

Feb 15, 2011

Seoptimise.com

SEO Dashboard



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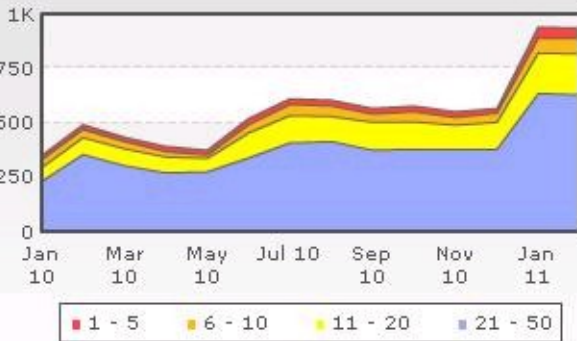
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Amount of Keywords in Top Search Results



You show up in the top 50 search results on Google for 935 different keywords. More importantly, you are in the top 20 on 307 which is up by 0.11% or 1 keywords since last month.

Number of Unique Pages that Rank Organically



237 of your pages appear in the top 50 of at least one search. That's 19 more pages on your site showing up in searches this month than last month.

Total Organic Clicks Per Month



You should be getting 6k clicks per month from your organic placements on Google. That's up 6k clicks or 1k% from last month.

Value of Organic Clicks Per Month



If you had to buy all those organic clicks via Google Adwords, they'd cost \$7k. That's an additional savings of \$7k over last month.

You gained 5,628 clicks last month, worth \$6,568.

Biggest Gains

You moved up in ranks on 453 keywords last month. All those gains added up to about 416 clicks you wouldn't have received last month. In equivalent PPC dollars, all those new clicks are worth about \$481.

	Rank
▲ google webmaster tools Estimated Clicks/Month gained: 173 http://www.seoptimise.com/blog/2010/0...	13(+6)
▲ something positive Estimated Clicks/Month gained: 80 http://www.seoptimise.com/blog/2010/1...	16
▲ spyfu Estimated Clicks/Month gained: 28 http://www.seoptimise.com/blog/2008/0...	9(+6)
▲ webtrends Estimated Clicks/Month gained: 17 http://www.seoptimise.com/blog/2009/1...	19
▲ search marketing Estimated Clicks/Month gained: 15 http://www.seoptimise.com/	15
▲ google co uk Estimated Clicks/Month gained: 12 http://www.seoptimise.com/blog/2007/0...	42
▲ google alert Estimated Clicks/Month gained: 11 http://www.seoptimise.com/blog/2010/0...	15(+1)
▲ google webmaster tool Estimated Clicks/Month gained: 10 http://www.seoptimise.com/blog/2010/0...	9(+2)
▲ website metrics Estimated Clicks/Month gained: 8 http://www.seoptimise.com/blog/2008/0...	2(+3)
▲ web trends Estimated Clicks/Month gained: 7 http://www.seoptimise.com/blog/2009/1...	14(+27)
▲ paid search Estimated Clicks/Month gained: 5 http://www.seoptimise.com/blog/2009/0...	13(+36)

[View more \(p. 14\)](#)

Most Valuable Keywords

You gained ranks on 3 out of your top 5 most valuable keywords. Moving up the charts on those important keywords means about 192 visits to the site that wouldn't have come last month.

	Rank
google alerts Rank: 24 Est. Clicks/Mo: 148 Est. Value/Mo: \$285(-\$52.43)	
google webmaster tools Rank: 13(+6) Est. Clicks/Mo: 329(+173) Est. Value/Mo: \$233(+\$122)	
google alert Rank: 15(+1) Est. Clicks/Mo: 91(+11) Est. Value/Mo: \$126(+\$17)	
website metrics Rank: 2(+3) Est. Clicks/Mo: 23(+8) Est. Value/Mo: \$103(+\$36)	
seo techniques Rank: 9(-6) Est. Clicks/Mo: 34(-107) Est. Value/Mo: \$92(-\$295.124)	
pay per click manager Rank: 5(-2) Est. Clicks/Mo: 10(-25) Est. Value/Mo: \$89(-\$192.302)	
web analytics tools Rank: 8(+3) Est. Clicks/Mo: 13(-1) Est. Value/Mo: \$79(+\$2.45)	
search marketing Rank: 15 Est. Clicks/Mo: 15 Est. Value/Mo: \$61	
internet marketing seo Rank: 12(+1) Est. Clicks/Mo: 12(-17) Est. Value/Mo: \$47(-\$43.535)	

[View more \(p. 19\)](#)

Newly Ranked Organic Pages

57 pages show up in Google search results that didn't last month. Combined, those new placements drive 103 clicks, which would be worth about \$2k if you paid for those same clicks in Google Adwords.

<http://www.seoptimise.com/blog/2007/08/advertise-on-google-maps-with-just-one.html>

Keywords (rank): how to advertise on google (32), advertise google (39), advertise with google (48)

Est. Total Clicks/Mo: 1 Est. SEO Value: **\$14**

<http://www.seoptimise.com/blog/2008/09/adwords-advertisers-quick-to-bid-on-xl-airways-lehman-brot...>

Keywords (rank): xl airways (43)

Est. Total Clicks/Mo: 2 Est. SEO Value: **\$12**

<http://www.seoptimise.com/blog/2007/07/microsoft-losing-millions-on-google-uk.html>

Keywords (rank): ebay.co.uk search (29), goggle co uk (41), google co uk (42), wwwmicrosoftcom (43)

Est. Total Clicks/Mo: 12 Est. SEO Value: **\$9.65**

<http://www.seoptimise.com/blog/2010/12/how-to-turn-a-loss-into-something-positive.html>

Keywords (rank): something positive (16)

Est. Total Clicks/Mo: 80 Est. SEO Value: **\$6.06**

<http://www.seoptimise.com/blog/2006/04/google-adwords-manager.html>

Keywords (rank): adwords manager (27), ad words manager (40), google adwords manager (45)

Est. Total Clicks/Mo: 1 Est. SEO Value: **\$2.96**

<http://www.seoptimise.com/blog/2007/10/google-universal-search-confuses-seo.html>

Keywords (rank): seo inc. (36), seo inc (46)

Est. Total Clicks/Mo: 1 Est. SEO Value: **\$2.44**

<http://www.seoptimise.com/blog/2006/10/how-to-increase-stumbleupon-traffic.html>

Keywords (rank): increase traffic (29), traffic increase (44)

Est. Total Clicks/Mo: 1 Est. SEO Value: **\$2.13**

<http://www.seoptimise.com/blog/2007/08/is-this-adwords-ctr-quality-score-trick.html>

Keywords (rank): adwords ctr (20)

Est. Total Clicks/Mo: 1 Est. SEO Value: **\$1.53**

<http://www.seoptimise.com/blog/2007/06/businesscom-botw-directory-20-promo.html>

Keywords (rank): botw (47)

Est. Total Clicks/Mo: 1 Est. SEO Value: **\$0.97**

<http://www.seoptimise.com/blog/2009/09/active-vs-passive-seo.html>

Keywords (rank): active vs passive (27)

Est. Total Clicks/Mo: 1 Est. SEO Value: **\$0.68**

[View more](#) (p. 21)

New Keywords (You weren't ranked on before)

You now place in the top 50 search results on 202 keywords that you didn't even show up on last month. Those keywords drive 158 clicks worth an estimated \$230 per month in equivalent PPC dollars. All those new keywords represent a beachhead to an opportunity that could lead to as many as 9k clicks per month if you could be in the first position on each of the keywords.

something positive

Rank: 16 Searches/Mo: 18k Est. Value/Click: \$0.08
Estimated New Clicks/Month: 80

webtrends

Rank: 19 Searches/Mo: 5k Est. Value/Click: \$2.2
Estimated New Clicks/Month: 17

search marketing

Rank: 15 Searches/Mo: 12k Est. Value/Click: \$4.13
Estimated New Clicks/Month: 15

google co uk

Rank: 42 Searches/Mo: 22k Est. Value/Click: \$0.89
Estimated New Clicks/Month: 12

website ranking

Rank: 37 Searches/Mo: 7k Est. Value/Click: \$1.85
Estimated New Clicks/Month: 3

seo blogs

Rank: 17 Searches/Mo: 990 Est. Value/Click: \$1.27
Estimated New Clicks/Month: 2

xl airways

Rank: 43 Searches/Mo: 990 Est. Value/Click: \$7.39
Estimated New Clicks/Month: 2

trust issues

Rank: 45 Searches/Mo: 2k Est. Value/Click: \$0.71
Estimated New Clicks/Month: 1

adwords company

Rank: 13 Searches/Mo: 990 Est. Value/Click: \$6.59
Estimated New Clicks/Month: 1

domain purchase

Rank: 30 Searches/Mo: 2k Est. Value/Click: \$6.51
Estimated New Clicks/Month: 1

what is google analytics

Rank: 37 Searches/Mo: 0 Est. Value/Click: \$8.86
Estimated New Clicks/Month: 1

[View more](#) (p. 23)

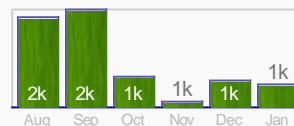
Top Site Sections Summary

The top 1 site sections draw 100% of all of your organic visitors. Together those sections combine for 1k clicks per month.

Clicks/Month

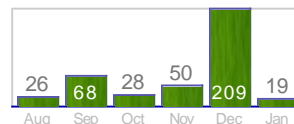
[seoptimise.com/blog](#)

Number of Keywords: 787
Est. Value/Mo: \$2k (-\$721)



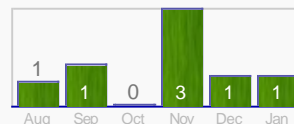
[seoptimise.com/services](#)

Number of Keywords: 46
Est. Value/Mo: \$136 (-\$1k)



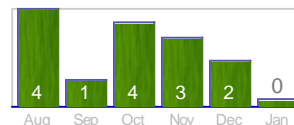
[seoptimise.com/tag/search-m...](#)

Number of Keywords: 7
Est. Value/Mo: \$0 (-\$3)



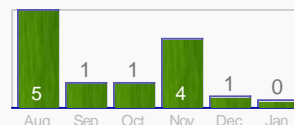
[seoptimise.com/careers](#)

Number of Keywords: 10
Est. Value/Mo: \$2 (-\$8)



[seoptimise.com/casestudies/...](#)

Number of Keywords: 2
Est. Value/Mo: \$0



[seoptimise.com/whitepapers/...](#)

Number of Keywords: 2
Est. Value/Mo: \$0



[View more](#) (p. 27)

Keyword Groups with the Biggest Gains

Biggest Opportunities

You currently rank somewhere in the top 50 on 935 search phrases on Google. If you could land the number one spot for all of those searches, you'd get about 43k additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you'll get 38k clicks per month. That would cost you more than \$62k in equivalent PPC dollars.

google alerts

Rank: 24 Searches/Mo: 74k Est. Value/Click: \$1.93
Est. Potential New Clicks/Month: 10,134

google webmaster tools

Rank: 13 (+6) Searches/Mo: 0 Est. Value/Click: \$0.71
Est. Potential New Clicks/Month: 6,556

google alert

Rank: 15 (+1) Searches/Mo: 18k Est. Value/Click: \$1.39
Est. Potential New Clicks/Month: 2,423

google co uk

Rank: 42 Searches/Mo: 22k Est. Value/Click: \$0.89
Est. Potential New Clicks/Month: 2,502

xl airways

Rank: 43 Searches/Mo: 990 Est. Value/Click: \$7.39
Est. Potential New Clicks/Month: 283

search marketing

Rank: 15 Searches/Mo: 12k Est. Value/Click: \$4.13
Est. Potential New Clicks/Month: 379

pay per click advertising

Rank: 41 (-9) Searches/Mo: 10k Est. Value/Click: \$4.54
Est. Potential New Clicks/Month: 283

webtrends

Rank: 19 Searches/Mo: 5k Est. Value/Click: \$2.2
Est. Potential New Clicks/Month: 503

google webmaster

Rank: 32 (-1) Searches/Mo: 18k Est. Value/Click: \$0.86
Est. Potential New Clicks/Month: 1,259

bounce rate

Rank: 30 (-2) Searches/Mo: 7k Est. Value/Click: \$1.16
Est. Potential New Clicks/Month: 909

what is google analytics

Rank: 37 Searches/Mo: 0 Est. Value/Click: \$8.86
Est. Potential New Clicks/Month: 116

[View more](#) (p. 28)

Keywords Not Ranked On But Should Be

You and your competitors often show up in the same search results -- that's why they are competitors. But, sometimes they are showing up and you are not. Right now, there are about 253k searches per month where you are not contesting your competitors. Look at the keywords, and decide whether it makes sense to counter them.

adwords

Cost/Click: \$19.00 Est. Potential Clicks/Mo.: 1k
Avg. Competitor Rank: 15

Searches/Mo.: 201k

internet marketing

Cost/Click: \$5.41 Est. Potential Clicks/Mo.: 159
Avg. Competitor Rank: 18

Searches/Mo.: 110k

google adwords

Cost/Click: \$17.00 Est. Potential Clicks/Mo.: 213
Avg. Competitor Rank: 27

Searches/Mo.: 135k

ad words

Cost/Click: \$13.00 Est. Potential Clicks/Mo.: 147
Avg. Competitor Rank: 13

Searches/Mo.: 22k

adwords promotional code

Cost/Click: \$3.88 Est. Potential Clicks/Mo.: 9 Avg. Competitor Rank: 22

Searches/Mo.: 2k

google ad words

Cost/Click: \$21.00 Est. Potential Clicks/Mo.: 57
Avg. Competitor Rank: 21

Searches/Mo.: 22k

adwords quality score

Cost/Click: \$2.46 Est. Potential Clicks/Mo.: 46 Avg. Competitor Rank: 1

Searches/Mo.: 870

internet marketing agency

Cost/Click: \$6.82 Est. Potential Clicks/Mo.: 37 Avg. Competitor Rank: 6

Searches/Mo.: 5k

adwords professional

Cost/Click: \$19.00 Est. Potential Clicks/Mo.: 4
Avg. Competitor Rank: 11

Searches/Mo.: 990

uk search engine submission

Cost/Click: \$4.51 Est. Potential Clicks/Mo.: 20 Avg. Competitor Rank: 1

Searches/Mo.: 240

pay per click marketing

Cost/Click: \$8.78 Est. Potential Clicks/Mo.: 9 Avg. Competitor Rank: 21

Searches/Mo.: 4k

google products

Cost/Click: \$3.59 Est. Potential Clicks/Mo.: 64
Avg. Competitor Rank: 22

Searches/Mo.: 0

[View more](#) (p. 32)

Keyword Overlap in Your SEO & PPC campaigns

You currently don't have any ads on keywords that you also rank organically for. *This means that you aren't spending any money on ads when you have a search result. However, surprisingly enough, it is sometimes profitable to do so since that ad will probably have a good quality score.*

Est. Organic Clicks vs. Paid Clicks

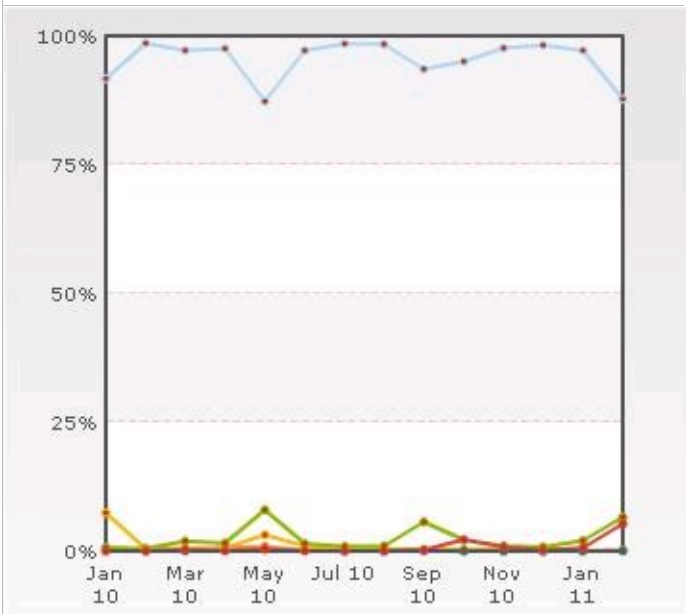
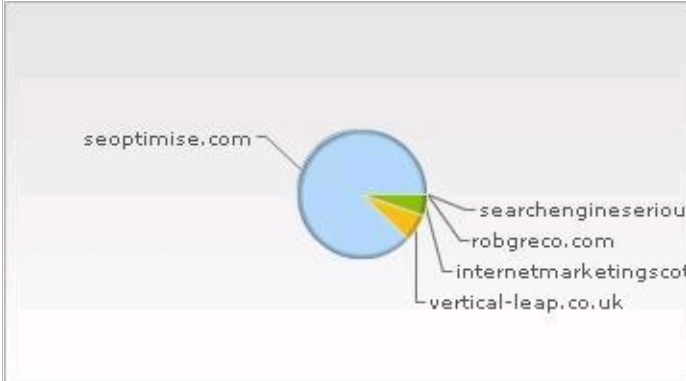
None

[View more](#) (p. 35)

Keyword Groups with the Most Potential

Traffic Share

Relative to your top 5 competitors, your site gained **8.02%** of the traffic share. During this time seoptimise.com has exploded and ripped traffic from vertical-leap.co.uk and seopositive.com.



Domains that Gained or Lost Clicks on your Keywords

This month, Topclickmedia.co.uk lost 540 clicks after losing position on organic searches that you also rank for. But, perhaps most interesting was the gains made by Somethingpositive.net. That site is not considered a direct competitor, but they gained 3k clicks on your keywords, which is a 0 percent growth on your keywords. They are either doing something right or getting pretty lucky.

somethingpositive.net	+3k
google.co.uk	+2k
gigaalert.com	+1k
primark.co.uk	+528
-526	wordpress.org
-540	topclickmedia.co.uk
-571	yoast.com
-571	googleguide.com
-583	seobook.com
-597	bigmouthmedia.com
-629	searchenginemarketing.org.uk
-638	comcorp.com
-687	netcallidus.com
-770	searchengineland.com
-909	iprospect.com
-940	sempo.org
-1k	seomoz.org
-1k	blogspot.com
-1k	topseos.com
-2k	searchengineguide.com
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-8k	wikipedia.org

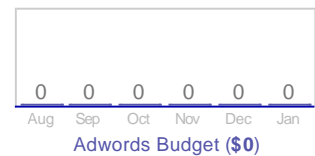
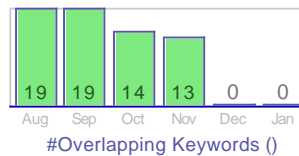
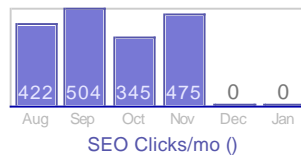
*competitors in bold

Competition: You Gained 8% in Share of Clicks Relative to your Top 5 Competitors

Top Organic Competitors and their Best Keywords

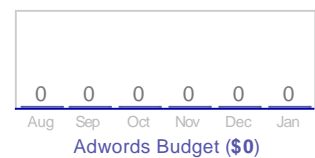
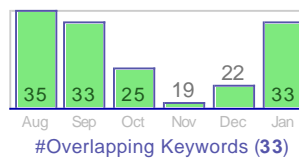
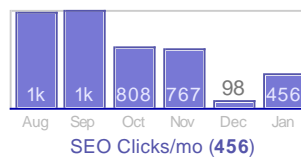
Combined, your organic competitors get about 100% of their traffic from unpaid search. The biggest mover was redflymarketing.com. They picked up 9k organic clicks overall and they increased the number of keywords they overlap with you.

seopositive.com



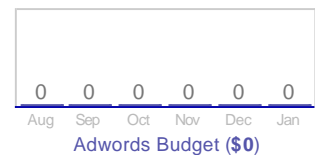
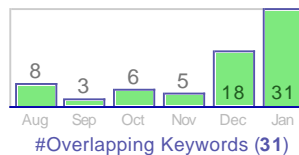
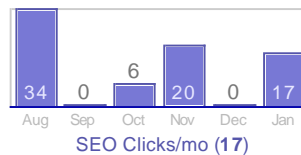
vertical-leap.co.uk

search engine marketing uk (1), search engine optimization uk (1), managed search engine marketing (7), search engine optimization consultant (16), google investor relations (18)



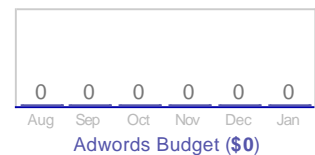
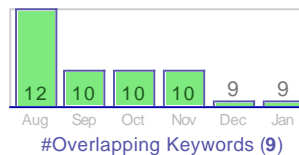
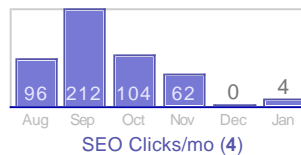
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google adwords promotional code (25), google adwords promo code (28), adwords promo code (29), adwords promotional code (40)



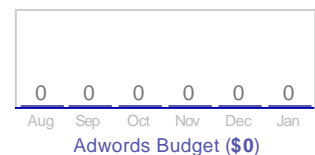
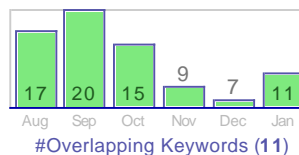
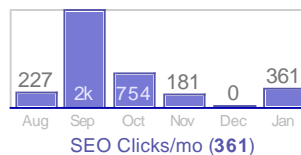
searchengineserious.co.uk

search engine marketing uk (9), uk search engines (28), uk search engine optimisation (28), about search engine optimization (32), uk search engine (46)



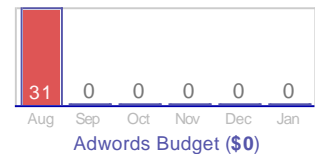
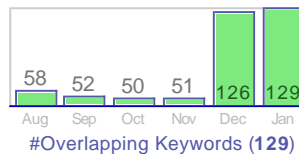
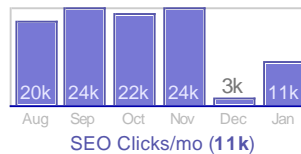
internetmarketingscotland.com

internet marketing uk (4), internet marketing agency (6), internet marketing service (15), internet marketing company (23), internet marketing (25)



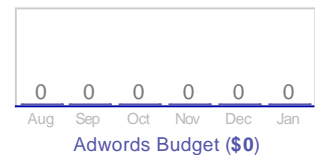
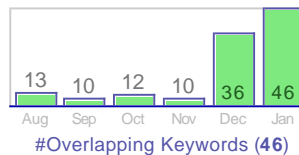
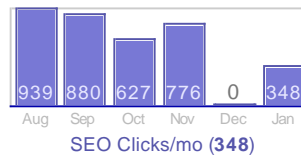
redflymarketing.com

ad words (13), adwords (15), addwords (18), google ad words (21), google adwords (27)



minterest.com

adwords promo code (3), entrepreneur quotes (4), web hosting provider (20), google products (22), microsoft adcenter (34)



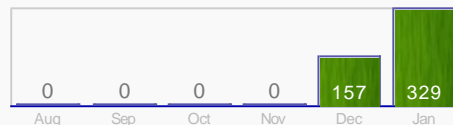
Biggest Gains (all)

Clicks/Month

▲ google webmaster tools 13(+6)

Est. Clicks/Month gained: 173 Est. Value/Click: \$0.71 Estimated Value gained: \$122

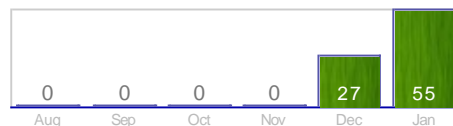
<http://www.seoptimise.com/blog/2010/0...>



▲ something positive 16

Est. Clicks/Month gained: 80 Est. Value/Click: \$0.08 Estimated Value gained: \$7

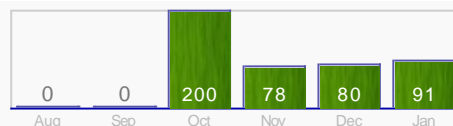
<http://www.seoptimise.com/blog/2010/1...>



▲ spyfu 9(+6)

Est. Clicks/Month gained: 28 Est. Value/Click: \$0.08 Estimated Value gained: \$2

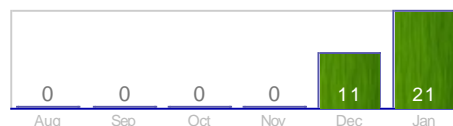
<http://www.seoptimise.com/blog/2008/0...>



▲ webtrends 19

Est. Clicks/Month gained: 17 Est. Value/Click: \$2.2 Estimated Value gained: \$37

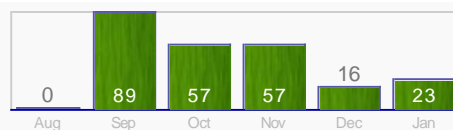
<http://www.seoptimise.com/blog/2009/1...>



▲ search marketing 15

Est. Clicks/Month gained: 15 Est. Value/Click: \$4.13 Estimated Value gained: \$61

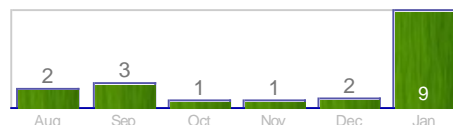
<http://www.seoptimise.com/>



▲ google co uk 42

Est. Clicks/Month gained: 12 Est. Value/Click: \$0.89 Estimated Value gained: \$11

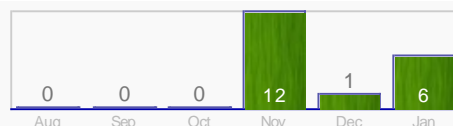
<http://www.seoptimise.com/blog/2007/0...>



▲ google alert 15(+1)

Est. Clicks/Month gained: 11 Est. Value/Click: \$1.39 Estimated Value gained: \$15

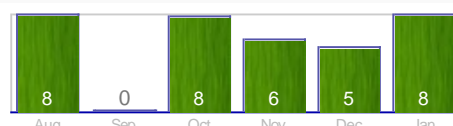
<http://www.seoptimise.com/blog/2010/0...>



▲ google webmaster tool 9(+2)

Est. Clicks/Month gained: 10 Est. Value/Click: \$1.51 Estimated Value gained: \$15

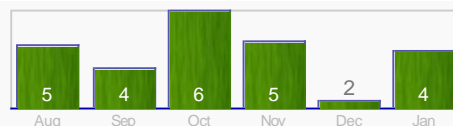
<http://www.seoptimise.com/blog/2010/0...>



▲ website metrics 2(+3)

Est. Clicks/Month gained: 8 Est. Value/Click: \$4.41 Estimated Value gained: \$35

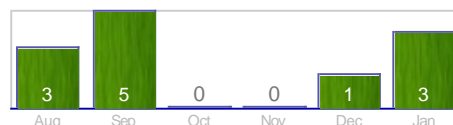
<http://www.seoptimise.com/blog/2008/0...>



▲ web trends 14(+27)

Est. Clicks/Month gained: 7 Est. Value/Click: \$2.07 Estimated Value gained: \$15

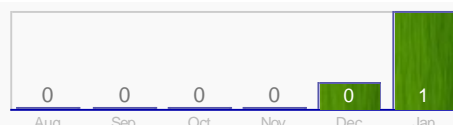
<http://www.seoptimise.com/blog/2009/1...>



▲ paid search 13(+36)

Est. Clicks/Month gained: 5 Est. Value/Click: \$2.83 Estimated Value gained: \$13

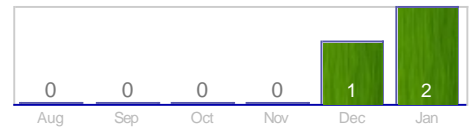
<http://www.seoptimise.com/blog/2009/0...>



▲ website ranking 37

Est. Clicks/Month gained: 3 Est. Value/Click: \$1.85 Estimated Value gained: \$6

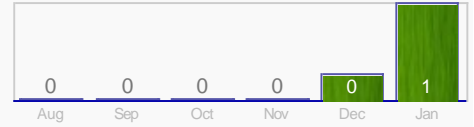
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▲ blog ideas 20(+5)

Est. Clicks/Month gained: 3 Est. Value/Click: \$2 Estimated Value gained: \$6

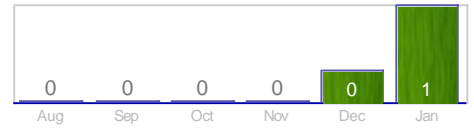
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▲ site metrics 3(+6)

Est. Clicks/Month gained: 2 Est. Value/Click: \$3.49 Estimated Value gained: \$9

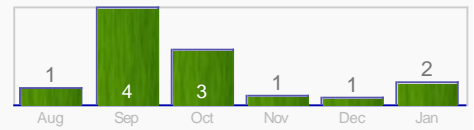
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▲ seo blogs 17

Est. Clicks/Month gained: 2 Est. Value/Click: \$1.27 Estimated Value gained: \$3

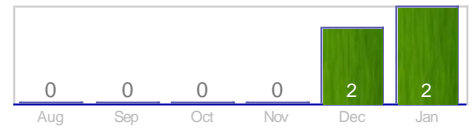
<http://www.seoptimise.com/blog>



▲ ua airline 28(+16)

Est. Clicks/Month gained: 2 Est. Value/Click: \$3.03 Estimated Value gained: \$6

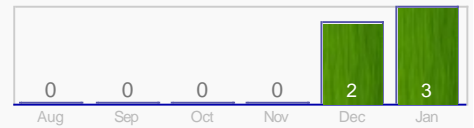
<http://www.seoptimise.com/blog/2009/0...>



▲ xl airways 43

Est. Clicks/Month gained: 2 Est. Value/Click: \$7.39 Estimated Value gained: \$14

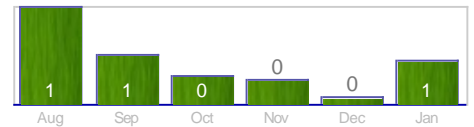
<http://www.seoptimise.com/blog/2008/0...>



▲ trust issues 45

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.71 Estimated Value gained: \$1

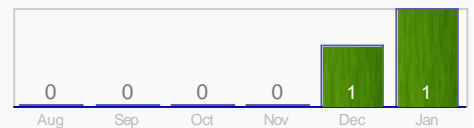
<http://www.seoptimise.com/blog/2010/0...>



▲ adwords company 13

Est. Clicks/Month gained: 1 Est. Value/Click: \$6.59 Estimated Value gained: \$8

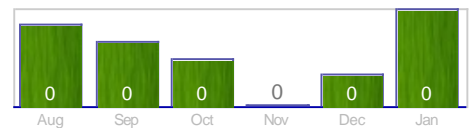
<http://www.seoptimise.com/services/ppc>



▲ domain purchase 30

Est. Clicks/Month gained: 1 Est. Value/Click: \$6.51 Estimated Value gained: \$7

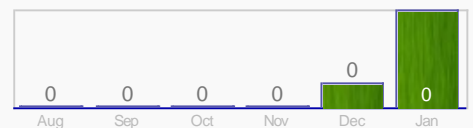
<http://www.seoptimise.com/blog/2010/0...>



▲ what is google analytics 37

Est. Clicks/Month gained: 1 Est. Value/Click: \$8.86 Estimated Value gained: \$9

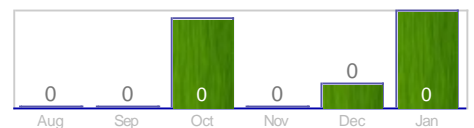
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▲ increase traffic 29

Est. Clicks/Month gained: 1 Est. Value/Click: \$2.31 Estimated Value gained: \$2

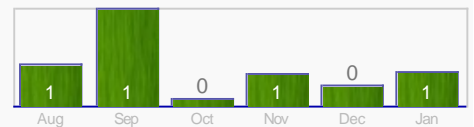
<http://www.seoptimise.com/blog/2006/1...>



▲ optimizing websites 15

Est. Clicks/Month gained: 1 Est. Value/Click: \$4.7 Estimated Value gained: \$4

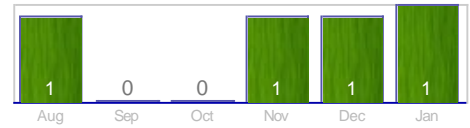
<http://www.seoptimise.com/blog/2008/0...>



▲ google adwords promotional code 40

Est. Clicks/Month gained: 1 Est. Value/Click: \$3 Estimated Value gained: \$3

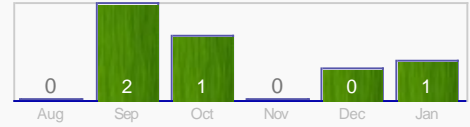
<http://www.seoptimise.com/blog/2006/0...>



▲ google adwords promo code 25

Est. Clicks/Month gained: 1 Est. Value/Click: \$2.67 Estimated Value gained: \$2

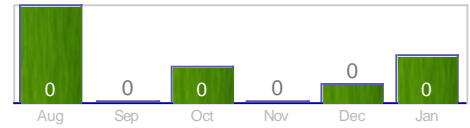
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▲ google webmasters 47

Est. Clicks/Month gained: 1 Est. Value/Click: \$2.07 Estimated Value gained: \$2

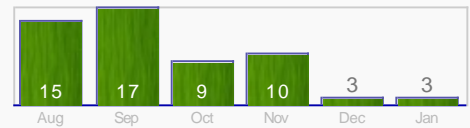
<http://www.seoptimise.com/blog/2010/0...>



▲ uk search engines 23

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.19 Estimated Value gained: \$1

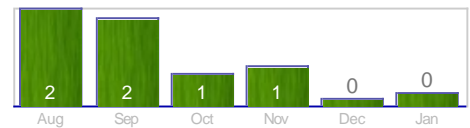
<http://www.seoptimise.com/>



▲ giant volleyball 11(+13)

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.56 Estimated Value gained: \$0

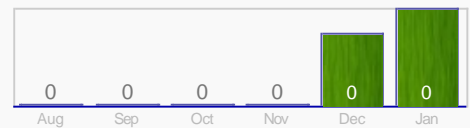
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▲ how to advertise on google 32

Est. Clicks/Month gained: 1 Est. Value/Click: \$13 Estimated Value gained: \$10

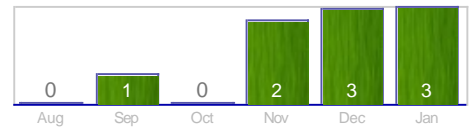
<http://www.seoptimise.com/blog/2007/0...>



▲ media case 13

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.76 Estimated Value gained: \$1

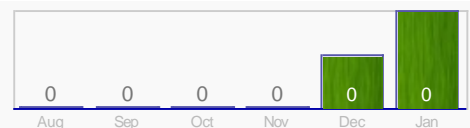
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▲ ecommerce seo 31

Est. Clicks/Month gained: 1 Est. Value/Click: \$3.59 Estimated Value gained: \$3

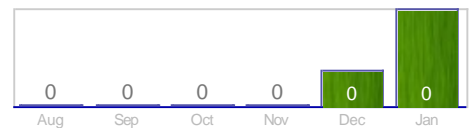
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▲ seo skills 11

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.08 Estimated Value gained: \$0

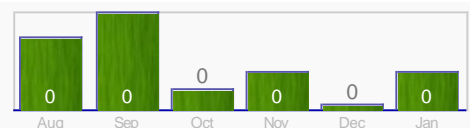
<http://www.seoptimise.com/blog/2007/1...>



▲ spyfoo 9(+8)

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.08 Estimated Value gained: \$0

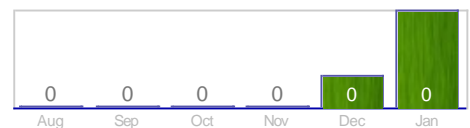
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▲ botw 47

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.67 Estimated Value gained: \$1

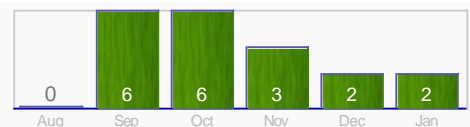
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▲ worcester business journal 40

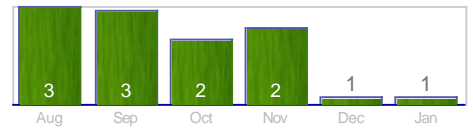
Est. Clicks/Month gained: 1 Est. Value/Click: \$0.08 Estimated Value gained: \$0

<http://www.seoptimise.com/tag/worcest...>



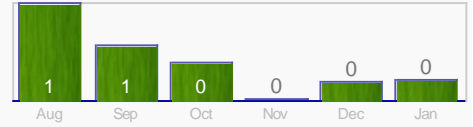
▲ spelling correction 22

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.1 Estimated Value gained: \$1
<http://www.seoptimise.com/blog/2007/0...>



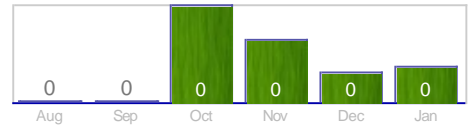
▲ active vs passive 27

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.29 Estimated Value gained: \$1
<http://www.seoptimise.com/blog/2009/0...>



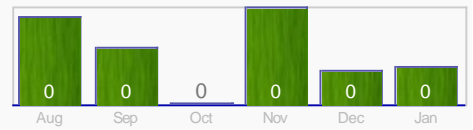
▲ bounce rates 15(+18)

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.49 Estimated Value gained: \$1
<http://www.seoptimise.com/blog/2009/0...>



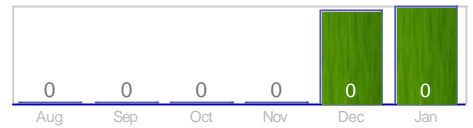
▲ adwords tip 13(+33)

Est. Clicks/Month gained: 1 Est. Value/Click: \$3.14 Estimated Value gained: \$2
<http://www.seoptimise.com/blog/2008/1...>



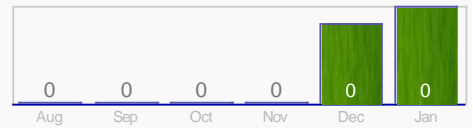
▲ blog seo 21(+11)

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.38 Estimated Value gained: \$1
<http://www.seoptimise.com/blog>



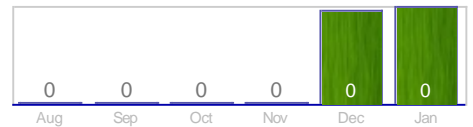
▲ flv players 46

Est. Clicks/Month unchanged Est. Value/Click: \$0.16 Estimated Value unchanged \$0
<http://www.seoptimise.com/blog/2009/1...>



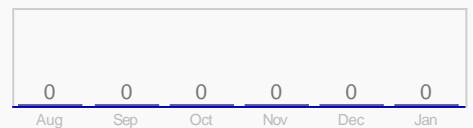
▲ outdated 26(+8)

Est. Clicks/Month unchanged Est. Value/Click: \$0.56 Estimated Value unchanged \$0
<http://www.seoptimise.com/blog/2008/0...>



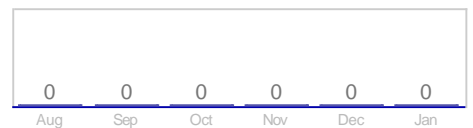
▲ lbc radio 12(+3)

Est. Clicks/Month unchanged Est. Value/Click: \$0.68 Estimated Value unchanged \$0
<http://www.seoptimise.com/blog/2009/1...>



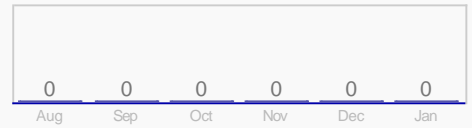
▲ media expert 14(+16)

Est. Clicks/Month unchanged Est. Value/Click: \$1.3 Estimated Value unchanged \$1
<http://www.seoptimise.com/blog/2010/0...>



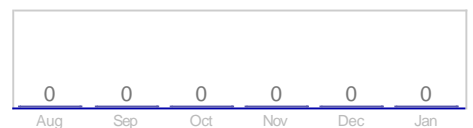
▲ uk search engine optimisation 7

Est. Clicks/Month unchanged Est. Value/Click: \$3.2 Estimated Value unchanged \$1
<http://www.seoptimise.com/>



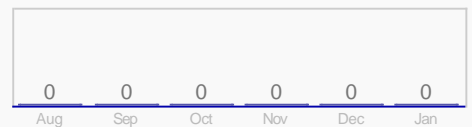
▲ free seo ebook 14(+9)

Est. Clicks/Month unchanged Est. Value/Click: \$0.7 Estimated Value unchanged \$0
<http://www.seoptimise.com/blog/2009/0...>



▲ adwords manager 27

Est. Clicks/Month unchanged Est. Value/Click: \$5.65 Estimated Value unchanged \$2
<http://www.seoptimise.com/blog/2006/0...>



▲ adwords promotion code 22

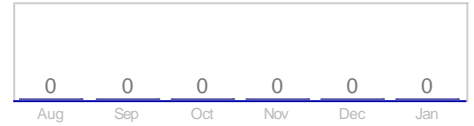
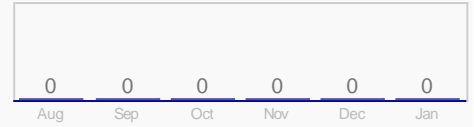
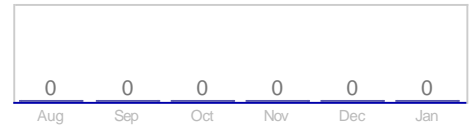
Est. Clicks/Month unchanged Est. Value/Click: \$3.11 Estimated Value unchanged \$1
<http://www.seoptimise.com/blog/2006/0...>

▲ web trend 16(+30)

Est. Clicks/Month unchanged Est. Value/Click: \$3.86 Estimated Value unchanged \$1
<http://www.seoptimise.com/blog/2009/1...>

▲ seo inc. 36

Est. Clicks/Month unchanged Est. Value/Click: \$5.07 Estimated Value unchanged \$2
<http://www.seoptimise.com/blog/2007/1...>

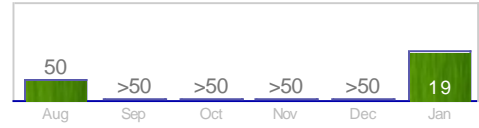


[Download as CSV](#)

Most Valuable Keywords (all)		Rank
google alerts Rank: 24 Est. Clicks/Mo: 148 Est. Value/Mo: \$285(-\$52.43)		
google webmaster tools Rank: 13(+6) Est. Clicks/Mo: 329(+173) Est. Value/Mo: \$233(+\$122)		
google alert Rank: 15(+1) Est. Clicks/Mo: 91(+11) Est. Value/Mo: \$126(+\$17)		
website metrics Rank: 2(+3) Est. Clicks/Mo: 23(+8) Est. Value/Mo: \$103(+\$36)		
seo techniques Rank: 9(-6) Est. Clicks/Mo: 34(-107) Est. Value/Mo: \$92(-\$295.124)		
pay per click manager Rank: 5(-2) Est. Clicks/Mo: 10(-25) Est. Value/Mo: \$89(-\$192.302)		
web analytics tools Rank: 8(+3) Est. Clicks/Mo: 13(-1) Est. Value/Mo: \$79(+\$2.45)		
search marketing Rank: 15 Est. Clicks/Mo: 15 Est. Value/Mo: \$61		
internet marketing seo Rank: 12(+1) Est. Clicks/Mo: 12(-17) Est. Value/Mo: \$47(-\$43.535)		
adwords exam Rank: 4(-1) Est. Clicks/Mo: 6(-5) Est. Value/Mo: \$47(-\$37.09)		
seo blog Rank: 11(+2) Est. Clicks/Mo: 27(-27) Est. Value/Mo: \$40(-\$34.743)		

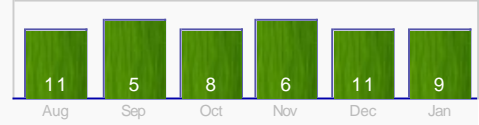
webtrends

Rank: 19 Est. Clicks/Mo: 17 Est. Value/Mo: \$37



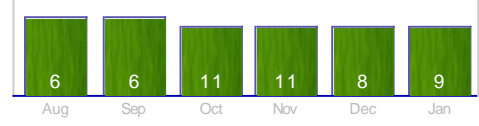
google webmaster tool

Rank: 9(+2) Est. Clicks/Mo: 21(+10) Est. Value/Mo: \$31(+\$14)



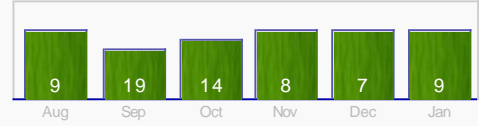
seo best practices

Rank: 9(-1) Est. Clicks/Mo: 9(-12) Est. Value/Mo: \$26(-\$34.103)



web analytics tool

Rank: 9(-2) Est. Clicks/Mo: 4(-20) Est. Value/Mo: \$23(-\$107.946)



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Newly Ranked Organic Pages

<http://www.seoptimise.com/blog/2007/08/advertise-on-google-maps-with-just-one.html>

Estimated SEO Value: **\$14** Estimated Total Clicks/Mo: 1

Keywords (rank): how to advertise on google (32), advertise google (39), advertise with google (48)

<http://www.seoptimise.com/blog/2008/09/adwords-advertisers-quick-to-bid-on-xl-airways-lehman-brot...>

Estimated SEO Value: **\$12** Estimated Total Clicks/Mo: 2

Keywords (rank): xl airways (43)

<http://www.seoptimise.com/blog/2007/07/microsoft-losing-millions-on-google-uk.html>

Estimated SEO Value: **\$9.65** Estimated Total Clicks/Mo: 12

Keywords (rank): ebay.co.uk search (29), goggle co uk (41), google co uk (42), wwwmicrosoftcom (43)

<http://www.seoptimise.com/blog/2010/12/how-to-turn-a-loss-into-something-positive.html>

Estimated SEO Value: **\$6.06** Estimated Total Clicks/Mo: 80

Keywords (rank): something positive (16)

<http://www.seoptimise.com/blog/2006/04/google-adwords-manager.html>

Estimated SEO Value: **\$2.96** Estimated Total Clicks/Mo: 1

Keywords (rank): adwords manager (27), ad words manager (40), google adwords manager (45)

<http://www.seoptimise.com/blog/2007/10/google-universal-search-confuses-seo.html>

Estimated SEO Value: **\$2.44** Estimated Total Clicks/Mo: 1

Keywords (rank): seo inc. (36), seo inc (46)

<http://www.seoptimise.com/blog/2006/10/how-to-increase-stumbleupon-traffic.html>

Estimated SEO Value: **\$2.13** Estimated Total Clicks/Mo: 1

Keywords (rank): increase traffic (29), traffic increase (44)

<http://www.seoptimise.com/blog/2007/08/is-this-adwords-ctr-quality-score-trick.html>

Estimated SEO Value: **\$1.53** Estimated Total Clicks/Mo: 1

Keywords (rank): adwords ctr (20)

<http://www.seoptimise.com/blog/2007/06/businesscom-botw-directory-20-promo.html>

Estimated SEO Value: **\$0.97** Estimated Total Clicks/Mo: 1

Keywords (rank): botw (47)

<http://www.seoptimise.com/blog/2009/09/active-vs-passive-seo.html>

Estimated SEO Value: **\$0.68** Estimated Total Clicks/Mo: 1

Keywords (rank): active vs passive (27)

<http://www.seoptimise.com/blog/2007/08/search-engine-optimisation-google.html>

Estimated SEO Value: **\$0.6** Estimated Total Clicks/Mo: 1

Keywords (rank): spelling correction (22)

<http://www.seoptimise.com/blog/2006/11/yahoo-search-marketing-bid-management.html>

Estimated SEO Value: **\$0.57** Estimated Total Clicks/Mo: 0

Keywords (rank): marketing bid (17)

<http://www.seoptimise.com/blog/2006/12/using-uk-based-web-hosting-company-to.html>

Estimated SEO Value: **\$0.47** Estimated Total Clicks/Mo: 0

Keywords (rank): uk based web hosting (26)

<http://www.seoptimise.com/blog/2006/06/best-ad-formats-to-make-money-with.html>

Estimated SEO Value: **\$0.4** Estimated Total Clicks/Mo: 0

Keywords (rank): adsense formats (35)

<http://www.seoptimise.com/blog/2007/01/adwords-detailed-budget-analysis-update.html>

Estimated SEO Value: **\$0.26** Estimated Total Clicks/Mo: 0

Keywords (rank): adwords analysis (37)

<http://www.seoptimise.com/blog/2007/06/logo-design-concepts-vote-part-ii.html>

Estimated SEO Value: **\$0.18** Estimated Total Clicks/Mo: 0

Keywords (rank): logo design concepts (36)

<http://www.seoptimise.com/blog/2006/07/google-images-seo-project-update.html>

Estimated SEO Value: **\$0.11** Estimated Total Clicks/Mo: 0

Keywords (rank): seo project (36)

<http://www.seoptimise.com/blog/2008/03/should-google-universal-search-be-part-of-your-seo-strateg...>

Estimated SEO Value: **\$0.09** Estimated Total Clicks/Mo: 0

Keywords (rank): universal part (19)

<http://www.seoptimise.com/blog/2006/11/ppc-company-uk-england-scotland.html>

Estimated SEO Value: **\$0.08** Estimated Total Clicks/Mo: 0

Keywords (rank): ppc uk (26)

<http://www.seoptimise.com/blog/2009/11/open-source-flv-player-embedding-videos-the-no-youtube-way...>

Estimated SEO Value: **\$0.07** Estimated Total Clicks/Mo: 0

Keywords (rank): flv players (46)

<http://www.seoptimise.com/blog/2007/12/6-most-marketable-seo-skills.html>

Estimated SEO Value: **\$0.05** Estimated Total Clicks/Mo: 1

Keywords (rank): seo skills (11)

<http://www.seoptimise.com/tag/worcester-business-journal>

Estimated SEO Value: **\$0.05** Estimated Total Clicks/Mo: 1

Keywords (rank): worcester business journal (40)

<http://www.seoptimise.com/blog/2009/06/visit-seoptimise-at-online-marketing-show-in-london.html>

Estimated SEO Value: **\$0.05** Estimated Total Clicks/Mo: 0

Keywords (rank): online marketing show (47)

<http://www.seoptimise.com/tag/conectors>

Estimated SEO Value: **\$0.05** Estimated Total Clicks/Mo: 0

Keywords (rank): conectors (43)

<http://www.seoptimise.com/blog/2009/04/swine-flu-tamiflu-viral-marketing.html>

Estimated SEO Value: **\$0.03** Estimated Total Clicks/Mo: 0

Keywords (rank): viral flu (41)

[Download as CSV](#)

New Keywords (You weren't ranked on before)	Estimated New Click/Month
something positive Rank: 16 Searches/Mo: 18k Est. Value/Click: \$0.08 http://www.seoptimise.com/blog/2010/12/how-to-turn-a-loss-into-something-positive.html	80 new clicks/month
webtrends Rank: 19 Searches/Mo: 5k Est. Value/Click: \$2.2 http://www.seoptimise.com/blog/2009/11/30-web-trends-to-watch-in-2010.html	17 new clicks/month
search marketing Rank: 15 Searches/Mo: 12k Est. Value/Click: \$4.13 http://www.seoptimise.com/	15 new clicks/month
google co uk Rank: 42 Searches/Mo: 22k Est. Value/Click: \$0.89 http://www.seoptimise.com/blog/2007/07/microsoft-losing-millions-on-google-uk.html	12 new clicks/month
website ranking Rank: 37 Searches/Mo: 7k Est. Value/Click: \$1.85 http://www.seoptimise.com/blog/2008/08/33-website-success-metrics-instead-of-rankings-google-page...	3 new clicks/month
seo blogs Rank: 17 Searches/Mo: 990 Est. Value/Click: \$1.27 http://www.seoptimise.com/blog	2 new clicks/month
xl airways Rank: 43 Searches/Mo: 990 Est. Value/Click: \$7.39 http://www.seoptimise.com/blog/2008/09/adwords-advertisers-quick-to-bid-on-xl-airways-lehman-brot...	2 new clicks/month
trust issues Rank: 45 Searches/Mo: 2k Est. Value/Click: \$0.71 http://www.seoptimise.com/blog/2010/03/seo-usability-and-trust-issues-even-the-best-seo-blogs-fac...	1 new click/month
adwords company Rank: 13 Searches/Mo: 990 Est. Value/Click: \$6.59 http://www.seoptimise.com/services/ppc	1 new click/month
domain purchase Rank: 30 Searches/Mo: 2k Est. Value/Click: \$6.51 http://www.seoptimise.com/blog/2010/06/seo-tutorial-assessing-a-keyword-domain-for-purchase-does-...	1 new click/month
what is google analytics Rank: 37 Searches/Mo: 0 Est. Value/Click: \$8.86 http://www.seoptimise.com/blog/2009/03/30-google-analytics-tools-goals-segments-filters-hacks-res...	1 new click/month
increase traffic Rank: 29 Searches/Mo: 3k Est. Value/Click: \$2.31 http://www.seoptimise.com/blog/2006/10/how-to-increase-stumbleupon-traffic.html	1 new click/month
optimizing websites Rank: 15 Searches/Mo: 240 Est. Value/Click: \$4.7 http://www.seoptimise.com/blog/2008/08/30-one-minute-ways-of-optimising-your-website-for-more-tra...	1 new click/month
google adwords promotional... Rank: 40 Searches/Mo: 2k Est. Value/Click: \$3 http://www.seoptimise.com/blog/2006/06/google-adwords-promotional-code.html	1 new click/month

google adwords promo code Rank: 25 Searches/Mo: 870 Est. Value/Click: \$2.67 http://www.seoptimise.com/blog/2006/06/google-adwords-promotional-code.html	1 new click/month
google webmasters Rank: 47 Searches/Mo: 2k Est. Value/Click: \$2.07 http://www.seoptimise.com/blog/2010/05/how-to-use-google-webmaster-tools-for-seo-inspiration.html	1 new click/month
uk search engines Rank: 23 Searches/Mo: 1k Est. Value/Click: \$1.19 http://www.seoptimise.com/	1 new click/month
how to advertise on google Rank: 32 Searches/Mo: 870 Est. Value/Click: \$13 http://www.seoptimise.com/blog/2007/08/advertise-on-google-maps-with-just-one.html	1 new click/month
media case Rank: 13 Searches/Mo: 720 Est. Value/Click: \$0.76 http://www.seoptimise.com/blog/2010/05/30-seo-social-media-marketing-case-studies-that-prove-the-...	1 new click/month
ecommerce seo Rank: 31 Searches/Mo: 870 Est. Value/Click: \$3.59 http://www.seoptimise.com/blog/2009/04/e-commerce-seo-why-you-should-optimize-for-internal-site-s...	1 new click/month
seo skills Rank: 11 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.seoptimise.com/blog/2007/12/6-most-marketable-seo-skills.html	1 new click/month
botw Rank: 47 Searches/Mo: 1k Est. Value/Click: \$1.67 http://www.seoptimise.com/blog/2007/06/businesscom-botw-directory-20-promo.html	1 new click/month
worcester business journal Rank: 40 Searches/Mo: 870 Est. Value/Click: \$0.08 http://www.seoptimise.com/tag/worcester-business-journal	1 new click/month
spelling correction Rank: 22 Searches/Mo: 480 Est. Value/Click: \$1.1 http://www.seoptimise.com/blog/2007/08/search-engine-optimisation-google.html	1 new click/month
active vs passive Rank: 27 Searches/Mo: 0 Est. Value/Click: \$1.29 http://www.seoptimise.com/blog/2009/09/active-vs-passive-seo.html	1 new click/month
flv players Rank: 46 Searches/Mo: 0 Est. Value/Click: \$0.16 http://www.seoptimise.com/blog/2009/11/open-source-flv-player-embedding-videos-the-no-youtube-way...	0 new clicks/month
uk search engine optimisation Rank: 7 Searches/Mo: 240 Est. Value/Click: \$3.2 http://www.seoptimise.com/services	0 new clicks/month
adwords manager Rank: 27 Searches/Mo: 720 Est. Value/Click: \$5.65 http://www.seoptimise.com/blog/2006/04/google-adwords-manager.html	0 new clicks/month
adwords promotion code Rank: 22 Searches/Mo: 480 Est. Value/Click: \$3.11 http://www.seoptimise.com/blog/2006/06/google-adwords-promotional-code.html	0 new clicks/month

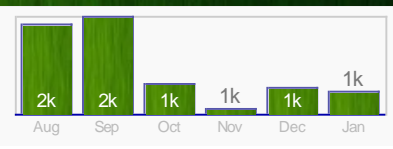
seo inc. Rank: 36 Searches/Mo: 0 Est. Value/Click: \$5.07 http://www.seoptimise.com/blog/2007/10/google-universal-search-confuses-seo.html	0 new clicks/month
citroen saxo Rank: 31 Searches/Mo: 2k Est. Value/Click: \$0.38 http://www.seoptimise.com/blog/2006/02/citroen-saxo-for-sale.html	0 new clicks/month
advertise with google Rank: 48 Searches/Mo: 720 Est. Value/Click: \$15 http://www.seoptimise.com/blog/2007/08/advertise-on-google-maps-with-just-one.html	0 new clicks/month
what is search engine mark... Rank: 32 Searches/Mo: 1k Est. Value/Click: \$5.44 http://www.seoptimise.com/	0 new clicks/month
adsense formats Rank: 35 Searches/Mo: 240 Est. Value/Click: \$1.58 http://www.seoptimise.com/blog/2006/06/best-ad-formats-to-make-money-with.html	0 new clicks/month
paid per click Rank: 40 Searches/Mo: 990 Est. Value/Click: \$2.76 http://www.seoptimise.com/services/ppc	0 new clicks/month
rate conversion Rank: 40 Searches/Mo: 480 Est. Value/Click: \$0.7 http://www.seoptimise.com/blog/2010/05/46-croconversion-rate-optimization-resources-for-web-desig...	0 new clicks/month
google adwords promotion code Rank: 22 Searches/Mo: 480 Est. Value/Click: \$3.45 http://www.seoptimise.com/blog/2006/06/google-adwords-promotional-code.html	0 new clicks/month
optimize web site Rank: 22 Searches/Mo: 300 Est. Value/Click: \$5.16 http://www.seoptimise.com/blog/2008/08/30-one-minute-ways-of-optimising-your-website-for-more-tra...	0 new clicks/month
adwords promo code Rank: 48 Searches/Mo: 720 Est. Value/Click: \$1.91 http://www.seoptimise.com/blog/2006/06/google-adwords-promotional-code.html	0 new clicks/month
search engine optimization... Rank: 38 Searches/Mo: 870 Est. Value/Click: \$8.76 http://www.seoptimise.com/blog/2010/08/40-title-tag-seo-for-google-ranking-factors-optimization-t...	0 new clicks/month
free seo tool Rank: 43 Searches/Mo: 1k Est. Value/Click: \$1.55 http://www.seoptimise.com/blog/2009/07/the-30-free-seo-tools-you-must-know.html	0 new clicks/month
seo rank Rank: 36 Searches/Mo: 870 Est. Value/Click: \$2.46 http://www.seoptimise.com/blog/2010/08/40-title-tag-seo-for-google-ranking-factors-optimization-t...	0 new clicks/month
findall Rank: 24 Searches/Mo: 0 Est. Value/Click: \$0.49 http://www.seoptimise.com/blog/2008/11/a-google-analytics-trick-everyone-should-know.html	0 new clicks/month
seo inc Rank: 46 Searches/Mo: 870 Est. Value/Click: \$5.07 http://www.seoptimise.com/blog/2007/10/google-universal-search-confuses-seo.html	0 new clicks/month

website on google Rank: 25 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.seoptimise.com/blog/2008/08/33-website-success-metrics-instead-of-rankings-google-page...	0 new clicks/month
pay per click ppc Rank: 42 Searches/Mo: 870 Est. Value/Click: \$4.32 http://www.seoptimise.com/services/ppc	0 new clicks/month
google search marketing Rank: 42 Searches/Mo: 720 Est. Value/Click: \$8.02 http://www.seoptimise.com/blog/2009/12/30-resources-on-google-search-seo-changes-in-2010.html	0 new clicks/month
seo agencies Rank: 44 Searches/Mo: 720 Est. Value/Click: \$0.08 http://www.seoptimise.com/blog/2010/06/clients-guide-to-seo-how-to-approach-seo-agencies.html	0 new clicks/month
ebay.co.uk search Rank: 29 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.seoptimise.com/blog/2007/07/microsoft-losing-millions-on-google-uk.html	0 new clicks/month
overture uk keyword Rank: 17 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.seoptimise.com/blog/2007/02/which-free-keyword-research-tool-to-use.html	0 new clicks/month

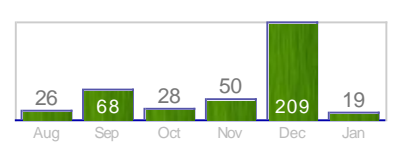
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Top Site Sections Summary Estimated Clicks/Month

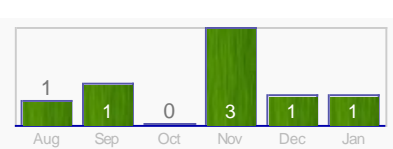
[seoptimise.com/blog](#)
 Number of Keywords: 787
Estimated Value/Mo: \$2k (-\$721)
 Top Keywords: google webmaster tools, google alerts, google alert, something positive, spyfu



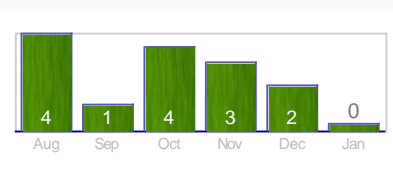
[seoptimise.com/services](#)
 Number of Keywords: 46
Estimated Value/Mo: \$136 (-\$1k)
 Top Keywords: pay per click manager, pay per click advertising, manage pay per click, adwords company, pay per click managers



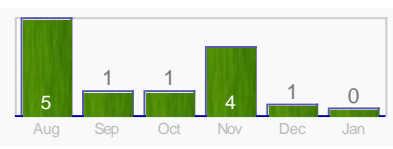
[seoptimise.com/tag/search-m...](#)
 Number of Keywords: 7
Estimated Value/Mo: \$0 (-\$3)
 Top Keywords: worcester business journal, conectors, cliens



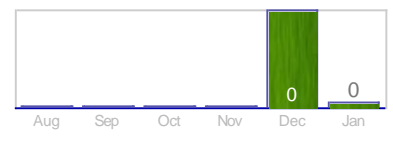
[seoptimise.com/careers](#)
 Number of Keywords: 10
Estimated Value/Mo: \$2 (-\$8)
 Top Keywords: search engine marketing jobs, marketing jobs in oxford, marketing career uk, search engine marketing careers, ppc campaign manager



[seoptimise.com/casestudies/...](#)
 Number of Keywords: 2
Estimated Value/Mo: \$0
 Top Keywords: audley travel, www audley travel com



[seoptimise.com/whitepapers/...](#)
 Number of Keywords: 2
Estimated Value/Mo: \$0
 Top Keywords: white paper business, guide white paper



[Download as CSV](#)

Keyword Groups with the Biggest Gains - Details

Biggest Opportunities (all)

Rank

google alerts (24)

Searches/Mo: 74k Est. Value/Click: \$1.93 Est. Potential New Clicks/Month: 10k
Other Keywords for URL: google alerts, google alert



google webmaster tools (13)

Searches/Mo: 0 Est. Value/Click: \$0.71 Est. Potential New Clicks/Month: 7k
Other Keywords for URL: google webmaster tools, google webmaster, google webmaster tool, google webmasters, webmaster tool



google alert (15)

Searches/Mo: 18k Est. Value/Click: \$1.39 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: google alerts, google alert



google co uk (42)

Searches/Mo: 22k Est. Value/Click: \$0.89 Est. Potential New Clicks/Month: 3k
Other Keywords for URL: google co uk, ebay.co.uk search, goggle co uk, www.microsoft.com



xl airways (43)

Searches/Mo: 990 Est. Value/Click: \$7.39 Est. Potential New Clicks/Month: 283
Other Keywords for URL: xl airways



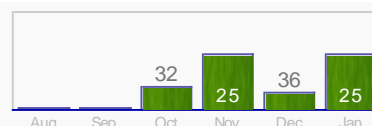
search marketing (15)

Searches/Mo: 12k Est. Value/Click: \$4.13 Est. Potential New Clicks/Month: 379
Other Keywords for URL: search marketing, internet marketing seo, search engine optimization agency, seo services uk, search engine marketing uk



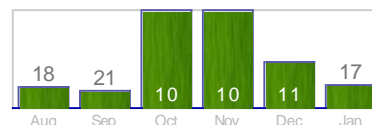
pay per click advertising (41)

Searches/Mo: 10k Est. Value/Click: \$4.54 Est. Potential New Clicks/Month: 283
Other Keywords for URL: pay per click manager, pay per click advertising, manage pay per click, adwords company, pay per click managers



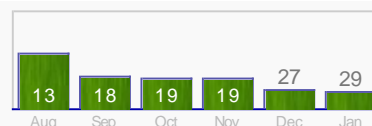
webtrends (19)

Searches/Mo: 5k Est. Value/Click: \$2.2 Est. Potential New Clicks/Month: 503
Other Keywords for URL: webtrends, web trends, web trend, trend web, webtrends 8



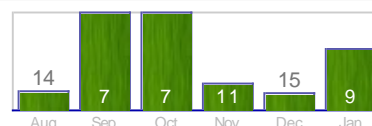
google webmaster (32)

Searches/Mo: 18k Est. Value/Click: \$0.86 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: google webmaster tools, google webmaster, google webmaster tool, google webmasters, webmaster tool



bounce rate (30)

Searches/Mo: 7k Est. Value/Click: \$1.16 Est. Potential New Clicks/Month: 909
Other Keywords for URL: bounce rate, bounce rates, improving conversion rate



what is google analytics (37)

Searches/Mo: 0 Est. Value/Click: \$8.86 Est. Potential New Clicks/Month: 116
Other Keywords for URL: what is google analytics, goals tools



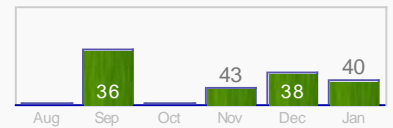
ua airline (28)

Searches/Mo: 1k Est. Value/Click: \$3.03 Est. Potential New Clicks/Month: 318
Other Keywords for URL: song airlines, ua airline, youtube song, airline song, song airlines com



how to advertise on google (32)

Searches/Mo: 870 Est. Value/Click: \$13 Est. Potential New Clicks/Month: 67
Other Keywords for URL: how to advertise on google, advertise with google, advertise google



advertise with google (48)

Searches/Mo: 720 Est. Value/Click: \$15 Est. Potential New Clicks/Month: 57
Other Keywords for URL: how to advertise on google, advertise with google, advertise google



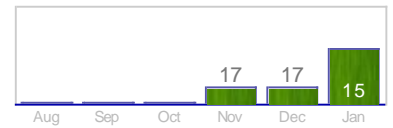
website ranking (37)

Searches/Mo: 7k Est. Value/Click: \$1.85 Est. Potential New Clicks/Month: 469
Other Keywords for URL: website metrics, site metrics, website ranking, web site metrics, measure website traffic



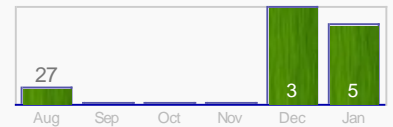
blog ideas (20)

Searches/Mo: 2k Est. Value/Click: \$2 Est. Potential New Clicks/Month: 385
Other Keywords for URL: blog ideas, business blogging



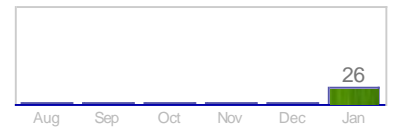
domain purchase (30)

Searches/Mo: 2k Est. Value/Click: \$6.51 Est. Potential New Clicks/Month: 117
Other Keywords for URL: domain purchase, seo tutorial, domains purchase



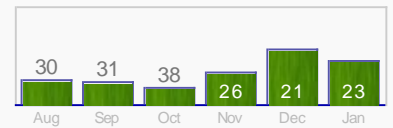
SEO ranking (50)

Searches/Mo: 4k Est. Value/Click: \$2.97 Est. Potential New Clicks/Month: 211
Other Keywords for URL: title tag, title tags, SEO ranking, seo rankings, search engine optimization google



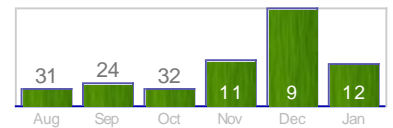
search engine marketing agencies (17)

Searches/Mo: 1k Est. Value/Click: \$9.7 Est. Potential New Clicks/Month: 62
Other Keywords for URL: search marketing, internet marketing seo, search engine optimization agency, seo services uk, search engine marketing uk



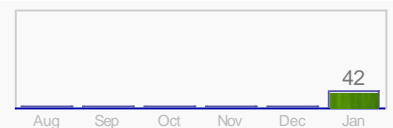
search engine optimization techniques (30)

Searches/Mo: 3k Est. Value/Click: \$3.93 Est. Potential New Clicks/Month: 141
Other Keywords for URL: seo techniques, black hat seo, seo technique, search engine optimization technique, blackhat seo



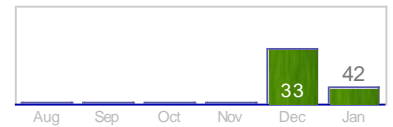
internet marketing seo (12)

Searches/Mo: 4k Est. Value/Click: \$3.83 Est. Potential New Clicks/Month: 141
Other Keywords for URL: search marketing, internet marketing seo, search engine optimization agency, seo services uk, search engine marketing uk



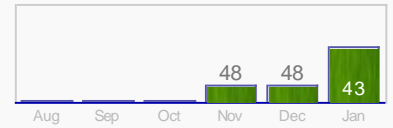
seo blog (11)

Searches/Mo: 10k Est. Value/Click: \$1.46 Est. Potential New Clicks/Month: 367
Other Keywords for URL: seo blog, seo blogs, blog seo, ppc blog, search engine marketing news



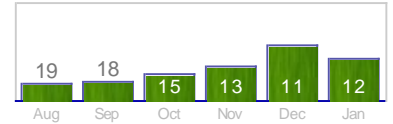
seo promotion (30)

Searches/Mo: 3k Est. Value/Click: \$3.09 Est. Potential New Clicks/Month: 161
 Other Keywords for URL: seo promotion, content seo, marketing strategy promotion, marketing content, marketing promotion strategy



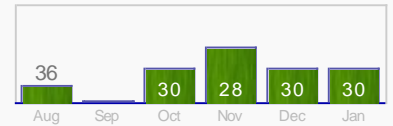
seo sem (24)

Searches/Mo: 2k Est. Value/Click: \$2.59 Est. Potential New Clicks/Month: 166
 Other Keywords for URL: seo sem, seo and sem, seosem, seoptimise com



seo techniques (9)

Searches/Mo: 4k Est. Value/Click: \$2.76 Est. Potential New Clicks/Month: 155
 Other Keywords for URL: seo techniques, black hat seo, seo technique, search engine optimization technique, blackhat seo



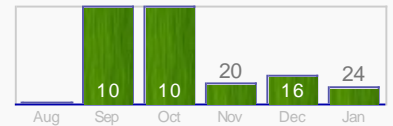
webmaster tool (45)

Searches/Mo: 1k Est. Value/Click: \$2.27 Est. Potential New Clicks/Month: 168
 Other Keywords for URL: google webmaster tools, google webmaster, google webmaster tool, google webmasters, webmaster tool



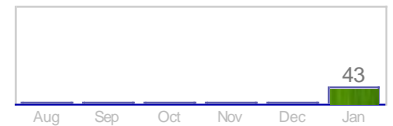
website rankings (44)

Searches/Mo: 2k Est. Value/Click: \$1.75 Est. Potential New Clicks/Month: 211
 Other Keywords for URL: website metrics, site metrics, website ranking, web site metrics, measure website traffic



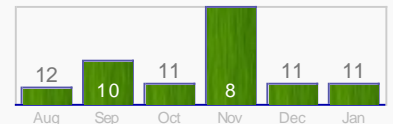
primark (38)

Searches/Mo: 10k Est. Value/Click: \$0.32 Est. Potential New Clicks/Month: 1k
 Other Keywords for URL: primark, primark online, primark online shopping, shop primark online, primark shopping online



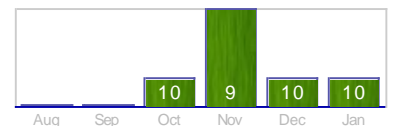
google adwords promotional code (40)

Searches/Mo: 2k Est. Value/Click: \$3 Est. Potential New Clicks/Month: 117
 Other Keywords for URL: google adwords promotional code, google adwords promo code, adwords promotion code, google adwords promotion code, adwords promo code



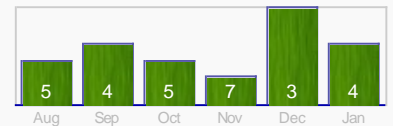
search engine optimization agency (14)

Searches/Mo: 2k Est. Value/Click: \$4.23 Est. Potential New Clicks/Month: 80
 Other Keywords for URL: search marketing, internet marketing seo, search engine optimization agency, seo services uk, search engine marketing uk



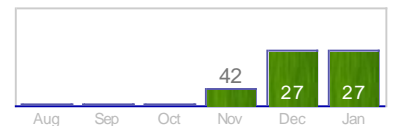
google ppc (35)

Searches/Mo: 2k Est. Value/Click: \$5.04 Est. Potential New Clicks/Month: 67
 Other Keywords for URL: google ppc, ppc google, adwords campaign tips, travel ppc



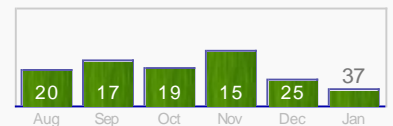
pay per click manager (5)

Searches/Mo: 870 Est. Value/Click: \$8.57 Est. Potential New Clicks/Month: 39
 Other Keywords for URL: pay per click manager, pay per click advertising, manage pay per click, adwords company, pay per click managers



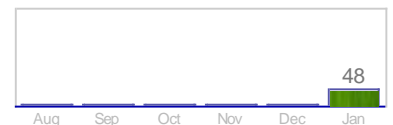
googleuk (49)

Searches/Mo: 0 Est. Value/Click: \$0.83 Est. Potential New Clicks/Month: 392
 Other Keywords for URL: googleuk, update serps, uk serps, based uk, serps uk



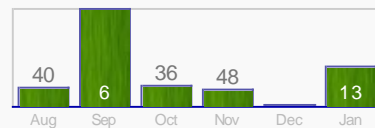
web analytics tools (8)

Searches/Mo: 2k Est. Value/Click: \$5.95 Est. Potential New Clicks/Month: 54
 Other Keywords for URL: web analytics tools, web analytics tool, analytics tool, web analytics company, analytic tool web



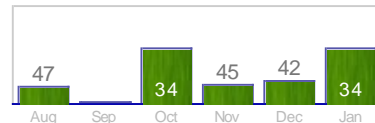
web trends (14)

Searches/Mo: 2k Est. Value/Click: \$2.07 Est. Potential New Clicks/Month: 144
Other Keywords for URL: webtrends, web trends, web trend, trend web, webtrends 8



conversion rate optimization (21)

Searches/Mo: 990 Est. Value/Click: \$3.04 Est. Potential New Clicks/Month: 95
Other Keywords for URL: conversion rate optimization, rate conversion, web conversion optimization, web conversions, web conversion rate



ecommerce seo (31)

Searches/Mo: 870 Est. Value/Click: \$3.59 Est. Potential New Clicks/Month: 78
Other Keywords for URL: ecommerce seo, SEO E commerce



botw (47)

Searches/Mo: 1k Est. Value/Click: \$1.67 Est. Potential New Clicks/Month: 162
Other Keywords for URL: botw



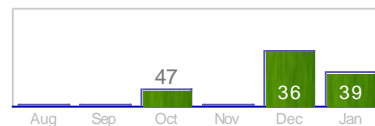
seo best practices (9)

Searches/Mo: 1k Est. Value/Click: \$3.03 Est. Potential New Clicks/Month: 88
Other Keywords for URL: seo best practices, seo practices



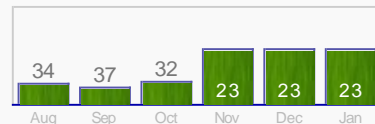
manage pay per click (12)

Searches/Mo: 480 Est. Value/Click: \$8.03 Est. Potential New Clicks/Month: 32
Other Keywords for URL: pay per click manager, pay per click advertising, manage pay per click, adwords company, pay per click managers



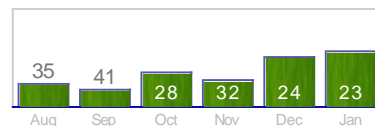
seo inc (46)

Searches/Mo: 870 Est. Value/Click: \$5.07 Est. Potential New Clicks/Month: 51
Other Keywords for URL: seo inc., seo inc



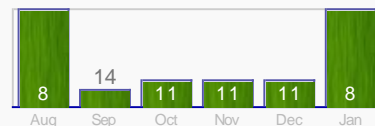
seo inc. (36)

Searches/Mo: 0 Est. Value/Click: \$5.07 Est. Potential New Clicks/Month: 51
Other Keywords for URL: seo inc., seo inc



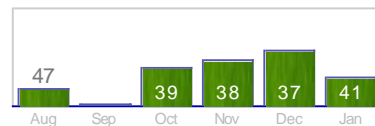
search engine optimization google (38)

Searches/Mo: 870 Est. Value/Click: \$8.76 Est. Potential New Clicks/Month: 28
Other Keywords for URL: title tag, title tags, SEO ranking, seo rankings, search engine optimization google



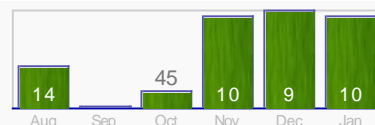
google adwords manager (45)

Searches/Mo: 300 Est. Value/Click: \$9.32 Est. Potential New Clicks/Month: 24
Other Keywords for URL: adwords manager, google adwords manager, ad words manager



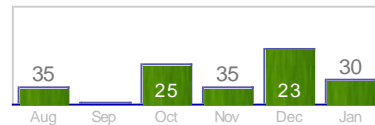
trust issues (45)

Searches/Mo: 2k Est. Value/Click: \$0.71 Est. Potential New Clicks/Month: 320
Other Keywords for URL: trust issues



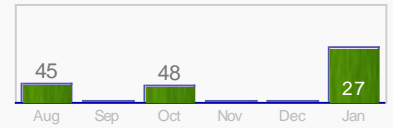
paid search (13)

Searches/Mo: 2k Est. Value/Click: \$2.83 Est. Potential New Clicks/Month: 80
Other Keywords for URL: paid search, golden search, the golden rules, paid searches



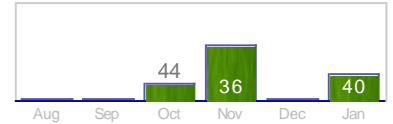
increase traffic (29)

Searches/Mo: 3k Est. Value/Click: \$2.31 Est. Potential New Clicks/Month: 93
Other Keywords for URL: increase traffic, traffic increase



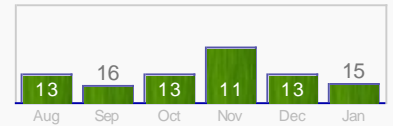
optimize website (17)

Searches/Mo: 1k Est. Value/Click: \$3.71 Est. Potential New Clicks/Month: 55
Other Keywords for URL: optimizing website, optimize website, optimizing websites, website optimizing, optimize web site



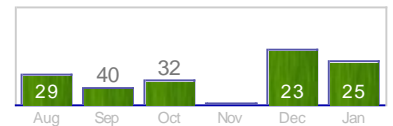
something positive (16)

Searches/Mo: 18k Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: something positive



what is search engine marketing (32)

Searches/Mo: 1k Est. Value/Click: \$5.44 Est. Potential New Clicks/Month: 35
Other Keywords for URL: search marketing, internet marketing seo, search engine optimization agency, seo services uk, search engine marketing uk



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Keywords Not Ranked On But Should Be

Estimated Clicks/Month

adwords

Searches/Month: 201k
Cost/Click: \$19.00 Est. Potential Clicks/Month: 1k
Avg. Competitor Rank: 15

redflymarketing.com +1k

internet marketing

Searches/Month: 110k
Cost/Click: \$5.41 Est. Potential Clicks/Month: 159
Avg. Competitor Rank: 18

justsearching.co.uk +258
internetmarketing... +61

google adwords

Searches/Month: 135k
Cost/Click: \$17.00 Est. Potential Clicks/Month: 213
Avg. Competitor Rank: 27

redflymarketing.com +213

ad words

Searches/Month: 22k
Cost/Click: \$13.00 Est. Potential Clicks/Month: 147
Avg. Competitor Rank: 13

redflymarketing.com +147

adwords promotional code















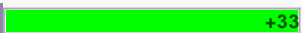

Searches/Month: 2k
Cost/Click: \$3.88 Est. Potential Clicks/Month: 9
Avg. Competitor Rank: 22

redflymarketing.com +35
minterest.com +6
hillelstoler.com +3
prosoncheng.com +1

google ad words

Searches/Month: 22k
Cost/Click: \$21.00 Est. Potential Clicks/Month: 57
Avg. Competitor Rank: 21

redflymarketing.com +57

<p>adwords quality score Searches/Month: 870 Cost/Click: \$2.46 Est. Potential Clicks/Month: 46 Avg. Competitor Rank: 1</p>	<p>redflymarketing.com  +46</p>
<p>internet marketing agency Searches/Month: 5k Cost/Click: \$6.82 Est. Potential Clicks/Month: 37 Avg. Competitor Rank: 6</p>	<p>internetmarketing...  +37</p>
<p>adwords professional Searches/Month: 990 Cost/Click: \$19.00 Est. Potential Clicks/Month: 4 Avg. Competitor Rank: 11</p>	<p>redflymarketing.com  +6 adwordsqualifiedc...  +3</p>
<p>uk search engine submission Searches/Month: 240 Cost/Click: \$4.51 Est. Potential Clicks/Month: 20 Avg. Competitor Rank: 1</p>	<p>submitexpress.co.uk  +20</p>
<p>pay per click marketing Searches/Month: 4k Cost/Click: \$8.78 Est. Potential Clicks/Month: 9 Avg. Competitor Rank: 21</p>	<p>topclickmedia.co.uk  +17 redflymarketing.com  +1</p>
<p>google products Searches/Month: 0 Cost/Click: \$3.59 Est. Potential Clicks/Month: 64 Avg. Competitor Rank: 22</p>	<p>minterest.com  +64</p>
<p>search engine optimization pricing Searches/Month: 2k Cost/Click: \$9.48 Est. Potential Clicks/Month: 15 Avg. Competitor Rank: 10</p>	<p>micrositez.co.uk  +15</p>
<p>adwords Searches/Month: 1k Cost/Click: \$44.00 Est. Potential Clicks/Month: 4 Avg. Competitor Rank: 18</p>	<p>redflymarketing.com  +4</p>
<p>pay per click agencies Searches/Month: 570 Cost/Click: \$9.60 Est. Potential Clicks/Month: 4 Avg. Competitor Rank: 15</p>	<p>topclickmedia.co.uk  +7 guava.co.uk  +0</p>
<p>internet marketing service Searches/Month: 60k Cost/Click: \$6.28 Est. Potential Clicks/Month: 8 Avg. Competitor Rank: 14</p>	<p>justsearching.co.uk  +9 internetmarketing...  +8</p>
<p>pay per click consultant Searches/Month: 990 Cost/Click: \$3.78 Est. Potential Clicks/Month: 33 Avg. Competitor Rank: 2</p>	<p>topclickmedia.co.uk  +33</p>
<p>adword Searches/Month: 33k Cost/Click: \$12.00 Est. Potential Clicks/Month: 14 Avg. Competitor Rank: 23</p>	<p>redflymarketing.com  +14</p>

<p>adwords qualified company Searches/Month: 570 Cost/Click: \$11.00 Est. Potential Clicks/Month: 12 Avg. Competitor Rank: 3</p>	<p>adwordsqualifiedc...  +12 redflymarketing.com  +0</p>
<p>internet marketing blog Searches/Month: 3k Cost/Click: \$6.03 Est. Potential Clicks/Month: 22 Avg. Competitor Rank: 7</p>	<p>redflymarketing.com  +22</p>
<p>google adwords management Searches/Month: 2k Cost/Click: \$11.00 Est. Potential Clicks/Month: 4 Avg. Competitor Rank: 22</p>	<p>topclickmedia.co.uk  +8 redflymarketing.com  +1</p>
<p>google adwords expert Searches/Month: 870 Cost/Click: \$9.48 Est. Potential Clicks/Month: 12 Avg. Competitor Rank: 4</p>	<p>redflymarketing.com  +12</p>
<p>adwords advice Searches/Month: 1k Cost/Click: \$6.52 Est. Potential Clicks/Month: 14 Avg. Competitor Rank: 1</p>	<p>redflymarketing.com  +14</p>
<p>adwords expert Searches/Month: 1k Cost/Click: \$8.92 Est. Potential Clicks/Month: 12 Avg. Competitor Rank: 4</p>	<p>redflymarketing.com  +12</p>
<p>adwrods Searches/Month: 990 Cost/Click: \$20.00 Est. Potential Clicks/Month: 5 Avg. Competitor Rank: 15</p>	<p>redflymarketing.com  +5</p>

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Keyword Overlap in Your SEO & PPC campaigns

Est. Organic Clicks vs. Paid Clicks

None

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Keyword Groups with the Most Potential - Details