	🗿 Overture - View Bids - Microsoft Internet Explorer 📃 🗷 🗶
	L
	Type in a search term and we'll show you the Max Bids and listings for that term.
	mp3
	Search Cancel
	<ol> <li><u>10% off Select Software and Peripherals</u> Buy an MP3 player at Dell. Up to 10% off select software and peripherals purchased online at the Dell Home Software &amp; Peripherals site. Some offers end 3/4. Click for details. www.dell4me.com (Advertiser's Max Bid: \$0.51)</li> </ol>
	2. Napster Replacements Only \$1 a Month
Figure 13-2:	Download, play and burn unlimited MP3s and music guaranteed. Less than \$1.00 a month guaranteed. www.unlimitedshock.com
Overture	(Advertiser's Max Bid: \$0.50)
divulges its	3. Napster Alternatives - Only \$1 a Month
inventory of	Download unlimited songs, complete albums, full movies and never pay a download fee. For less than \$1 a month, you get access to the latest albums. Burn to CD or play on PC or MP3
ads for	player. www.mp3downloadhq.com
search	(Advertiser's Max Bid: \$0.49)
oouron	<ol> <li>Pay and Download Unlimited MP3 Now 18 million users. Only \$0.95 per month, download over 900 million songs, movies and games. Benefit</li> </ol>
terms and	from 24 hour support and virus free network. www.americamp3network.com
the amount	(Advertiser's Max Bid: \$0.41)
the adver-	5. Download MP3 Music for \$0.79 per Song
tiser bid	Try Real Rhapsody for 14 days free and get unlimited listening access to 500,000 songs from thousands of artists. Download and burn over 400,000 of these songs for only 79 cents each. www.real.com-rhapsody
for that	(Advertiser's Max Bid: \$0.40)
keyword.	<ol> <li>Unlimited Mp3 Downloads - Only \$1/Month Get the software that millions of people are using to download unlimited MP3 music, movies and much more.</li> </ol>

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
```

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
```

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.