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| Category of Products | Keywords |
| Mobile Phones   | ‘Buy Mobile Online’, ‘Best mobile Phone’, ‘Cellphone’, ‘Mobile phone deals’, ‘Phone deals’. |
| Men and Women Fashion Wears | ‘Online Clothing Stores’, ‘Online Clothes Shopping’‘Cheap Men’s Designer’, ‘Designer Clothing’, ‘Online Fashion Clothing’, ‘Cheap Online Clothes Shop’ |
| Make-up and Cosmetics | ‘Beauty Products’, ‘Buy Cosmetics’, ‘How to apply eye makeup’, ‘Lip cosmetics’, ‘Discount makeup’, ‘Cosmetics Brand’, ‘Beauty and makeup’, ‘Natural Cosmetics’. |
| Kids Clothing | ‘Baby Girl Outfits’, ‘Baby Outfit’, ‘Newborn Dresses’, ‘Baby Fashion’, ‘Newborn Boy Outfits’, ‘Kids Clothing Stores’, ‘Best Baby Clothes Stores’ |
| Sporting Goods | ‘Sports Gear’, ‘Sports Equipment’, ‘Sport Equipment Sale’, ‘Sport Store’, ‘Sporting Wear Stores’ |
| Books | ‘Books online’, ‘Online books’, ‘English Books Online’, ‘College Textbooks’, ‘Textbooks’, ‘Online Book Purchase Site’, ‘Book Shop’,  |
| Household Appliances | ‘Home Appliances’, ‘Small Home Appliances’, ‘Appliances at Home’, ‘Household Electronics’, ‘Household Equipments’, ‘Household Devices’, ‘Electrical Appliance’ |
| Food & Beverage  | ‘Food & Beverage’, ‘Beverages’, ‘Food and Beverages Company’, ‘Food and Drink Website’, ‘Food Industry’ ‘New Food and Beverage Products’ |
| Jewellery and Watches  | ‘Fine Watches’, ‘Pocket Watches’, ‘Sport Watches’, ‘Digital Watches’, ‘Diamonds’, ‘Jewelry and Watches’ |
| Computers and Laptops | ‘Budget Laptops’, ‘Best Laptops’, ‘Notebooks’, ‘Portable Computers’, ‘Laptops Online’, ‘Best Office Laptop’ ‘Best Gaming Laptop’ |