

Great tip:

Step 1: Go to [SpyFu](#)

Step 2: Type any keyword and hit the "Search" button

Step 3: Look at the 2nd table with the title "Ads"

Note: If I were to tell you those ads that appear in the table are 1 MONTH OLD, do you get the full picture of how it works now? If not, please read on...

(Sidenote: If you're not convinced that those ads are 1 MONTH OLD, then look at the very 1st table, do you see the "View Cached Page" link on the right? Give it a hit and you'll be convinced )

Step 4: Go to Google and type in the same keyword as you did earlier

Step 5: Cross-check the ads that appear on Spyfu.com against those on Google.

Then ask yourself, "Do the majority of the ads on Spyfu.com and Google appear similar or different?" (To make things easier, you only want to check the 1st page of Google) If they are largely similar, then there's good chance the keyword IS profitable!