

# Invesp.com

## SEO Dashboard



Feb 15, 2011



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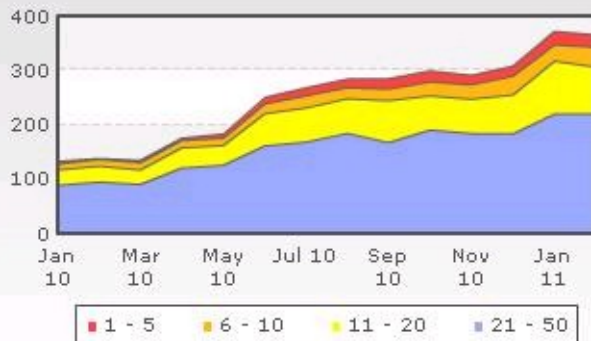
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### Amount of Keywords in Top Search Results



**You show up in the top 50 search results on Google for 365 different keywords.** *More importantly, you are in the top 10 on 59 which is up by 1.08% or 4 keywords since last month.*

### Number of Unique Pages that Rank Organically



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

### Total Organic Clicks Per Month



**You should be getting 7k clicks per month from your organic placements on Google.** *That's up 5k clicks or 275% from last month.*

### Value of Organic Clicks Per Month



**If you had to buy all those organic clicks via Google Adwords, they'd cost \$10k.** *That's an additional savings of \$7k over last month.*

**You gained 5,094 clicks last month, worth \$7,287.**

### Biggest Gains

You moved up in ranks on 160 keywords last month. All those gains added up to about 238 clicks you wouldn't have received last month. In equivalent PPC dollars, all those new clicks are worth about \$431.

	Rank
▲ running blogs Estimated Clicks/Month gained: 171 <a href="http://www.invesp.com/blog-rank/running">http://www.invesp.com/blog-rank/running</a>	1(+2)
▲ conversion optimization Estimated Clicks/Month gained: 20 <a href="http://www.invesp.com/blog/category/c...">http://www.invesp.com/blog/category/c...</a>	6
▲ small business blog Estimated Clicks/Month gained: 9 <a href="http://www.invesp.com/blog-rank/small...">http://www.invesp.com/blog-rank/small...</a>	6(+10)
▲ top music Estimated Clicks/Month gained: 5 <a href="http://www.invesp.com/blog-rank/class...">http://www.invesp.com/blog-rank/class...</a>	38(+7)
▲ photo blogs Estimated Clicks/Month gained: 3 <a href="http://www.invesp.com/blog-rank/photo...">http://www.invesp.com/blog-rank/photo...</a>	32
▲ pr blogs Estimated Clicks/Month gained: 3 <a href="http://www.invesp.com/blog-rank/pr">http://www.invesp.com/blog-rank/pr</a>	4(+1)
▲ pages templates Estimated Clicks/Month gained: 3 <a href="http://www.invesp.com/blog/free-landi...">http://www.invesp.com/blog/free-landi...</a>	46
▲ pii Estimated Clicks/Month gained: 3 <a href="http://pii.invesp.com/">http://pii.invesp.com/</a>	25(+3)
▲ music blogs Estimated Clicks/Month gained: 2 <a href="http://www.invesp.com/blog-rank/class...">http://www.invesp.com/blog-rank/class...</a>	39(+8)
▲ narms job bank Estimated Clicks/Month gained: 2 <a href="http://www.invesp.com/blog-rank/jobs">http://www.invesp.com/blog-rank/jobs</a>	33
▲ shopping blogs Estimated Clicks/Month gained: 2 <a href="http://www.invesp.com/blog-rank/shopping">http://www.invesp.com/blog-rank/shopping</a>	14(+6)

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

### Most Valuable Keywords

You gained ranks on 15 out of your top 50 most valuable keywords. Moving up the charts on those important keywords means about 157 visits to the site that wouldn't have come last month.

	Rank
art blogs Rank: 1 Est. Clicks/Mo: 472(-118) Est. Value/Mo: \$591(-\$138.602)	
running blogs Rank: 1(+2) Est. Clicks/Mo: 261(+171) Est. Value/Mo: \$491(+\$319)	
landing page templates Rank: 2 Est. Clicks/Mo: 108(-55) Est. Value/Mo: \$326(-\$164.404)	
landing page Rank: 5(-1) Est. Clicks/Mo: 116(-9) Est. Value/Mo: \$218(-\$16.481)	
photography blogs Rank: 10(-5) Est. Clicks/Mo: 95(-91) Est. Value/Mo: \$103(-\$98.465)	
infertility blogs Rank: 1 Est. Clicks/Mo: 79(+22) Est. Value/Mo: \$92(+\$24)	
diabetes blogs Rank: 2 Est. Clicks/Mo: 33 Est. Value/Mo: \$89(-\$0.462)	
landing page optimization Rank: 9(+1) Est. Clicks/Mo: 21(-32) Est. Value/Mo: \$82(-\$126.624)	
small business blogs Rank: 3 Est. Clicks/Mo: 27(-14) Est. Value/Mo: \$80(-\$42.403)	

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

### Newly Ranked Organic Pages

**15 pages show up in Google search results that didn't last month.** Combined, those new placements drive 22 clicks, which would be worth about \$336 if you paid for those same clicks in Google Adwords.

<http://www.invesp.com/blog/category/conversion-optimization>

Keywords (rank): conversion optimization (6)

Est. Total Clicks/Mo: 20

Est. SEO Value: **\$51**

<http://www.invesp.com/blog-rank/hockey>

Keywords (rank): hockey blogs (27)

Est. Total Clicks/Mo: 1

Est. SEO Value: **\$0.62**

<http://www.invesp.com/blog/sales-marketing/common-reputation-management-issues-and-how-to-address...>

Keywords (rank): management issues (39)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.39**

[http://www.invesp.com/blog-rank/interior\\_design](http://www.invesp.com/blog-rank/interior_design)

Keywords (rank): list of interior designers (25), eclectic interior design (36)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.38**

<http://www.invesp.com/blog/conversion-optimization/increase-conversion-rates-by-picking-the-right...>

Keywords (rank): increase conversion rates (42)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.28**

<http://www.invesp.com/blog/conversion-optimization/what-is-next-in-conversion-optimization.html>

Keywords (rank): what is optimization (44)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.26**

<http://www.invesp.com/blog-rank/australia>

Keywords (rank): australian blogs (47)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.02**

<http://www.invesp.com/blog/business/value-proposition-branding-statements-blah-blah-blah.html>

Keywords (rank): value proposition statement (36)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.01**

<http://www.invesp.com/blog/video/video-interview-5-ways-to-increase-your-e-commerce-conversion-ra...>

Keywords (rank): e commerce conversion rate (3)

Est. Total Clicks/Mo: 0

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

<http://www.invesp.com/blog/conversion-optimization/a-case-against-multi-variant-testing.html>

Keywords (rank): testing multi variant (5)

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 57 keywords that you didn't even show up on last month. Those keywords drive 38 clicks worth an estimated \$75 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.

#### conversion optimization

Rank: 6 Searches/Mo: 990 Est. Value/Click: \$2.82  
Estimated New Clicks/Month: 20

#### photo blogs

Rank: 32 Searches/Mo: 3k Est. Value/Click: \$0.91  
Estimated New Clicks/Month: 3

#### pages templates

Rank: 46 Searches/Mo: 0 Est. Value/Click: \$0.63  
Estimated New Clicks/Month: 3

#### narms job bank

Rank: 33 Searches/Mo: 0 Est. Value/Click: \$0.91  
Estimated New Clicks/Month: 2

#### humor blogs

Rank: 22 Searches/Mo: 720 Est. Value/Click: \$0.61  
Estimated New Clicks/Month: 1

#### hockey blogs

Rank: 27 Searches/Mo: 570 Est. Value/Click: \$0.91  
Estimated New Clicks/Month: 1

#### website conversion

Rank: 27 Searches/Mo: 990 Est. Value/Click: \$2.32  
Estimated New Clicks/Month: 1

#### shopping cart image

Rank: 20 Searches/Mo: 480 Est. Value/Click: \$1.53  
Estimated New Clicks/Month: 1

#### top 100 advertising agencies

Rank: 14 Searches/Mo: 210 Est. Value/Click: \$1.95  
Estimated New Clicks/Month: 1

#### artists blogs

Rank: 23 Searches/Mo: 0 Est. Value/Click: \$1.66  
Estimated New Clicks/Month: 1

#### industry averages

Rank: 36 Searches/Mo: 870 Est. Value/Click: \$0.55  
Estimated New Clicks/Month: 1

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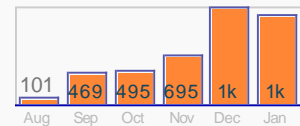
### Top Site Sections Summary

The top 1 site sections draw 81% of all of your organic visitors. Together those sections combine for 1k clicks per month.

#### Clicks/Month

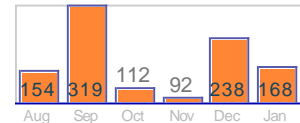
#### [invesp.com/blog-rank/cana](#) [da](#)

Number of Keywords: 207  
Est. Value/Mo: \$2k (-\$64)



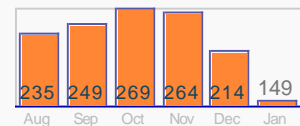
#### [invesp.com/blog](#)

Number of Keywords: 88  
Est. Value/Mo: \$476 (-\$194)



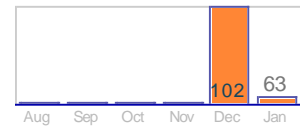
#### [invesp.com/marketing-services](#)

Number of Keywords: 14  
Est. Value/Mo: \$339 (-\$278)



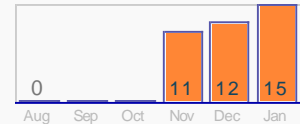
#### [invesp.com/personas.html](#)

Number of Keywords: 2  
Est. Value/Mo: \$20 (-\$13)



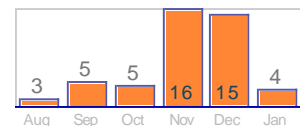
#### [pii.invesp.com](#)

Number of Keywords: 1  
Est. Value/Mo: \$16 (+\$5)



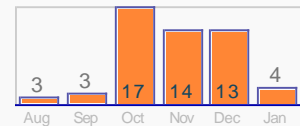
#### [invesp.com/e-commerce-conve...](#)

Number of Keywords: 9  
Est. Value/Mo: \$13 (-\$41)



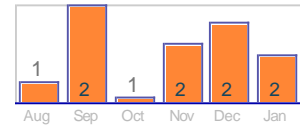
#### [invesp.com/2008](#)

Number of Keywords: 11  
Est. Value/Mo: \$14 (-\$27)



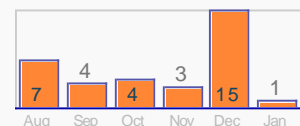
#### [military.invesp.com](#)

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



#### [invesp.com/conversion-opti...](#) [m...](#)

Number of Keywords: 6  
Est. Value/Mo: \$4 (-\$99)



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## Keyword Groups with the Biggest Gains



### Biggest Opportunities

You currently rank somewhere in the top 50 on 365 search phrases on Google. If you could land the number one spot for all of those searches, you'd get about 30k additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you'll get 28k clicks per month. That would cost you more than \$23k in equivalent PPC dollars.

#### personas

Rank: 37 (-8) Searches/Mo: 50k Est. Value/Click: \$0.32  
Est. Potential New Clicks/Month: 10,218

#### conversion rates

Rank: 17 Searches/Mo: 12k Est. Value/Click: \$0.88  
Est. Potential New Clicks/Month: 1,683

#### pii

Rank: 25 (+3) Searches/Mo: 7k Est. Value/Click: \$1.08  
Est. Potential New Clicks/Month: 1,107

#### motionographer

Rank: 47 (-3) Searches/Mo: 0 Est. Value/Click: \$1.24  
Est. Potential New Clicks/Month: 882

#### top music

Rank: 38 (+7) Searches/Mo: 22k Est. Value/Click: \$0.28  
Est. Potential New Clicks/Month: 3,057

#### photography blogs

Rank: 10 (-5) Searches/Mo: 0 Est. Value/Click: \$1.08  
Est. Potential New Clicks/Month: 791

#### music blogs

Rank: 39 (+8) Searches/Mo: 8k Est. Value/Click: \$0.58  
Est. Potential New Clicks/Month: 1,321

#### site analytics

Rank: 16 (-1) Searches/Mo: 1k Est. Value/Click: \$6.17  
Est. Potential New Clicks/Month: 98

#### landing page

Rank: 5 (-1) Searches/Mo: 7k Est. Value/Click: \$1.88  
Est. Potential New Clicks/Month: 311

#### landing page design

Rank: 16 (+1) Searches/Mo: 2k Est. Value/Click: \$3.15  
Est. Potential New Clicks/Month: 180

#### landing pages

Rank: 25 (-4) Searches/Mo: 4k Est. Value/Click: \$2.26  
Est. Potential New Clicks/Month: 220

[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 522k searches per month where you are not contesting your competitors. Look at the keywords, and decide whether it makes sense to counter them.

#### increase conversion rate

Searches/Mo.: 720

Cost/Click: \$4.17 Est. Potential Clicks/Mo.: 14  
Avg. Competitor Rank: 18

#### improve conversion rates

Searches/Mo.: 570

Cost/Click: \$4.17 Est. Potential Clicks/Mo.: 4 Avg. Competitor Rank: 12

#### improve website conversion

Searches/Mo.: 240

Cost/Click: \$3.87 Est. Potential Clicks/Mo.: 5 Avg. Competitor Rank: 10

#### improve conversion rate

Searches/Mo.: 570

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

#### google website optimizer

Searches/Mo.: 4k

Cost/Click: \$4.16 Est. Potential Clicks/Mo.: 74  
Avg. Competitor Rank: 11

#### google adwords

Searches/Mo.: 135k

Cost/Click: \$17.00 Est. Potential Clicks/Mo.: 144  
Avg. Competitor Rank: 33

#### optimost

Searches/Mo.: 570

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

#### website optimizer

Searches/Mo.: 4k

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

#### google optimizer

Searches/Mo.: 2k

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

#### generate leads

Searches/Mo.: 1k

Cost/Click: \$7.57 Est. Potential Clicks/Mo.: 66 Avg. Competitor Rank: 1

#### interactive marketing

Searches/Mo.: 7k

Cost/Click: \$4.32 Est. Potential Clicks/Mo.: 103  
Avg. Competitor Rank: 4

#### lead generation system

Searches/Mo.: 2k

Cost/Click: \$7.26 Est. Potential Clicks/Mo.: 46 Avg. Competitor Rank: 1

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

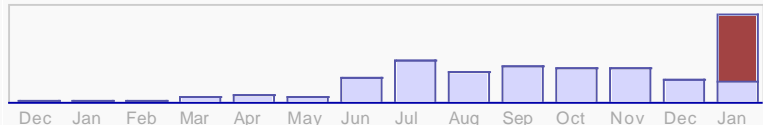
### Keyword Overlap in Your SEO & PPC campaigns

You rank somewhere in the top 50 organic search results on 5 keywords that you also buy (possibly by broad match) on Google Adwords. By working to improve your position on those keywords alone, you could save up to 55k per month on paid search -- or you could pick up an additional 23k clicks per month on the same keywords.

■ Est. Organic Clicks vs. ■ Paid Clicks

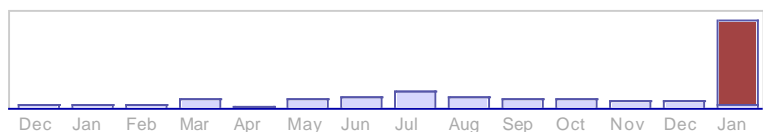
#### landing page

Organic Rank: 5 (-1) Searches/Month:7k  
Cost/Click: \$3.41 Est. Paid Clicks Per Month: 390  
**Est. Potential Monthly Savings: \$1k**



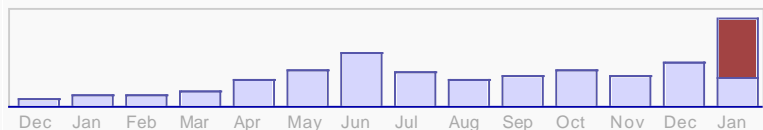
#### landing pages

Organic Rank: 25 (-4) Searches/Month:4k  
Cost/Click: \$3.83 Est. Paid Clicks Per Month: 150  
**Est. Potential Monthly Savings: \$644**



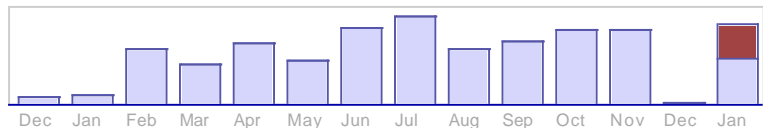
#### landing page design

Organic Rank: 16 (+1) Searches/Month:2k  
Cost/Click: \$4.38 Est. Paid Clicks Per Month: 19  
**Est. Potential Monthly Savings: \$85**



#### conversion optimization

Organic Rank: 6 (+54) Searches/Month:990  
Cost/Click: \$3.76 Est. Paid Clicks Per Month: 15  
**Est. Potential Monthly Savings: \$58**



#### optimize landing page

Organic Rank: 18 (+2) Searches/Month:90  
Cost/Click: \$0.05 Est. Paid Clicks Per Month: 0  
**Est. Potential Monthly Savings: \$0**

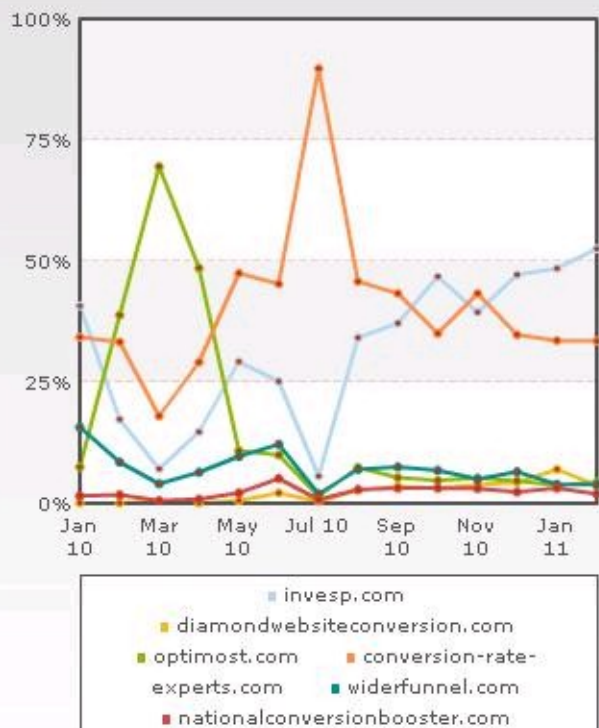


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### Keyword Groups with the Most Potential

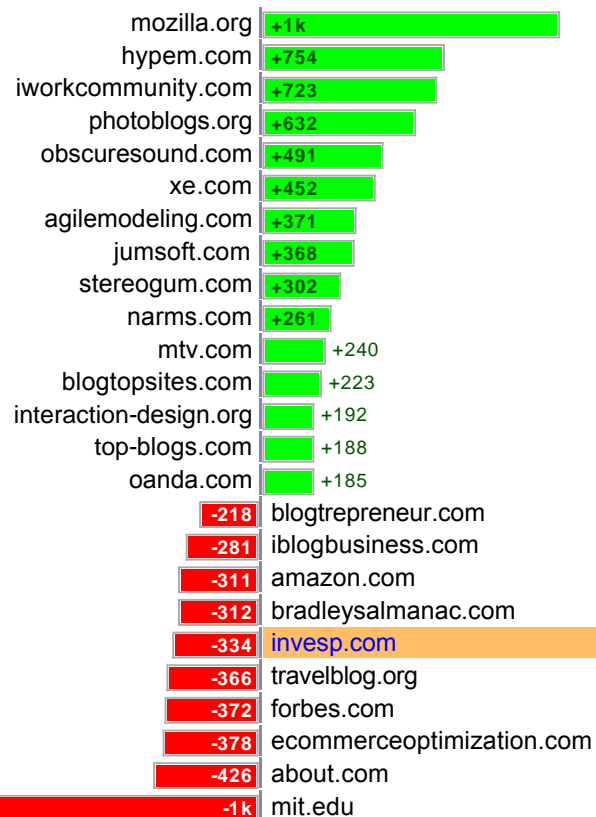
#### Traffic Share

Relative to your top 5 competitors, your site gained **6.71%** of the traffic share. During this time *invesp.com* has exploded and ripped traffic from *conversion-rate-experts.com* and *optimost.com*.



#### Domains that Gained or Lost Clicks on your Keywords

This month, *Mozilla.org* gained 1k clicks by improving their position on organic searches that you also rank for.



\*competitors in **bold**

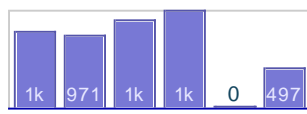
**Competition: You Gained 7% in Share of Clicks Relative to your Top 5 Competitors**

### Top Organic Competitors and their Best Keywords

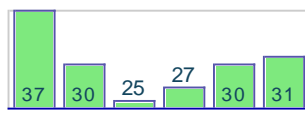
Combined, your organic competitors get about 100% of their traffic from unpaid search. The biggest mover was *conversion-rate-experts.com*. They picked up 3k organic clicks overall.

#### diamondwebsiteconversion.com

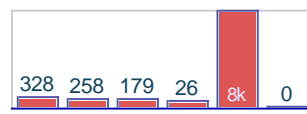
increase conversion rate (2),  
conversion optimization (3),  
increase website conversion (6),  
conversion rate optimization (12),  
conversion rates (30)



SEO Clicks/mo (497)



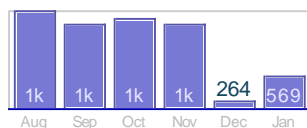
#Overlapping Keywords (31)



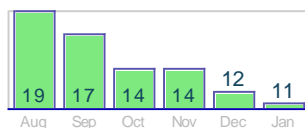
Adwords Budget (\$0)

#### optimost.com

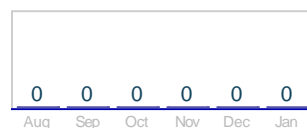
optimost (1), interwoven (14),  
increase landing page conversion (14),  
autonomy (19), multivariate testing (29)



SEO Clicks/mo (569)



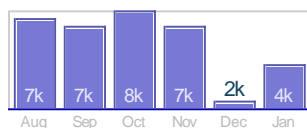
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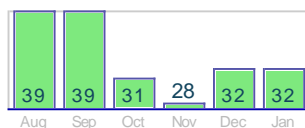
Adwords Budget (\$0)

#### conversion-rate-experts.com

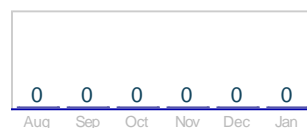
conversion rate optimization (1),  
increase conversion rate (1),  
google optimizer (5),  
google website optimizer (6),  
website optimizer (14)



SEO Clicks/mo (4k)



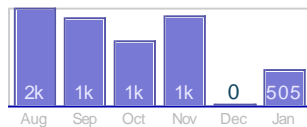
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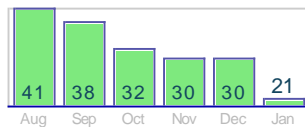
Adwords Budget (\$0)

#### widerfunnel.com

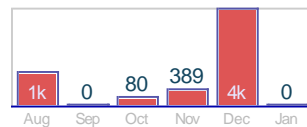
landing page conversion rate (2),  
landing page conversion (2),  
conversion optimization (8),  
ab split testing (10), babyage (34)



SEO Clicks/mo (505)



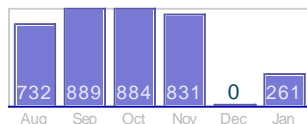
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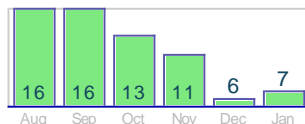
Adwords Budget (\$0)

#### nationalconversionbooster.com

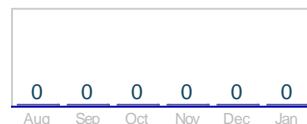
landing page conversion (3),  
increase landing page conversion (4),  
landing page conversion rate (5),  
google optimizer (7),  
website optimizer (12)



SEO Clicks/mo (261)



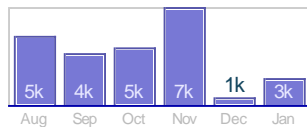
#Overlapping Keywords (7)



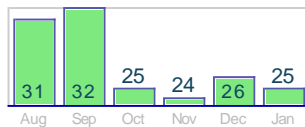
Adwords Budget (\$0)

#### futurenowinc.com

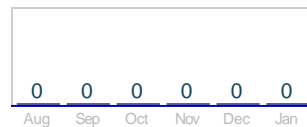
wewe (1), future now (1),  
jeffrey eisenberg (3),  
conversion rate optimization (10),  
conversion rates (31)



SEO Clicks/mo (3k)



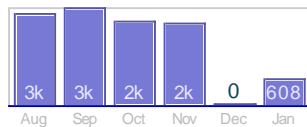
#Overlapping Keywords (25)



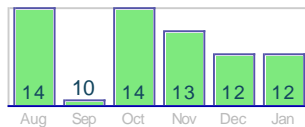
Adwords Budget (\$0)

#### conversionrate.net

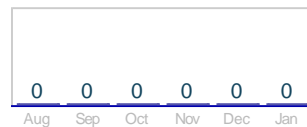
conversion rate optimization (6),  
conversion rate (10),  
google website optimizer (17),  
conversion rates (21),  
website optimizer (41)



SEO Clicks/mo (608)



#Overlapping Keywords (12)



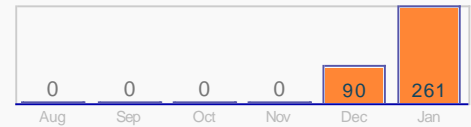
Adwords Budget (\$0)

### Biggest Gains (all)

Clicks/Month

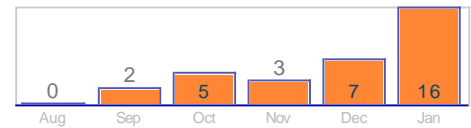
#### ▲ running blogs 1(+2)

**Est. Clicks/Month gained: 171** Est. Value/Click: \$1.88 Estimated Value gained: \$322  
<http://www.invesp.com/blog-rank/running>



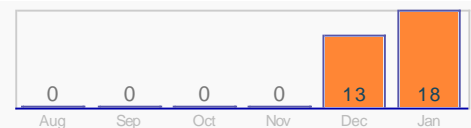
#### ▲ conversion optimization 6

**Est. Clicks/Month gained: 20** Est. Value/Click: \$2.82 Estimated Value gained: \$57  
<http://www.invesp.com/blog/category/c...>



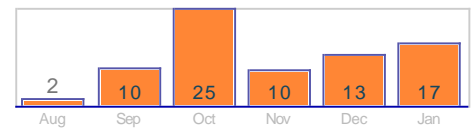
#### ▲ small business blog 6(+10)

**Est. Clicks/Month gained: 9** Est. Value/Click: \$1.59 Estimated Value gained: \$15  
<http://www.invesp.com/blog-rank/small...>



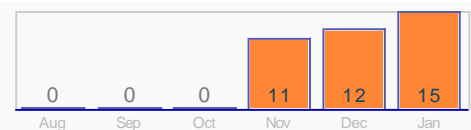
#### ▲ top music 38(+7)

**Est. Clicks/Month gained: 5** Est. Value/Click: \$0.28 Estimated Value gained: \$1  
<http://www.invesp.com/blog-rank/class...>



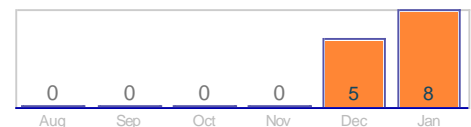
#### ▲ photo blogs 32

**Est. Clicks/Month gained: 3** Est. Value/Click: \$0.91 Estimated Value gained: \$3  
<http://www.invesp.com/blog-rank/photo...>



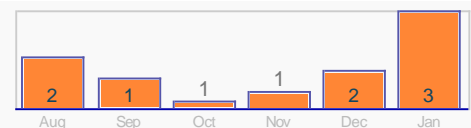
#### ▲ pr blogs 4(+1)

**Est. Clicks/Month gained: 3** Est. Value/Click: \$1.88 Estimated Value gained: \$6  
<http://www.invesp.com/blog-rank/pr>



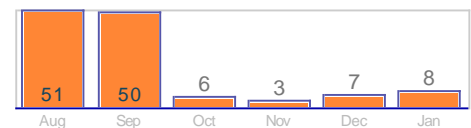
#### ▲ pages templates 46

**Est. Clicks/Month gained: 3** Est. Value/Click: \$0.63 Estimated Value gained: \$2  
<http://www.invesp.com/blog/free-landi...>



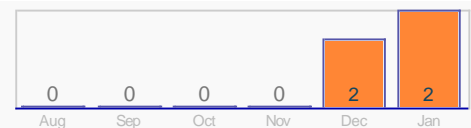
#### ▲ pii 25(+3)

**Est. Clicks/Month gained: 3** Est. Value/Click: \$1.08 Estimated Value gained: \$3  
<http://pii.invesp.com/>



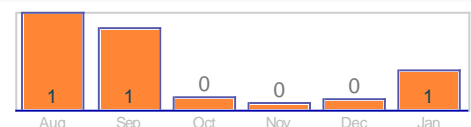
#### ▲ music blogs 39(+8)

**Est. Clicks/Month gained: 2** Est. Value/Click: \$0.58 Estimated Value gained: \$1  
<http://www.invesp.com/blog-rank/class...>



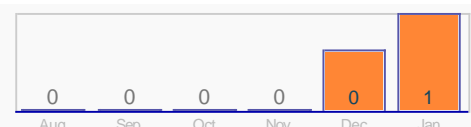
#### ▲ narms job bank 33

**Est. Clicks/Month gained: 2** Est. Value/Click: \$0.91 Estimated Value gained: \$2  
<http://www.invesp.com/blog-rank/jobs>



#### ▲ shopping blogs 14(+6)

**Est. Clicks/Month gained: 2** Est. Value/Click: \$0.64 Estimated Value gained: \$1  
<http://www.invesp.com/blog-rank/shopping>





### ▲ humor blogs 22

**Est. Clicks/Month gained: 1** Est. Value/Click: \$0.61 Estimated Value gained: \$1

<http://www.invesp.com/blog-rank/humor>

### ▲ landing page template 9(+3)

**Est. Clicks/Month gained: 1** Est. Value/Click: \$3.15 Estimated Value gained: \$4

<http://www.invesp.com/blog/free-landi...>

### ▲ hockey blogs 27

**Est. Clicks/Month gained: 1** Est. Value/Click: \$0.91 Estimated Value gained: \$1

<http://www.invesp.com/blog-rank/hockey>

### ▲ website conversion 27

**Est. Clicks/Month gained: 1** Est. Value/Click: \$2.32 Estimated Value gained: \$2

<http://www.invesp.com/blog/sales-mark...>

### ▲ shopping cart image 20

**Est. Clicks/Month gained: 1** Est. Value/Click: \$1.53 Estimated Value gained: \$1

<http://www.invesp.com/blog/shopping-c...>

### ▲ infertility blog 29(+10)

**Est. Clicks/Month gained: 1** Est. Value/Click: \$1.11 Estimated Value gained: \$1

<http://www.invesp.com/blog-rank/infer...>

### ▲ top 100 advertising agencies 14

**Est. Clicks/Month gained: 1** Est. Value/Click: \$1.95 Estimated Value gained: \$1

<http://www.invesp.com/blog-rank/adver...>

### ▲ artists blogs 23

**Est. Clicks/Month gained: 1** Est. Value/Click: \$1.66 Estimated Value gained: \$1

<http://www.invesp.com/blog-rank/art>

### ▲ industry averages 36

**Est. Clicks/Month gained: 1** Est. Value/Click: \$0.55 Estimated Value gained: \$0

<http://www.invesp.com/e-commerce-conv...>

### ▲ hotel ranking 12(+17)

**Est. Clicks/Month unchanged** Est. Value/Click: \$0.91 Estimated Value unchanged \$0

<http://www.invesp.com/blog-rank/hotels>

### ▲ top 100 blogs 46

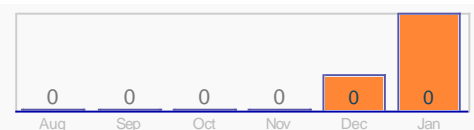
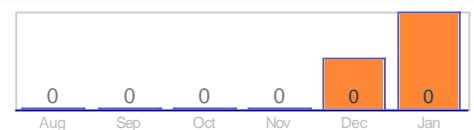
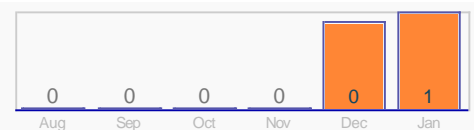
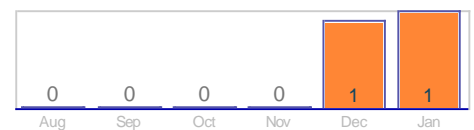
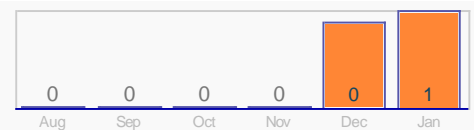
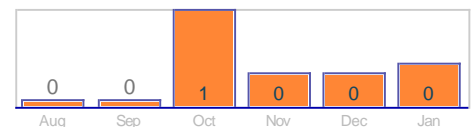
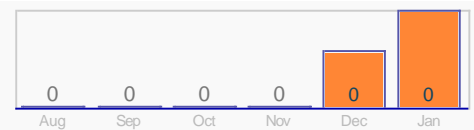
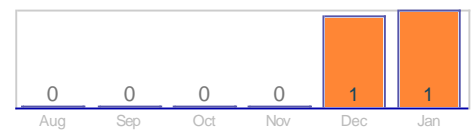
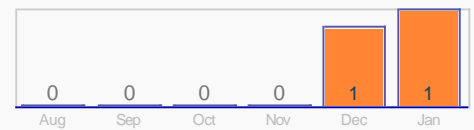
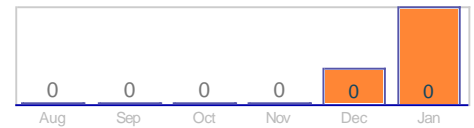
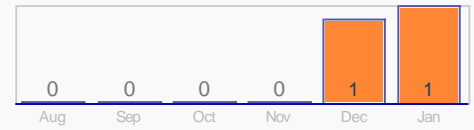
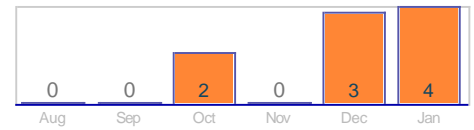
**Est. Clicks/Month unchanged** Est. Value/Click: \$0.28 Estimated Value unchanged \$0

<http://www.invesp.com/blog-rank/socia...>

### ▲ top small businesses 34

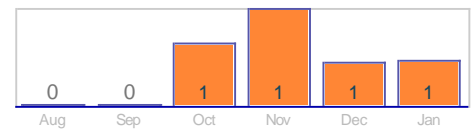
**Est. Clicks/Month unchanged** Est. Value/Click: \$1.69 Estimated Value unchanged \$1

<http://www.invesp.com/blog-rank/small...>



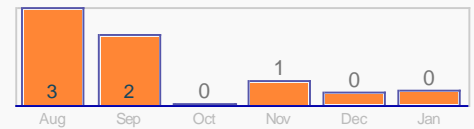
### ▲ top watches 49

**Est. Clicks/Month unchanged** Est. Value/Click: \$0.65 Estimated Value unchanged \$0  
<http://www.invesp.com/blog-rank/watches>



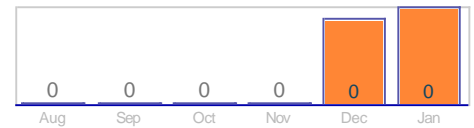
### ▲ successful viral campaigns 11

**Est. Clicks/Month unchanged** Est. Value/Click: \$2.73 Estimated Value unchanged \$1  
<http://www.invesp.com/blog/blogging/s...>



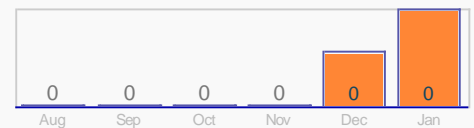
### ▲ top business blogs 20(+6)

**Est. Clicks/Month unchanged** Est. Value/Click: \$3.61 Estimated Value unchanged \$1  
<http://www.invesp.com/blog-rank/business>



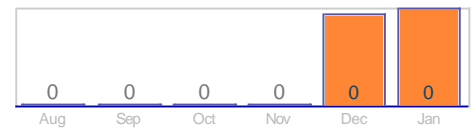
### ▲ management issues 39

**Est. Clicks/Month unchanged** Est. Value/Click: \$1.54 Estimated Value unchanged \$0  
<http://www.invesp.com/blog/sales-mark...>



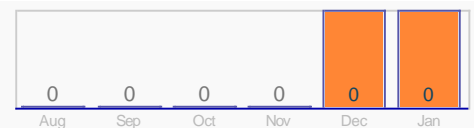
### ▲ top 50 music 8(+3)

**Est. Clicks/Month unchanged** Est. Value/Click: \$0.25 Estimated Value unchanged \$0  
<http://www.invesp.com/blog-rank/music>



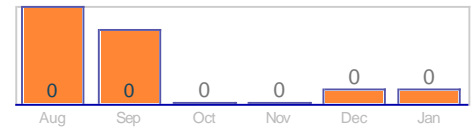
### ▲ eclectic interior design 36

**Est. Clicks/Month unchanged** Est. Value/Click: \$1.21 Estimated Value unchanged \$0  
<http://www.invesp.com/blog-rank/inter...>



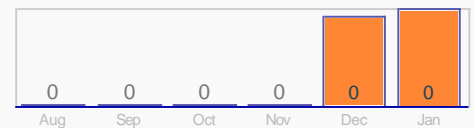
### ▲ cycling blogs 20(+4)

**Est. Clicks/Month unchanged** Est. Value/Click: \$0.97 Estimated Value unchanged \$0  
<http://www.invesp.com/blog-rank/cycling>



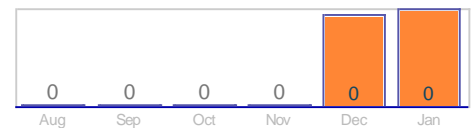
### ▲ mystery novel 41

**Est. Clicks/Month unchanged** Est. Value/Click: \$0.78 Estimated Value unchanged \$0  
<http://www.invesp.com/blog-rank/myste...>



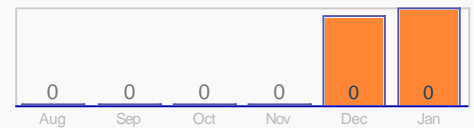
### ▲ value proposition statement 36

**Est. Clicks/Month unchanged** Est. Value/Click: \$0.08 Estimated Value unchanged \$0  
<http://www.invesp.com/blog/business/v...>



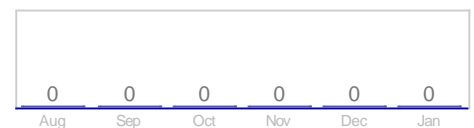
### ▲ top photographer 29

**Est. Clicks/Month unchanged** Est. Value/Click: \$1.09 Estimated Value unchanged \$0  
<http://www.invesp.com/blog-rank/photo...>



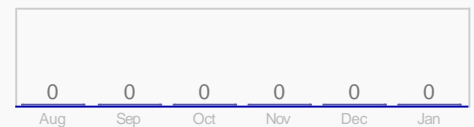
### ▲ top public relations 14(+30)

**Est. Clicks/Month unchanged** Est. Value/Click: \$1.89 Estimated Value unchanged \$0  
<http://www.invesp.com/blog-rank/pr>



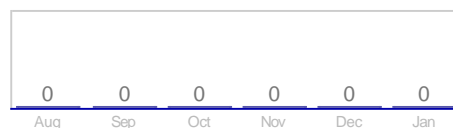
### ▲ snowboard blog 46

**Est. Clicks/Month unchanged** Est. Value/Click: \$1.35 Estimated Value unchanged \$0  
<http://snowboarding.invesp.com/>



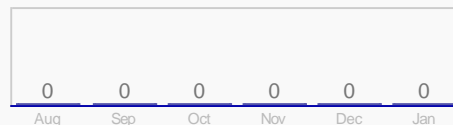
### ▲ list of interior designers 25

**Est. Clicks/Month unchanged** Est. Value/Click: \$1.02 Estimated Value unchanged \$0  
<http://www.invesp.com/blog-rank/inter...>



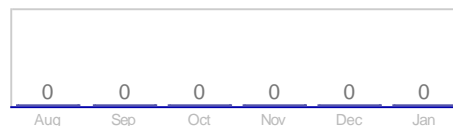
### ▲ top 25 jobs 11(+4)

**Est. Clicks/Month unchanged** Est. Value/Click: \$0.56 Estimated Value unchanged \$0  
<http://www.invesp.com/blog-rank/jobs>



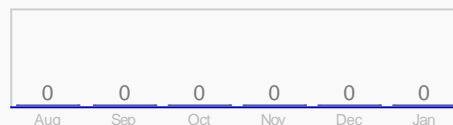
### ▲ increase conversion rates 42

**Est. Clicks/Month unchanged** Est. Value/Click: \$2.5 Estimated Value unchanged \$0  
<http://www.invesp.com/blog/conversion...>



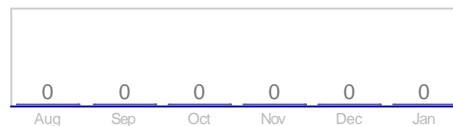
### ▲ what is optimization 44

**Est. Clicks/Month unchanged** Est. Value/Click: \$2.61 Estimated Value unchanged \$0  
<http://www.invesp.com/blog/conversion...>



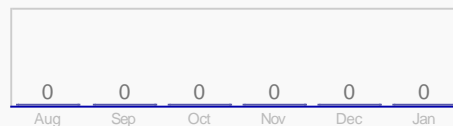
### ▲ blog business 49

**Est. Clicks/Month unchanged** Est. Value/Click: \$1.37 Estimated Value unchanged \$0  
<http://www.invesp.com/blog-rank/small...>



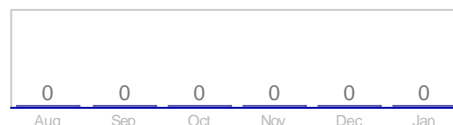
### ▲ hosted e commerce 38

**Est. Clicks/Month unchanged** Est. Value/Click: \$4.83 Estimated Value unchanged \$0  
<http://www.invesp.com/blog/ecommerce/...>



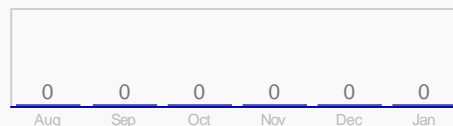
### ▲ crazymonkeys 26(+1)

**Est. Clicks/Month unchanged** Est. Value/Click: \$0.24 Estimated Value unchanged \$0  
<http://www.invesp.com/blog/blogging/s...>



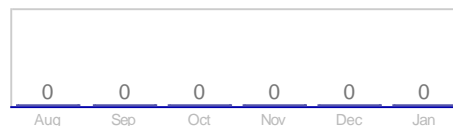
### ▲ list of career 46

**Est. Clicks/Month unchanged** Est. Value/Click: \$0.68 Estimated Value unchanged \$0  
<http://www.invesp.com/blog-rank/careers>



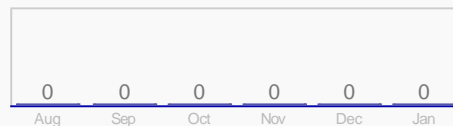
### ▲ top jazz 28(+10)

**Est. Clicks/Month unchanged** Est. Value/Click: \$0.41 Estimated Value unchanged \$0  
<http://www.invesp.com/blog-rank/jazz>



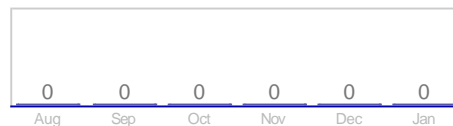
### ▲ top 75 9(+1)

**Est. Clicks/Month unchanged** Est. Value/Click: \$0.49 Estimated Value unchanged \$0  
<http://www.invesp.com/blog-rank/india>



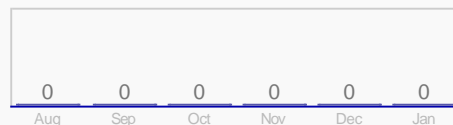
### ▲ top book 50

**Est. Clicks/Month unchanged** Est. Value/Click: \$0.58 Estimated Value unchanged \$0  
<http://www.invesp.com/blog-rank/books>



### ▲ conversion process 15(+1)

**Est. Clicks/Month unchanged** Est. Value/Click: \$1.2 Estimated Value unchanged \$0  
<http://www.invesp.com/conversion-proc...>



### ▲ rate me top 100 45

**Est. Clicks/Month unchanged** Est. Value/Click: \$0.9 Estimated Value unchanged \$0

<http://www.invesp.com/2008/top-10-mar...>

### ▲ museum blogs 17(+1)

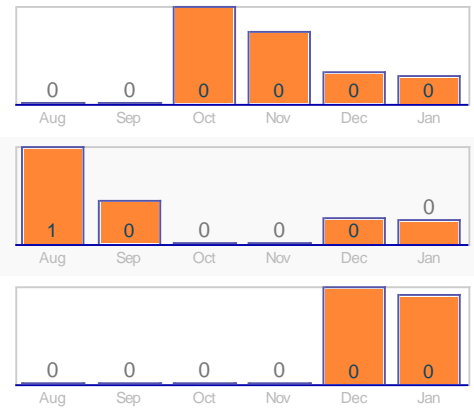
**Est. Clicks/Month unchanged** Est. Value/Click: \$5.66 Estimated Value unchanged \$0

<http://www.invesp.com/blog-rank/museums>

### ▲ genealogy blogs 32(+2)

**Est. Clicks/Month unchanged** Est. Value/Click: \$1.74 Estimated Value unchanged \$0

<http://www.invesp.com/blog-rank/genea...>



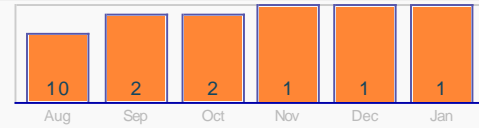
[Download as CSV](#)

### Most Valuable Keywords (all)

Rank

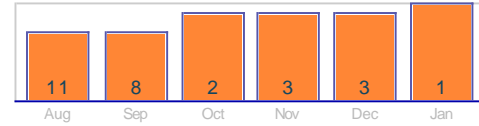
#### art blogs

Rank: 1 Est. Clicks/Mo: 472(-118) Est. Value/Mo: \$591(-\$138.602)



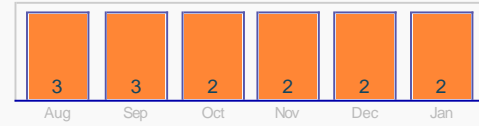
#### running blogs

Rank: 1(+2) Est. Clicks/Mo: 261(+171) Est. Value/Mo: \$491(+\$319)



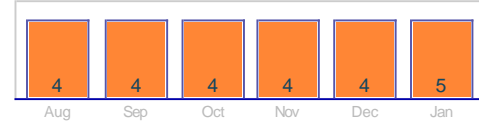
#### landing page templates

Rank: 2 Est. Clicks/Mo: 108(-55) Est. Value/Mo: \$326(-\$164.404)



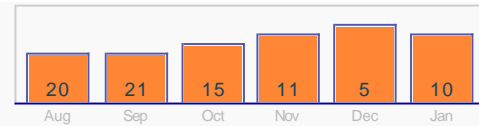
#### landing page

Rank: 5(-1) Est. Clicks/Mo: 116(-9) Est. Value/Mo: \$218(-\$16.481)



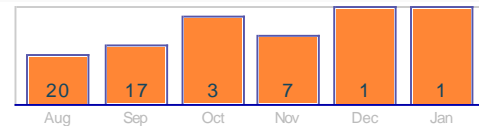
#### photography blogs

Rank: 10(-5) Est. Clicks/Mo: 95(-91) Est. Value/Mo: \$103(-\$98.465)



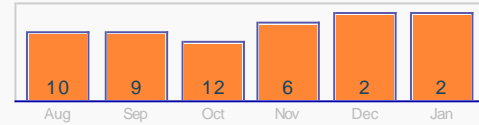
#### infertility blogs

Rank: 1 Est. Clicks/Mo: 79(+22) Est. Value/Mo: \$92(+\$24)



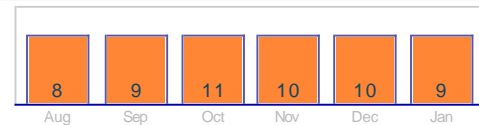
#### diabetes blogs

Rank: 2 Est. Clicks/Mo: 33 Est. Value/Mo: \$89(-\$0.462)



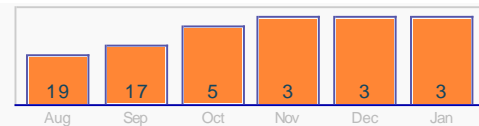
#### landing page optimization

Rank: 9(+1) Est. Clicks/Mo: 21(-32) Est. Value/Mo: \$82(-\$126.624)



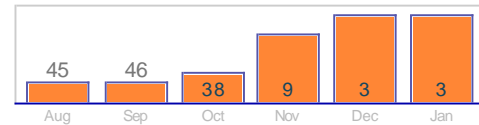
#### small business blogs

Rank: 3 Est. Clicks/Mo: 27(-14) Est. Value/Mo: \$80(-\$42.403)



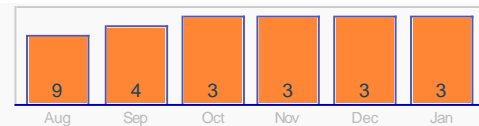
#### college blogs

Rank: 3 Est. Clicks/Mo: 56 Est. Value/Mo: \$77(+\$7.36)



#### advertising blogs

Rank: 3 Est. Clicks/Mo: 32(+11) Est. Value/Mo: \$70(+\$25)



### conversion rates

Rank: 17 Est. Clicks/Mo: 71 Est. Value/Mo: \$62

### conversion optimization

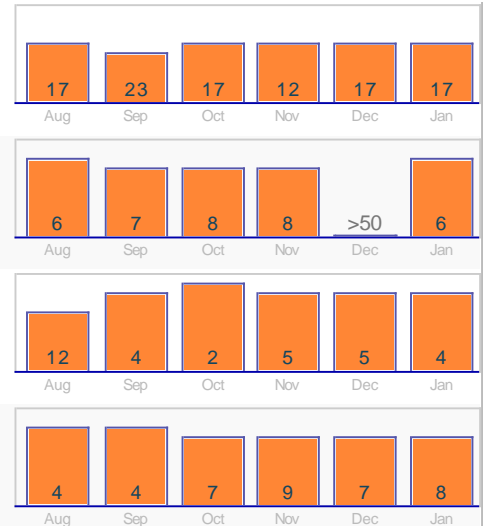
Rank: 6 Est. Clicks/Mo: 20 Est. Value/Mo: \$57

### pr blogs

Rank: 4(+1) Est. Clicks/Mo: 17(+3) Est. Value/Mo: \$31(+\$5.25)

### conversion rate optimization

Rank: 8(-1) Est. Clicks/Mo: 10(-29) Est. Value/Mo: \$30(-\$89.639)



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### Newly Ranked Organic Pages

<http://www.invesp.com/blog/category/conversion-optimization>

Estimated SEO Value: **\$51** Estimated Total Clicks/Mo: 20

Keywords (rank): conversion optimization (6)

<http://www.invesp.com/blog-rank/hockey>

Estimated SEO Value: **\$0.62** Estimated Total Clicks/Mo: 1

Keywords (rank): hockey blogs (27)

<http://www.invesp.com/blog/sales-marketing/common-reputation-management-issues-and-how-to-address...>

Estimated SEO Value: **\$0.39** Estimated Total Clicks/Mo: 0

Keywords (rank): management issues (39)

[http://www.invesp.com/blog-rank/interior\\_design](http://www.invesp.com/blog-rank/interior_design)

Estimated SEO Value: **\$0.38** Estimated Total Clicks/Mo: 0

Keywords (rank): list of interior designers (25), eclectic interior design (36)

<http://www.invesp.com/blog/conversion-optimization/increase-conversion-rates-by-picking-the-right...>

Estimated SEO Value: **\$0.28** Estimated Total Clicks/Mo: 0

Keywords (rank): increase conversion rates (42)

<http://www.invesp.com/blog/conversion-optimization/what-is-next-in-conversion-optimization.html>

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

Keywords (rank): what is optimization (44)

<http://www.invesp.com/blog-rank/australia>

Estimated SEO Value: **\$0.02** Estimated Total Clicks/Mo: 0

Keywords (rank): australian blogs (47)

<http://www.invesp.com/blog/business/value-proposition-branding-statements-blah-blah-blah.html>

Estimated SEO Value: **\$0.01** Estimated Total Clicks/Mo: 0

Keywords (rank): value proposition statement (36)

<http://www.invesp.com/blog/video/video-interview-5-ways-to-increase-your-e-commerce-conversion-ra...>

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

Keywords (rank): e commerce conversion rate (3)

<http://www.invesp.com/blog/conversion-optimization/a-case-against-multi-variant-testing.html>

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

Keywords (rank): testing multi variant (5)

<http://www.invesp.com/blog-rank/dubai>

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

Keywords (rank): dubai list (48)

<http://www.invesp.com/blog-rank/religion>

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

Keywords (rank): www invesp com (9)

<http://www.invesp.com/blog/ecommerce/lessons-from-12-years-of-building-e-commerce-websites.html>

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

Keywords (rank): commerce lessons (20)

<http://www.invesp.com/blog-rank/theatre>

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

## SEO Dashboard

Keywords (rank): theatre list (49)

<http://www.invesp.com/blog/seo/secret-sources-of-traffic.html>

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

Keywords (rank): traffic secret suck (18)

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New Keywords (You weren't ranked on before)	Estimated New Click/Month
<b>conversion optimization</b> Rank: 6 Searches/Mo: 990 Est. Value/Click: \$2.82 <a href="http://www.invesp.com/blog/category/conversion-optimization">http://www.invesp.com/blog/category/conversion-optimization</a>	20 new clicks/month
<b>photo blogs</b> Rank: 32 Searches/Mo: 3k Est. Value/Click: \$0.91 <a href="http://www.invesp.com/blog-rank/photography">http://www.invesp.com/blog-rank/photography</a>	3 new clicks/month
<b>pages templates</b> Rank: 46 Searches/Mo: 0 Est. Value/Click: \$0.63 <a href="http://www.invesp.com/blog/free-landing-page-templates">http://www.invesp.com/blog/free-landing-page-templates</a>	3 new clicks/month
<b>narms job bank</b> Rank: 33 Searches/Mo: 0 Est. Value/Click: \$0.91 <a href="http://www.invesp.com/blog-rank/jobs">http://www.invesp.com/blog-rank/jobs</a>	2 new clicks/month
<b>humor blogs</b> Rank: 22 Searches/Mo: 720 Est. Value/Click: \$0.61 <a href="http://www.invesp.com/blog-rank/humor">http://www.invesp.com/blog-rank/humor</a>	1 new click/month
<b>hockey blogs</b> Rank: 27 Searches/Mo: 570 Est. Value/Click: \$0.91 <a href="http://www.invesp.com/blog-rank/hockey">http://www.invesp.com/blog-rank/hockey</a>	1 new click/month
<b>website conversion</b> Rank: 27 Searches/Mo: 990 Est. Value/Click: \$2.32 <a href="http://www.invesp.com/blog/sales-marketing/website-conversion-rate-101.html">http://www.invesp.com/blog/sales-marketing/website-conversion-rate-101.html</a>	1 new click/month
<b>shopping cart image</b> Rank: 20 Searches/Mo: 480 Est. Value/Click: \$1.53 <a href="http://www.invesp.com/blog/shopping-cart/imagine-images-in-your-shopping-cart.html">http://www.invesp.com/blog/shopping-cart/imagine-images-in-your-shopping-cart.html</a>	1 new click/month
<b>top 100 advertising agencies</b> Rank: 14 Searches/Mo: 210 Est. Value/Click: \$1.95 <a href="http://www.invesp.com/blog-rank/advertising">http://www.invesp.com/blog-rank/advertising</a>	1 new click/month
<b>artists blogs</b> Rank: 23 Searches/Mo: 0 Est. Value/Click: \$1.66 <a href="http://www.invesp.com/blog-rank/art">http://www.invesp.com/blog-rank/art</a>	1 new click/month
<b>industry averages</b> Rank: 36 Searches/Mo: 870 Est. Value/Click: \$0.55 <a href="http://www.invesp.com/e-commerce-conversion-rate-optimization.html">http://www.invesp.com/e-commerce-conversion-rate-optimization.html</a>	1 new click/month
<b>top 100 blogs</b> Rank: 46 Searches/Mo: 720 Est. Value/Click: \$0.28 <a href="http://www.invesp.com/blog-rank/social_media">http://www.invesp.com/blog-rank/social_media</a>	0 new clicks/month
<b>top small businesses</b> Rank: 34 Searches/Mo: 480 Est. Value/Click: \$1.69 <a href="http://www.invesp.com/blog-rank/small_business">http://www.invesp.com/blog-rank/small_business</a>	0 new clicks/month
<b>top watches</b> Rank: 49 Searches/Mo: 870 Est. Value/Click: \$0.65 <a href="http://www.invesp.com/blog-rank/watches">http://www.invesp.com/blog-rank/watches</a>	0 new clicks/month

<b>successful viral campaigns</b> Rank: 11 Searches/Mo: 0 Est. Value/Click: \$2.73 <a href="http://www.invesp.com/blog/blogging/secrets-to-creating-a-successful-viral-campaign.html">http://www.invesp.com/blog/blogging/secrets-to-creating-a-successful-viral-campaign.html</a>	0 new clicks/month
<b>management issues</b> Rank: 39 Searches/Mo: 990 Est. Value/Click: \$1.54 <a href="http://www.invesp.com/blog/sales-marketing/common-reputation-management-issues-and-how-to-address...">http://www.invesp.com/blog/sales-marketing/common-reputation-management-issues-and-how-to-address...</a>	0 new clicks/month
<b>eclectic interior design</b> Rank: 36 Searches/Mo: 570 Est. Value/Click: \$1.21 <a href="http://www.invesp.com/blog-rank/interior_design">http://www.invesp.com/blog-rank/interior_design</a>	0 new clicks/month
<b>mystery novel</b> Rank: 41 Searches/Mo: 2k Est. Value/Click: \$0.78 <a href="http://www.invesp.com/blog-rank/mystery_novels">http://www.invesp.com/blog-rank/mystery_novels</a>	0 new clicks/month
<b>value proposition statement</b> Rank: 36 Searches/Mo: 0 Est. Value/Click: \$0.08 <a href="http://www.invesp.com/blog/business/value-proposition-branding-statements-blah-blah-blah.html">http://www.invesp.com/blog/business/value-proposition-branding-statements-blah-blah-blah.html</a>	0 new clicks/month
<b>top photographer</b> Rank: 29 Searches/Mo: 240 Est. Value/Click: \$1.09 <a href="http://www.invesp.com/blog-rank/photography">http://www.invesp.com/blog-rank/photography</a>	0 new clicks/month
<b>snowboard blog</b> Rank: 46 Searches/Mo: 0 Est. Value/Click: \$1.35 <a href="http://snowboarding.invesp.com/">http://snowboarding.invesp.com/</a>	0 new clicks/month
<b>list of interior designers</b> Rank: 25 Searches/Mo: 120 Est. Value/Click: \$1.02 <a href="http://www.invesp.com/blog-rank/interior_design">http://www.invesp.com/blog-rank/interior_design</a>	0 new clicks/month
<b>increase conversion rates</b> Rank: 42 Searches/Mo: 720 Est. Value/Click: \$2.5 <a href="http://www.invesp.com/blog/conversion-optimization/increase-conversion-rates-by-picking-the-right...">http://www.invesp.com/blog/conversion-optimization/increase-conversion-rates-by-picking-the-right...</a>	0 new clicks/month
<b>what is optimization</b> Rank: 44 Searches/Mo: 0 Est. Value/Click: \$2.61 <a href="http://www.invesp.com/blog/conversion-optimization/what-is-next-in-conversion-optimization.html">http://www.invesp.com/blog/conversion-optimization/what-is-next-in-conversion-optimization.html</a>	0 new clicks/month
<b>blog business</b> Rank: 49 Searches/Mo: 480 Est. Value/Click: \$1.37 <a href="http://www.invesp.com/blog-rank/small_business">http://www.invesp.com/blog-rank/small_business</a>	0 new clicks/month
<b>hosted e commerce</b> Rank: 38 Searches/Mo: 240 Est. Value/Click: \$4.83 <a href="http://www.invesp.com/blog/ecommerce/hosted-ecommerce-solutions-are-rarely-a-good-option.html">http://www.invesp.com/blog/ecommerce/hosted-ecommerce-solutions-are-rarely-a-good-option.html</a>	0 new clicks/month
<b>list of career</b> Rank: 46 Searches/Mo: 0 Est. Value/Click: \$0.68 <a href="http://www.invesp.com/blog-rank/careers">http://www.invesp.com/blog-rank/careers</a>	0 new clicks/month
<b>top book</b> Rank: 50 Searches/Mo: 300 Est. Value/Click: \$0.58 <a href="http://www.invesp.com/blog-rank/books">http://www.invesp.com/blog-rank/books</a>	0 new clicks/month
<b>rate me top 100</b> Rank: 45 Searches/Mo: 0 Est. Value/Click: \$0.9 <a href="http://www.invesp.com/2008/top-10-marketers-of-2008.html">http://www.invesp.com/2008/top-10-marketers-of-2008.html</a>	0 new clicks/month

<b>list of business</b> Rank: 47 Searches/Mo: 300 Est. Value/Click: \$1.74 <a href="http://www.invesp.com/blog-rank/small_business">http://www.invesp.com/blog-rank/small_business</a>	0 new clicks/month
<b>marketer of the year</b> Rank: 27 Searches/Mo: 30 Est. Value/Click: \$0.08 <a href="http://www.invesp.com/2008/top-100-marketers-of-2008.html">http://www.invesp.com/2008/top-100-marketers-of-2008.html</a>	0 new clicks/month
<b>web site conversion</b> Rank: 28 Searches/Mo: 120 Est. Value/Click: \$2.7 <a href="http://www.invesp.com/blog/sales-marketing/website-conversion-rate-101.html">http://www.invesp.com/blog/sales-marketing/website-conversion-rate-101.html</a>	0 new clicks/month
<b>blog free templates</b> Rank: 31 Searches/Mo: 0 Est. Value/Click: \$0.6 <a href="http://www.invesp.com/blog/free-landing-page-templates">http://www.invesp.com/blog/free-landing-page-templates</a>	0 new clicks/month
<b>top market</b> Rank: 45 Searches/Mo: 210 Est. Value/Click: \$1.44 <a href="http://www.invesp.com/blog-rank/market_research">http://www.invesp.com/blog-rank/market_research</a>	0 new clicks/month
<b>top 10 blog</b> Rank: 32 Searches/Mo: 0 Est. Value/Click: \$1.51 <a href="http://www.invesp.com/blog-rank/india">http://www.invesp.com/blog-rank/india</a>	0 new clicks/month
<b>australian blogs</b> Rank: 47 Searches/Mo: 90 Est. Value/Click: \$0.55 <a href="http://www.invesp.com/blog-rank/australia">http://www.invesp.com/blog-rank/australia</a>	0 new clicks/month
<b>diabetic blog</b> Rank: 37 Searches/Mo: 0 Est. Value/Click: \$3.41 <a href="http://www.invesp.com/blog-rank/diabetes">http://www.invesp.com/blog-rank/diabetes</a>	0 new clicks/month
<b>top sales tips</b> Rank: 44 Searches/Mo: 120 Est. Value/Click: \$1.31 <a href="http://www.invesp.com/blog-rank/sales">http://www.invesp.com/blog-rank/sales</a>	0 new clicks/month
<b>site conversion</b> Rank: 50 Searches/Mo: 90 Est. Value/Click: \$1.46 <a href="http://www.invesp.com/blog/">http://www.invesp.com/blog/</a>	0 new clicks/month
<b>increase traffic web site</b> Rank: 49 Searches/Mo: 0 Est. Value/Click: \$2.68 <a href="http://www.invesp.com/blog/sales-marketing/9-sure-ways-to-increase-your-website-traffic.html">http://www.invesp.com/blog/sales-marketing/9-sure-ways-to-increase-your-website-traffic.html</a>	0 new clicks/month
<b>best small business market...</b> Rank: 43 Searches/Mo: 0 Est. Value/Click: \$0.08 <a href="http://www.invesp.com/blog-rank/small_business">http://www.invesp.com/blog-rank/small_business</a>	0 new clicks/month
<b>websites conversion</b> Rank: 34 Searches/Mo: 0 Est. Value/Click: \$1.48 <a href="http://www.invesp.com/">http://www.invesp.com/</a>	0 new clicks/month
<b>shopping basket image</b> Rank: 21 Searches/Mo: 0 Est. Value/Click: \$0.08 <a href="http://www.invesp.com/blog/shopping-cart/imagine-images-in-your-shopping-cart.html">http://www.invesp.com/blog/shopping-cart/imagine-images-in-your-shopping-cart.html</a>	0 new clicks/month
<b>http: redirectedvisitors com</b> Rank: 24 Searches/Mo: 0 Est. Value/Click: \$0.08 <a href="http://www.invesp.com/blog/business/buyer-beware-the-complete-review-of-increase-site-traffic-ser...">http://www.invesp.com/blog/business/buyer-beware-the-complete-review-of-increase-site-traffic-ser...</a>	0 new clicks/month

**snowboarders journal** Rank: 49 Searches/Mo: 0 Est. Value/Click: \$0.08  
<http://snowboarding.invesp.com/>

0 new clicks/month

**traffic secret suck** Rank: 18 Searches/Mo: 0 Est. Value/Click: \$0.08  
<http://www.invesp.com/blog/seo/secret-sources-of-traffic.html>

0 new clicks/month

**best 100 home based busine...** Rank: 49 Searches/Mo: 210 Est. Value/Click: \$0.08  
[http://www.invesp.com/blog-rank/small\\_business](http://www.invesp.com/blog-rank/small_business)

0 new clicks/month

**testing multi variant** Rank: 5 Searches/Mo: 0 Est. Value/Click: \$5.22  
<http://www.invesp.com/blog/conversion-optimization/a-case-against-multi-variant-testing.html>

0 new clicks/month

**top sells** Rank: 19 Searches/Mo: 0 Est. Value/Click: \$0.87  
<http://www.invesp.com/blog-rank/sales>

0 new clicks/month

**theatre list** Rank: 49 Searches/Mo: 0 Est. Value/Click: \$0.66  
<http://www.invesp.com/blog-rank/theatre>

0 new clicks/month

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### Top Site Sections Summary

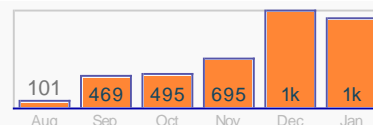
### Estimated Clicks/Month

[invesp.com/blog-rank/canada](http://invesp.com/blog-rank/canada)

Number of Keywords: 207

**Estimated Value/Mo: \$2k (-\$64)**

Top Keywords: art blogs, running blogs, photography blogs, infertility blogs, college blogs

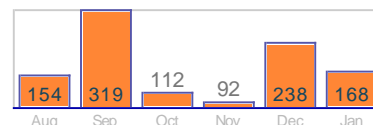


[invesp.com/blog](http://invesp.com/blog)

Number of Keywords: 88

**Estimated Value/Mo: \$476 (-\$194)**

Top Keywords: landing page templates, conversion optimization, landing page template, site analytics, landing pages

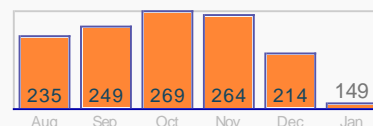


[invesp.com/marketing-services](http://invesp.com/marketing-services)

Number of Keywords: 14

**Estimated Value/Mo: \$339 (-\$278)**

Top Keywords: landing page, landing page optimization, landing page design, landing page conversion, page optimization



[invesp.com/personas.html](http://invesp.com/personas.html)

Number of Keywords: 2

**Estimated Value/Mo: \$20 (-\$13)**

Top Keywords: personas, persona development

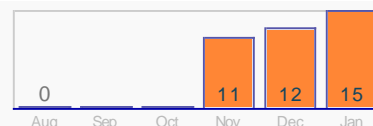


[pii.invesp.com](http://pii.invesp.com)

Number of Keywords: 1

**Estimated Value/Mo: \$16 (+\$5)**

Top Keywords: pii



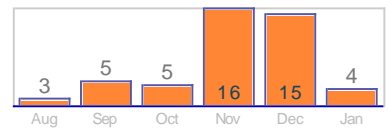


### [invesp.com/e-commerce-conve...](#)

Number of Keywords: 9

**Estimated Value/Mo: \$13 (-\$41)**

Top Keywords: ecommerce conversion, ecommerce conversion rates, ecommerce conversion rate, industry averages, ecommerce optimization

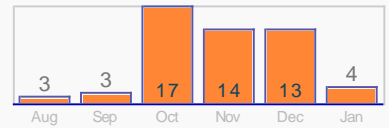


### [invesp.com/2008](#)

Number of Keywords: 11

**Estimated Value/Mo: \$14 (-\$27)**

Top Keywords: online marketers, online marketer, rate me top 100, marketer of the year, 100 most influential

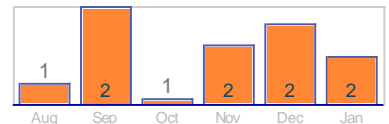


### [military.invesp.com](#)

Number of Keywords: 2

**Estimated Value/Mo: \$2**

Top Keywords: military blogs, neptunus lex

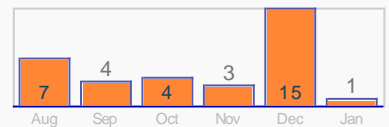


### [invesp.com/conversion-optim...](#)

Number of Keywords: 6

**Estimated Value/Mo: \$4 (-\$99)**

Top Keywords: what is a landing page, multivariate testing, multi variate testing, conversion page, landing page conversion rate

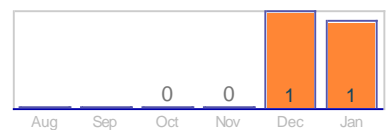


### [fishing.invesp.com](#)

Number of Keywords: 1

**Estimated Value/Mo: \$1**

Top Keywords: fishing blogs

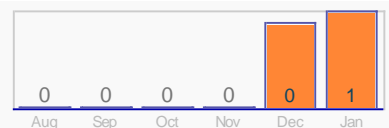


### [invesp.com/conversion-proce...](#)

Number of Keywords: 1

**Estimated Value/Mo: \$1**

Top Keywords: conversion process

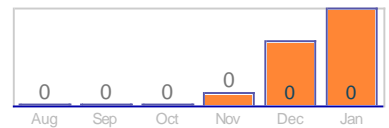


### [snowboarding.invesp.com](#)

Number of Keywords: 3

**Estimated Value/Mo: \$0**

Top Keywords: snowboarding blog, snowboard blog, snowboarders journal

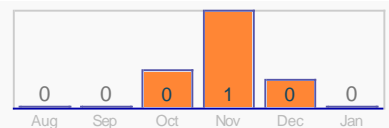


### [food.invesp.com](#)

Number of Keywords: 1

**Estimated Value/Mo: \$0**

Top Keywords: 50 food

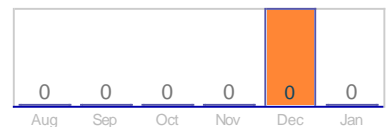


### [invesp.com/2009/top-100-mar...](#)

Number of Keywords: 4

**Estimated Value/Mo: \$0**

Top Keywords: cyberwave media, cyberwave media inc, top online marketers, top 100 online



### [invesp.com/research](#)

Number of Keywords: 1

**Estimated Value/Mo: \$0**

Top Keywords: www invesp com



[Download as CSV](#)

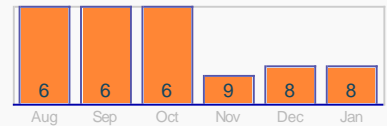
### Keyword Groups with the Biggest Gains - Details

#### Biggest Opportunities (all)

Rank

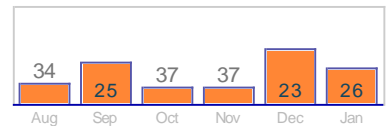
##### personas (37)

Searches/Mo: 50k Est. Value/Click: \$0.32 Est. Potential New Clicks/Month: 10k  
Other Keywords for URL: personas, persona development



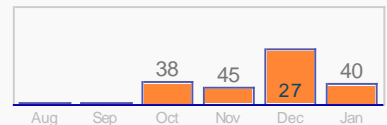
##### conversion rates (17)

Searches/Mo: 12k Est. Value/Click: \$0.88 Est. Potential New Clicks/Month: 2k  
Other Keywords for URL: conversion rates, conversion rate, conversion rate optimization, rate conversion, ecommerce conversion rates



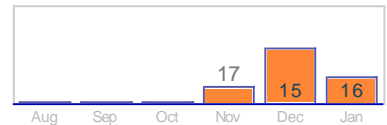
##### pii (25)

Searches/Mo: 7k Est. Value/Click: \$1.08 Est. Potential New Clicks/Month: 1k  
Other Keywords for URL: pii



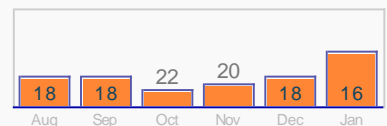
##### motionographer (47)

Searches/Mo: 0 Est. Value/Click: \$1.24 Est. Potential New Clicks/Month: 882  
Other Keywords for URL: motionographer



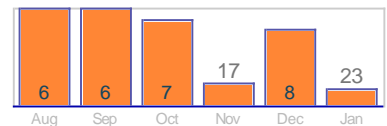
##### top music (38)

Searches/Mo: 22k Est. Value/Click: \$0.28 Est. Potential New Clicks/Month: 3k  
Other Keywords for URL: top music, music blogs, classical music list, top classical music, classical music top 100



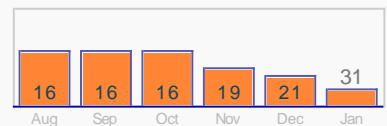
##### photography blogs (10)

Searches/Mo: 0 Est. Value/Click: \$1.08 Est. Potential New Clicks/Month: 791  
Other Keywords for URL: photography blogs, photo blogs, top50 photography, top photography, photography top 50



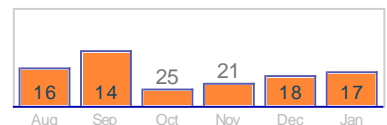
##### music blogs (39)

Searches/Mo: 8k Est. Value/Click: \$0.58 Est. Potential New Clicks/Month: 1k  
Other Keywords for URL: top music, music blogs, classical music list, top classical music, classical music top 100



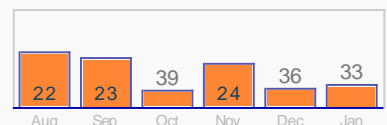
##### site analytics (16)

Searches/Mo: 1k Est. Value/Click: \$6.17 Est. Potential New Clicks/Month: 98  
Other Keywords for URL: site analytics, analytics tools, analytics tool, optimize site, website analytic



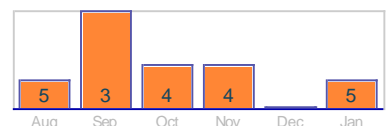
##### landing page (5)

Searches/Mo: 7k Est. Value/Click: \$1.88 Est. Potential New Clicks/Month: 311  
Other Keywords for URL: landing page, landing page optimization, landing page design, landing page conversion, page optimization



##### landing page design (16)

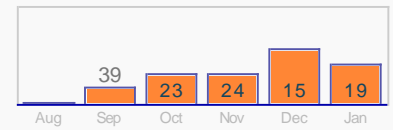
Searches/Mo: 2k Est. Value/Click: \$3.15 Est. Potential New Clicks/Month: 180  
Other Keywords for URL: landing page, landing page optimization, landing page design, landing page conversion, page optimization



### landing pages (25)

Searches/Mo: 4k Est. Value/Click: \$2.26 Est. Potential New Clicks/Month: 220

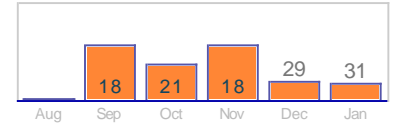
Other Keywords for URL: landing page templates, landing page template, landing pages, pages templates, page templates



### top blogs (23)

Searches/Mo: 8k Est. Value/Click: \$0.83 Est. Potential New Clicks/Month: 554

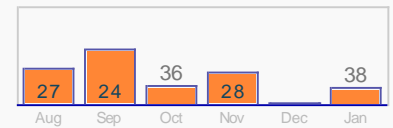
Other Keywords for URL: top blogs, india blogs, top 75, india blog, blog india



### pages templates (46)

Searches/Mo: 0 Est. Value/Click: \$0.63 Est. Potential New Clicks/Month: 715

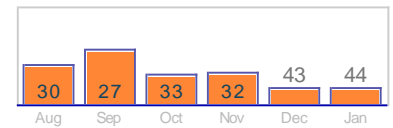
Other Keywords for URL: landing page templates, landing page template, landing pages, pages templates, page templates



### multivariate testing (49)

Searches/Mo: 2k Est. Value/Click: \$2.84 Est. Potential New Clicks/Month: 142

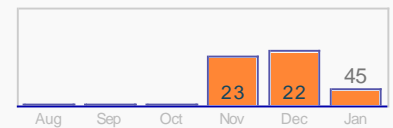
Other Keywords for URL: multivariate testing, multi variate testing



### landing page optimization (9)

Searches/Mo: 3k Est. Value/Click: \$3.94 Est. Potential New Clicks/Month: 97

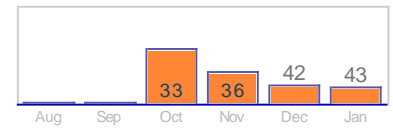
Other Keywords for URL: landing page, landing page optimization, landing page design, landing page conversion, page optimization



### photo blogs (32)

Searches/Mo: 3k Est. Value/Click: \$0.91 Est. Potential New Clicks/Month: 390

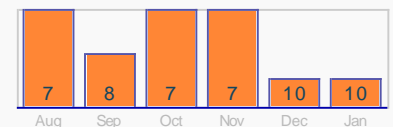
Other Keywords for URL: photography blogs, photo blogs, top50 photography, top photography, photography top 50



### book blogs (23)

Searches/Mo: 0 Est. Value/Click: \$0.88 Est. Potential New Clicks/Month: 387

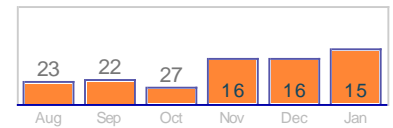
Other Keywords for URL: book blogs, top book, book top



### hosted ecommerce (33)

Searches/Mo: 870 Est. Value/Click: \$5.24 Est. Potential New Clicks/Month: 63

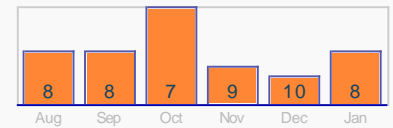
Other Keywords for URL: hosted ecommerce, hosted e commerce



### conversion rate (17)

Searches/Mo: 5k Est. Value/Click: \$0.71 Est. Potential New Clicks/Month: 410

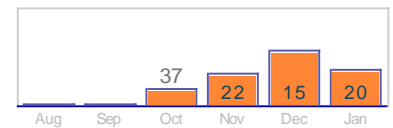
Other Keywords for URL: conversion rates, conversion rate, conversion rate optimization, rate conversion, ecommerce conversion rates



### beauty blogs (22)

Searches/Mo: 0 Est. Value/Click: \$0.59 Est. Potential New Clicks/Month: 464

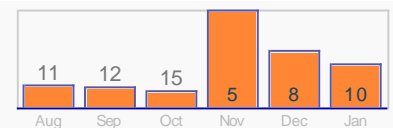
Other Keywords for URL: beauty blogs, blogs beauty



### business blogs (22)

Searches/Mo: 4k Est. Value/Click: \$2.53 Est. Potential New Clicks/Month: 108

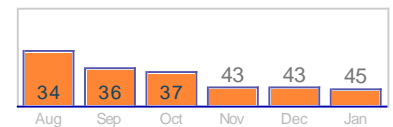
Other Keywords for URL: small business blogs, small business blog, business blogs, list of small businesses, list of small business



### conversion rate optimization (8)

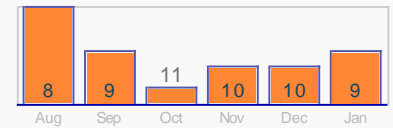
Searches/Mo: 990 Est. Value/Click: \$3.04 Est. Potential New Clicks/Month: 87

Other Keywords for URL: conversion rates, conversion rate, conversion rate optimization, rate conversion, ecommerce conversion rates



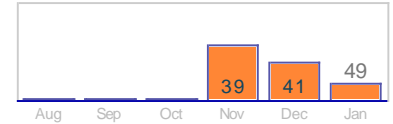
### landing page templates (2)

Searches/Mo: 0 Est. Value/Click: \$3.02 Est. Potential New Clicks/Month: 81  
Other Keywords for URL: landing page templates, landing page template, landing pages, pages templates, page templates



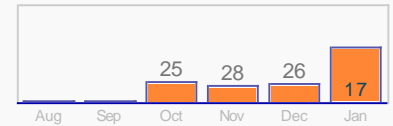
### infertility blog (29)

Searches/Mo: 2k Est. Value/Click: \$1.11 Est. Potential New Clicks/Month: 217  
Other Keywords for URL: infertility blogs, infertility blog, blogs infertility



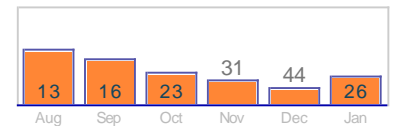
### narms job bank (33)

Searches/Mo: 0 Est. Value/Click: \$0.91 Est. Potential New Clicks/Month: 259  
Other Keywords for URL: narms job bank, top 25 jobs, a list of jobs



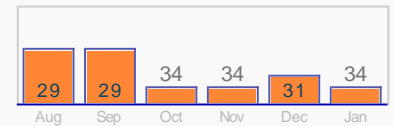
### ecommerce platform (45)

Searches/Mo: 1k Est. Value/Click: \$3.23 Est. Potential New Clicks/Month: 70  
Other Keywords for URL: ecommerce platform, ecommerce solution package



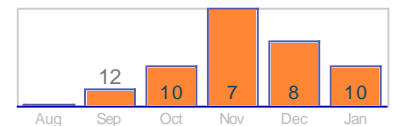
### nursing blogs (34)

Searches/Mo: 0 Est. Value/Click: \$1.89 Est. Potential New Clicks/Month: 117  
Other Keywords for URL: nursing blogs



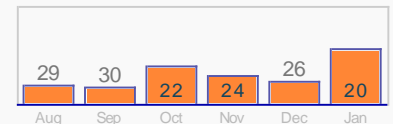
### military blogs (29)

Searches/Mo: 870 Est. Value/Click: \$2.1 Est. Potential New Clicks/Month: 93  
Other Keywords for URL: military blogs, neptunus lex



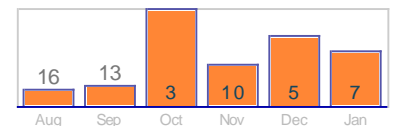
### writing blogs (16)

Searches/Mo: 2k Est. Value/Click: \$1.36 Est. Potential New Clicks/Month: 138  
Other Keywords for URL: writing blogs



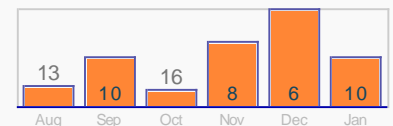
### conversion optimization (6)

Searches/Mo: 990 Est. Value/Click: \$2.82 Est. Potential New Clicks/Month: 65  
Other Keywords for URL: conversion optimization



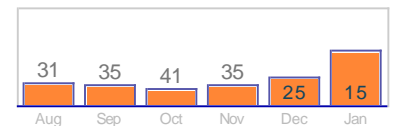
### what is a landing page (34)

Searches/Mo: 720 Est. Value/Click: \$3.18 Est. Potential New Clicks/Month: 56  
Other Keywords for URL: what is a landing page, conversion page, landing page conversion rate



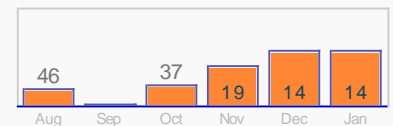
### parenting blogs (24)

Searches/Mo: 2k Est. Value/Click: \$1.01 Est. Potential New Clicks/Month: 160  
Other Keywords for URL: parenting blogs



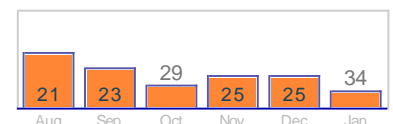
### finance blogs (44)

Searches/Mo: 990 Est. Value/Click: \$1.32 Est. Potential New Clicks/Month: 118  
Other Keywords for URL: finance blogs



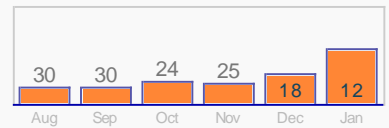
### small business blogs (3)

Searches/Mo: 720 Est. Value/Click: \$2.96 Est. Potential New Clicks/Month: 52  
Other Keywords for URL: small business blogs, small business blog, business blogs, list of small businesses, list of small business



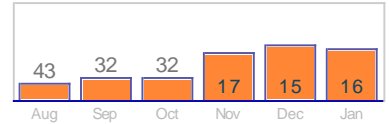
### blog rankings (40)

Searches/Mo: 0 Est. Value/Click: \$1.92 Est. Potential New Clicks/Month: 78  
Other Keywords for URL: blog rankings



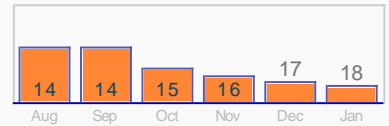
### blog ranking (12)

Searches/Mo: 0 Est. Value/Click: \$2.01 Est. Potential New Clicks/Month: 74  
Other Keywords for URL: blog ranking



### college blogs (3)

Searches/Mo: 0 Est. Value/Click: \$1.37 Est. Potential New Clicks/Month: 106  
Other Keywords for URL: college blogs, rank college, blogs college



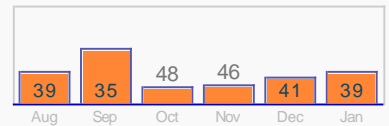
### homeschooling blogs (37)

Searches/Mo: 0 Est. Value/Click: \$1.76 Est. Potential New Clicks/Month: 78  
Other Keywords for URL: homeschooling blogs



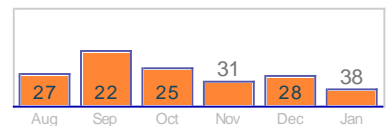
### advertising blogs (3)

Searches/Mo: 0 Est. Value/Click: \$2.18 Est. Potential New Clicks/Month: 61  
Other Keywords for URL: advertising blogs, top 100 advertising agencies, top advertising, list advertising, blog listing



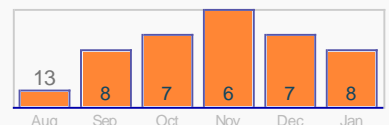
### list of small businesses (10)

Searches/Mo: 480 Est. Value/Click: \$3.65 Est. Potential New Clicks/Month: 35  
Other Keywords for URL: small business blogs, small business blog, business blogs, list of small businesses, list of small business



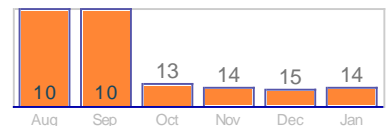
### top business blogs (20)

Searches/Mo: 0 Est. Value/Click: \$3.61 Est. Potential New Clicks/Month: 35  
Other Keywords for URL: top business blogs, business category, top 50 business



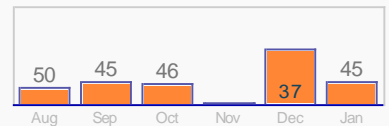
### best mystery novels (49)

Searches/Mo: 0 Est. Value/Click: \$0.78 Est. Potential New Clicks/Month: 162  
Other Keywords for URL: best mystery novels, mystery novel



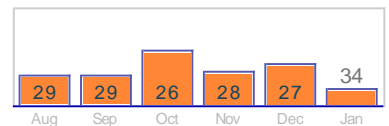
### soccer blogs (18)

Searches/Mo: 0 Est. Value/Click: \$0.9 Est. Potential New Clicks/Month: 139  
Other Keywords for URL: soccer blogs, top 50 soccer goals



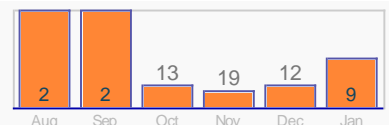
### small business blog (6)

Searches/Mo: 2k Est. Value/Click: \$1.59 Est. Potential New Clicks/Month: 77  
Other Keywords for URL: small business blogs, small business blog, business blogs, list of small businesses, list of small business



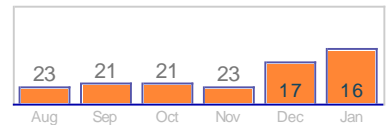
### landing page template (9)

Searches/Mo: 720 Est. Value/Click: \$3.15 Est. Potential New Clicks/Month: 38  
Other Keywords for URL: landing page templates, landing page template, landing pages, pages templates, page templates



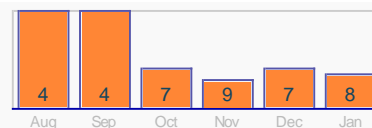
### best homepages (39)

Searches/Mo: 0 Est. Value/Click: \$1.01 Est. Potential New Clicks/Month: 116  
Other Keywords for URL: best homepages, proflowers specials, topconverting downloader, topconverting



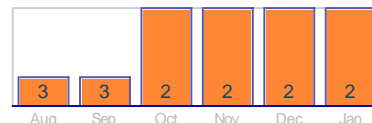
### genealogy blogs (32)

Searches/Mo: 0 Est. Value/Click: \$1.74 Est. Potential New Clicks/Month: 63  
Other Keywords for URL: genealogy blogs



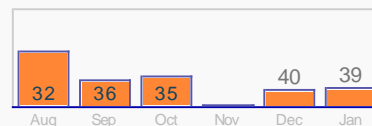
### museum blogs (17)

Searches/Mo: 0 Est. Value/Click: \$5.66 Est. Potential New Clicks/Month: 19  
Other Keywords for URL: museum blogs



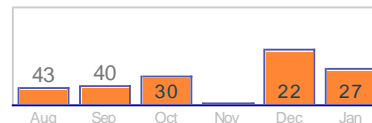
### website conversion (27)

Searches/Mo: 990 Est. Value/Click: \$2.32 Est. Potential New Clicks/Month: 45  
Other Keywords for URL: website conversion, website conversion rate, web site conversion



### ses conference (39)

Searches/Mo: 0 Est. Value/Click: \$3.01 Est. Potential New Clicks/Month: 34  
Other Keywords for URL: ses conference, pay per click conference



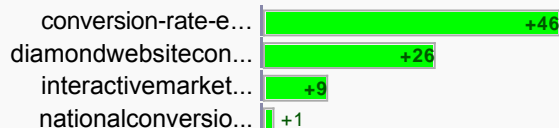
[Download as CSV](#)

## Keywords Not Ranked On But Should Be

## Estimated Clicks/Month

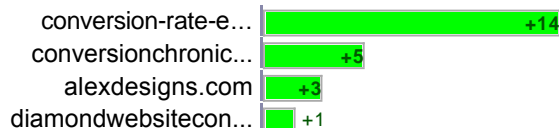
### increase conversion rate

Searches/Month: 720  
Cost/Click: \$4.17 Est. Potential Clicks/Month: 14  
Avg. Competitor Rank: 18



### improve conversion rates

Searches/Month: 570  
Cost/Click: \$4.17 Est. Potential Clicks/Month: 4  
Avg. Competitor Rank: 12



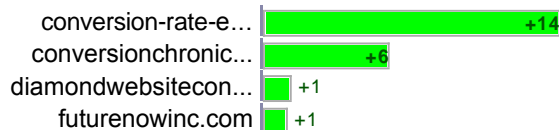
### improve website conversion

Searches/Month: 240  
Cost/Click: \$3.87 Est. Potential Clicks/Month: 5  
Avg. Competitor Rank: 10



### improve conversion rate

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



### google website optimizer

Searches/Month: 4k  
Cost/Click: \$4.16 Est. Potential Clicks/Month: 74  
Avg. Competitor Rank: 11



### google adwords

Searches/Month: 135k  
Cost/Click: \$17.00 Est. Potential Clicks/Month: 144  
Avg. Competitor Rank: 33





## SEO Dashboard

### optimost

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

optimost.com  +82

### website optimizer

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

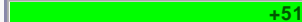
nationalconversio...  +27

conversion-rate-e...  +20

conversionrate.net  +2

### google optimizer

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

conversion-rate-e...  +51

nationalconversio...  +39

### generate leads

Searches/Month: 1k  
Cost/Click: \$7.57 Est. Potential Clicks/Month: 66  
Avg. Competitor Rank: 1

interactivemarket...  +66

### interactive marketing

Searches/Month: 7k  
Cost/Click: \$4.32 Est. Potential Clicks/Month: 103  
Avg. Competitor Rank: 4

interactivemarket...  +103

### lead generation system

Searches/Month: 2k  
Cost/Click: \$7.26 Est. Potential Clicks/Month: 46  
Avg. Competitor Rank: 1

interactivemarket...  +46


### web conversion rates

Searches/Month: 390  
Cost/Click: \$3.26 Est. Potential Clicks/Month: 1  
Avg. Competitor Rank: 14

conversionchronic...  +5

conversion-rate-e...  +1

lunametrics.com  +0

futurenowinc.com  +0

### autonomy

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

optimost.com  +128

### wewe

Searches/Month: 4k  
Cost/Click: \$0.63 Est. Potential Clicks/Month: 270  
Avg. Competitor Rank: 1

futurenowinc.com  +270

### adwords consulting

Searches/Month: 870  
Cost/Click: \$7.99 Est. Potential Clicks/Month: 25  
Avg. Competitor Rank: 1

rypmarketing.com  +25

### lead generation systems

Searches/Month: 870  
Cost/Click: \$7.36 Est. Potential Clicks/Month: 25  
Avg. Competitor Rank: 1

interactivemarket...  +25

### generate leads online

Searches/Month: 0  
Cost/Click: \$8.97 Est. Potential Clicks/Month: 20  
Avg. Competitor Rank: 1

interactivemarket...  +20

## SEO Dashboard

### netsuite

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

alexdesigns.com  +20


### website optimization

Searches/Month: 10k  
Cost/Click: \$7.97 Est. Potential Clicks/Month: 29  
Avg. Competitor Rank: 13

interactivemarket...  +29


### web conversion rate

Searches/Month: 300  
Cost/Click: \$3.96 Est. Potential Clicks/Month: 1  
Avg. Competitor Rank: 14

conversionchronic...  +4

lunametrics.com  +1

conversion-rate-e...  +1

futurenowinc.com  +0

### lead generation campaign

Searches/Month: 480  
Cost/Click: \$5.16 Est. Potential Clicks/Month: 25  
Avg. Competitor Rank: 1

conversionchronic...  +25

### google ppc

Searches/Month: 2k  
Cost/Click: \$9.11 Est. Potential Clicks/Month: 22  
Avg. Competitor Rank: 4

lunametrics.com  +22

### how to generate leads

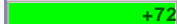
Searches/Month: 1k  
Cost/Click: \$8.26 Est. Potential Clicks/Month: 19  
Avg. Competitor Rank: 3

interactivemarket...  +19

### conversion

Searches/Month: 135k  
Cost/Click: \$0.86 Est. Potential Clicks/Month: 100  
Avg. Competitor Rank: 41

conversionchronic...  +128

conversion-rate-e...  +72

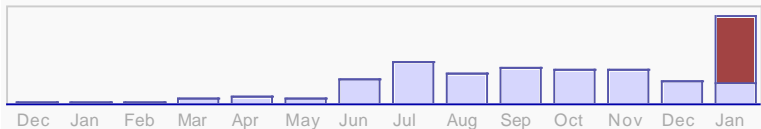
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### Keyword Overlap in Your SEO & PPC campaigns

■ Est. Organic Clicks vs. ■ Paid Clicks

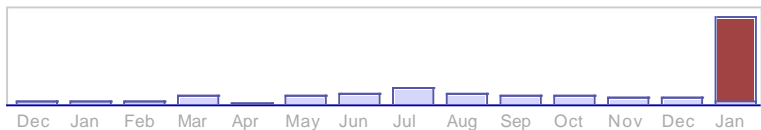
#### landing page

Organic Rank: 5 (-1) Searches/Month:7k  
Cost/Click: \$3.41 Est. Paid Clicks Per Month: 390  
**Est. Potential Monthly Savings: \$1k**



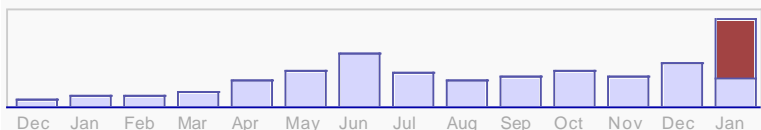
#### landing pages

Organic Rank: 25 (-4) Searches/Month:4k  
Cost/Click: \$3.83 Est. Paid Clicks Per Month: 150  
**Est. Potential Monthly Savings: \$644**



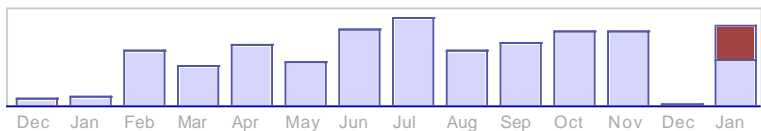
#### landing page design

Organic Rank: 16 (+1) Searches/Month:2k  
Cost/Click: \$4.38 Est. Paid Clicks Per Month: 19  
**Est. Potential Monthly Savings: \$85**



#### conversion optimization

Organic Rank: 6 (+54) Searches/Month:990  
Cost/Click: \$3.76 Est. Paid Clicks Per Month: 15  
**Est. Potential Monthly Savings: \$58**



#### optimize landing page

Organic Rank: 18 (+2) Searches/Month:90  
Cost/Click: \$0.05 Est. Paid Clicks Per Month: 0  
**Est. Potential Monthly Savings: \$0**



[Download as CSV](#)

## Keyword Groups with the Most Potential - Details