keyword reasearch					
keyword	avg. monthly search	competiton	top of page bid [low range]	top of page bid [high range]	neagative keyword
best server for website hosting	100 – 1K	High	\$3.12	\$13.64	
buy server for website	10 – 100 High	High	\$8.97	\$50.75	
web server price	10 – 100	100 High	\$4.30	\$21.01	
cheap and best cloud hosting	10 – 100	100 Medium	\$7.92	\$20.09	
compitior finder					
https://www.spyfu.com/					
https://www.similarweb.com/					
https://follow.net/					