

Feb 15, 2011

Grokdotcom.com

SEO Dashboard



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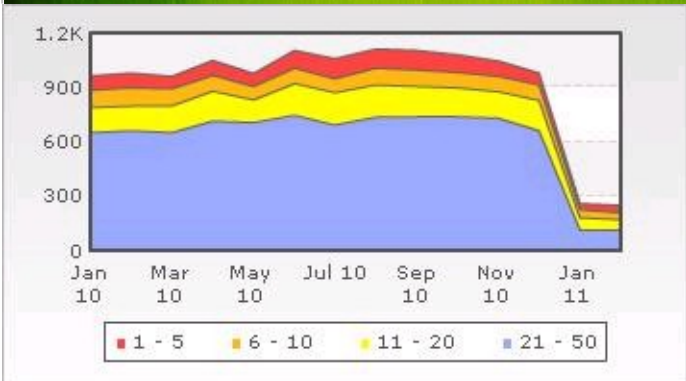
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Amount of Keywords in Top Search Results



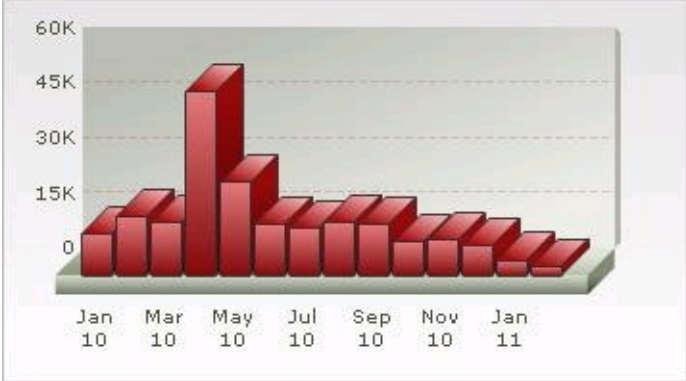
You show up in the top 50 search results on Google for 250 different keywords. More importantly, you are in the top 5 on 42 which is up by 2.69% or 7 keywords since last month.

Number of Unique Pages that Rank Organically



117 of your pages appear in the top 50 of at least one search.

Total Organic Clicks Per Month



You should be getting 3k clicks per month from your organic placements on Google. That's up 2k clicks or 646% from last month.

Value of Organic Clicks Per Month



If you had to buy all those organic clicks via Google Adwords, they'd cost \$3k. That's an additional savings of \$2k over last month.

You gained 2,251 clicks last month, worth \$1,757.

Biggest Gains

You moved up in ranks on 111 keywords last month. All those gains added up to about 110 clicks you wouldn't have received last month. In equivalent PPC dollars, all those new clicks are worth about \$238.

| | Rank |
|--|--------|
| ▲ online lead generation Estimated Clicks/Month gained: 18 http://www.grokdotcom.com/topics/lead... | 8(+27) |
| ▲ online copywriter Estimated Clicks/Month gained: 16 http://www.grokdotcom.com/2007/10/29/... | 2(+40) |
| ▲ eisenberg Estimated Clicks/Month gained: 7 http://www.grokdotcom.com/author/brya... | 12(+9) |
| ▲ online copywriters Estimated Clicks/Month gained: 7 http://www.grokdotcom.com/2007/10/29/... | 1(+7) |
| ▲ onclick Estimated Clicks/Month gained: 7 http://www.grokdotcom.com/2008/10/02/... | 27 |
| ▲ free website tools Estimated Clicks/Month gained: 7 http://www.grokdotcom.com/2008/11/13/... | 10 |
| ▲ wireframing Estimated Clicks/Month gained: 5 http://www.grokdotcom.com/wireframing... | 10(+4) |
| ▲ clothing websites Estimated Clicks/Month gained: 5 http://www.grokdotcom.com/2007/06/27/... | 25(+7) |
| ▲ add to cart button Estimated Clicks/Month gained: 3 http://www.grokdotcom.com/2008/01/25/... | 18 |
| ▲ bryan eisenberg Estimated Clicks/Month gained: 3 http://www.grokdotcom.com/author/brya... | 5(+3) |
| ▲ wireframes Estimated Clicks/Month gained: 3 http://www.grokdotcom.com/wireframing... | 30 |

[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 25 visits to the site that wouldn't have come last month.

| | Rank |
|---|------|
| online lead generation Rank: 8(+27) Est. Clicks/Mo: 20(+18) Est. Value/Mo: \$116(+\$105) | |
| marketing optimization Rank: 6 Est. Clicks/Mo: 8(-8) Est. Value/Mo: \$56(-\$59.504) | |
| lead generation website Rank: 4(+1) Est. Clicks/Mo: 9(-9) Est. Value/Mo: \$47(-\$46.23) | |
| online copywriter Rank: 2(+40) Est. Clicks/Mo: 16(+16) Est. Value/Mo: \$34(+\$33) | |
| lead generation online Rank: 3 Est. Clicks/Mo: 6(-9) Est. Value/Mo: \$31(-\$45.825) | |
| tips for selling on ebay Rank: 12(+2) Est. Clicks/Mo: 5 Est. Value/Mo: \$27(+\$8.97) | |
| grok Rank: 13(-2) Est. Clicks/Mo: 44(-17) Est. Value/Mo: \$27(-\$10.561) | |
| copywriting Rank: 17(-4) Est. Clicks/Mo: 21(-33) Est. Value/Mo: \$27(-\$40.305) | |
| online copywriters Rank: 1(+7) Est. Clicks/Mo: 11(+7) Est. Value/Mo: \$25(+\$17) | |

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

Newly Ranked Organic Pages

8 pages show up in Google search results that didn't last month. Combined, those new placements drive 28 clicks, which would be worth about \$182 if you paid for those same clicks in Google Adwords.

<http://www.grokdotcom.com/author/bryan-eisenberg/>

Keywords (rank): bryan eisenberg (5), eisenberg (12)

Est. Total Clicks/Mo: 19

Est. SEO Value: **\$21**

<http://www.grokdotcom.com/2008/10/02/onclick-the-online-marketing-virtual-conference-mashup/>

Keywords (rank): onclick (27)

Est. Total Clicks/Mo: 7

Est. SEO Value: **\$3.18**

<http://www.grokdotcom.com/2007/03/25/how-to-measure-your-we-we/>

Keywords (rank): wewe (41)

Est. Total Clicks/Mo: 1

Est. SEO Value: **\$0.71**

http://www.grokdotcom.com/2007/12/28/social_media_blog_problems/

Keywords (rank): the problem of the media (13), problem of the media (22)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.41**

<http://www.grokdotcom.com/2007/11/26/cyber-monday-future-nows-2007-retail-customer-experience-study>

Keywords (rank): retail customer survey (26)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.12**

<http://www.grokdotcom.com/2007/12/13/search-engines-love-blogs>

Keywords (rank): blogs will change your business (38)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.04**

<http://www.grokdotcom.com/2008/04/11/email-conversion-rate/>

Keywords (rank): email secrets (40)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0**

<http://www.grokdotcom.com/2008/08/28/what-is-continuous-improvement/>

Keywords (rank): continuous improvements (39)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0**

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

New Keywords (You weren't ranked on before)

You now place in the top 50 search results on 40 keywords that you didn't even show up on last month. Those keywords drive 29 clicks worth an estimated \$36 per month in equivalent PPC dollars. All those new keywords represent a beachhead to an opportunity that could lead to as many as 2k clicks per month if you could be in the first position on each of the keywords.

onclick

Rank: 27 Searches/Mo: 4k Est. Value/Click: \$0.51
Estimated New Clicks/Month: 7

free website tools

Rank: 10 Searches/Mo: 870 Est. Value/Click: \$1.71
Estimated New Clicks/Month: 7

add to cart button

Rank: 18 Searches/Mo: 1k Est. Value/Click: \$1.11
Estimated New Clicks/Month: 3

wireframes

Rank: 30 Searches/Mo: 4k Est. Value/Click: \$0.78
Estimated New Clicks/Month: 3

website leads

Rank: 8 Searches/Mo: 300 Est. Value/Click: \$3.75
Estimated New Clicks/Month: 2

wewe

Rank: 41 Searches/Mo: 4k Est. Value/Click: \$0.58
Estimated New Clicks/Month: 1

online retailers

Rank: 29 Searches/Mo: 2k Est. Value/Click: \$0.87
Estimated New Clicks/Month: 1

graphic design layouts

Rank: 21 Searches/Mo: 720 Est. Value/Click: \$1.25
Estimated New Clicks/Month: 1

women clothing websites

Rank: 35 Searches/Mo: 0 Est. Value/Click: \$0.98
Estimated New Clicks/Month: 1

home page design

Rank: 20 Searches/Mo: 390 Est. Value/Click: \$1.67
Estimated New Clicks/Month: 1

colors personality

Rank: 17 Searches/Mo: 300 Est. Value/Click: \$0.21
Estimated New Clicks/Month: 0

[View more](#) (p. 22)

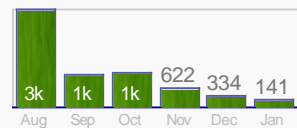
Top Site Sections Summary

The top 2 site sections draw 57% of all of your organic visitors. Together those sections combine for 282 clicks per month.

Clicks/Month

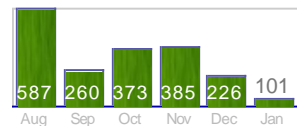
[grokdotcom.com/2007](#)

Number of Keywords: 69
Est. Value/Mo: \$222 (-\$330)



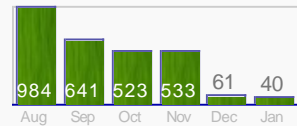
[grokdotcom.com/2008](#)

Number of Keywords: 63
Est. Value/Mo: \$110 (-\$122)



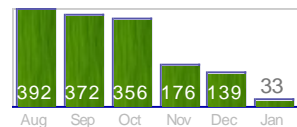
[grokdotcom.com/2009](#)

Number of Keywords: 45
Est. Value/Mo: \$60 (-\$41)



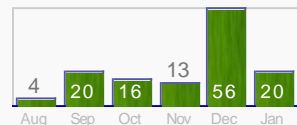
[grokdotcom.com/topics](#)

Number of Keywords: 10
Est. Value/Mo: \$174 (-\$510)



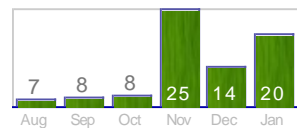
[grokdotcom.com/wiifm.htm](#)

Number of Keywords: 1
Est. Value/Mo: \$22 (-\$38)



[grokdotcom.com/wireframng.htm](#)

Number of Keywords: 6
Est. Value/Mo: \$15 (+\$6)



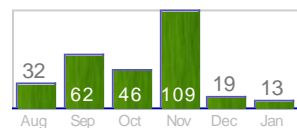
[grokdotcom.com/author](#)

Number of Keywords: 2
Est. Value/Mo: \$24 (+\$24)



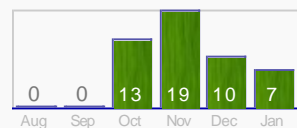
[grokdotcom.com/leadgene rati...](#)

Number of Keywords: 4
Est. Value/Mo: \$61 (-\$33)



[grokdotcom.com/advanced word...](#)

Number of Keywords: 1
Est. Value/Mo: \$1



[View more](#) (p. 24)

Keyword Groups with the Biggest Gains

Biggest Opportunities

You currently rank somewhere in the top 50 on 250 search phrases on Google. If you could land the number one spot for all of those searches, you'd get about 13k additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you'll get 12k clicks per month. That would cost you more than \$15k in equivalent PPC dollars.

google website optimizer

Rank: 36 (-6) Searches/Mo: 4k Est. Value/Click: \$2.81
Est. Potential New Clicks/Month: 713

bounce rate

Rank: 26 (-5) Searches/Mo: 7k Est. Value/Click: \$1.16
Est. Potential New Clicks/Month: 907

clothing websites

Rank: 25 (+7) Searches/Mo: 12k Est. Value/Click: \$0.5
Est. Potential New Clicks/Month: 1,359

copywriting

Rank: 17 (-4) Searches/Mo: 10k Est. Value/Click: \$1.28
Est. Potential New Clicks/Month: 498

grok

Rank: 13 (-2) Searches/Mo: 8k Est. Value/Click: \$0.62
Est. Potential New Clicks/Month: 842

gorilla marketing

Rank: 38 (-9) Searches/Mo: 3k Est. Value/Click: \$4.36
Est. Potential New Clicks/Month: 116

online lead generation

Rank: 8 (+27) Searches/Mo: 2k Est. Value/Click: \$5.76
Est. Potential New Clicks/Month: 83

tips for selling on ebay

Rank: 12 (+2) Searches/Mo: 720 Est. Value/Click: \$5.03
Est. Potential New Clicks/Month: 91

landing page optimization

Rank: 47 (+1) Searches/Mo: 3k Est. Value/Click: \$3.94
Est. Potential New Clicks/Month: 117

web analytics association

Rank: 25 (+1) Searches/Mo: 990 Est. Value/Click: \$4.54
Est. Potential New Clicks/Month: 84

dove campaign for real beauty

Rank: 34 (+10) Searches/Mo: 10k Est. Value/Click: \$0.48
Est. Potential New Clicks/Month: 739

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

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 462k searches per month where you are not contesting your competitors. Look at the keywords, and decide whether it makes sense to counter them.

conversion rates

Cost/Click: \$1.55 Est. Potential Clicks/Mo.: 45
Avg. Competitor Rank: 23

Searches/Mo.: 12k

increase conversion rate

Cost/Click: \$4.17 Est. Potential Clicks/Mo.: 15
Avg. Competitor Rank: 20

Searches/Mo.: 720

website conversion

Cost/Click: \$3.49 Est. Potential Clicks/Mo.: 8 Avg. Competitor Rank: 12

Searches/Mo.: 990

conversion optimization

Cost/Click: \$3.76 Est. Potential Clicks/Mo.: 15
Avg. Competitor Rank: 12

Searches/Mo.: 990

improve conversion rates

Cost/Click: \$4.17 Est. Potential Clicks/Mo.: 5 Avg. Competitor Rank: 12

Searches/Mo.: 570

improve website conversion

Cost/Click: \$3.87 Est. Potential Clicks/Mo.: 6 Avg. Competitor Rank: 8

Searches/Mo.: 240

improve conversion rate

Cost/Click: \$2.89 Est. Potential Clicks/Mo.: 4 Avg. Competitor Rank: 17

Searches/Mo.: 570

optimost

Cost/Click: \$7.55 Est. Potential Clicks/Mo.: 82 Avg. Competitor Rank: 1

Searches/Mo.: 570

website optimizer

Cost/Click: \$6.61 Est. Potential Clicks/Mo.: 17
Avg. Competitor Rank: 22

Searches/Mo.: 4k

conversion rate

Cost/Click: \$1.30 Est. Potential Clicks/Mo.: 17
Avg. Competitor Rank: 25

Searches/Mo.: 5k

google optimizer

Cost/Click: \$4.54 Est. Potential Clicks/Mo.: 45 Avg. Competitor Rank: 6

Searches/Mo.: 2k

increase website conversion

Cost/Click: \$4.25 Est. Potential Clicks/Mo.: 3 Avg. Competitor Rank: 16

Searches/Mo.: 300

[View more](#) (p. 31)

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

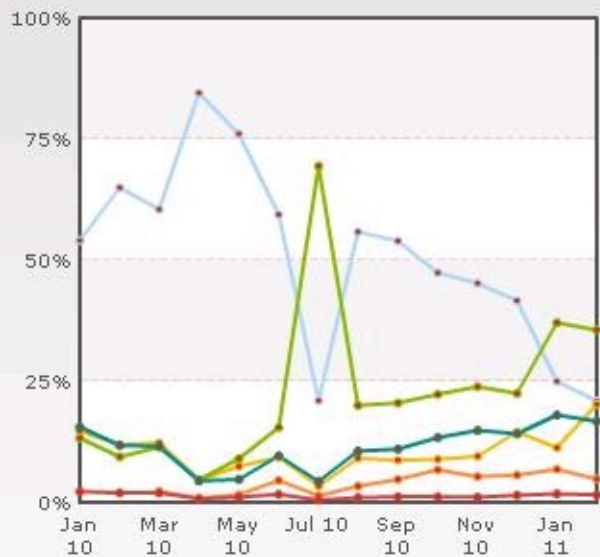
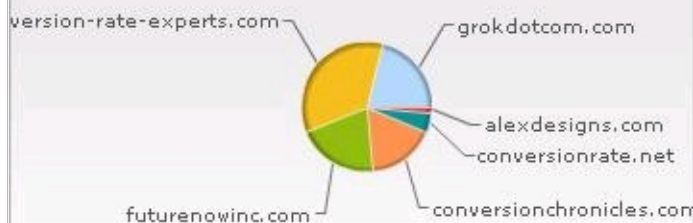
None

[View more](#) (p. 34)

Keyword Groups with the Most Potential

Traffic Share

Relative to your top 5 competitors, your site gained 13% of the traffic share. During this time grokdotcom.com has exploded and ripped traffic from conversionchronicles.com and conversion-rate-experts.com.



Domains that Gained or Lost Clicks on your Keywords

This month, Futurenowinc.com gained 249 clicks by improving their position on organic searches that you also rank for. But, perhaps most interesting was the gains made by Forever21.com. That site is not considered a direct competitor, but they gained 1k clicks on your keywords, which is a 287 percent growth on your keywords. They are either doing something right or getting pretty lucky.



*competitors in bold

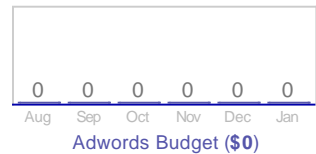
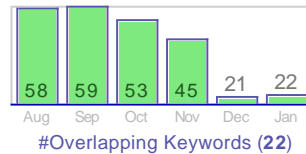
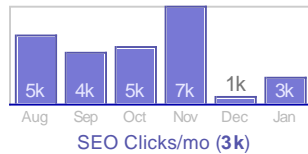
Competition: You Gained 13% in Share of Clicks Relative to your Top 5 Competitors

Top Organic Competitors and their Best Keywords

Just 1 out of your top ten organic competitors spends anything on Google Adwords. Combined, your organic competitors get about 100% of their traffic from unpaid search. The biggest mover was *invesp.com*. They picked up 5k organic clicks overall and they increased the number of keywords they overlap with you.

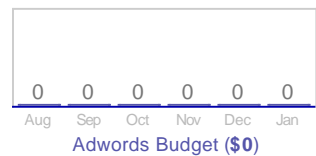
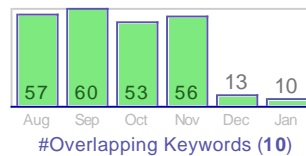
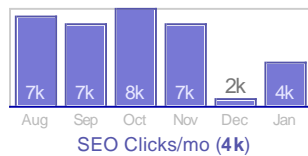
futurenowinc.com

wewe (1), future now (1), jeffrey eisenberg (3), conversion rate optimization (10), conversion rates (31)



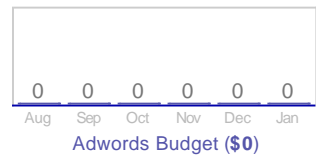
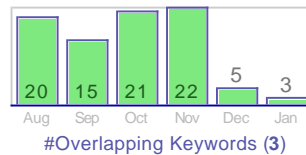
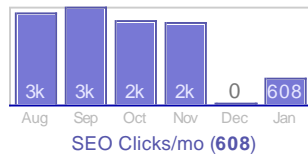
conversion-rate-experts.com

conversion rate optimization (1), increase conversion rate (1), google optimizer (5), google website optimizer (6), website optimizer (14)



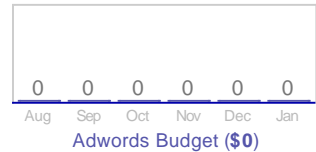
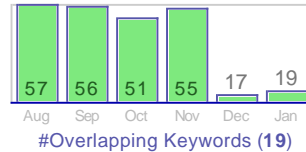
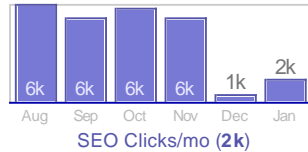
conversionrate.net

conversion rate optimization (6), conversion rate (10), google website optimizer (17), conversion rates (21), website optimizer (41)



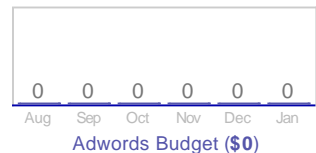
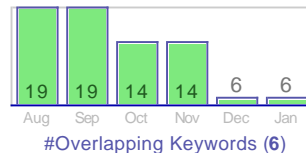
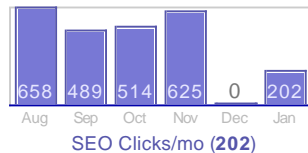
conversionchronicles.com

lead generation campaign (1), improve website conversion (1), increase website conversion (2), website conversion (2), conversion (35)



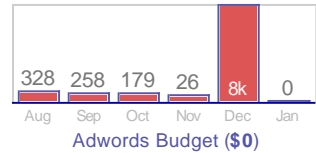
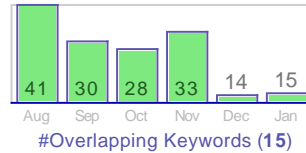
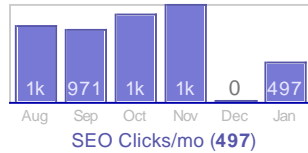
alexdesigns.com

alex harris (4), landing page conversion rate (7), improve conversion rates (9), landing page design (11), netsuite (36)



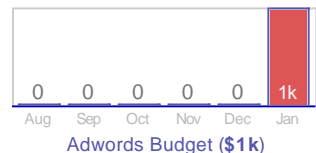
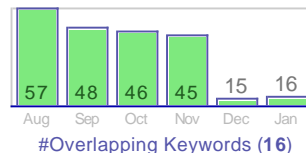
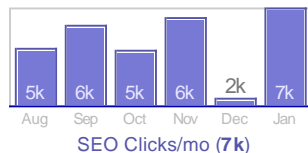
diamondwebsiteconversion.com

increase conversion rate (2), conversion optimization (3), increase website conversion (6), conversion rate optimization (12), conversion rates (30)



invesp.com

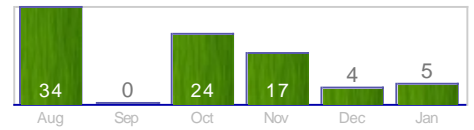
art blogs (1), running blogs (1), landing page templates (2), landing page (5), photography blogs (10)



| Biggest Gains (all) | | Clicks/Month | | | | | | | | | | | | | |
|--|---|--------------|-----|-----|-----|-----|-----|-----|--------|----|----|----|----|----|----|
| <p>▲ online lead generation 8(+27) Est. Clicks/Month gained: 18 Est. Value/Click: \$5.76 Estimated Value gained: \$104 http://www.grokdotcom.com/topics/lead...</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>17</td><td>24</td><td>51</td><td>0</td><td>2</td><td>20</td></tr> </table> | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 17 | 24 | 51 | 0 | 2 | 20 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | |
| Clicks | 17 | 24 | 51 | 0 | 2 | 20 | | | | | | | | | |
| <p>▲ online copywriter 2(+40) Est. Clicks/Month gained: 16 Est. Value/Click: \$2.1 Estimated Value gained: \$33 http://www.grokdotcom.com/2007/10/29/...</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>2</td><td>2</td><td>2</td><td>11</td><td>0</td><td>16</td></tr> </table> | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 2 | 2 | 2 | 11 | 0 | 16 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | |
| Clicks | 2 | 2 | 2 | 11 | 0 | 16 | | | | | | | | | |
| <p>▲ eisenberg 12(+9) Est. Clicks/Month gained: 7 Est. Value/Click: \$0.37 Estimated Value gained: \$3 http://www.grokdotcom.com/author/brya...</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>18</td><td>36</td><td>24</td><td>48</td><td>5</td><td>12</td></tr> </table> | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 18 | 36 | 24 | 48 | 5 | 12 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | |
| Clicks | 18 | 36 | 24 | 48 | 5 | 12 | | | | | | | | | |
| <p>▲ online copywriters 1(+7) Est. Clicks/Month gained: 7 Est. Value/Click: \$2.32 Estimated Value gained: \$17 http://www.grokdotcom.com/2007/10/29/...</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>3</td><td>3</td><td>4</td><td>4</td><td>3</td><td>11</td></tr> </table> | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 3 | 3 | 4 | 4 | 3 | 11 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | |
| Clicks | 3 | 3 | 4 | 4 | 3 | 11 | | | | | | | | | |
| <p>▲ onclick 27 Est. Clicks/Month gained: 7 Est. Value/Click: \$0.51 Estimated Value gained: \$4 http://www.grokdotcom.com/2008/10/02/...</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>5</td><td>11</td></tr> </table> | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 0 | 0 | 0 | 0 | 5 | 11 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | |
| Clicks | 0 | 0 | 0 | 0 | 5 | 11 | | | | | | | | | |
| <p>▲ free website tools 10 Est. Clicks/Month gained: 7 Est. Value/Click: \$1.71 Estimated Value gained: \$12 http://www.grokdotcom.com/2008/11/13/...</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>16</td><td>10</td><td>0</td><td>14</td><td>18</td></tr> </table> | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 0 | 16 | 10 | 0 | 14 | 18 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | |
| Clicks | 0 | 16 | 10 | 0 | 14 | 18 | | | | | | | | | |
| <p>▲ wireframing 10(+4) Est. Clicks/Month gained: 5 Est. Value/Click: \$0.78 Estimated Value gained: \$4 http://www.grokdotcom.com/wireframing...</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>25</td><td>37</td><td>23</td><td>8</td><td>4</td><td>7</td></tr> </table> | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 25 | 37 | 23 | 8 | 4 | 7 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | |
| Clicks | 25 | 37 | 23 | 8 | 4 | 7 | | | | | | | | | |
| <p>▲ clothing websites 25(+7) Est. Clicks/Month gained: 5 Est. Value/Click: \$0.5 Estimated Value gained: \$2 http://www.grokdotcom.com/2007/06/27/...</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>35</td><td>17</td><td>16</td><td>41</td><td>4</td><td>7</td></tr> </table> | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 35 | 17 | 16 | 41 | 4 | 7 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | |
| Clicks | 35 | 17 | 16 | 41 | 4 | 7 | | | | | | | | | |
| <p>▲ add to cart button 18 Est. Clicks/Month gained: 3 Est. Value/Click: \$1.11 Estimated Value gained: \$3 http://www.grokdotcom.com/2008/01/25/...</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>2</td></tr> </table> | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 0 | 0 | 0 | 0 | 0 | 2 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | |
| Clicks | 0 | 0 | 0 | 0 | 0 | 2 | | | | | | | | | |
| <p>▲ bryan eisenberg 5(+3) Est. Clicks/Month gained: 3 Est. Value/Click: \$2.63 Estimated Value gained: \$8 http://www.grokdotcom.com/author/brya...</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>5</td><td>0</td><td>3</td><td>0</td><td>2</td><td>4</td></tr> </table> | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 5 | 0 | 3 | 0 | 2 | 4 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | |
| Clicks | 5 | 0 | 3 | 0 | 2 | 4 | | | | | | | | | |
| <p>▲ wireframes 30 Est. Clicks/Month gained: 3 Est. Value/Click: \$0.78 Estimated Value gained: \$2 http://www.grokdotcom.com/wireframing...</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>3</td><td>8</td><td>0</td><td>13</td><td>0</td><td>2</td></tr> </table> | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 3 | 8 | 0 | 13 | 0 | 2 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | |
| Clicks | 3 | 8 | 0 | 13 | 0 | 2 | | | | | | | | | |

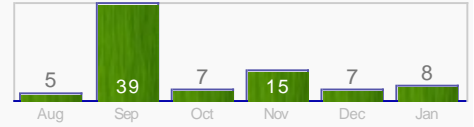
▲ 1 5 scale 3(+3)

Est. Clicks/Month gained: 3 Est. Value/Click: \$0.37 Estimated Value gained: \$1
<http://www.grokdotcom.com/2009/04/30/...>



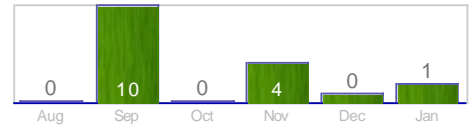
▲ website leads 8

Est. Clicks/Month gained: 2 Est. Value/Click: \$3.75 Estimated Value gained: \$8
<http://www.grokdotcom.com/leadgenerat...>



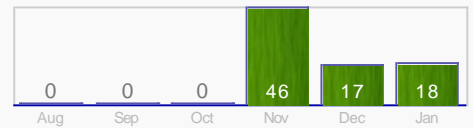
▲ top online retailers 13(+21)

Est. Clicks/Month gained: 2 Est. Value/Click: \$0.9 Estimated Value gained: \$2
<http://www.grokdotcom.com/2008/02/03/...>



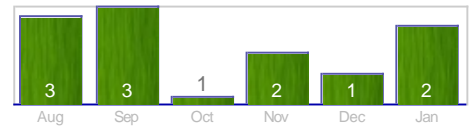
▲ red buttons 24(+7)

Est. Clicks/Month gained: 2 Est. Value/Click: \$0.48 Estimated Value gained: \$1
<http://www.grokdotcom.com/2007/02/15/...>



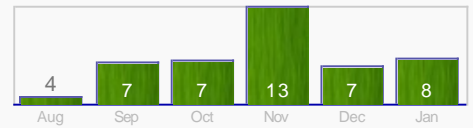
▲ lead generation tips 9(+23)

Est. Clicks/Month gained: 1 Est. Value/Click: \$3.61 Estimated Value gained: \$5
<http://www.grokdotcom.com/leadgenerat...>



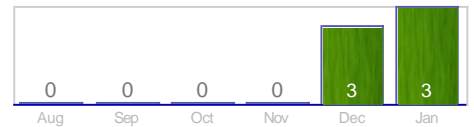
▲ dove campaign for real beauty 34(+10)

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.48 Estimated Value gained: \$1
<http://www.grokdotcom.com/2008/05/16/...>



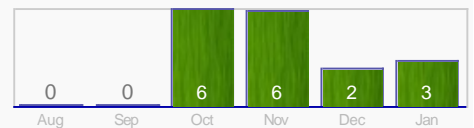
▲ wewe 41

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.58 Estimated Value gained: \$1
<http://www.grokdotcom.com/2007/03/25/...>



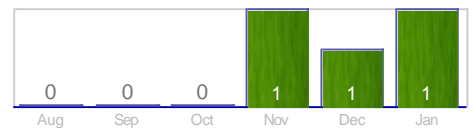
▲ homepage design 12(+2)

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.61 Estimated Value gained: \$2
<http://www.grokdotcom.com/2009/03/17/...>



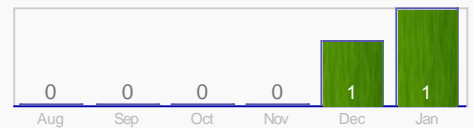
▲ online retailers 29

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.87 Estimated Value gained: \$1
<http://www.grokdotcom.com/2009/01/28/...>



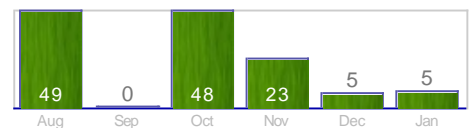
▲ ebay seller tips 17(+19)

Est. Clicks/Month gained: 1 Est. Value/Click: \$2.26 Estimated Value gained: \$3
<http://www.grokdotcom.com/2007/07/16/...>



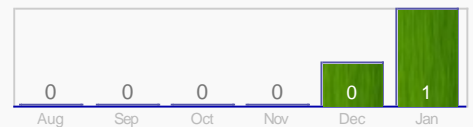
▲ pretty face 12(+2)

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.4 Estimated Value gained: \$0
<http://www.grokdotcom.com/2007/10/04/...>



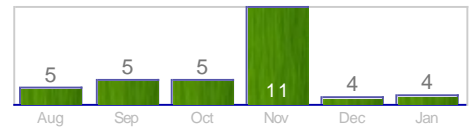
▲ graphic design layouts 21

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.25 Estimated Value gained: \$1
<http://www.grokdotcom.com/2009/04/08/...>



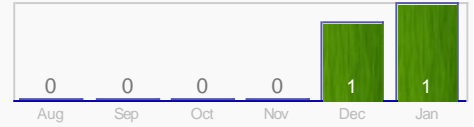
▲ uvp 23(+9)

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.5 Estimated Value gained: \$0
<http://www.grokdotcom.com/2009/03/30/...>



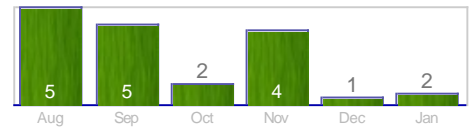
▲ writing web copy 2(+1)

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.38 Estimated Value gained: \$1
<http://www.grokdotcom.com/2007/10/29/...>



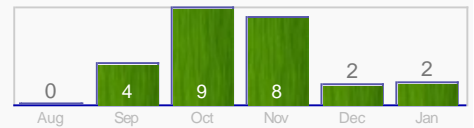
▲ email metrics 6(+2)

Est. Clicks/Month gained: 1 Est. Value/Click: \$3.55 Estimated Value gained: \$3
<http://www.grokdotcom.com/emailmarket...>



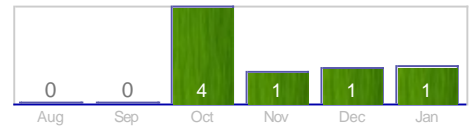
▲ women clothing websites 35

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.98 Estimated Value gained: \$1
<http://www.grokdotcom.com/2007/06/27/...>



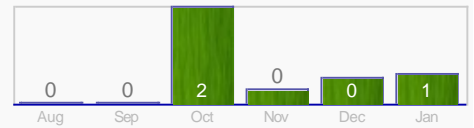
▲ home page design 20

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.67 Estimated Value gained: \$1
<http://www.grokdotcom.com/2009/03/17/...>



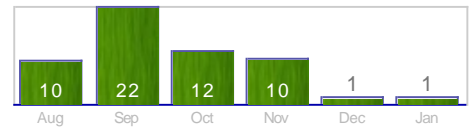
▲ futurenow 5(+1)

Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
<http://www.grokdotcom.com/>



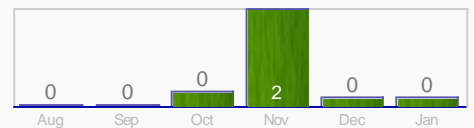
▲ honey and vinegar 18(+6)

Est. Clicks/Month unchanged Est. Value/Click: \$0.38 Estimated Value unchanged \$0
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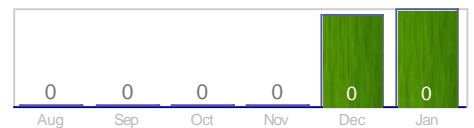
▲ colors personality 17

Est. Clicks/Month unchanged Est. Value/Click: \$0.21 Estimated Value unchanged \$0
<http://www.grokdotcom.com/colorandper...>



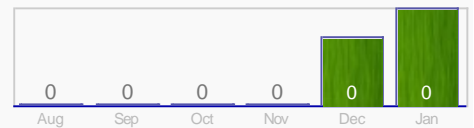
▲ conversion point 4(+2)

Est. Clicks/Month unchanged Est. Value/Click: \$0.61 Estimated Value unchanged \$0
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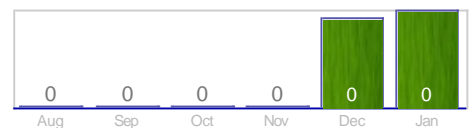
▲ tips for selling on ebay 12(+2)

Est. Clicks/Month unchanged Est. Value/Click: \$5.03 Estimated Value unchanged \$2
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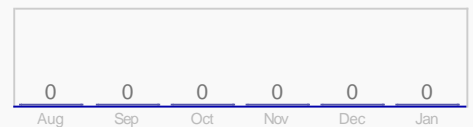
▲ online buying trends 7(+16)

Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
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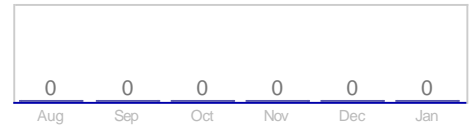
▲ why people buy 6(+1)

Est. Clicks/Month unchanged Est. Value/Click: \$0.8 Estimated Value unchanged \$0
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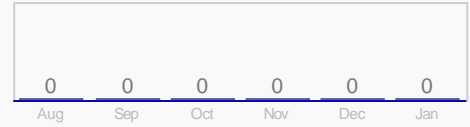
▲ the problem of the media 13

Est. Clicks/Month unchanged Est. Value/Click: \$1.85 Estimated Value unchanged \$0
<http://www.grokdotcom.com/2007/12/28/...>



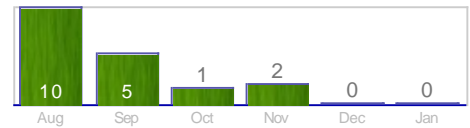
▲ potential buyers 4(+8)

Est. Clicks/Month unchanged Est. Value/Click: \$1.14 Estimated Value unchanged \$0
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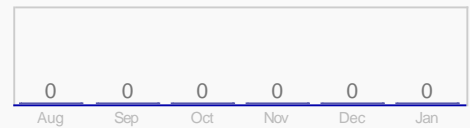
▲ selling tips on ebay 14(+1)

Est. Clicks/Month unchanged Est. Value/Click: \$3.08 Estimated Value unchanged \$1
<http://www.grokdotcom.com/2007/07/16/...>



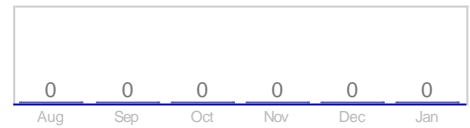
▲ free website tool 15

Est. Clicks/Month unchanged Est. Value/Click: \$1.61 Estimated Value unchanged \$0
<http://www.grokdotcom.com/2008/11/13/...>



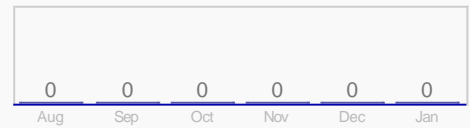
▲ design wireframe 15

Est. Clicks/Month unchanged Est. Value/Click: \$1.66 Estimated Value unchanged \$0
<http://www.grokdotcom.com/wireframing...>



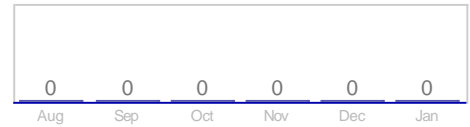
▲ web site copy 27

Est. Clicks/Month unchanged Est. Value/Click: \$0.88 Estimated Value unchanged \$0
<http://www.grokdotcom.com/2009/05/22/...>



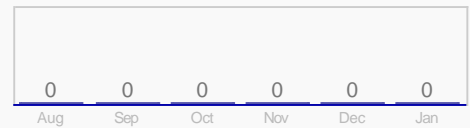
▲ free optimizer 46

Est. Clicks/Month unchanged Est. Value/Click: \$1.04 Estimated Value unchanged \$0
<http://www.grokdotcom.com/googlewebsi...>



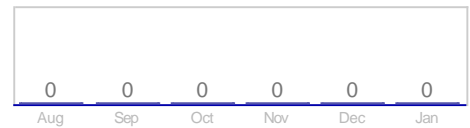
▲ web analytics association 25(+1)

Est. Clicks/Month unchanged Est. Value/Click: \$4.54 Estimated Value unchanged \$1
<http://www.grokdotcom.com/2007/11/29/...>



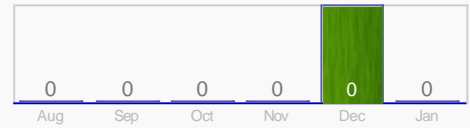
▲ copywriting for the web 33

Est. Clicks/Month unchanged Est. Value/Click: \$2.15 Estimated Value unchanged \$0
<http://www.grokdotcom.com/2007/10/29/...>



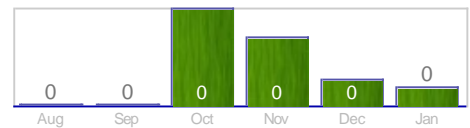
▲ appeal to emotion 24(+1)

Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
<http://www.grokdotcom.com/featuresvsb...>



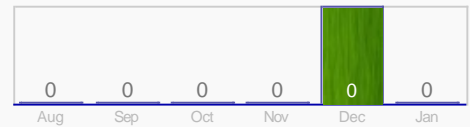
▲ cart abandonment 29

Est. Clicks/Month unchanged Est. Value/Click: \$1.64 Estimated Value unchanged \$0
<http://www.grokdotcom.com/2009/07/01/...>



▲ future retail 21

Est. Clicks/Month unchanged Est. Value/Click: \$0.73 Estimated Value unchanged \$0
<http://www.grokdotcom.com/2007/11/26/...>



▲ web conversions 6(+2)

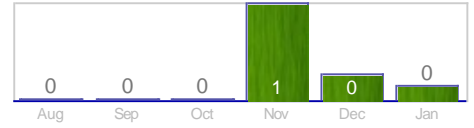
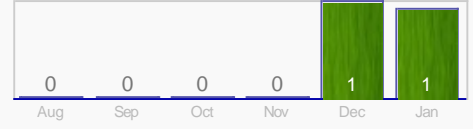
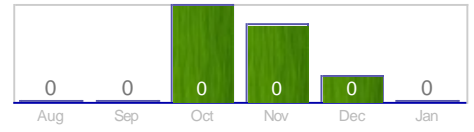
Est. Clicks/Month unchanged Est. Value/Click: \$1.4 Estimated Value unchanged \$0
<http://www.grokdotcom.com/2008/01/17/...>

▲ amazon shopping 28(+11)

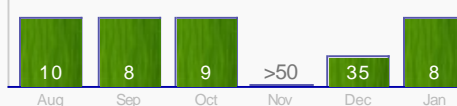
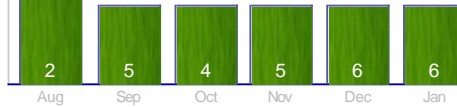
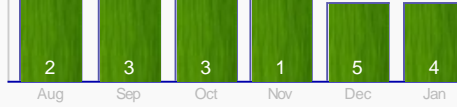



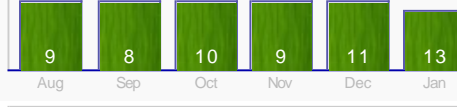
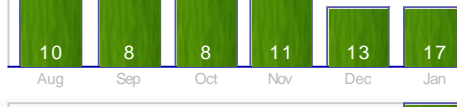
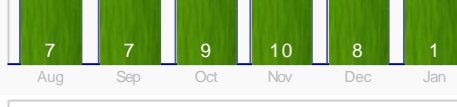
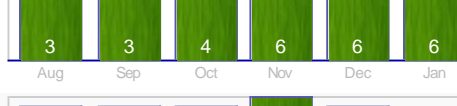
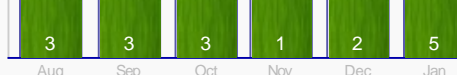
Est. Clicks/Month unchanged Est. Value/Click: \$0.68 Estimated Value unchanged \$0
<http://www.grokdotcom.com/2008/02/26/...>

▲ online resellers 23

Est. Clicks/Month unchanged Est. Value/Click: \$2.18 Estimated Value unchanged \$0
<http://www.grokdotcom.com/2009/01/28/...>

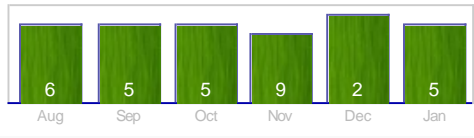


[Download as CSV](#)

| Most Valuable Keywords (all) | Rank |
|---|---|
| <p>online lead generation Rank: 8(+27) Est. Clicks/Mo: 20(+18) Est. Value/Mo: \$116(+\$105)</p> |  |
| <p>marketing optimization Rank: 6 Est. Clicks/Mo: 8(-8) Est. Value/Mo: \$56(-\$59.504)</p> |  |
| <p>lead generation website Rank: 4(+1) Est. Clicks/Mo: 9(-9) Est. Value/Mo: \$47(-\$46.23)</p> |  |
| <p>online copywriter Rank: 2(+40) Est. Clicks/Mo: 16(+16) Est. Value/Mo: \$34(+\$33)</p> |  |
| <p>lead generation online Rank: 3 Est. Clicks/Mo: 6(-9) Est. Value/Mo: \$31(-\$45.825)</p> |  |
| <p>tips for selling on ebay Rank: 12(+2) Est. Clicks/Mo: 5 Est. Value/Mo: \$27(+\$8.97)</p> |  |
| <p>grok Rank: 13(-2) Est. Clicks/Mo: 44(-17) Est. Value/Mo: \$27(-\$10.561)</p> |  |
| <p>copywriting Rank: 17(-4) Est. Clicks/Mo: 21(-33) Est. Value/Mo: \$27(-\$40.305)</p> |  |
| <p>online copywriters Rank: 1(+7) Est. Clicks/Mo: 11(+7) Est. Value/Mo: \$25(+\$17)</p> |  |
| <p>lead generating Rank: 6 Est. Clicks/Mo: 4(-16) Est. Value/Mo: \$23(-\$82.448)</p> |  |
| <p>optimizing websites Rank: 5(-3) Est. Clicks/Mo: 5(-9) Est. Value/Mo: \$23(-\$42.315)</p> |  |

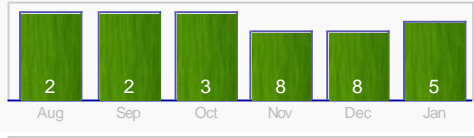
wiifm

Rank: 5(-3) Est. Clicks/Mo: 20(-36) Est. Value/Mo: \$22(-\$37.574)



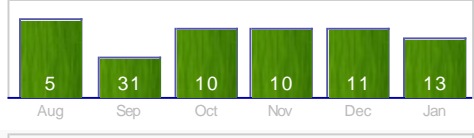
bryan eisenberg

Rank: 5(+3) Est. Clicks/Mo: 7(+3) Est. Value/Mo: \$19(+\$8.05)



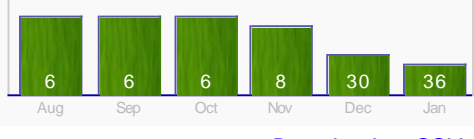
selling on ebay tips

Rank: 13(-2) Est. Clicks/Mo: 4(-3) Est. Value/Mo: \$15(-\$7.757)



google website optimizer

Rank: 36(-6) Est. Clicks/Mo: 5(-2) Est. Value/Mo: \$14(-\$12.432)



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Newly Ranked Organic Pages

<http://www.grokdotcom.com/author/bryan-eisenberg/>

Estimated SEO Value: **\$21** Estimated Total Clicks/Mo: 19

Keywords (rank): bryan eisenberg (5), eisenberg (12)

<http://www.grokdotcom.com/2008/10/02/onclick-the-online-marketing-virtual-conference-mashup/>

Estimated SEO Value: **\$3.18** Estimated Total Clicks/Mo: 7

Keywords (rank): onclick (27)

<http://www.grokdotcom.com/2007/03/25/how-to-measure-your-we-we/>

Estimated SEO Value: **\$0.71** Estimated Total Clicks/Mo: 1

Keywords (rank): wewe (41)

http://www.grokdotcom.com/2007/12/28/social_media_blog_problems/

Estimated SEO Value: **\$0.41** Estimated Total Clicks/Mo: 0

Keywords (rank): the problem of the media (13), problem of the media (22)

<http://www.grokdotcom.com/2007/11/26/cyber-monday-future-nows-2007-retail-customer-experience-study>

Estimated SEO Value: **\$0.12** Estimated Total Clicks/Mo: 0

Keywords (rank): retail customer survey (26)

<http://www.grokdotcom.com/2007/12/13/search-engines-love-blogs>

Estimated SEO Value: **\$0.04** Estimated Total Clicks/Mo: 0

Keywords (rank): blogs will change your business (38)

<http://www.grokdotcom.com/2008/04/11/email-conversion-rate/>

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

Keywords (rank): email secrets (40)

<http://www.grokdotcom.com/2008/08/28/what-is-continuous-improvement/>

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

Keywords (rank): continuous improvements (39)

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| New Keywords (You weren't ranked on before) | Estimated New Click/Month |
|--|---------------------------|
| onclick Rank: 27 Searches/Mo: 4k Est. Value/Click: \$0.51 http://www.grokdotcom.com/2008/10/02/onclick-the-online-marketing-virtual-conference-mashup/ | 7 new clicks/month |
| free website tools Rank: 10 Searches/Mo: 870 Est. Value/Click: \$1.71 http://www.grokdotcom.com/2008/11/13/33-free-tools-to-make-your-website-better/ | 7 new clicks/month |
| add to cart button Rank: 18 Searches/Mo: 1k Est. Value/Click: \$1.11 http://www.grokdotcom.com/2008/01/25/call-to-action-split-testing/ | 3 new clicks/month |
| wireframes Rank: 30 Searches/Mo: 4k Est. Value/Click: \$0.78 http://www.grokdotcom.com/wireframing.htm | 3 new clicks/month |
| website leads Rank: 8 Searches/Mo: 300 Est. Value/Click: \$3.75 http://www.grokdotcom.com/leadgenerationtips.htm | 2 new clicks/month |
| wewe Rank: 41 Searches/Mo: 4k Est. Value/Click: \$0.58 http://www.grokdotcom.com/2007/03/25/how-to-measure-your-we-we/ | 1 new click/month |
| online retailers Rank: 29 Searches/Mo: 2k Est. Value/Click: \$0.87 http://www.grokdotcom.com/2009/01/28/top-10-online-retailers-by-conversion-rate-december-2008/ | 1 new click/month |
| graphic design layouts Rank: 21 Searches/Mo: 720 Est. Value/Click: \$1.25 http://www.grokdotcom.com/2009/04/08/doesnt-graphic-designlayout-affect-scanning-patterns/ | 1 new click/month |
| women clothing websites Rank: 35 Searches/Mo: 0 Est. Value/Click: \$0.98 http://www.grokdotcom.com/2007/06/27/clothing-websites-designed-for-women/ | 1 new click/month |
| home page design Rank: 20 Searches/Mo: 390 Est. Value/Click: \$1.67 http://www.grokdotcom.com/2009/03/17/a-strong-homepage-design-dissected/ | 1 new click/month |
| colors personality Rank: 17 Searches/Mo: 300 Est. Value/Click: \$0.21 http://www.grokdotcom.com/colorandpersonality.htm | 0 new clicks/month |
| the problem of the media Rank: 13 Searches/Mo: 240 Est. Value/Click: \$1.85 http://www.grokdotcom.com/2007/12/28/social_media_blog_problems/ | 0 new clicks/month |
| design wireframe Rank: 15 Searches/Mo: 0 Est. Value/Click: \$1.66 http://www.grokdotcom.com/wireframing.htm | 0 new clicks/month |
| free website tool Rank: 15 Searches/Mo: 240 Est. Value/Click: \$1.61 http://www.grokdotcom.com/2008/11/13/33-free-tools-to-make-your-website-better/ | 0 new clicks/month |

| | |
|--|--------------------|
| web site copy Rank: 27 Searches/Mo: 240 Est. Value/Click: \$0.88 http://www.grokdotcom.com/2009/05/22/optimizing-website-landing-page-copy/ | 0 new clicks/month |
| free optimizer Rank: 46 Searches/Mo: 0 Est. Value/Click: \$1.04 http://www.grokdotcom.com/googlewebsiteoptimizer/ | 0 new clicks/month |
| copywriting for the web Rank: 33 Searches/Mo: 480 Est. Value/Click: \$2.15 http://www.grokdotcom.com/2007/10/29/copywriting-101/ | 0 new clicks/month |
| cart abandonment Rank: 29 Searches/Mo: 210 Est. Value/Click: \$1.64 http://www.grokdotcom.com/2009/07/01/shopping-cart-abandonment-woes/ | 0 new clicks/month |
| future retail Rank: 21 Searches/Mo: 0 Est. Value/Click: \$0.73 http://www.grokdotcom.com/2007/11/26/cyber-monday-future-nows-2007-retail-customer-experience-study/ | 0 new clicks/month |
| online resellers Rank: 23 Searches/Mo: 120 Est. Value/Click: \$2.18 http://www.grokdotcom.com/2009/01/28/top-10-online-retailers-by-conversion-rate-december-2008/ | 0 new clicks/month |
| retail customer survey Rank: 26 Searches/Mo: 0 Est. Value/Click: \$2.17 http://www.grokdotcom.com/2007/11/26/cyber-monday-future-nows-2007-retail-customer-experience-study | 0 new clicks/month |
| prizm cluster Rank: 26 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.grokdotcom.com/2007/08/30/prizm-clusters-not-as-predictive-as-behavior/ | 0 new clicks/month |
| emails for sale Rank: 26 Searches/Mo: 90 Est. Value/Click: \$0.78 http://www.grokdotcom.com/2007/06/01/follow-up-emails-can-kill-a-sale/ | 0 new clicks/month |
| ecommerce conversion rates Rank: 49 Searches/Mo: 150 Est. Value/Click: \$4.14 http://www.grokdotcom.com/2007/04/09/emarketer-few-convert-at-retail-e-commerce-sites/ | 0 new clicks/month |
| add a shopping cart Rank: 48 Searches/Mo: 390 Est. Value/Click: \$2.83 http://www.grokdotcom.com/2008/02/26/amazon-shopping-cart/ | 0 new clicks/month |
| add cart Rank: 49 Searches/Mo: 120 Est. Value/Click: \$0.27 http://www.grokdotcom.com/2008/02/26/amazon-shopping-cart/ | 0 new clicks/month |
| optimize websites Rank: 22 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.grokdotcom.com/2008/03/24/optimize-low-traffic-website/ | 0 new clicks/month |
| online purchasing trends Rank: 17 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.grokdotcom.com/2008/01/11/google-checkout-trends/ | 0 new clicks/month |
| cost per click marketing Rank: 28 Searches/Mo: 60 Est. Value/Click: \$4.34 http://www.grokdotcom.com/2008/12/12/1-pay-per-click-marketing-lie/ | 0 new clicks/month |

| | |
|---|----------------------|
| problem of the media Rank: 22 Searches/Mo: 90 Est. Value/Click: \$1.07 http://www.grokdotcom.com/2007/12/28/social_media_blog_problems/ | 0 new clicks/month |
| shopping cart gifs Rank: 33 Searches/Mo: 30 Est. Value/Click: \$0.08 http://www.grokdotcom.com/2008/02/26/amazon-shopping-cart/ | 0 new clicks/month |
| uk online retailer Rank: 6 Searches/Mo: 0 Est. Value/Click: \$1.27 http://www.grokdotcom.com/2008/02/06/top-uk-online-retailers/ | 0 new clicks/month |
| copywriter online Rank: 1 Searches/Mo: 90 Est. Value/Click: \$2.17 http://www.grokdotcom.com/2007/10/29/copywriting-101/ | 0 new clicks/month |
| continuous improvements Rank: 39 Searches/Mo: 90 Est. Value/Click: \$1.49 http://www.grokdotcom.com/2008/08/28/what-is-continuous-improvement/ | 0 new clicks/month |
| ebay sellers tips Rank: 22 Searches/Mo: 30 Est. Value/Click: \$0.08 http://www.grokdotcom.com/2007/07/16/top-10-tips-for-selling-it-on-ebay/ | 0 new clicks/month |
| web analytics report Rank: 23 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.grokdotcom.com/2007/05/29/web-analysis-with-a-single-report/ | 0 new clicks/month |
| email secrets Rank: 40 Searches/Mo: 60 Est. Value/Click: \$0.08 http://www.grokdotcom.com/2008/04/11/email-conversion-rate/ | 0 new clicks/month |
| internet word of mouth Rank: 2 Searches/Mo: 0 Est. Value/Click: \$3.72 http://www.grokdotcom.com/topics/wordofmouthinterview.htm | 0 new clicks/month |
| best online retailers Rank: 8 Searches/Mo: 0 Est. Value/Click: \$1.41 http://www.grokdotcom.com/2009/01/28/top-10-online-retailers-by-conversion-rate-december-2008/ | n/a new clicks/month |

[Download as CSV](#)

Top Site Sections Summary

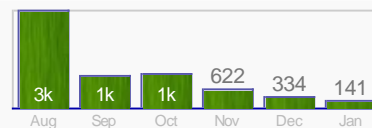
Estimated Clicks/Month

[grokdotcom.com/2007](http://www.grokdotcom.com/2007)

Number of Keywords: 69

Estimated Value/Mo: \$222 (-\$330)

Top Keywords: copywriting, clothing websites, pretty face, online copywriter, online copywriters

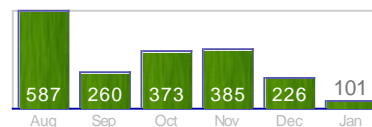


[grokdotcom.com/2008](http://www.grokdotcom.com/2008)

Number of Keywords: 63

Estimated Value/Mo: \$110 (-\$122)

Top Keywords: web copy, hockey mom, unique value proposition, bounce rate, onclick

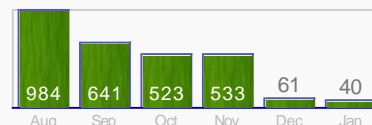


[grokdotcom.com/2009](http://www.grokdotcom.com/2009)

Number of Keywords: 45

Estimated Value/Mo: \$60 (-\$41)

Top Keywords: user testing, homepage design, 1 5 scale, uvp, content marketing

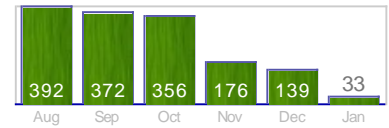


[grokdotcom.com/topics](#)

Number of Keywords: 10

Estimated Value/Mo: \$174 (-\$510)

Top Keywords: online lead generation, lead generation online, lead generating, conversion point, honey and vinegar

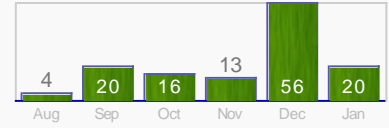


[grokdotcom.com/wiifm.htm](#)

Number of Keywords: 1

Estimated Value/Mo: \$22 (-\$38)

Top Keywords: wiifm

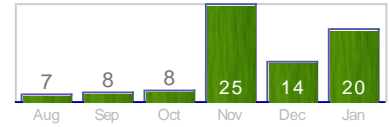


[grokdotcom.com/wireframing.htm](#)

Number of Keywords: 6

Estimated Value/Mo: \$15 (+\$6)

Top Keywords: wireframing, wireframes, wireframe, wire frame, wire frames



[grokdotcom.com/author](#)

Number of Keywords: 2

Estimated Value/Mo: \$24 (+\$24)

Top Keywords: eisenberg, bryan eisenberg

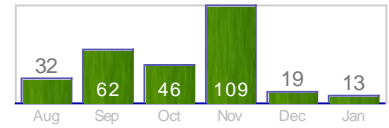


[grokdotcom.com/leadgenerati...](#)

Number of Keywords: 4

Estimated Value/Mo: \$61 (-\$33)

Top Keywords: lead generation website, website leads, lead generation tips, lead generating web site

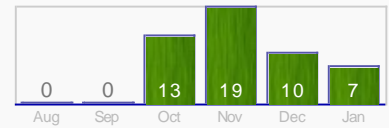


[grokdotcom.com/advancedword...](#)

Number of Keywords: 1

Estimated Value/Mo: \$1

Top Keywords: wordsmithing

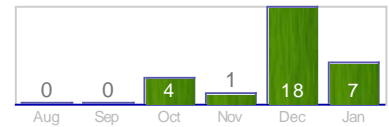


[grokdotcom.com/featuresvsbe...](#)

Number of Keywords: 2

Estimated Value/Mo: \$7 (-\$15)

Top Keywords: features and benefits, appeal to emotion

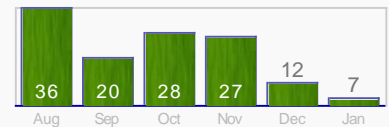


[grokdotcom.com/colorandpers...](#)

Number of Keywords: 4

Estimated Value/Mo: \$4 (-\$4)

Top Keywords: calm colors, color personality, colors personality, personality color

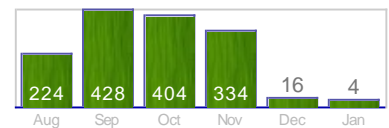


[grokdotcom.com/2010/01/18/s...](#)

Number of Keywords: 12

Estimated Value/Mo: \$9 (-\$43)

Top Keywords: traffic conversion, customer reward, power of compounding, conversion rate improvement, sticky content

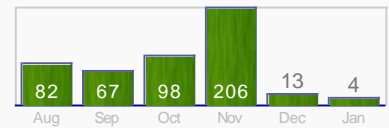


[grokdotcom.com/category](#)

Number of Keywords: 6

Estimated Value/Mo: \$11 (-\$24)

Top Keywords: persuasive online copywriting, persuasive copywriting, landing page optimization, planning methodology, accountable marketing

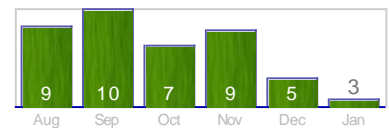


[grokdotcom.com/emailmarketi...](#)

Number of Keywords: 2

Estimated Value/Mo: \$12 (-\$12)

Top Keywords: email metrics, email marketing metrics

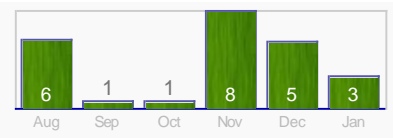


grokdotcom.com/storyboard.htm

Number of Keywords: 3

Estimated Value/Mo: \$4 (-\$3)

Top Keywords: storyboarding, storyboard website, e commerce secrets



[Download as CSV](#)

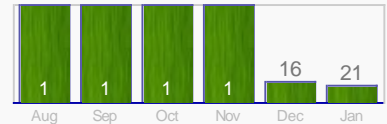
Keyword Groups with the Biggest Gains - Details

Biggest Opportunities (all)

Rank

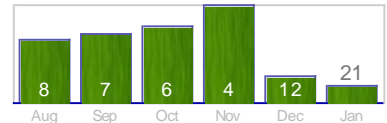
google website optimizer (36)

Searches/Mo: 4k Est. Value/Click: \$2.81 Est. Potential New Clicks/Month: 713
Other Keywords for URL: google website optimizer



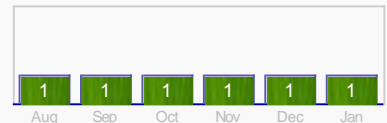
bounce rate (26)

Searches/Mo: 7k Est. Value/Click: \$1.16 Est. Potential New Clicks/Month: 907
Other Keywords for URL: bounce rate



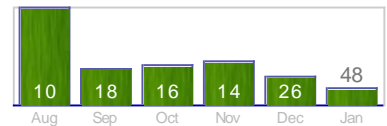
clothing websites (25)

Searches/Mo: 12k Est. Value/Click: \$0.5 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: clothing websites, women clothing websites



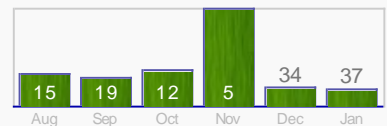
copywriting (17)

Searches/Mo: 10k Est. Value/Click: \$1.28 Est. Potential New Clicks/Month: 498
Other Keywords for URL: copywriting, online copywriter, online copywriters, writing web copy, web copy writing



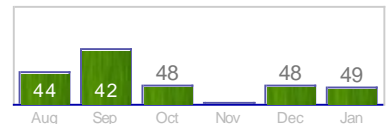
grok (13)

Searches/Mo: 8k Est. Value/Click: \$0.62 Est. Potential New Clicks/Month: 842
Other Keywords for URL: grok, marketing optimization, future now, bryan eisenberg, futurenow



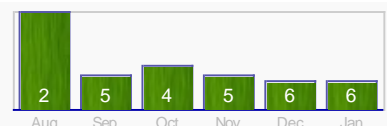
gorilla marketing (38)

Searches/Mo: 3k Est. Value/Click: \$4.36 Est. Potential New Clicks/Month: 116
Other Keywords for URL: gorilla marketing



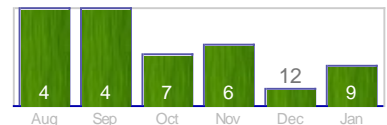
online lead generation (8)

Searches/Mo: 2k Est. Value/Click: \$5.76 Est. Potential New Clicks/Month: 83
Other Keywords for URL: online lead generation, lead generation online, lead generating, online leads, generating lead



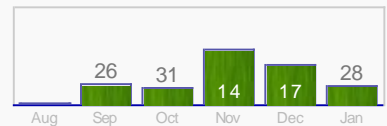
tips for selling on ebay (12)

Searches/Mo: 720 Est. Value/Click: \$5.03 Est. Potential New Clicks/Month: 91
Other Keywords for URL: tips for selling on ebay, selling on ebay tips, selling tips on ebay, ebay seller tips, ebay tips for selling



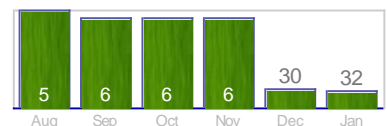
landing page optimization (47)

Searches/Mo: 3k Est. Value/Click: \$3.94 Est. Potential New Clicks/Month: 117
Other Keywords for URL: landing page optimization



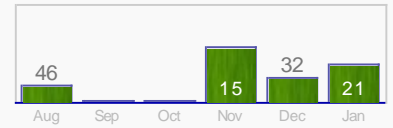
web analytics association (25)

Searches/Mo: 990 Est. Value/Click: \$4.54 Est. Potential New Clicks/Month: 84
Other Keywords for URL: web analytics association



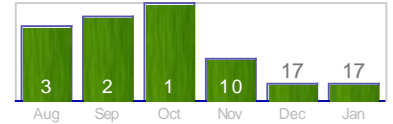
dove campaign for real beauty (34)

Searches/Mo: 10k Est. Value/Click: \$0.48 Est. Potential New Clicks/Month: 739
Other Keywords for URL: dove campaign for real beauty



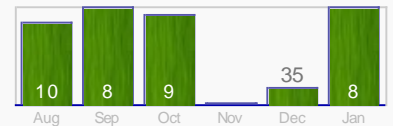
storyboarding (32)

Searches/Mo: 4k Est. Value/Click: \$1.56 Est. Potential New Clicks/Month: 222
Other Keywords for URL: storyboarding, storyboard website, e commerce secrets



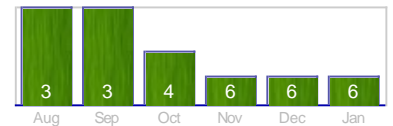
ebay selling tips (41)

Searches/Mo: 2k Est. Value/Click: \$2.88 Est. Potential New Clicks/Month: 117
Other Keywords for URL: tips for selling on ebay, selling on ebay tips, selling tips on ebay, ebay seller tips, ebay tips for selling



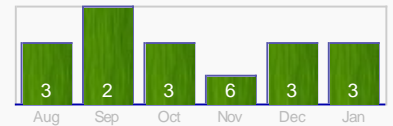
pay per click marketing (46)

Searches/Mo: 4k Est. Value/Click: \$4.99 Est. Potential New Clicks/Month: 61
Other Keywords for URL: pay per click marketing, cost per click marketing



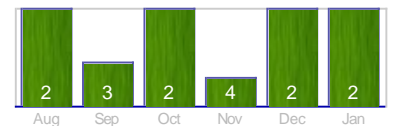
onclick (27)

Searches/Mo: 4k Est. Value/Click: \$0.51 Est. Potential New Clicks/Month: 583
Other Keywords for URL: onclick



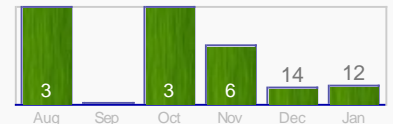
selling on ebay tips (13)

Searches/Mo: 570 Est. Value/Click: \$3.75 Est. Potential New Clicks/Month: 78
Other Keywords for URL: tips for selling on ebay, selling on ebay tips, selling tips on ebay, ebay seller tips, ebay tips for selling



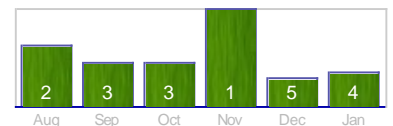
conversion rate optimization (19)

Searches/Mo: 990 Est. Value/Click: \$3.04 Est. Potential New Clicks/Month: 95
Other Keywords for URL: grok, marketing optimization, future now, bryan eisenberg, futurenow



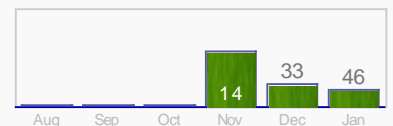
wireframe (43)

Searches/Mo: 5k Est. Value/Click: \$0.62 Est. Potential New Clicks/Month: 424
Other Keywords for URL: wireframing, wireframes, wireframe, wire frame, wire frames



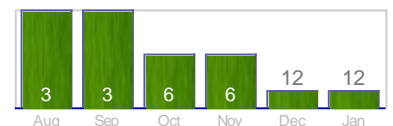
homepage design (12)

Searches/Mo: 2k Est. Value/Click: \$1.61 Est. Potential New Clicks/Month: 134
Other Keywords for URL: homepage design, home page design, design homepages



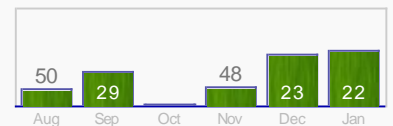
copy writing (36)

Searches/Mo: 2k Est. Value/Click: \$1.16 Est. Potential New Clicks/Month: 161
Other Keywords for URL: copywriting, online copywriter, online copywriters, writing web copy, web copy writing



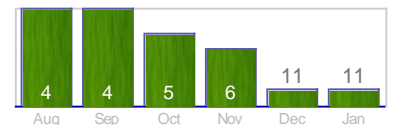
content marketing (24)

Searches/Mo: 2k Est. Value/Click: \$3.08 Est. Potential New Clicks/Month: 60
Other Keywords for URL: content marketing



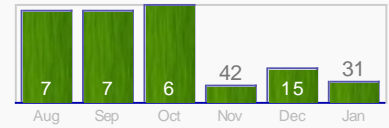
marketing optimization (6)

Searches/Mo: 870 Est. Value/Click: \$6.66 Est. Potential New Clicks/Month: 27
Other Keywords for URL: grok, marketing optimization, future now, bryan eisenberg, futurenow



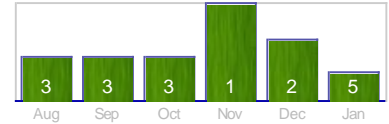
wireframes (30)

Searches/Mo: 4k Est. Value/Click: \$0.78 Est. Potential New Clicks/Month: 221
 Other Keywords for URL: wireframing, wireframes, wireframe, wire frame, wire frames



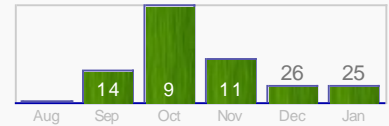
wewe (41)

Searches/Mo: 4k Est. Value/Click: \$0.58 Est. Potential New Clicks/Month: 269
 Other Keywords for URL: wewe



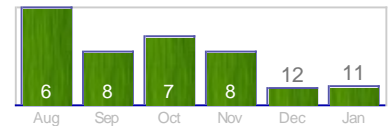
how to make a billion dollars (29)

Searches/Mo: 390 Est. Value/Click: \$2.32 Est. Potential New Clicks/Month: 66
 Other Keywords for URL: how to make a billion dollars



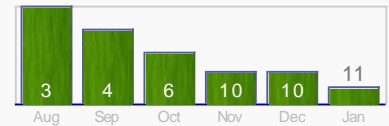
online leads (31)

Searches/Mo: 1k Est. Value/Click: \$4.73 Est. Potential New Clicks/Month: 28
 Other Keywords for URL: online lead generation, lead generation online, lead generating, online leads, generating lead



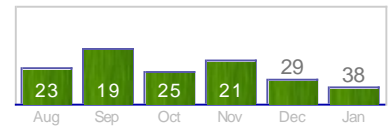
add to cart button (18)

Searches/Mo: 1k Est. Value/Click: \$1.11 Est. Potential New Clicks/Month: 119
 Other Keywords for URL: add to cart button, add to cart buttons



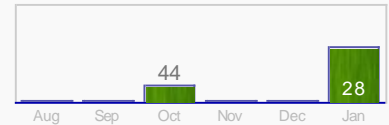
red buttons (24)

Searches/Mo: 4k Est. Value/Click: \$0.48 Est. Potential New Clicks/Month: 266
 Other Keywords for URL: red buttons



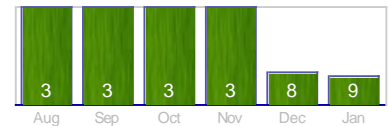
selling tips on ebay (14)

Searches/Mo: 390 Est. Value/Click: \$3.08 Est. Potential New Clicks/Month: 39
 Other Keywords for URL: tips for selling on ebay, selling on ebay tips, selling tips on ebay, ebay seller tips, ebay tips for selling



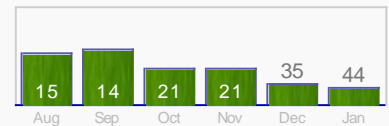
pretty face (12)

Searches/Mo: 7k Est. Value/Click: \$0.4 Est. Potential New Clicks/Month: 303
 Other Keywords for URL: pretty face, pretty_face



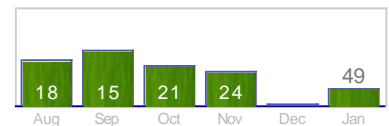
features and benefits (12)

Searches/Mo: 0 Est. Value/Click: \$1.35 Est. Potential New Clicks/Month: 88
 Other Keywords for URL: features and benefits, appeal to emotion



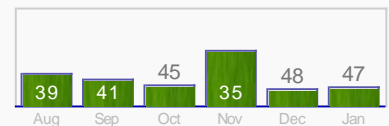
wiifm (5)

Searches/Mo: 0 Est. Value/Click: \$1.11 Est. Potential New Clicks/Month: 102
 Other Keywords for URL: wiifm



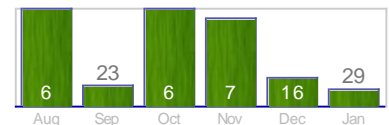
ebay seller tips (17)

Searches/Mo: 480 Est. Value/Click: \$2.26 Est. Potential New Clicks/Month: 48
 Other Keywords for URL: tips for selling on ebay, selling on ebay tips, selling tips on ebay, ebay seller tips, ebay tips for selling



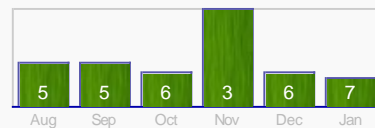
online retailers (29)

Searches/Mo: 2k Est. Value/Click: \$0.87 Est. Potential New Clicks/Month: 121
 Other Keywords for URL: online retailers, online conversion rate, online conversion rate, online resellers, best online retailers



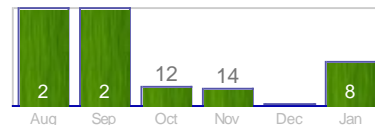
marketing newsletter (39)

Searches/Mo: 33k Est. Value/Click: \$3.59 Est. Potential New Clicks/Month: 28
 Other Keywords for URL: grok, marketing optimization, future now, bryan eisenberg, futurenow



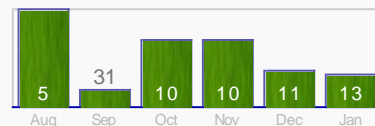
optimizing web site (49)

Searches/Mo: 120 Est. Value/Click: \$6.9 Est. Potential New Clicks/Month: 15
 Other Keywords for URL: website copy, optimizing website, web site copy, optimizing web site, web site copy optimization



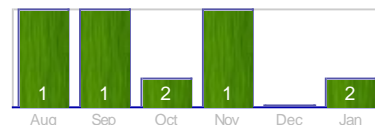
free website tools (10)

Searches/Mo: 870 Est. Value/Click: \$1.71 Est. Potential New Clicks/Month: 57
 Other Keywords for URL: free website tools, free website tool, free web site tool, better web site



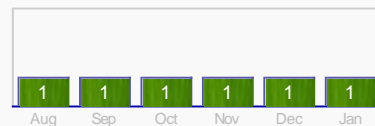
lead generation website (4)

Searches/Mo: 720 Est. Value/Click: \$5.02 Est. Potential New Clicks/Month: 19
 Other Keywords for URL: lead generation website, website leads, lead generation tips, lead generating web site



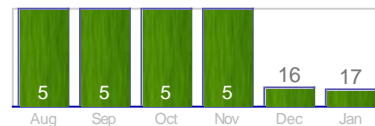
rank 1 (30)

Searches/Mo: 4k Est. Value/Click: \$0.76 Est. Potential New Clicks/Month: 121
 Other Keywords for URL: rank 1



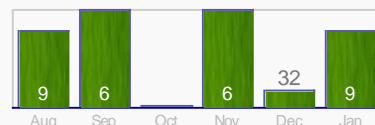
women clothing websites (35)

Searches/Mo: 0 Est. Value/Click: \$0.98 Est. Potential New Clicks/Month: 93
 Other Keywords for URL: clothing websites, women clothing websites



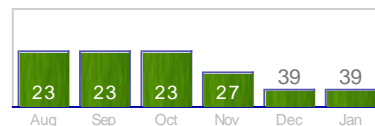
lead generation form (17)

Searches/Mo: 0 Est. Value/Click: \$5.92 Est. Potential New Clicks/Month: 14
 Other Keywords for URL: lead generation form, lead generation site



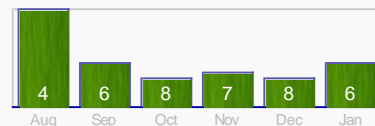
lead generation online (3)

Searches/Mo: 390 Est. Value/Click: \$5.28 Est. Potential New Clicks/Month: 14
 Other Keywords for URL: online lead generation, lead generation online, lead generating, online leads, generating lead



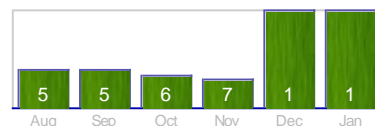
performance based marketing (12)

Searches/Mo: 480 Est. Value/Click: \$3.32 Est. Potential New Clicks/Month: 23
 Other Keywords for URL: performance based marketing



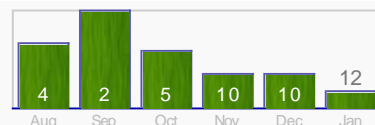
lead generating (6)

Searches/Mo: 720 Est. Value/Click: \$5.54 Est. Potential New Clicks/Month: 14
 Other Keywords for URL: online lead generation, lead generation online, lead generating, online leads, generating lead



bryan eisenberg (5)

Searches/Mo: 300 Est. Value/Click: \$2.63 Est. Potential New Clicks/Month: 28
 Other Keywords for URL: eisenberg, bryan eisenberg



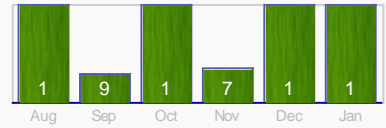
uvp (23)

Searches/Mo: 1k Est. Value/Click: \$0.5 Est. Potential New Clicks/Month: 146
 Other Keywords for URL: uvp, uv p



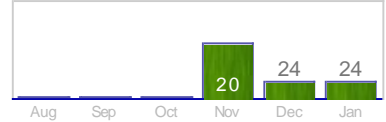
eisenberg (12)

Searches/Mo: 4k Est. Value/Click: \$0.37 Est. Potential New Clicks/Month: 199
Other Keywords for URL: eisenberg, bryan eisenberg



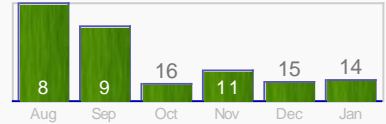
ebay tips for selling (12)

Searches/Mo: 0 Est. Value/Click: \$4.97 Est. Potential New Clicks/Month: 14
Other Keywords for URL: tips for selling on ebay, selling on ebay tips, selling tips on ebay, ebay seller tips, ebay tips for selling



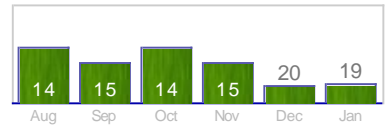
optimizing website (22)

Searches/Mo: 300 Est. Value/Click: \$4.95 Est. Potential New Clicks/Month: 14
Other Keywords for URL: website copy, optimizing website, web site copy, optimizing web site, web site copy optimization



user testing (10)

Searches/Mo: 870 Est. Value/Click: \$1.43 Est. Potential New Clicks/Month: 48
Other Keywords for URL: user testing, user tests



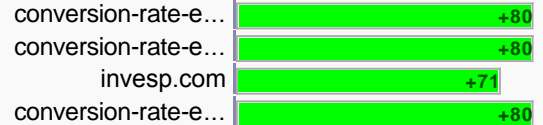
[Download as CSV](#)

Keywords Not Ranked On But Should Be

Estimated Clicks/Month

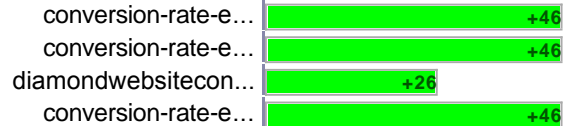
conversion rates

Searches/Month: 12k
Cost/Click: \$1.55 Est. Potential Clicks/Month: 45
Avg. Competitor Rank: 23



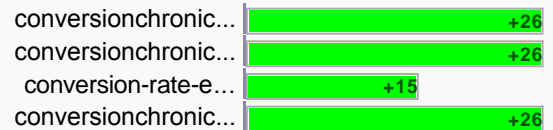
increase conversion rate

Searches/Month: 720
Cost/Click: \$4.17 Est. Potential Clicks/Month: 15
Avg. Competitor Rank: 20



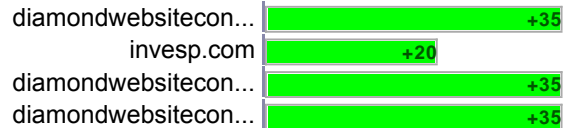
website conversion

Searches/Month: 990
Cost/Click: \$3.49 Est. Potential Clicks/Month: 8
Avg. Competitor Rank: 12



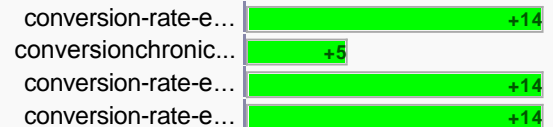
conversion optimization

Searches/Month: 990
Cost/Click: \$3.76 Est. Potential Clicks/Month: 15
Avg. Competitor Rank: 12



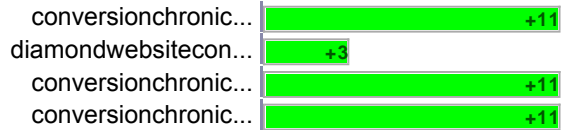
improve conversion rates

Searches/Month: 570
Cost/Click: \$4.17 Est. Potential Clicks/Month: 5
Avg. Competitor Rank: 12



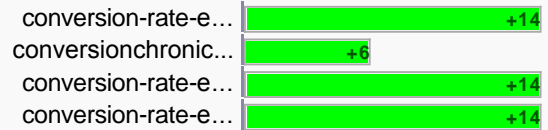
improve website conversion

Searches/Month: 240
 Cost/Click: \$3.87 Est. Potential Clicks/Month: 6
 Avg. Competitor Rank: 8



improve conversion rate

Searches/Month: 570
 Cost/Click: \$2.89 Est. Potential Clicks/Month: 4
 Avg. Competitor Rank: 17



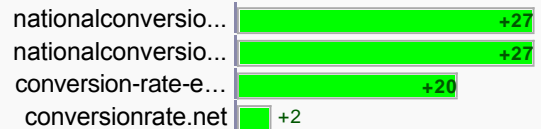
optimost

Searches/Month: 570
 Cost/Click: \$7.55 Est. Potential Clicks/Month: 82
 Avg. Competitor Rank: 1



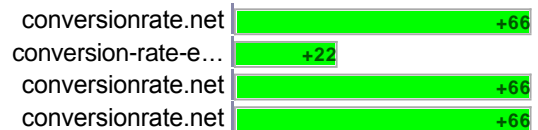
website optimizer

Searches/Month: 4k
 Cost/Click: \$6.61 Est. Potential Clicks/Month: 17
 Avg. Competitor Rank: 22



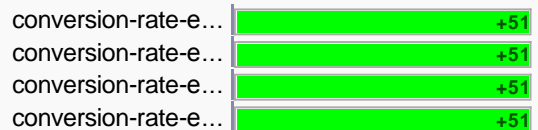
conversion rate

Searches/Month: 5k
 Cost/Click: \$1.30 Est. Potential Clicks/Month: 17
 Avg. Competitor Rank: 25



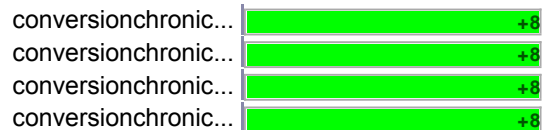
google optimizer

Searches/Month: 2k
 Cost/Click: \$4.54 Est. Potential Clicks/Month: 45
 Avg. Competitor Rank: 6



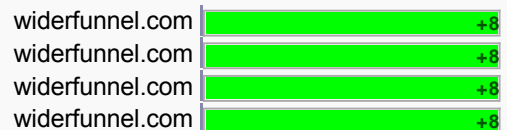
increase website conversion

Searches/Month: 300
 Cost/Click: \$4.25 Est. Potential Clicks/Month: 3
 Avg. Competitor Rank: 16



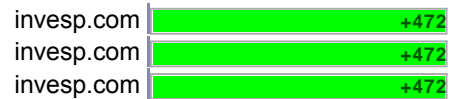
landing page conversion rate

Searches/Month: 210
 Cost/Click: \$6.94 Est. Potential Clicks/Month: 2
 Avg. Competitor Rank: 15



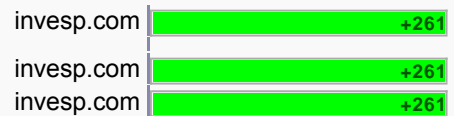
art blogs

Searches/Month: 4k
 Cost/Click: \$1.53 Est. Potential Clicks/Month: 472
 Avg. Competitor Rank: 1



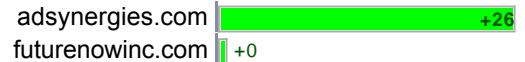
running blogs

Searches/Month: 0
 Cost/Click: \$2.16 Est. Potential Clicks/Month: 261
 Avg. Competitor Rank: 1



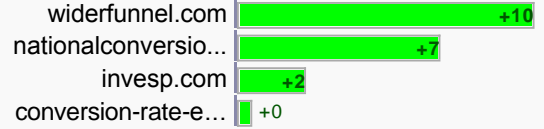
online marketing optimization

Searches/Month: 0
 Cost/Click: \$9.31 Est. Potential Clicks/Month: 13
 Avg. Competitor Rank: 18



landing page conversion

Searches/Month: 390
 Cost/Click: \$4.91 Est. Potential Clicks/Month: 3
 Avg. Competitor Rank: 20



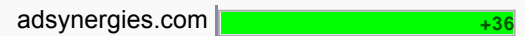
landing page templates

Searches/Month: 0
 Cost/Click: \$3.74 Est. Potential Clicks/Month: 108
 Avg. Competitor Rank: 2



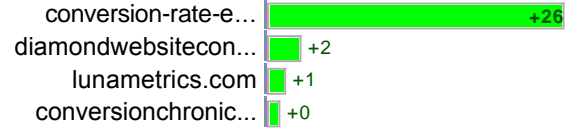
ppc optimization

Searches/Month: 990
 Cost/Click: \$5.65 Est. Potential Clicks/Month: 36
 Avg. Competitor Rank: 1



increase conversion rates

Searches/Month: 720
 Cost/Click: \$3.28 Est. Potential Clicks/Month: 5
 Avg. Competitor Rank: 21



landing page

Searches/Month: 7k
 Cost/Click: \$3.41 Est. Potential Clicks/Month: 116
 Avg. Competitor Rank: 5



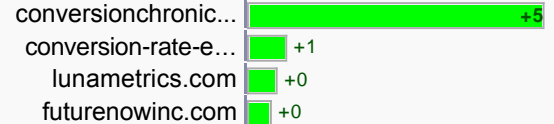
autonomy

Searches/Month: 90k
 Cost/Click: \$2.16 Est. Potential Clicks/Month: 128
 Avg. Competitor Rank: 19



web conversion rates

Searches/Month: 390
 Cost/Click: \$3.26 Est. Potential Clicks/Month: 2
 Avg. Competitor Rank: 9



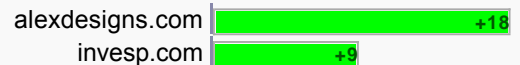
netsuite

Searches/Month: 18k
 Cost/Click: \$13.00 Est. Potential Clicks/Month: 20
 Avg. Competitor Rank: 36



landing page design

Searches/Month: 2k
 Cost/Click: \$4.38 Est. Potential Clicks/Month: 13
 Avg. Competitor Rank: 13



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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