

Profitable Niche Report

For "Rent A Car"

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The **Keyword Effectiveness Index (KEI)** compares the number of times a keyword has appeared (its popularity) with the number of web pages which are competing for it (the search results) and returns a number based on that comparison.

The KEI formula is:

$KEI = P^2 / S = P / S * P$ Where: **S = Search Results** and **P = Popularity**

For a more detailed explanation, you can read the article published by Wordtracker by [clicking here](#).

Basic Rule: The higher the KEI, the more popular your keywords are, and the less competition they have - therefore, the better chance you have on ranking high on it.

Basic Rule 2: Keywords with 10 or more competing ads indicate people using those search terms are spending money. Otherwise the PPC advertisers wouldn't be paying for those clicks.

Thank you for downloading this free report. To get more Profitable Niche reports on other keywords please visit <http://www.profitable-niche.com>

Or possibly you would like to get your own copy of Niche Inspector so you can run these reports yourself. If so [click here](#)

Would you like to learn step by step how to capitalize on one of these Niches? If so I highly recommend checking [out this link](#).

Keyword	Searches	Google Pages	Google KEI	G Ads	Exact Match CPC
car rental	1,080,103	3,720,000	313,608.20	52	\$4.41 - \$5.51
budget car rental	103,540	913,000	11,742.09	8	\$10.84 - \$13.55
cheap car rental	83,361	1,200,000	5,790.88	52	\$2.43 - \$3.03
discount car rental	72,325	528,000	9,907.02	53	\$1.95 - \$2.44
national car rental	72,302	1,190,000	4,392.92	4	\$10.13 - \$12.66
thrifty car rental	59,010	947,000	3,677.06	10	\$14.46 - \$18.07
airport car rental	54,183	470,000	6,246.38	38	\$2.44 - \$3.05
alamo car rental	41,133	431,000	3,925.58	5	\$4.25 - \$5.31
cheapest car rental	37,334	131,000	10,639.91	51	\$2.50 - \$3.13
australia car casino rental	22,884	31,900	16,416.22	9	N/A
las vegas car rental	21,583	117,000	3,981.42	55	\$3.79 - \$4.74
car rental las vegas nv	16,872	46,400	6,135.01	28	\$3.21 - \$4.02
cancun car rental	16,036	55,100	4,667.03	35	\$2.67 - \$3.33
car rental company	15,352	869,000	271.21	44	\$3.75 - \$4.68
exotic car rental	14,743	245,000	887.17	43	\$3.24 - \$4.05
enterprise car rental coupon	13,654	42,000	4,438.85	3	\$1.72 - \$2.15
luxury car rental	12,328	290,000	524.07	53	\$3.25 - \$4.06
car rental ireland	11,158	335,000	371.64	48	\$5.35 - \$6.68
orlando car rental	10,202	92,400	1,126.42	54	\$4.17 - \$5.21
car rental los angeles	10,199	104,000	1,000.19	52	\$7.23 - \$9.04
one way car rental	9,697	76,300	1,232.40	41	\$3.89 - \$4.87
car rental coupon	8,821	177,000	439.6	41	\$1.54 - \$1.93
florida car rental	8,726	110,000	692.21	52	\$4.04 - \$5.05
maui car rental	8,205	36,800	1,829.40	47	\$4.40 - \$5.50
car rental orlando fl	7,840	17,000	3,615.62	35	\$3.98 - \$4.97
miami car rental	7,726	66,600	896.26	54	\$4.87 - \$6.09
new york city car rental	7,408	23,700	2,315.55	29	\$2.82 - \$3.52
rental car in new zealand	6,858	24,400	1,927.55	30	\$4.57 - \$5.71
cyprus car rental	6,116	57,000	656.24	27	\$5.59 - \$6.98
hawaii car rental	5,958	78,700	451.05	48	\$4.64 - \$5.80
rental car in costa rica	5,812	21,600	1,563.86	28	\$5.80 - \$7.25
car rental houston	5,738	49,500	665.14	44	\$4.52 - \$5.64
car rental san francisco	5,651	51,900	615.29	53	\$3.02 - \$3.78
car rental deal	5,625	70,700	447.53	47	\$2.95 - \$3.69
car france nancy rental	5,525	6,040	5,053.91	11	N/A
car rental in	5,388	1,810,000	16.04	28	\$6.34 - \$7.93
car rental italy	5,301	97,900	287.03	54	\$4.28 - \$5.35
lax car rental	4,951	24,400	1,004.61	43	\$4.39 - \$5.48
car rental chicago	4,884	53,100	449.22	52	\$4.87 - \$6.09
europa car rental	4,859	75,500	312.71	37	\$5.87 - \$7.34
car rental san diego	4,763	59,000	384.51	51	\$3.82 - \$4.78
california car rental	4,436	51,200	384.34	44	\$2.93 - \$3.66
car rental atlanta	4,375	46,100	415.2	48	\$3.28 - \$4.09
car haifa israel rental	4,172	4,550	3,825.40	10	N/A
car rental boston	4,152	35,300	488.36	49	\$4.18 - \$5.22
car rental new york	4,116	105,000	161.35	49	\$4.57 - \$5.71
car rental honolulu	4,055	24,900	660.36	47	\$4.67 - \$5.84
nashville rental car	4,050	10,900	1,504.82	42	\$2.75 - \$3.44

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london car rental	4,044	63,300	258.36	51	\$4.94 - \$6.17
arab car dubai emirates rental	4,022	2,590	6,245.75	2	N/A
car rental canada	4,001	104,000	153.92	44	\$3.44 - \$4.31
car rental uk	3,949	180,000	86.64	52	\$5.17 - \$6.47
car da lat nam rental viet	3,946	1,290	12,070.48	4	N/A
car rental dallas	3,884	33,800	446.32	45	\$5.05 - \$6.31
car rental phoenix	3,861	52,400	284.49	48	\$3.42 - \$4.28
car rental fort lauderdale	3,583	22,800	563.07	51	\$2.89 - \$3.61
fox car rental	3,508	29,200	421.44	8	\$3.46 - \$4.33
paris car rental	3,473	28,600	421.74	46	\$3.69 - \$4.61
car finland nokia rental	3,465	7,450	1,611.57	8	N/A
car rental agency	3,459	397,000	30.14	39	\$4.17 - \$5.21
car rental toronto	3,419	71,100	164.41	45	\$2.74 - \$3.43
car rental discount code	3,300	37,100	293.53	29	\$1.10 - \$1.38
car rental discount coupon	3,235	41,100	254.63	16	\$2.58 - \$3.23
car rental denver	3,185	54,100	187.51	45	\$3.16 - \$3.95
car rental savannah ga	3,173	6,010	1,675.20	19	\$3.27 - \$4.09
car rental fort lauderdale fl	3,169	5,900	1,702.13	22	\$2.27 - \$2.84
mexico car rental	3,163	30,100	332.38	27	\$2.31 - \$2.89
car rental cancan mexico	3,151	41,700	238.1	19	\$3.70 - \$4.63
car lagos nigeria rental	3,132	3,560	2,755.46	3	N/A
budget car and truck rental	3,068	97,300	96.74	2	\$8.66 - \$10.82
car rental spain	3,037	109,000	84.62	45	\$8.44 - \$10.54
portugal car rental	3,032	35,500	258.96	38	\$7.32 - \$9.15
orlando airport car rental	2,946	12,000	723.24	38	\$2.96 - \$3.70
car rental virginia beach va	2,845	4,870	1,662.02	13	\$1.42 - \$1.77
budget car rental coupon	2,791	28,400	274.28	10	\$1.30 - \$1.62
memphis rental car	2,784	8,700	890.88	38	\$2.82 - \$3.52
myrtle beach car rental	2,755	886	8,566.62	36	\$2.83 - \$3.54
ace car rental	2,706	21,900	334.36	12	\$2.11 - \$2.64
car rental hong kong china	2,705	5,760	1,270.32	4	N/A
car rental goa india	2,690	8,830	819.49	8	N/A
car rental germany	2,631	72,700	95.22	43	\$5.12 - \$6.41
las vegas rental car	2,619	38,600	177.7	54	\$2.72 - \$3.40
car rental tampa	2,603	49,900	135.78	51	\$2.99 - \$3.74
rental car in puerto rico	2,588	697	9,609.39	16	\$2.77 - \$3.46
car rental australia	2,582	115,000	57.97	37	\$2.60 - \$3.25
kathmandu nepal rental car	2,564	3,730	1,762.49	4	N/A
rome car rental	2,557	22,200	294.52	44	\$3.61 - \$4.51
car rental phoenix az	2,550	1,200	5,418.75	30	\$3.24 - \$4.05
ez car rental	2,545	21,800	297.11	11	\$3.29 - \$4.11
car rental seattle	2,516	40,200	157.47	52	\$3.65 - \$4.57
car rental fort myers fl	2,515	3,500	1,807.21	20 a to give estimates.	
car rental miami fl	2,475	11,300	542.09	33	\$3.11 - \$3.89
accra car ghana rental	2,472	4,230	1,444.63	3	N/A
car national rental reservation	2,470	636	9,592.61	7 a to give estimates.	
cheap car rental florida	2,469	13,100	465.34	38	\$4.08 - \$5.10
car rental chattanooga	2,440	6,500	915.94	29	\$2.50 - \$3.13

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france car rental	2,410	55,300	105.03	42	\$4.51 - \$5.63
car rental in orlando florida	2,405	15,200	380.53	27	\$3.63 - \$4.53
car rental rate	2,403	68,400	84.42	42	\$3.21 - \$4.01
kauai car rental	2,400	11,200	514.29	28	\$4.98 - \$6.23

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