



## Adwords Advertisers (AWA)

The AWA Filter Is Located In The "Keyword Research" Module Under The "Competition" Section

The screenshot shows the Market Samurai interface for the keyword "trout fishing". The "Keyword Research" section is active, and the "Competition" filters are expanded. A red box highlights the "Adwords Advertisers (AWA)" filter, which is currently selected. Other filters in the "Competition" section include SEO Comp (SEOC), Title Comp (SEOTC), Title/Comp (SEOTCR), and Adwords Comp (AWC). The "Commerciality" section includes OCI, Adwords Value (AWV), and SEO Value (SEOV). The "Adwords" section includes Adwords Traffic (AWT), Adwords CTR (AWCTR), and Adwords CPC (AWCPC). The "Organic" section includes Total Searches, SEO Traffic (SEOT), and Phrase-to-Broad (PBR). The "Match Type" is set to "Broad". The table below shows a list of keywords with their respective filters checked or unchecked.

Keyword	Adwords Advertisers (AWA)	Adwords Comp (AWC)	OCI	Adwords Value (AWV)	SEO Value (SEOV)
fishing	✓	✓	✓	✓	✓
trout	✓	✓	✓	✓	✓
fishing charters	✓	✓	✓	✓	✓
fishing trips	✓	✓	✓	✓	✓
deep sea fishing	✓	✓	✓	✓	✓
sport fishing	✓	✓	✓	✓	✓
bass fishing	✓	✓	✓	✓	✓
fishing charter	✓	✓	✓	✓	✓
fishing tackle	✓	✓	✓	✓	✓
fishing boats	✓	✓	✓	✓	✓
salmon fishing	✓	✓	✓	✓	✓
trout fishing	✓	✓	✓	✓	✓
fishing boat	✓	✓	✓	✓	✓

This close-up view shows the "Competition" filters section. The "Adwords Advertisers (AWA)" filter is highlighted with a red box. Other filters in the "Competition" section include SEO Comp (SEOC), Title Comp (SEOTC), Title/Comp (SEOTCR), and Adwords Comp (AWC). The "Commerciality" section includes OCI, Adwords Value (AWV), and SEO Value (SEOV). The "Adwords" section includes Adwords Traffic (AWT), Adwords CTR (AWCTR), and Adwords CPC (AWCPC). The "Organic" section includes Total Searches, SEO Traffic (SEOT), and Phrase-to-Broad (PBR). The "Match Type" is set to "Broad". The table below shows a list of keywords with their respective filters checked or unchecked.

Keyword	Adwords Advertisers (AWA)	Adwords Comp (AWC)	OCI	Adwords Value (AWV)	SEO Value (SEOV)
fishing	✓	✓	✓	✓	✓
trout	✓	✓	✓	✓	✓
fishing charters	✓	✓	✓	✓	✓
fishing trips	✓	✓	✓	✓	✓
deep sea fishing	✓	✓	✓	✓	✓
sport fishing	✓	✓	✓	✓	✓
bass fishing	✓	✓	✓	✓	✓
fishing charter	✓	✓	✓	✓	✓
fishing tackle	✓	✓	✓	✓	✓
fishing boats	✓	✓	✓	✓	✓
salmon fishing	✓	✓	✓	✓	✓
trout fishing	✓	✓	✓	✓	✓
fishing boat	✓	✓	✓	✓	✓



## How To Gather AWA Information

The screenshot shows a software interface for gathering Adwords Advertisers (AWA) information. It features a filter selection area at the top, a table of results, and action buttons at the bottom.

**Filter Selection:**

- Competition:**
  - SEO Comp (SEOC) +
  - 1**  Title Comp (SEOTC) +
  - Title/Comp (SEOTCR) +
  - Adwords Advertisers (AWA) +**
  - Adwords Comp (AWC) +
- Commerciality:**
  - OCI +
  - Adwords Value (AWV) +
  - SEO Value (SEOV) +

**2** **Analyze Keywords** **Hide Column Filters**

**Keyword (200 active, 0 removed, 0 filtered)**

	<b>AWA</b> ▲		
	1,036 ↗	✍	✕
	517 ↗	✍	✕
	337 ↗	✍	✕
	278 ↗	✍	✕
	195 ↗	✍	✕
	189 ↗	✍	✕
	189 ↗	✍	✕
	189 ↗	✍	✕
	167 ↗	✍	✕
	162 ↗	✍	✕
	162 ↗	✍	✕
	156 ↗	✍	✕
	137 ↗	✍	✕

**3**

\* estimated value

« **Modify Keywords** **Export**

To gather AWA information:

- 1) Check the "Adwords Advertisers (AWA)" filter.
- 2) Click "Analyze Keywords"
- 3) The results for the number of advertisers display in a column



## Filtering Further

---

<input checked="" type="checkbox"/> <b>Competition:</b>	<input type="checkbox"/> <b>Competition:</b>
<input type="checkbox"/> SEO Comp (SEOC) <input type="button" value="+"/> <input type="checkbox"/> OC	<input type="checkbox"/> OC
<input type="checkbox"/> Title Comp (SEOTC) <input type="button" value="+"/> <input type="checkbox"/> Adv	<input type="checkbox"/> Adv
<input type="checkbox"/> Title/Comp (SEOTCR) <input type="button" value="+"/> <input type="checkbox"/> SEC	<input type="checkbox"/> SEC
<input checked="" type="checkbox"/> Adwords Advertisers (AWA) <input type="button" value="+"/> <input type="button" value="+"/>	
<input type="checkbox"/> Adwords Comp (AWC) <input type="button" value="+"/>	

---

**Keyword (200 active, 0 removed, 0 filtered)**

To filter further, click on the "+" button to the right of the Adwords Advertisers (AWA) text.

## Select A Maximum Number

---

<input checked="" type="checkbox"/> <b>Competition:</b>	<input type="checkbox"/> <b>Competition:</b>
<input type="checkbox"/> SEO Comp (SEOC) <input type="button" value="+"/> <input type="checkbox"/> OC	<input type="checkbox"/> OC
<input type="checkbox"/> Title Comp (SEOTC) <input type="button" value="+"/> <input type="checkbox"/> Adv	<input type="checkbox"/> Adv
<input type="checkbox"/> Title/Comp (SEOTCR) <input type="button" value="+"/> <input type="checkbox"/> SEC	<input type="checkbox"/> SEC
<input checked="" type="checkbox"/> Adwords Advertisers (AWA) <input type="button" value="-"/>	
<input type="checkbox"/> Adwords Comp (AWC) <input type="button" value="+"/> <input type="text" value="max: 15"/>	

---

---

Enter the maximum number of advertisers you believe you can compete with and press "Enter" or "Return" on your keyboard.



## View the Filtered Results

- Competition:**
- SEO Comp (SEOC) +
  - Title Comp (SEOTC) +
  - Title/Comp (SEOTCR) +
  - Adwords Advertisers (AWA) -  
max:
  - Adwords Comp (AWC) +
- Commerciality:**
- OCI +
  - Adwords Value (AWV) +
  - SEO Value (SEOV) +

Analyze Keywords

Hide Column Filters

Keyword (152 active, 0 removed, 48 filtered)

	AWA ▲		
	156 ↗	✓	
	14 ↗	✓	✕
	14 ↗	✓	✕
	14 ↗	✓	✕
	12 ↗	✓	✕
	12 ↗	✓	✕
	10 ↗	✓	✕
	10 ↗	✓	✕
	9 ↗	✓	✕
	9 ↗	✓	✕
	9 ↗	✓	✕
	8 ↗	✓	✕

\* estimated value

« Modify Keywords

Export

The filtered results now display in the AWA column.

**(Note:** The seed keyword remains in the list. Hence why there is a number higher than 15 still displaying at the top.