



Domain Overview for: <http://www.comfortkeepers.com>

Monthly Domain Overview - <http://www.comfortkeepers.com> 12 M

Organic Search (SEO)

ORGANIC KEYWORDS ? **10,515**

EST MONTHLY SEO CLICKS ? **53.1k**

EST MONTHLY SEO CLICK VALUE: **\$53k** ?

Inbound Clicks from Google - Organic vs. Paid

72% Organic Clicks

Paid Search (AdWords)

PAID KEYWORDS ? **9,578**

EST MONTHLY PPC CLICKS ? **20.3k**

EST MONTHLY ADWORDS BUDGET: **\$54.9k** ?

3,914 ?
Keywords their top 2 competitors also rank for

11 YEARS 3 MOS ?
History of rankings we've collected

336 ?
AdWords their top 2 competitors also buy

11 YEARS 3 MOS ?
of AdWords history: Every test they've run.

JUST MADE IT TO THE FIRST PAGE ?

437

SEO Keywords

JUST FELL OFF FIRST PAGE ?

501

Top 50 AdWords
buy recommendations

Worst performing keywords
to negative match out

Competition

Top Organic Competitors

- 1 [homeinstead.com](#)
- 2 [visitingangels.com](#)
- 3 [rightathome.net](#)
- 4 [brightstarcare.com](#)
- 5 [seniorhelpers.com](#)

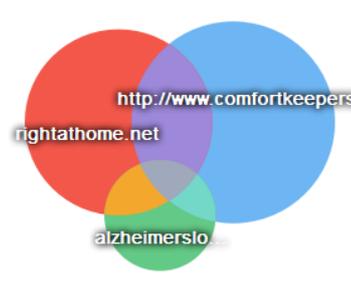
Top Paid Competitors

- 1 [rightathome.net](#)
- 2 [alzheimerslocator.com](#)
- 3 [topseniorcaregivers.com](#)
- 4 [homeinstead.com](#)
- 5 [senioradvisor.com](#)

Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	Paid Keywords	Cost Per Click	Monthly Cost
3	in home caregivers	458	home care	\$2.76	\$993.90
5	home caregivers	509	Senior care	\$3.30	\$1560.00
4	nurses home	949	in-home care	\$3.67	\$465.30
1	in homecare	1.33k	home health care	\$3.12	\$2250.00
1	comfort keepers	5.43k	in home care	\$3.37	\$439.50

Competitor Shared Keywords

Shared Organic Keyword (Kombat)		Shared Paid Keyword (Kombat)	
			
Overall Market Research KEYWORD UNIVERSE: 25,984 <small>Keywords any domain ranks for</small> CORE STARTING KEYWORDS: 3,914 <small>Keywords all three rank for</small>		Overall Market Research KEYWORD UNIVERSE: 14,442 <small>Keywords any of the three domains buy</small> CORE STARTING KEYWORDS: 336 <small>Keywords all three domains buy</small>	
Recommendations for http://www.comfortkeepers.com WEAKNESS: 2,474 <small>Keywords both competitors rank for, but not http://www.c...</small> EXCLUSIVE KEYWORDS: 3,687 <small>Competitors don't yet rank, but http://www.c... does</small>		Recommendations for http://www.comfortkeepers.com BUY RECOMMENDATIONS: 133 <small>Keywords both competitors buy, but not http://www.c...</small> EXCLUSIVE KEYWORDS: 4,226 <small>Keywords neither competitor buys, but http://www.c... does</small>	

Top AdWords Buy Recommendations

alzheimers home care	Good Buy	IMPRESSIONS /MO 0	COMPETITORS WHO BOUGHT
cost of home care for elderly skokie	Good Buy	IMPRESSIONS /MO 0	COMPETITORS WHO BOUGHT
dementia home care agency	Good Buy	IMPRESSIONS /MO 0	COMPETITORS WHO BOUGHT
private home care	Good Buy	IMPRESSIONS /MO 870	COMPETITORS WHO BOUGHT
Home care for elderly	Good Buy	IMPRESSIONS /MO 390	COMPETITORS WHO BOUGHT

[SEE ALL RECOMMENDATIONS >](#)

AdWords History

Previous Months
Ad Change Over Time
More Recent Months

Keywords	Clicks/Mo	Cost/Click	Coverage	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
home health aide	6170	\$2.42	58%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
Home Health Aide http://comfortkeepers.com/ Find Professional In-Home Care. Book a Consultation & Learn More		Home Care http://comfortkeepers.com/ ComfortKeepers.com Providing Care When You Need It Quality Care for		Comfort Keepers Home Aides http://comfortkeepers.com/ For Needed In-Home Health Help Maintain a Healthy, Independent Life											
home care providers	4109	\$2.76	58%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
home health aides	2515	\$3.04	42%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	589	\$4.85	67%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	1470	\$3.05	42%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	1077	\$4.17	58%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	21886	\$3.30	50%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	222	\$1.25	75%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	875	\$0.08	100%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	430	\$3.43	50%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	165	\$4.83	50%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	317	\$3.72	75%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	1288	\$1.92	42%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	5741	\$4.20	50%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad

Learn how to use Ad History

Top Ads Select All / None

Private In-Home Care Agency Highlight
<http://comfortkeepers.com/>
 Comfort Keepers Services Compassionate & Engaging Private In-Home Care
2 of 6 Avg Ad Position **5% of Ads Served**
80% in Top of Page

Home Care for Seniors Highlight
<http://comfortkeepers.com/>
 Bathing, Cleaning, & More Meet the Unique Needs of Your Loved One
2 of 6 Avg Ad Position **5% of Ads Served**
60% in Top of Page

Comfort Keepers In-Home Care Highlight
<http://comfortkeepers.com/>
 Meal-Prep to Companionship Friendly & Compassionate Caregivers for
2 of 6 Avg Ad Position **4% of Ads Served**
50% in Top of Page

Home Care Agency Highlight
<http://comfortkeepers.com/>
 login to see all results

Organic Ranking History

Top 10 Keywords + Add

- 7 **in home living assistance s...**
- 11 **private sitters for the elderly...**
- 20 **eldercare fort worth**
- 36 **home helpers fort worth**
- 37 **home care solutions thousa...**
- login to see more results

Zoom **6m** 1y 2y 5y All

Trendline Show Positions **10** 50

Penguin 4.0 Phase 2

2008 2010 2012 2014 2016

FILTER KEYWORDS Default

FILTER KEYWORDS Fell From Top 10

FILTER KEYWORDS New Keywords

FILTER KEYWORDS Gained Ranks

FILTER KEYWORDS Lost Ranks

Inbound Links (Backlinks)

Backlink	Domain Monthly Organic Clicks	Page Monthly Organic Clicks	Domain Strength	Ranked Keywords	Outbound Links
www.worklooker.com/nursing-jobs-jefferson-co.php	22.00k	1	40	3	20
www.tcseniorexpo.org/sponsors.html	1	1	1	1	20
drses.wordpress.com/2013/01/28/publisher-clearing-house-the-prize-patrol/	2	3	2	1	20
www.comfortfinders.com/home-health-care-agencies-bakersfield-ca/	80	1	19	1	20
drses.wordpress.com/2012/09/10/no-see-ums-but-sure-do-feel-um/	2	1	2	1	20
login to see all results	22.00k	2	44	1	10
login to see all results	1.60k	1	35	2	3
login to see all results	10.00M	1	67	1	17
login to see all results	1.70M	1	61	3	14
login to see all results	1.80k	1	35	1	7