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# **One Way To Look At PPC WEB SPY**

The PPC Web Spy by Brad Callen. Not being a fan of spy tools especially because most are so complex and time consuming they don't appeal to me. When I heard about Brad Callen's PPC WebSpy, I wasn't too excited. In the back of my mind I kept thinking about checking it out. And so I finally decided to take a look at it and see what was what. I went to the site and watched the first video and I didn't even scroll down, didn't read the sales pitch page and just went ahead to a copy. The basic level is absolutely free. This means that you can go to PPC WebSpy Page now and get your copy absolutely free. It is important for you to understand what would this tool do for you, and that is why I did this review, and the list of recommended products that are out there also.

What PPC WebSpy does for you? PPC WebSpy is a Tool that allows you to see the keywords your competitors are bidding on to drive the traffic to their sites. So if you are selling computer motherboards, you can see what keywords other advertisers are using on their site, you can use the same keywords and compete with your competitors in the real sense, or you can find keywords that they are NOT using, so you can get an edge. You can also get a list of all the keywords all the advertisers in that niche are using, and make your monster campaign to make sure you don't leave any stone uncovered.

What was most liked about PPC WebSpy is the fact that it is not a membership site where you have to pay a recurring monthly fee, nor do you have to depend on their site to show you the results. The WebSpy works in realtime as you browse the internet. Simply point your browser to Google.com, search for the term and you're set. You will see buttons below each ad that states "View Keywords", and by clicking you will see all the keywords that particular advertiser is using.

The information that PPC WebSpy show me? That is the right question. Because just a list of keywords that the advertiser is using will be a great asset, but it will still leave room for you to do your homework. The PPC WebSpy will show you: - Average Position for each keyword. - Average CPC (Cost per Click). - Max CPC (Maximum Cost per Click set by the advertiser). - Clicks / Day (number of clicks these keywords get in one day). - Cost / Day (Cost of each keyword per day).

The Information that not only will you be ready to compete, but also you can get enough data to get an idea of how competitive this niche is and should you venture into it or not. A few minutes of your time is recommend to visit PPC WebSpy Download Area to watch this video that's all it takes. Once you get your copy of PPC WebSpy, you will also get included two bonuses and an opportunity to ACTUALLY make a residual income, so keep your eyes and ears open to what Brad has to say.

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