,090,000	20
	1 adult web hosting	\$1.08	\$9.64	9	2,270,000	21
	3 yahoo web hosting	\$1.51	\$25.24	9	4,020,000	20
	2 windows hosting	\$0.90	\$14.11	9	11,100,000	21
	27 dedicated server hosting	\$0.92	\$15.35	9	17,900,000	48
	1 web hosting reviews	\$0.97	\$12.82	8	8,020,000	21
	1 domain name web hosting	\$0.98	\$12.75	8	7,410,000	21
	1 best hosting	\$1.01	\$12.05	8	12,000,000	21
	1 web hosting company	\$1.16	\$19.34	8	12,800,000	21
	1 web hosting services	\$1.12	\$18.64	8	17,900,000	21
	5 hostgator	\$1.00	\$15.54	8	1,160,000	10
	4 web hosts	\$1.36	\$22.64	7	72,000,000	48

This kind of market intelligence derived from keyword research is vital in approaching a potential Google Ad campaign if money and time is not to be ...

From the competitor analysis we now know the following (see table below):

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- The keywords being used by each advertiser ... view each advertiser as a competitor.
- The position in the auction the advertiser/competitor is showing at.
- The number of ads against which the advertiser is competing on, by keyword.
- The cost per click the competitor is probably paying for each keyword.
- The number of clicks available per day for each keyword.
- The number of competing pages (for SEO considerations) for each keyword.
- And the exact ad used by the competitor to generate each click.

We can do this for any competitor domain in the database.

If the actual domain is not in the database we can still generate information from other domains in the same sphere of operation. This will still provide meaningful intelligence that can be used to further the efforts of any other campaign in any country.

*Given that we now know exactly what is happening at the keyword level we can make very rational decisions on which to base a strategy to beat other competitors and maximize ROI from a pay per click ad campaign.*

Keyword research can be compiled in depth for any single country or country grouping.

## **Who Else is Competing in This Keyword Market?**

It's important to know who else is competing in the keyword space. The above advertiser's top competitors for common keywords are as follows (ranked in terms of number of common keywords used):

hosting-review.com  
godaddy.com  
rackspace.com  
onewebhosting.com  
startlogic.com  
topcheaphosts.com  
bluehost.com  
hostmysite.com  
networksolutions.com  
hostgator.com

Our keyword research can provide detailed information for each of these competitors including daily clicks, estimates of minimum and maximum daily spends and much more information.

Here's the important point ... By discovering exactly what competitors are doing it becomes quite possible (in fact probable) to beat them in the same keyword market.

## Summary Reports

In addition to detailed information already presented a domain wide summary is available as in this image below showing the Google Adwords performance for the domain “hosting-review.com” shows. Total clicks per day means all clicks from all keywords that lead to that domain. Avg clicks per day is all clicks divided by all ads shown.



A similar summary for each keyword can be made available as in the following summary for the keyword “hosting”.



## Keyword Research is Only the Start

As much as expert keyword research and analysis is **critically important** it is only part of what is needed to convert traffic to sales.

We can provide you with the most perfect keyword data possible but if it doesn't convert to sales because of other weaknesses in a website design for example then it has limited usefulness.

In addition to our keyword research and analysis service we are happy to consult and provide these other components of a web marketing strategy:

1. Advice on the correct structuring of a website to convert traffic to sales.
2. Advice on how to apply the keyword analysis to obtain free organic listings in all search engines.
3. Advice on how to set up and run an effective email campaign to build a strong list of potential prospects.
4. Management of any Google Adwords campaign.

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