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A Review Of The PPC Web Spy By Brad Callen

What is the PPC Web Spy? PPC Web Spy is a small plugin that can easily be integrated with Firefox. It's a keyword research tool that lets you know the Google Adwords keywords even as you browse through your competitors' ads. The software is developed by Brad Callen, and allows you to see ppc keywords of the site you are visiting.

How would PPC Web Spy and on whom? PPC Web Spy is meant for Internet Marketers who use Google Adwords. PPC Web Spy is a small-size Firefox plugin that lets you know the keywords used by your competitors in Google Adwords. It is free to use, requiring only a sign up. However, users can upgrade to PPC Web Spy Platinum to get extended features. Keywords are key to marketing success on web. Apt use of keywords is what attracts traffic - and potential buyers - to your website.

Unsuitable keyword use won't get you many visitors, even if you are out there with a groundbreaking product. Knowing keywords used by successful competitors is certainly an eye opener that can script your turnaround. This keyword research tool has a real-time action - it will tell you the keywords even as you browse through Google Ads. Not only this, PPC Web Spy gives you information such as cost per click and Adwords rank, thus helping you to estimate your online advertising cost. Extended analysis features are also given to the platinum users.

Features and Benefits of PPC Web Spy * Saves Time: Extensive keyword research is a time taking and complicated process. PPC Web Spy saves time by providing information about keywords used by successful competitors. * Provides Critical Information: It provides information such as ad text for a particular keywords, cost per click, Adwords ranks of competitors' ads and Google Adwords expenditure of the competitor. * Generates Targeted Keyword List: List of targeted keywords can be generated simply by entering competitor's domain name. * Platinum Features: Affiliate feature and extended analysis feature.

The PPC Web Spy Pros * Real-time action * Small size which functions from inside the browser * Extensive information on competitors' campaign * Easy to use

PPC Web Spy Cons No keyword tool is 100% accurate PPC Web Spy Pricing PPC Web Spy is "currently" free, but It's not guaranteed that it will be free forever.

Similar products out there are- Keyword Spy- KeywordSpy currently operates in USA, United Kingdom, Australia and Canada. Through this keyword tool and keyword software, you can perform advanced keyword research and keyword tracking to study what your competitors have been advertising in their Adwords campaigns and Other PPC campaigns. You can now get complete in-depth analysis, stats, budget, affiliates & ad copies of your competitors. (c) 2009 Keywordspy.com All Rights Reserved.

Best ideas for Using PPC Web Spy * Use PPC Web Spy to know the keywords your competition is using in Google Adwords * Find out ad campaign information, including financial, of your competition * Generate your list of keywords * Use Platinum feature to place your affiliate link at 1st or 2nd rank on Google * Use PPC Web Spy to find profitable markets * Use PPC Web Spy to find popular keywords

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