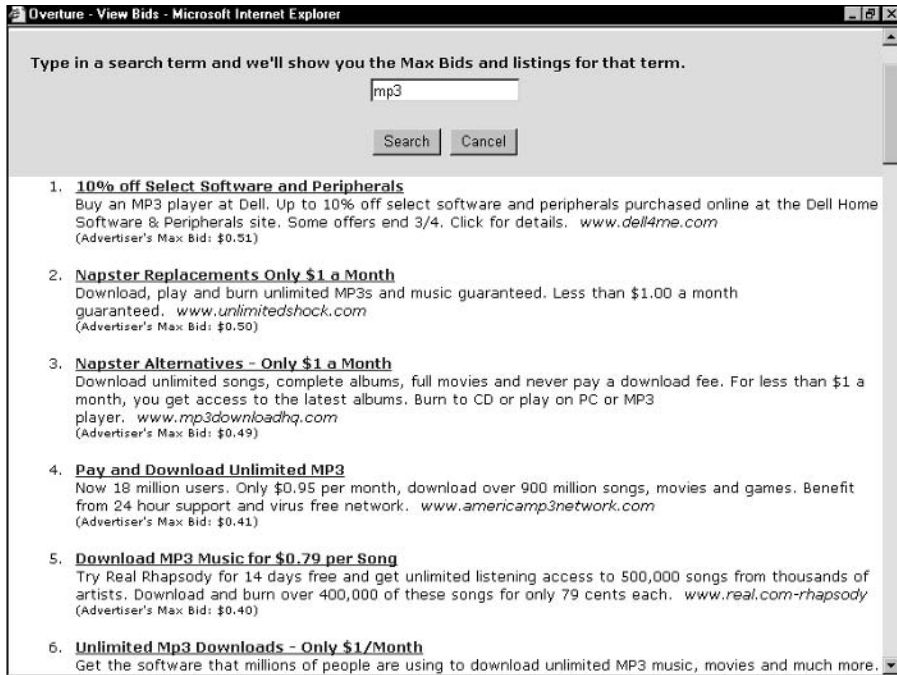


**Figure 13-2:**  
Overture divulges its inventory of ads for search terms and the amount the advertiser bid for that keyword.



Keyword-bid research isn't of much value, however, if you can't think of related keywords. Google's Keyword Suggestion Tool (in the AdWords account) creates spectacular lists of related keywords, and is free to use after opening an AdWords account. Overture provides a similar service, at this URL:

[inventory.overture.com](http://inventory.overture.com)

Figure 13-3 illustrates the results of Overture's Search Term Suggestion Tool. Notice that in addition to spitting out a list of related terms, Overture divulges the search count for each term and presents the list in order of search term popularity.

Wordtracker is another popular keyword suggestion tool, with added features that calculate how popular the keywords are as search terms in various search engines. The service is located here:

[www.wordtracker.com](http://www.wordtracker.com)

Wordtracker does not attempt to gauge bid value. The service is used by advertisers and site optimizers to target subject niches. I discuss Wordtracker comprehensively in Chapter 3.