

## Top 10 Search Terms in 10 Categories, October 2008

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Related Categories: Web Marketing

Below, the top 10 search terms by search volume.

<b>Top 10 Search Terms by Category, Four Weeks Ending November 1, 2008 (%)</b>			
<b>IT and Internet</b>		<b>Automotive Manufacturers</b>	
<b>Search Term</b>	<b>Search Volume</b>	<b>Search Term</b>	<b>Search Volume</b>
paypal	5.50	toyota	1.89
paypal.com	1.25	honda	1.76
paypal login	0.92	harley davidson	1.27
www.paypal.com	0.65	ford	1.17
people search	0.61	nissan	0.88
pay pal	0.51	hyundai	0.86
experian	0.43	honda motorcycles	0.79
auctiva	0.29	chevrolet	0.74
intelius	0.28	oreilly auto parts	0.71
bill me later	0.20	dodge	0.70
<b>Movies</b>		<b>Net Communities and Chat</b>	
<b>Search Term</b>	<b>Search Volume</b>	<b>Search Term</b>	<b>Search Volume</b>
netflix	2.22	myspace	7.03
imdb	1.47	youtube	2.52
blockbuster	0.62	myspace.co	2.42
twilight	0.49	facebook	1.91
fandango	0.48	www.myspace.com	0.88
movies	0.43	my space	0.74
netflix.com	0.39	you tube	0.67
redbox	0.23	youtube.com	0.39
regal cinemas	0.23	facebook.com	0.33
cinemark	0.23	facebook login	0.29
<b>Food and Beverage Brands and Manufacturers</b>		<b>Pharmaceutical and Medical Products</b>	
<b>Search Term</b>	<b>Search Volume</b>	<b>Search Term</b>	<b>Search Volume</b>
pizza hut	2.72	viagra	0.43
mcdonalds	1.45	cialis	0.37
pepsistuff.com	1.30	cymbalta	0.34
starbucks	0.81	lexapro	0.28

subway	0.75	bipolar disorder	0.24
dominos	0.73	lyrica	0.21
candystand	0.55	abilify	0.21
pepsi stuff	0.53	zenni optical	0.20
kfc	0.43	pfizer	0.20
betty crocker	0.41	merck	0.20
<b>Blogs and Personal Web Sites</b>		<b>Broadcast Media</b>	
<b>Search Term</b>	<b>Search Volume</b>	<b>Search Term</b>	<b>Search Volume</b>
perez hilton	0.33	cnn	4.67
daily kos	0.33	fox news	3.26
we blog+kansas	0.21	msnbc	1.85
360	0.19	cnn.com	1.46
dailykos	0.18	news	1.05
perezhilton.com	0.17	cnn news	0.64
wise bread	0.16	abc news	0.63
just jared	0.15	bbc news	0.61
yahoo 360	0.14	bloomberg	0.51
michael savage	0.14	foxnews	0.50
<b>Shopping Rewards and Directories</b>		<b>Travel Destinations and Accommodations</b>	
<b>Search Term</b>	<b>Search Volume</b>	<b>Search Term</b>	<b>Search Volume</b>
coupons	0.42	hotels.com	0.41
grocery coupons	0.25	disneyland	0.28
free samples	0.24	holiday inn	0.24
black friday 2008	0.21	carnival cruise	0.22
black friday	0.20	disney world	0.22
free stuff	0.19	holiday inn express	0.17
consumer reports	0.17	trip advisor	0.17
free coupons	0.13	marriott	0.15
mycokerewards.com	0.13	best western	0.15
mycokerewards	0.12	las vegas	0.15
<b>View: <a href="#">Top 10 Search Terms by Category, Four Weeks Ending September 27, 2008</a></b>			