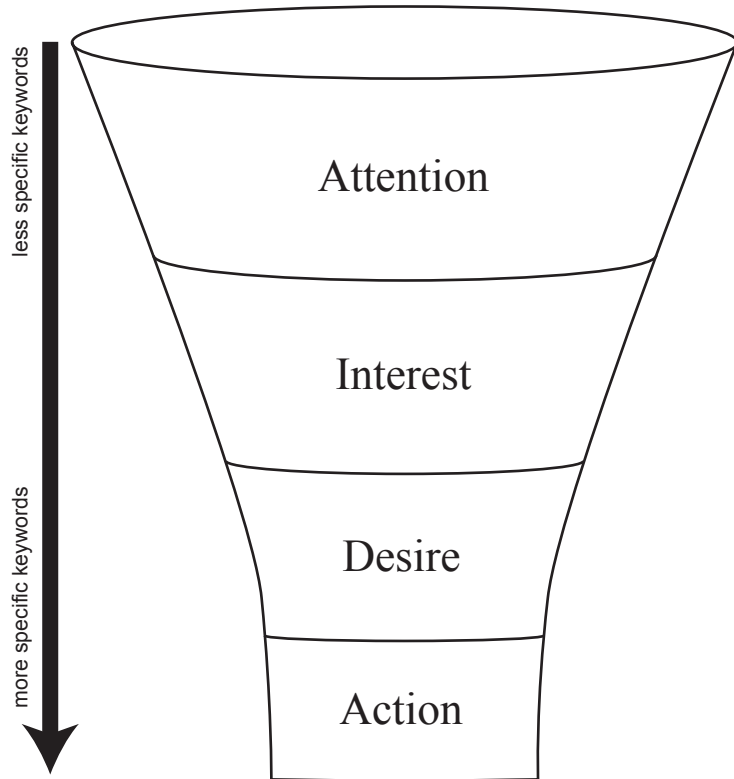


AIDA Decision Phases



Phase description	Keyword types	Number of searches per search term	Keyword example
Just looking around	Group names	Huge amounts	"laptops"
Interested in product	Characteristics	Large amounts	"15 inch laptop"
Wants product	Specifications	Moderate amounts	"acer aspire"
Buys product	Exact descriptions	Small amounts	"buy acer 9412 1024mb"