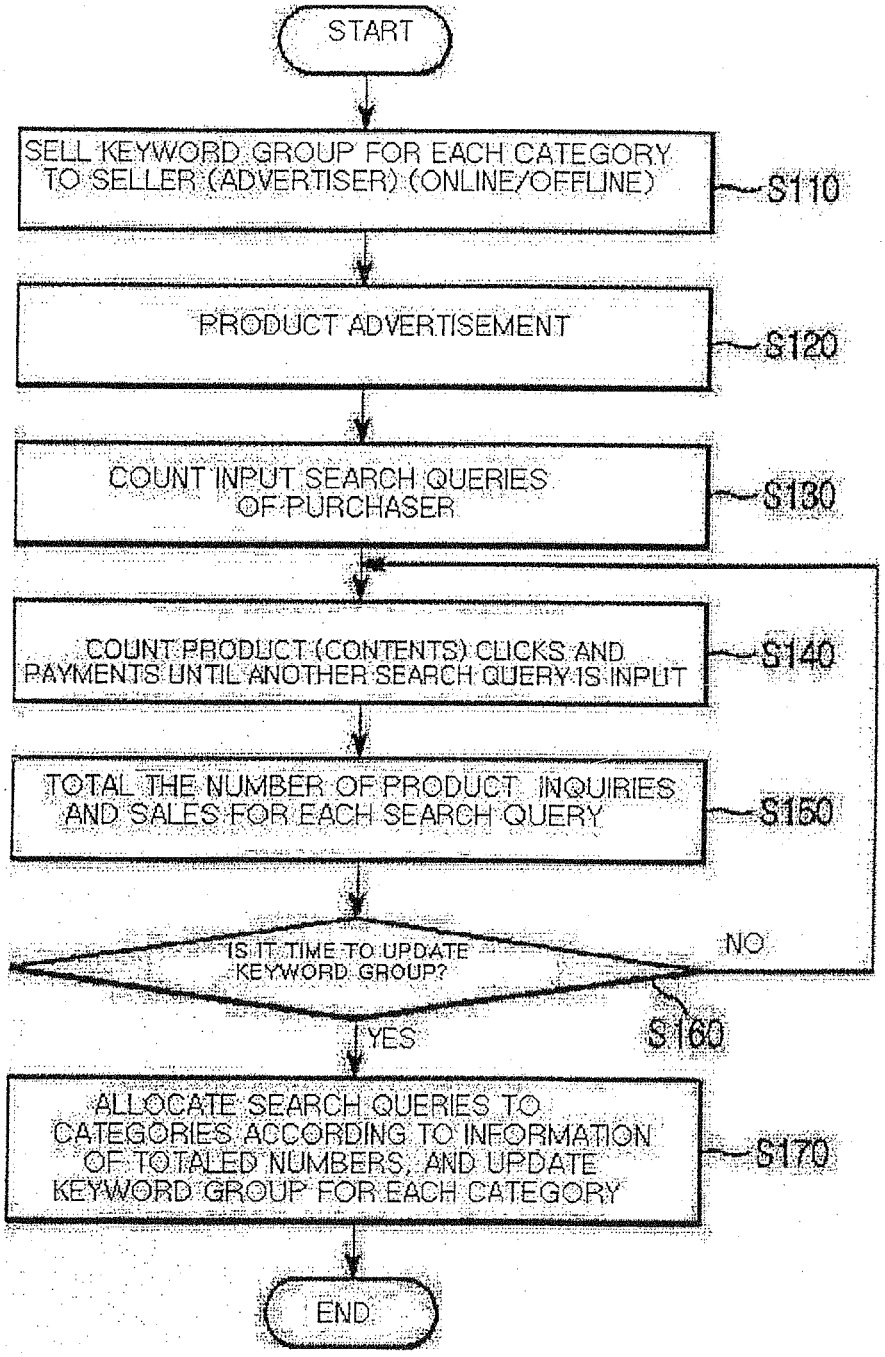
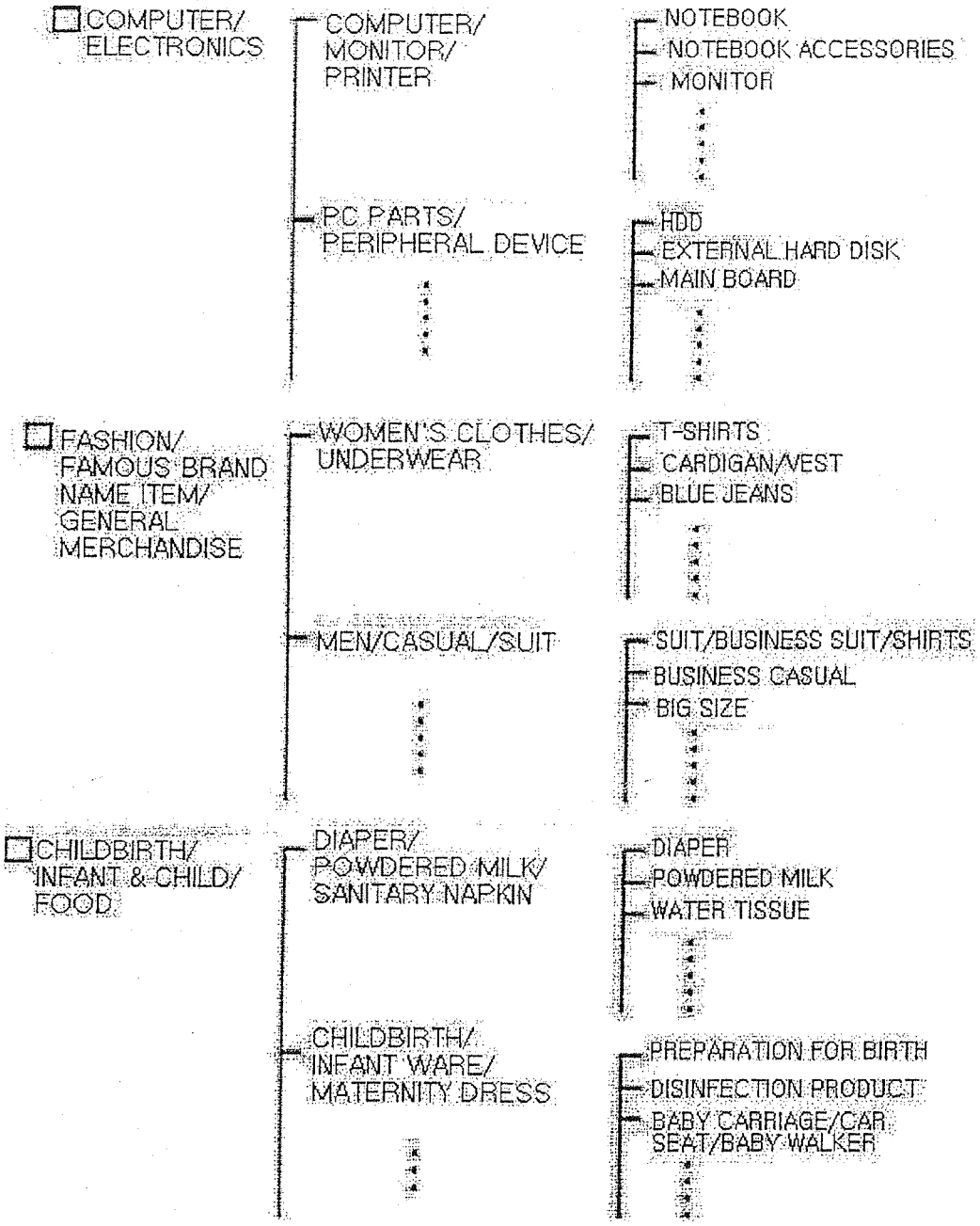
[DRAWINGS]

[FIG. 1]



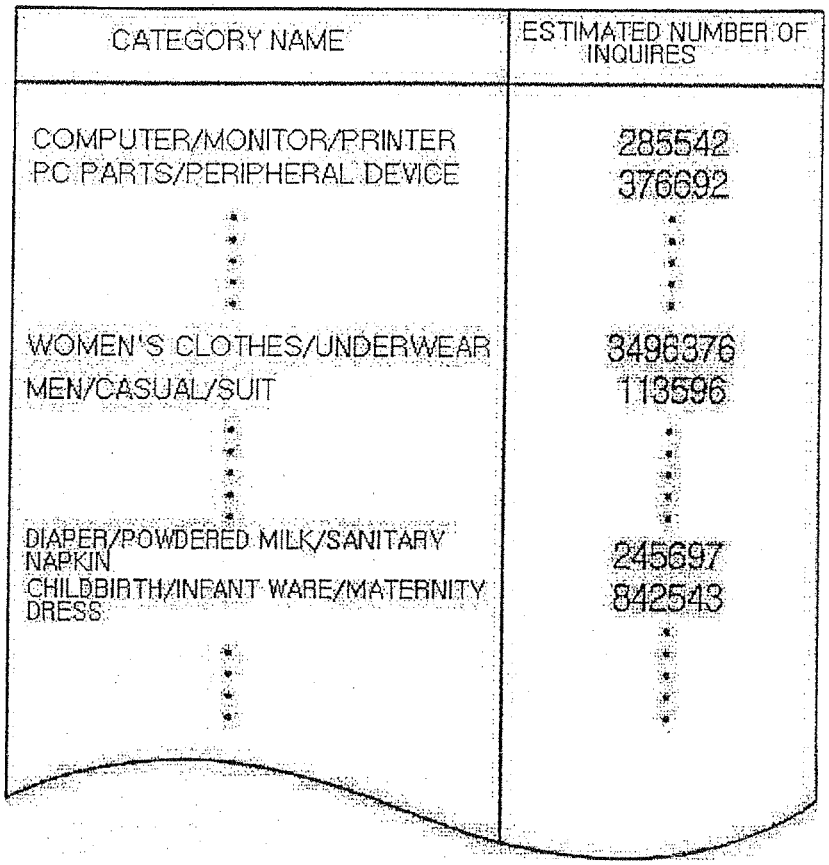
5

[FIG. 2]


COMPUTER/ ELECTRONICS
COMPUTER/ MONITOR/ PRINTER
NOTEBOOK
NOTEBOOK ACCESSORIES
MONITOR
PC PARTS/ PERIPHERAL DEVICE
HDD
EXTERNAL HARD DISK
MAIN BOARD
FASHION/ FAMOUS BRAND NAME ITEM/ GENERAL MERCHANDISE
WOMEN'S CLOTHES/ UNDERWEAR
T-SHIRTS
CARDIGAN/VEST
BLUE JEANS
MEN/CASUAL/SUIT
SUIT/BUSINESS SUIT/SHIRTS
BUSINESS CASUAL
BIG SIZE
CHILDBIRTH/ INFANT & CHILD/ FOOD
DIAPER/ POWDERED MILK/ SANITARY NAPKIN
DIAPER
POWDERED MILK
WATER TISSUE
CHILDBIRTH/ INFANT WARE/ MATERNITY DRESS
PREPARATION FOR BIRTH
DISINFECTION PRODUCT
BABY CARRIAGE/CAR SEAT/BABY WALKER

5

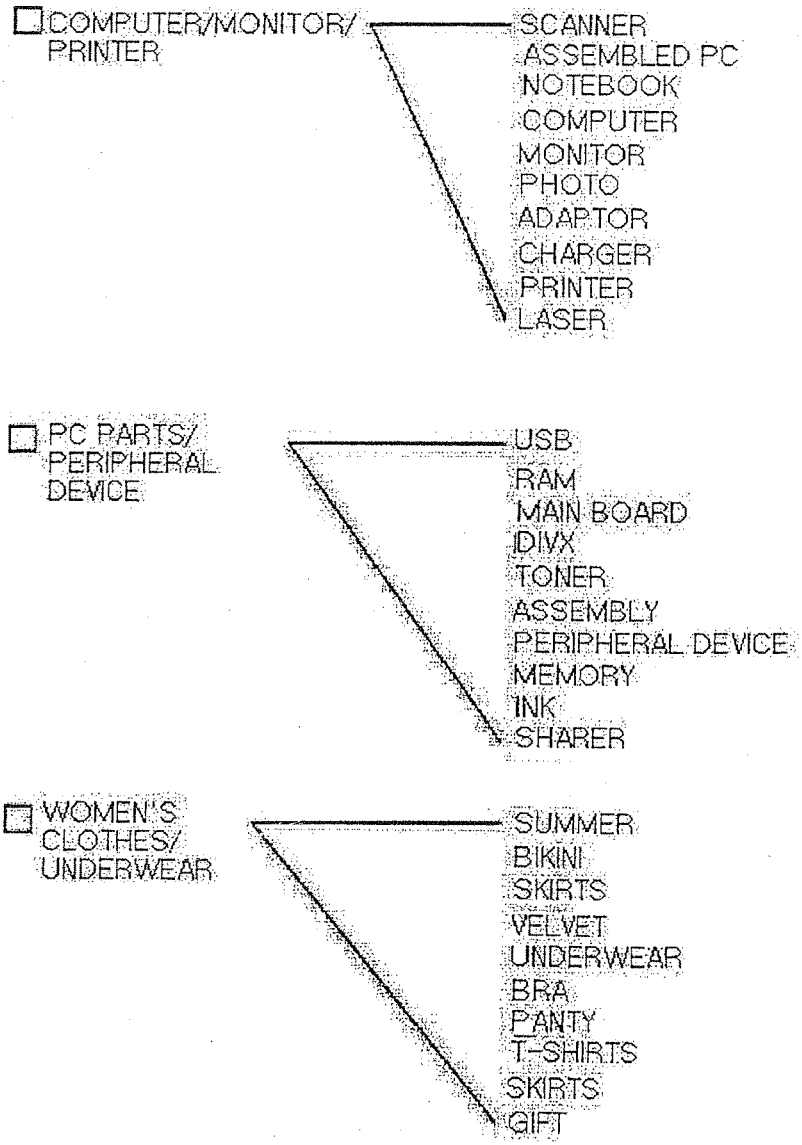
[FIG. 3]



CATEGORY NAME	ESTIMATED NUMBER OF INQUIRES
COMPUTER/MONITOR/PRINTER	285542
PC PARTS/PERIPHERAL DEVICE	376692
⋮	⋮
WOMEN'S CLOTHES/UNDERWEAR	3496376
MEN/CASUAL/SUIT	113596
⋮	⋮
DIAPER/POWDERED MILK/SANITARY NAPKIN	245697
CHILDBIRTH/INFANT WARE/MATERNITY DRESS	842543
⋮	⋮

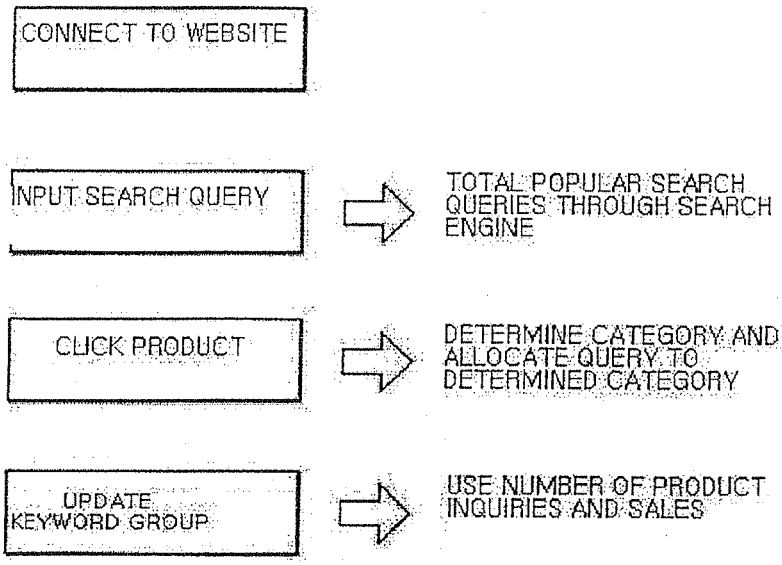
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[FIG. 4]

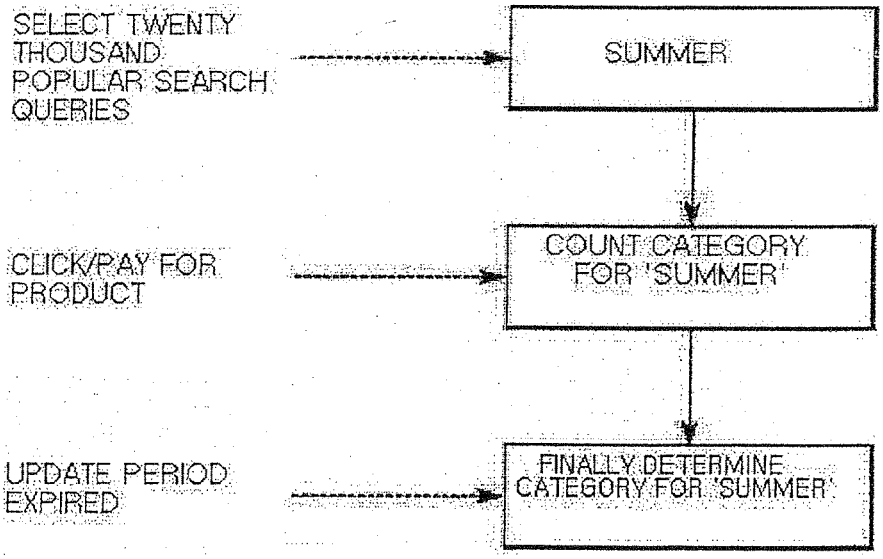

COMPUTER/MONITOR/ PRINTER
SCANNER
ASSEMBLED PC
NOTEBOOK
COMPUTER
MONITOR
PHOTO
ADAPTOR
CHARGER
PRINTER
LASER
PC PARTS/ PERIPHERAL DEVICE
USB
RAM
MAIN BOARD
DIVX
TONER
ASSEMBLY
PERIPHERAL DEVICE
MEMORY
INK
SHARER
WOMEN'S CLOTHES/ UNDERWEAR
SUMMER
BIKINI
SKIRTS
VELVET
UNDERWEAR
BRA
PANTY
T-SHIRTS
SKIRTS
GIFT

5

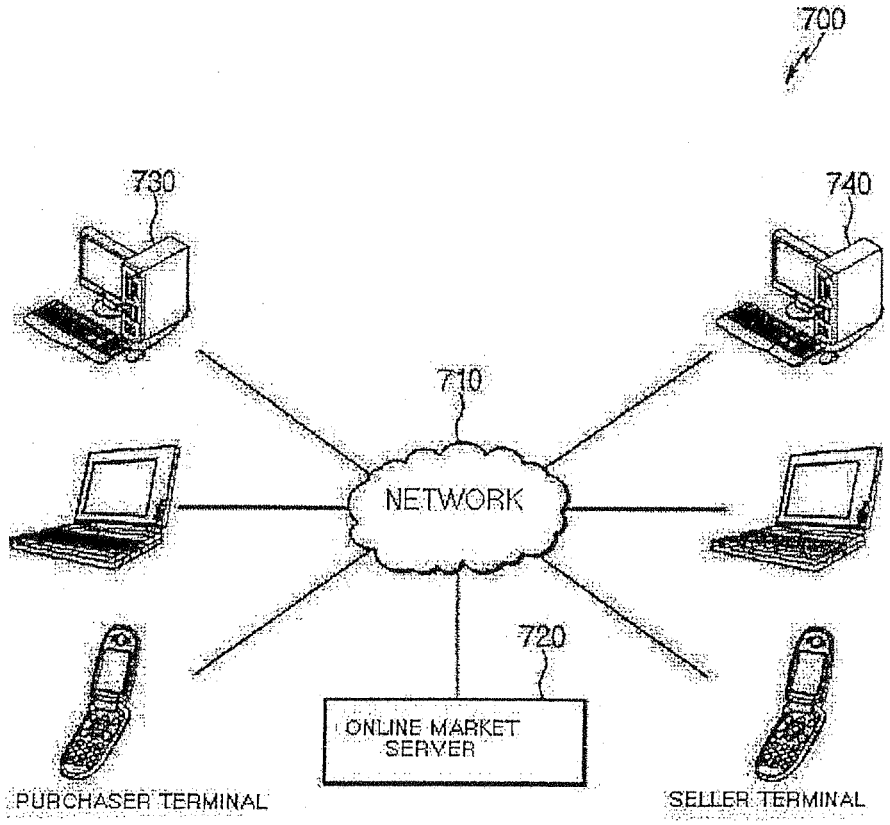
[FIG. 5]


CONNECT TO WEBSITE
INPUT SEARCH QUERY
TOTAL POPULAR SEARCH QUERIES THROUGH SEARCH ENGINE
CLICK PRODUCT
DETERMINE CATEGORY AND ALLOCATE QUERY TO DETERMINED CATEGORY
UPDATE KEYWORD GROUP
USE NUMBER OF PRODUCT INQUIRIES AND SALES

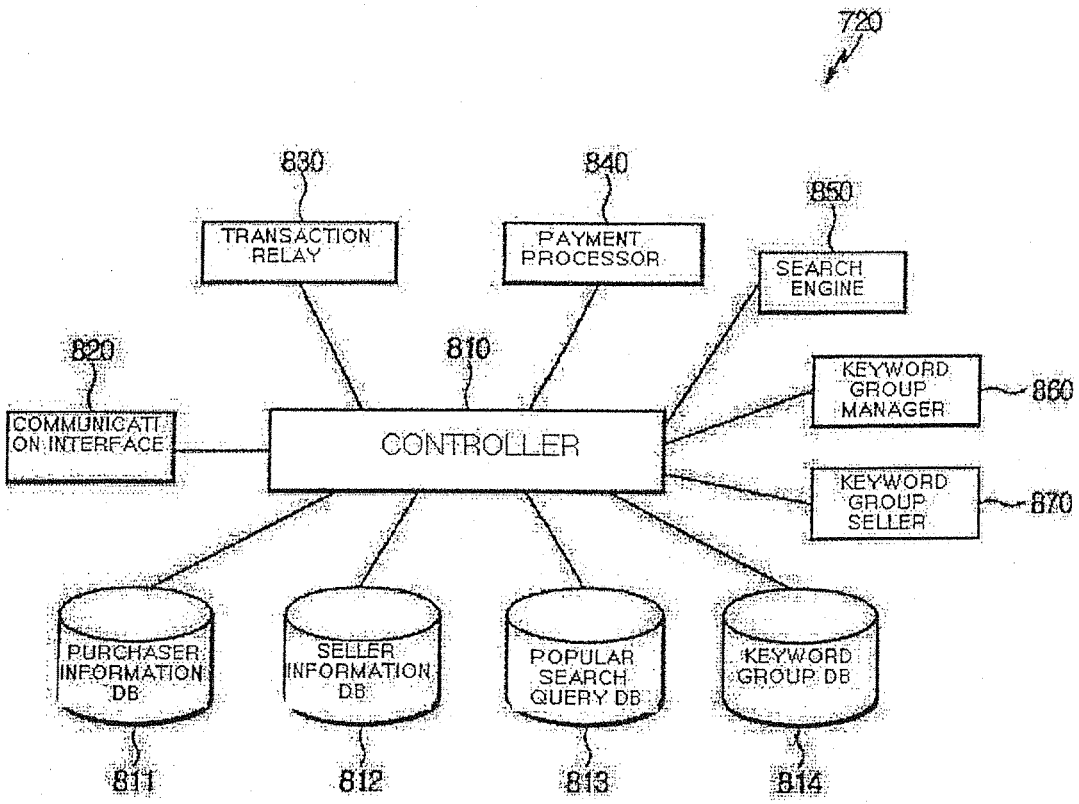
[FIG. 6]


SELECT TWENTY THOUSAND POPULAR SEARCH QUERIES
SUMMER
CLICK/PAY FOR PRODUCT
COUNT CATEGORY FOR 'SUMMER'
UPDATE PERIOD EXPIRED
FINALLY DETERMINE CATEGORY FOR 'SUMMER'

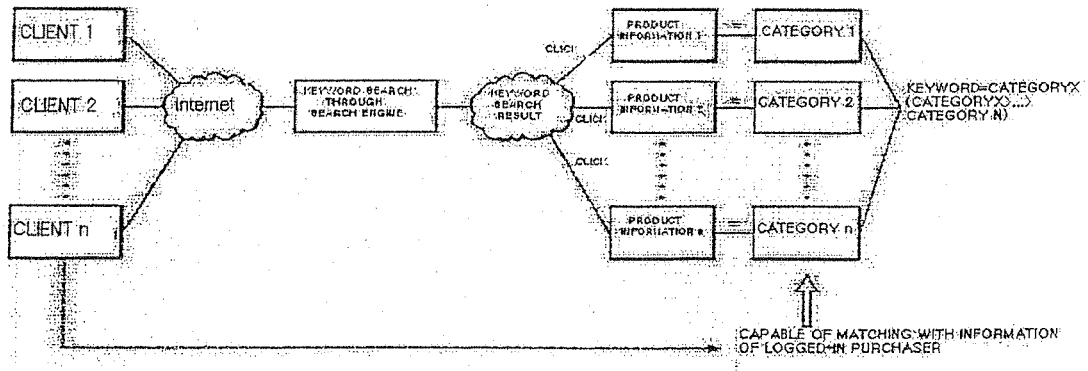
[FIG. 7]


700
730
740
710
NETWORK
720
ONLINE MARKET SERVER
PURCHASER TERMINAL
SELLER TERMINAL

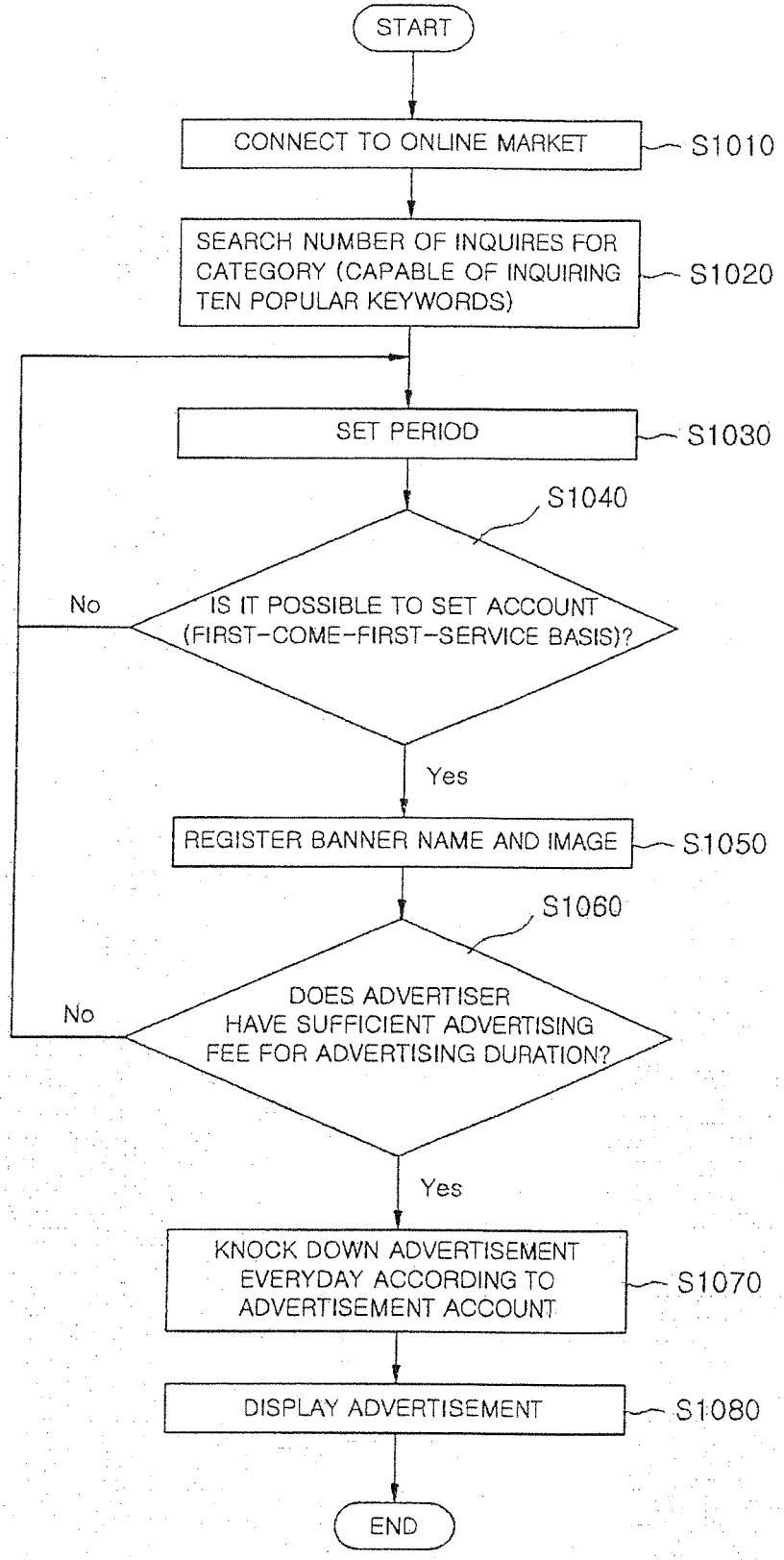
[FIG. 8]


720
830
TRANSACTION RELAY
840
PAYMENT PROCESSOR
850
SEARCH ENGINE
820
COMMUNICATION INTERFACE
810
CONTROLLER
KEYWORD GROUP MANAGER
860
KEYWORD GROUP SELLER
870
PURCHASER INFORMATION DB
SELLER INFORMATION DB
POPULAR SEARCH QUERY DB
KEYWORD GROUP DB
811
812
813
814

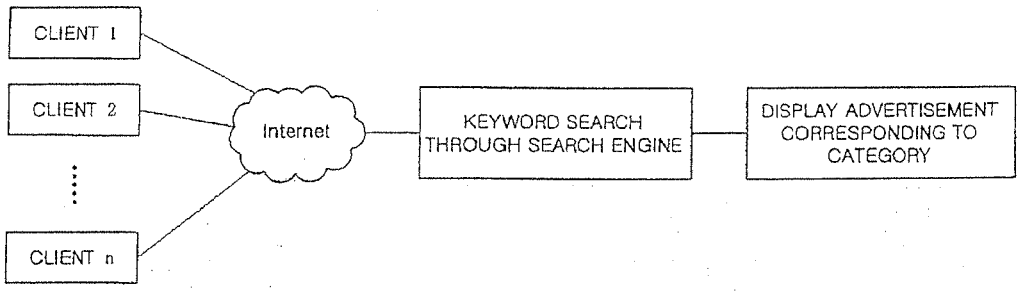
[FIG. 9]


CLIENT 1
CLIENT 2
CLIENT n
Internet
KEYWORD SEARCH THROUGH SEARCH ENGINE
KEYWORD SEARCH RESULT
CLICK
CLICK
CLICK
PRODUCT INFORMATION 1
PRODUCT INFORMATION 2
PRODUCT INFORMATION n
CATEGORY 1
CATEGORY 2
CATEGORY n
KEYWORD=CATEGORYX (CATEGORYX)...) CATEGORY N)
CAPABLE OF MATCHING WITH INFORMATION OF LOGGED-IN PURCHASER

[FIG. 10]


START
CONNECT TO ONLINE MARKET
S1010
SEARCH NUMBER OF INQUIRES FOR CATEGORY (CAPABLE OF INQUIRING TEN POPULAR KEYWORDS)
S1020
SET PERIOD
S1030
S1040
IS IT POSSIBLE TO SET ACCOUNT (FIRST-COME-FIRST-SERVICE BASIS)?
No
Yes
REGISTER BANNER NAME AND IMAGE
S1050
S1060
DOES ADVERTISER HAVE SUFFICIENT ADVERTISING FEE FOR ADVERTISING DURATION?
No
Yes
KNOCK DOWN ADVERTISEMENT EVERYDAY ACCORDING TO ADVERTISEMENT ACCOUNT
S1070
DISPLAY ADVERTISEMENT
S1080
END

[FIG. 11]


CLIENT 1
CLIENT 2
CLIENT n
Internet
KEYWORD SEARCH THROUGH SEARCH ENGINE
DISPLAY ADVERTISEMENT CORRESPONDING TO CATEGORY