









Searchmarketingwisdom.com

SEO Dashboard




Feb 15, 2011

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Opportunity

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-  [Keyword Overlap in Your SEO & PPC campaigns](#)
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Competition

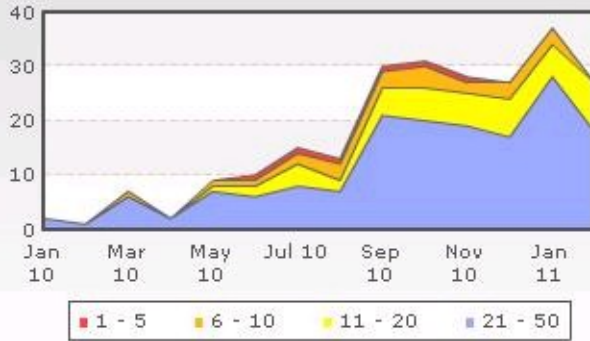
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Appendix: Additional and Extended Details

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-  [Most Valuable Keywords \(all\)](#)
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-  [Keyword Overlap in Your SEO & PPC campaigns \(all\)](#)
-  [Keyword Groups with the Most Potential - Details](#)

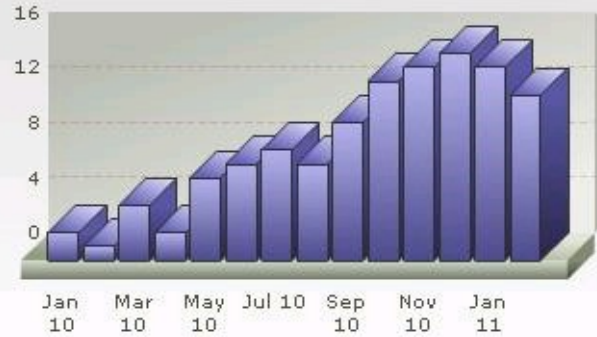
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Amount of Keywords in Top Search Results



You show up in the top 50 search results on Google for 27 different keywords. *The largest portion of those are not on the first page, and that represents a huge amount of potential of over 388 clicks per month. That is comparable to \$1k in equivalent Adwords dollars.*

Number of Unique Pages that Rank Organically



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

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Biggest Gains

You moved up in ranks on 10 keywords last month. All those gains added up to about 0.52 clicks you wouldn't have received last month. In equivalent PPC dollars, all those new clicks are worth about \$1.38.

	Rank
▲ conversion optimization Estimated Clicks/Month stayed_the_same http://searchmarketingwisdom.com/2010...	47
▲ content adwords Estimated Clicks/Month stayed_the_same http://searchmarketingwisdom.com/2008...	48
▲ job seo Estimated Clicks/Month stayed_the_same http://searchmarketingwisdom.com/2011...	15
▲ brad fallen Estimated Clicks/Month stayed_the_same http://searchmarketingwisdom.com/2009...	42(+1)
▲ brad fallon Estimated Clicks/Month stayed_the_same http://searchmarketingwisdom.com/2009...	41(+2)

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Most Valuable Keywords

You gained ranks on 2 out of your top 20 most valuable keywords. Moving up the charts on those important keywords means about -0.11 visits to the site that wouldn't have come last month.

	Rank														
seo contract Rank: 12(-2) Est. Clicks/Mo: 1(-2) Est. Value/Mo: \$3.68(-\$6.329)	<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>Rank</th><td>10</td><td>10</td><td>9</td><td>9</td><td>10</td><td>12</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	10	10	9	9	10	12
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	10	10	9	9	10	12									
bruce clay Rank: 38(-8) Est. Clicks/Mo: 1(-1) Est. Value/Mo: \$2.53(-\$2.074)	<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>Rank</th><td>15</td><td>15</td><td>23</td><td>26</td><td>30</td><td>38</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	15	15	23	26	30	38
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	15	15	23	26	30	38									
descriptions now Rank: 11(-2) Est. Clicks/Mo: 2(-1) Est. Value/Mo: \$2.13(-\$0.742)	<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>Rank</th><td>6</td><td>6</td><td>10</td><td>10</td><td>9</td><td>11</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	6	6	10	10	9	11
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	6	6	10	10	9	11									
conversion optimization Rank: 47 Est. Clicks/Mo: 0 Est. Value/Mo: \$1.33	<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>Rank</th><td>>50</td><td>21</td><td>28</td><td>26</td><td>>50</td><td>47</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	>50	21	28	26	>50	47
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	>50	21	28	26	>50	47									
bruceclay Rank: 35(-16) Est. Clicks/Mo: 0 Est. Value/Mo: \$0.22(-\$0.678)	<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>Rank</th><td>16</td><td>11</td><td>14</td><td>11</td><td>19</td><td>35</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	16	11	14	11	19	35
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	16	11	14	11	19	35									
brad fallon Rank: 41(+2) Est. Clicks/Mo: 0 Est. Value/Mo: \$0.17(-\$0.055)	<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>Rank</th><td>25</td><td>24</td><td>25</td><td>24</td><td>43</td><td>41</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	25	24	25	24	43	41
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	25	24	25	24	43	41									
content adwords Rank: 48 Est. Clicks/Mo: 0 Est. Value/Mo: \$0.05	<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>Rank</th><td>>50</td><td>>50</td><td>>50</td><td>>50</td><td>>50</td><td>48</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	>50	>50	>50	>50	>50	48
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	>50	>50	>50	>50	>50	48									

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



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Newly Ranked Organic Pages

3 pages show up in Google search results that didn't last month. Combined, those new placements drive 0.49 clicks, which would be worth about \$149 if you paid for those same clicks in Google Adwords.

<http://searchmarketingwisdom.com/2010/08/conversion-optimization-is-the-new-black/>

Keywords (rank): conversion optimization (47)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$1.19**

<http://searchmarketingwisdom.com/2008/07/google-adwords-best-practices-avoid-the-content-network/>

Keywords (rank): content adwords (48)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.05**

<http://searchmarketingwisdom.com/2011/01/seo-learning-on-job/>

Keywords (rank): job seo (15)

Est. Total Clicks/Mo: 0

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

[View more](#) (p. 15)



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New Keywords (You weren't ranked on before)

You now place in the top 50 search results on 6 keywords that you didn't even show up on last month. Those keywords drive 0.52 clicks worth an estimated \$1.38 per month in equivalent PPC dollars. All those new keywords represent a beachhead to an opportunity that could lead to as many as 92 clicks per month if you could be in the first position on each of the keywords.

conversion optimization

Rank: 47 Searches/Mo: 990 Est. Value/Click: \$2.82
Estimated New Clicks/Month: 0

content adwords

Rank: 48 Searches/Mo: 30 Est. Value/Click: \$2.81
Estimated New Clicks/Month: 0

job seo

Rank: 15 Searches/Mo: 0 Est. Value/Click: \$1.09
Estimated New Clicks/Month: 0

[View more](#) (p. 16)

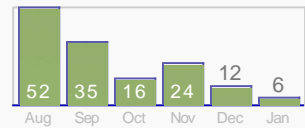
Top Site Sections Summary

The top 1 site sections draw 99% of all of your organic visitors. Together those sections combine for 6.02 clicks per month.

Clicks/Month

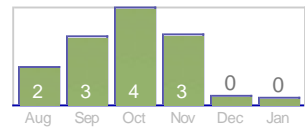
[searchmarketingwisdom.com/2...](#)

Number of Keywords: 12
Est. Value/Mo: \$14 (-\$17)



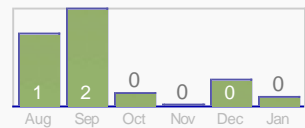
[searchmarketingwisdom.com/2...](#)

Number of Keywords: 5
Est. Value/Mo: \$0



[searchmarketingwisdom.com/2...](#)

Number of Keywords: 8
Est. Value/Mo: \$0 (-\$3)



[searchmarketingwisdom.com/w...](#)

Number of Keywords: 1
Est. Value/Mo: \$0



[searchmarketingwisdom.com/2...](#)

Number of Keywords: 1
Est. Value/Mo: \$0



[View more](#) (p. 16)



Keyword Groups with the Biggest Gains



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Biggest Opportunities

You currently rank somewhere in the top 50 on 27 search phrases on Google. If you could land the number one spot for all of those searches, you'd get about 388 additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you'll get 388 clicks per month. That would cost you more than \$1k in equivalent PPC dollars.

bruce clay

Rank: 38 (-8) Searches/Mo: 1k Est. Value/Click: \$2.92
Est. Potential New Clicks/Month: 147

conversion optimization

Rank: 47 Searches/Mo: 990 Est. Value/Click: \$2.82
Est. Potential New Clicks/Month: 85

seo contract

Rank: 12 (-2) Searches/Mo: 210 Est. Value/Click: \$2.58
Est. Potential New Clicks/Month: 24

bruceclay

Rank: 35 (-16) Searches/Mo: 0 Est. Value/Click: \$1.55
Est. Potential New Clicks/Month: 20

brad fallon

Rank: 41 (+2) Searches/Mo: 720 Est. Value/Click: \$0.49
Est. Potential New Clicks/Month: 46

descriptions now

Rank: 11 (-2) Searches/Mo: 390 Est. Value/Click: \$0.9
Est. Potential New Clicks/Month: 23

content adwords

Rank: 48 Searches/Mo: 30 Est. Value/Click: \$2.81
Est. Potential New Clicks/Month: 4

adwords contact google

Rank: 18 (-1) Searches/Mo: 0 Est. Value/Click: \$3.1
Est. Potential New Clicks/Month: 0

job seo

Rank: 15 Searches/Mo: 0 Est. Value/Click: \$1.09
Est. Potential New Clicks/Month: 0

bulk mailing solution

Rank: 41 (-11) Searches/Mo: 0 Est. Value/Click: \$0.08
Est. Potential New Clicks/Month: 0

brad fallen

Rank: 42 (+1) Searches/Mo: 30 Est. Value/Click: \$0.08
Est. Potential New Clicks/Month: 0

[View more](#) (p. 17)

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

bounce rate

Searches/Mo.: 7k
Cost/Click: \$1.57 Est. Potential Clicks/Mo.: 4 Avg. Competitor Rank: 42

internet marketing tip

Searches/Mo.: 1k
Cost/Click: \$3.39 Est. Potential Clicks/Mo.: 1 Avg. Competitor Rank: 19

himanshu

Searches/Mo.: 0
Cost/Click: \$0.41 Est. Potential Clicks/Mo.: 2 Avg. Competitor Rank: 11

sem tools

Searches/Mo.: 720
Cost/Click: \$4.14 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 27

mass mailing services

Searches/Mo.: 300
Cost/Click: \$4.42 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 40

unleash the power

Searches/Mo.: 210
Cost/Click: \$1.79 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 16

version tracking

Searches/Mo.: 120
Cost/Click: \$3.14 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 18

search engine queries

Searches/Mo.: 0
Cost/Click: \$1.13 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 13

how to write a contract

Searches/Mo.: 2k
Cost/Click: \$0.73 Est. Potential Clicks/Mo.: 1 Avg. Competitor Rank: 49

marketing tips and tricks

Searches/Mo.: 0
Cost/Click: \$1.77 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 29

sem tool

Searches/Mo.: 210
Cost/Click: \$6.68 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 46

building a pyramid

Searches/Mo.: 480
Cost/Click: \$0.29 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 22

[View more](#) (p. 18)



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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. 21)

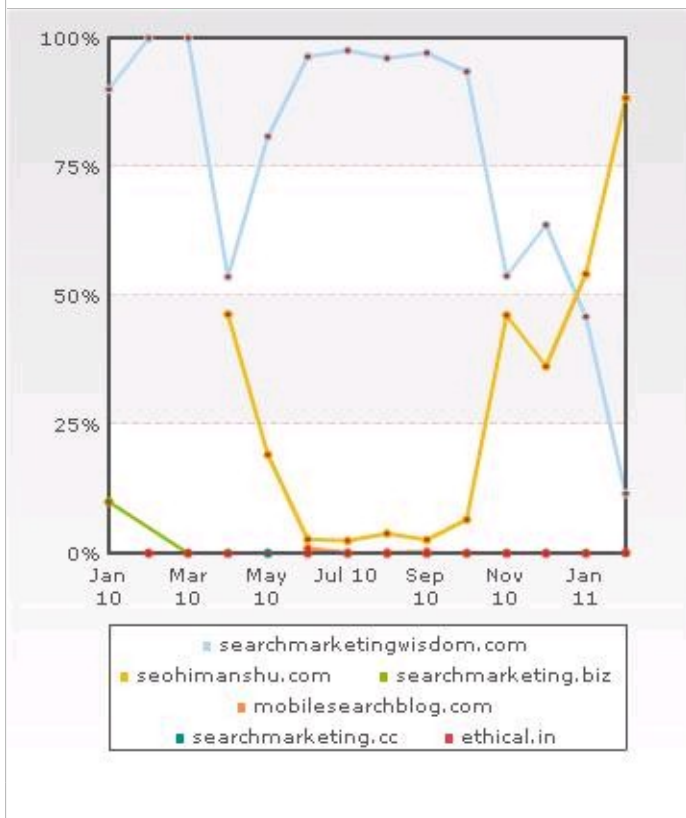
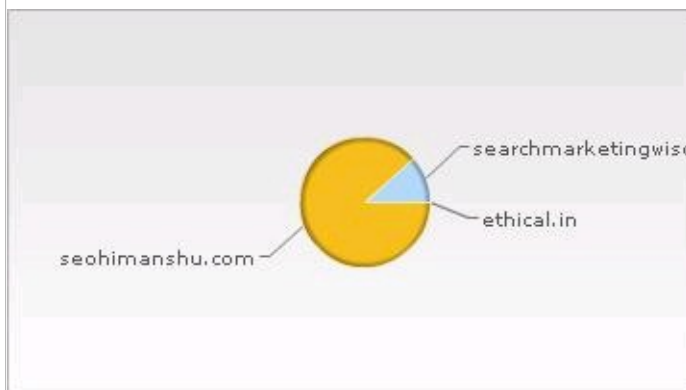


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Keyword Groups with the Most Potential

Traffic Share

Relative to your top 5 competitors, your site gained 12% of the traffic share. At the same time, seohimanshu.com has exploded and ripped traffic from mobilesearchblog.com and searchmarketing.cc.



Domains that Gained or Lost Clicks on your Keywords

This month, Diamondwebsiteconversion.com gained 30 clicks by improving their position on organic searches that you also rank for.

diamondwebsiteconversion.com	+30
seo.com	+26
hrtools.com	+25
exclusiveconcepts.com	+23
squidoo.com	+23
invesp.com	+20
ezinearticles.com	+16
bryaneisenberg.com	+13
widerfunnel.com	+13
linkedin.com	-12
about.com	-14
localseoguide.com	-18
searchmarketingwisdom.com	-19
seobook.com	-20
amazon.com	-21
sitepoint.com	-24
bruceclay.com	-26
blogspot.com	-48
bradfallon.com	-51
searchmarketingexpo.com	-67
searchenginewatch.com	-76
seomoz.org	-116
searchmarketingstandard.com	-227
yahoo.com	-570
wikipedia.org	-902

*competitors in bold



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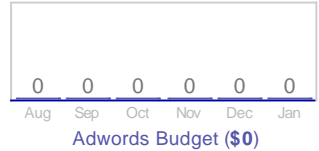
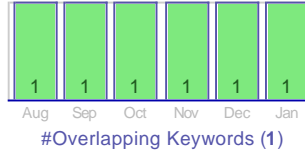
Competition: No data on clicks relative to your top 5 competitors

Top Organic Competitors and their Best Keywords

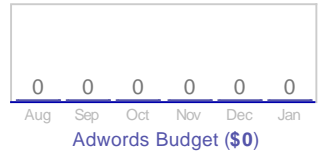
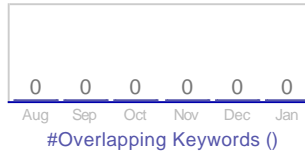
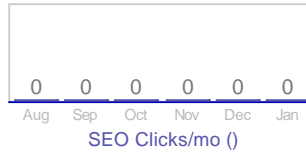
Combined, your organic competitors get about 100% of their traffic from unpaid search. The biggest mover was seohimanshu.com. They picked up 135 organic clicks overall.

seohimanshu.com

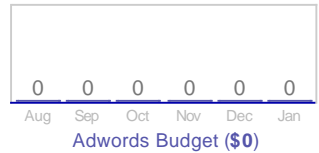
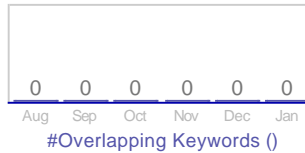
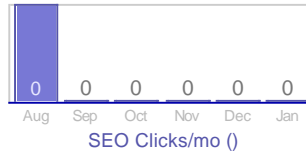
seo contract (4), himanshu (11),
unleash the power (16), sem tools (27),
bounce rate (42)



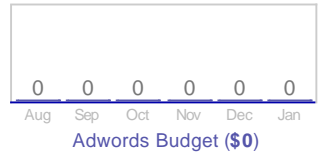
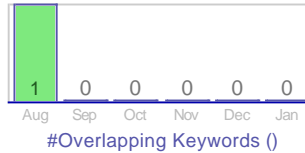
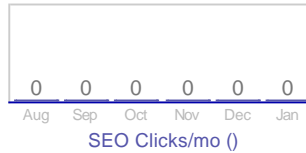
searchmarketing.biz



mobilesearchblog.com

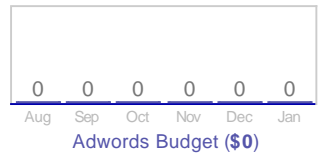
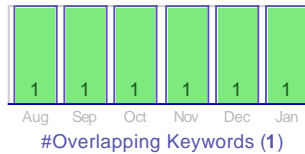
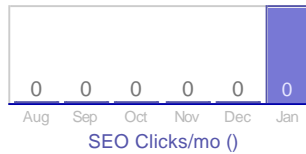


searchmarketing.cc

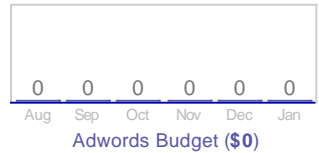
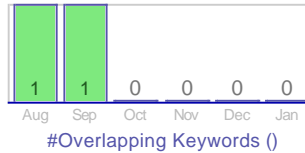
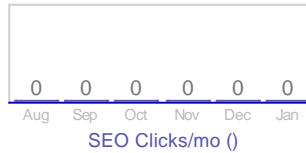


ethical.in

bulk mailing solution (9),
mass mailing services (40)

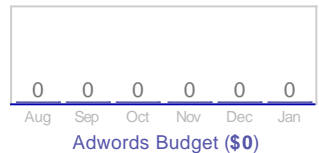
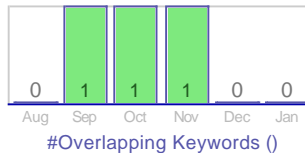
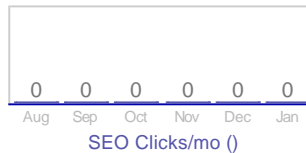


researchmode.co.uk



topseosvideos.com

SEO TopSeos com (38)



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Biggest Gains (all)	Clicks/Month														
<p>▲ conversion optimization 47 Est. Clicks/Month unchanged Est. Value/Click: \$2.82 Estimated Value unchanged \$1 http://searchmarketingwisdom.com/2010...</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>0</td></tr></table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	0	0									
<p>▲ content adwords 48 Est. Clicks/Month unchanged Est. Value/Click: \$2.81 Estimated Value unchanged \$0 http://searchmarketingwisdom.com/2008...</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>3</td><td>2</td><td>2</td><td>0</td><td>0</td></tr></table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	2	3	2	2	0	0
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<p>▲ job seo 15 Est. Clicks/Month unchanged Est. Value/Click: \$1.09 Estimated Value unchanged \$0 http://searchmarketingwisdom.com/2011...</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>0</td></tr></table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	0	0
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Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	2	3	2	2	0	0									
<p>▲ brad fallon 41(+2) Est. Clicks/Month unchanged Est. Value/Click: \$0.49 Estimated Value unchanged \$0 http://searchmarketingwisdom.com/2009...</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>0</td></tr></table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	0	0									

[Download as CSV](#)



Searchmarketingwisdom.com: SEO Dashboard

Most Valuable Keywords (all)	Rank														
<p>seo contract Rank: 12(-2) Est. Clicks/Mo: 1(-2) Est. Value/Mo: \$4(-\$6.329)</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>Rank</th><td>10</td><td>10</td><td>9</td><td>9</td><td>10</td><td>12</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	10	10	9	9	10	12
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	10	10	9	9	10	12									
<p>bruce clay Rank: 38(-8) Est. Clicks/Mo: 1(-1) Est. Value/Mo: \$3(-\$2.074)</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>Rank</th><td>15</td><td>15</td><td>23</td><td>26</td><td>30</td><td>38</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	15	15	23	26	30	38
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	15	15	23	26	30	38									
<p>descriptions now Rank: 11(-2) Est. Clicks/Mo: 2(-1) Est. Value/Mo: \$2(-\$0.742)</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>Rank</th><td>6</td><td>6</td><td>10</td><td>10</td><td>9</td><td>11</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	6	6	10	10	9	11
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	6	6	10	10	9	11									
<p>conversion optimization Rank: 47 Est. Clicks/Mo: 0 Est. Value/Mo: \$1</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>Rank</th><td>>50</td><td>21</td><td>28</td><td>26</td><td>>50</td><td>47</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	>50	21	28	26	>50	47
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	>50	21	28	26	>50	47									
<p>bruceclay Rank: 35(-16) Est. Clicks/Mo: 0 Est. Value/Mo: \$0(-\$0.678)</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>Rank</th><td>16</td><td>11</td><td>14</td><td>11</td><td>19</td><td>35</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	16	11	14	11	19	35
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	16	11	14	11	19	35									
<p>brad fallon Rank: 41(+2) Est. Clicks/Mo: 0 Est. Value/Mo: \$0(-\$0.055)</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>Rank</th><td>25</td><td>24</td><td>25</td><td>24</td><td>43</td><td>41</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	25	24	25	24	43	41
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	25	24	25	24	43	41									
<p>content adwords Rank: 48 Est. Clicks/Mo: 0 Est. Value/Mo: \$0</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>Rank</th><td>>50</td><td>>50</td><td>>50</td><td>>50</td><td>>50</td><td>48</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	>50	>50	>50	>50	>50	48
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	>50	>50	>50	>50	>50	48									

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Newly Ranked Organic Pages

<http://searchmarketingwisdom.com/2010/08/conversion-optimization-is-the-new-black/>

Estimated SEO Value: **\$1.19** Estimated Total Clicks/Mo: 0

Keywords (rank): conversion optimization (47)

<http://searchmarketingwisdom.com/2008/07/google-adwords-best-practices-avoid-the-content-network/>

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

Keywords (rank): content adwords (48)

<http://searchmarketingwisdom.com/2011/01/seo-learning-on-job/>

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

Keywords (rank): job seo (15)

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New Keywords (You weren't ranked on before)	Estimated New Click/Month
conversion optimization Rank: 47 Searches/Mo: 990 Est. Value/Click: \$2.82 http://searchmarketingwisdom.com/2010/08/conversion-optimization-is-the-new-black/	0 new clicks/month
content adwords Rank: 48 Searches/Mo: 30 Est. Value/Click: \$2.81 http://searchmarketingwisdom.com/2008/07/google-adwords-best-practices-avoid-the-content-network/	0 new clicks/month
job seo Rank: 15 Searches/Mo: 0 Est. Value/Click: \$1.09 http://searchmarketingwisdom.com/2011/01/seo-learning-on-job/	0 new clicks/month

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Top Site Sections Summary	Estimated Clicks/Month														
searchmarketingwisdom.com/2... Number of Keywords: 12 Estimated Value/Mo: \$14 (-\$17) Top Keywords: descriptions now, seo contract, bruce clay, conversion optimization, bruceclay	<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>52</td><td>35</td><td>16</td><td>24</td><td>12</td><td>6</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	52	35	16	24	12	6
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	52	35	16	24	12	6									
searchmarketingwisdom.com/2... Number of Keywords: 5 Estimated Value/Mo: \$0 Top Keywords: brad fallon, brad fallon blog, brad fallon search engine optimization, brad fallon seo, brad fallen	<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>3</td><td>4</td><td>3</td><td>0</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	2	3	4	3	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	2	3	4	3	0	0									
searchmarketingwisdom.com/2... Number of Keywords: 8 Estimated Value/Mo: \$0 (-\$3) Top Keywords: content adwords, bulk mailing solution	<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>1</td><td>2</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	1	2	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	1	2	0	0	0	0									
searchmarketingwisdom.com/w... Number of Keywords: 1 Estimated Value/Mo: \$0 Top Keywords:	<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>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	0	0									
searchmarketingwisdom.com/2... Number of Keywords: 1 Estimated Value/Mo: \$0 Top Keywords: job seo	<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>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	0	0									

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Keyword Groups with the Biggest Gains - Details

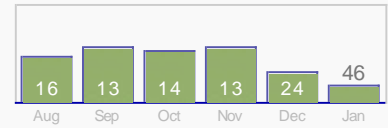
Biggest Opportunities (all)	Rank														
<p>bruce clay (38) Searches/Mo: 1k Est. Value/Click: \$2.92 Est. Potential New Clicks/Month: 147 Other Keywords for URL: bruce clay, bruceclay</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td>22</td><td>20</td><td>30</td><td>36</td><td>28</td><td>33</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	22	20	30	36	28	33
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	22	20	30	36	28	33									
<p>conversion optimization (47) Searches/Mo: 990 Est. Value/Click: \$2.82 Est. Potential New Clicks/Month: 85 Other Keywords for URL: conversion optimization</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>Rank</th><td>11</td><td>11</td><td>14</td><td>13</td><td>17</td><td>18</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	11	11	14	13	17	18
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	11	11	14	13	17	18									
<p>seo contract (12) Searches/Mo: 210 Est. Value/Click: \$2.58 Est. Potential New Clicks/Month: 24 Other Keywords for URL: seo contract</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>Rank</th><td>15</td><td>15</td><td>23</td><td>26</td><td>30</td><td>38</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	15	15	23	26	30	38
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	15	15	23	26	30	38									
<p>bruceclay (35) Searches/Mo: 0 Est. Value/Click: \$1.55 Est. Potential New Clicks/Month: 20 Other Keywords for URL: bruce clay, bruceclay</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>Rank</th><td>0</td><td>21</td><td>28</td><td>26</td><td>0</td><td>47</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	0	21	28	26	0	47
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	0	21	28	26	0	47									
<p>brad fallon (41) Searches/Mo: 720 Est. Value/Click: \$0.49 Est. Potential New Clicks/Month: 46 Other Keywords for URL: brad fallon, brad fallen, brad fallon seo, brad fallon search engine optimization, brad fallon blog</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>Rank</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>48</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	0	0	0	0	0	48
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	0	0	0	0	0	48									
<p>descriptions now (11) Searches/Mo: 390 Est. Value/Click: \$0.9 Est. Potential New Clicks/Month: 23 Other Keywords for URL: descriptions now</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>Rank</th><td>10</td><td>10</td><td>9</td><td>9</td><td>10</td><td>12</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	10	10	9	9	10	12
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	10	10	9	9	10	12									
<p>content adwords (48) Searches/Mo: 30 Est. Value/Click: \$2.81 Est. Potential New Clicks/Month: 4 Other Keywords for URL: content adwords</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>Rank</th><td>16</td><td>11</td><td>14</td><td>11</td><td>19</td><td>35</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	16	11	14	11	19	35
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	16	11	14	11	19	35									
<p>adwords contact google (18) Searches/Mo: 0 Est. Value/Click: \$3.1 Est. Potential New Clicks/Month: 0 Other Keywords for URL: adwords contact google</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>Rank</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>15</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	0	0	0	0	0	15
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	0	0	0	0	0	15									
<p>job seo (15) Searches/Mo: 0 Est. Value/Click: \$1.09 Est. Potential New Clicks/Month: 0 Other Keywords for URL: job seo</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>Rank</th><td>6</td><td>6</td><td>10</td><td>10</td><td>9</td><td>11</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	6	6	10	10	9	11
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	6	6	10	10	9	11									
<p>bulk mailing solution (41) Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0 Other Keywords for URL: bulk mailing solution</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>Rank</th><td>25</td><td>24</td><td>25</td><td>24</td><td>43</td><td>41</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	25	24	25	24	43	41
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	25	24	25	24	43	41									



Searchmarketingwisdom.com: SEO Dashboard

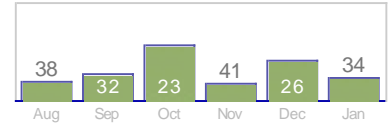
brad fallen (42)

Searches/Mo: 30 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0
Other Keywords for URL: brad fallon, brad fallen, brad fallon seo, brad fallon search engine optimization, brad fallon blog



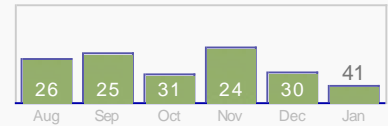
brad fallon blog (46)

Searches/Mo: 30 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0
Other Keywords for URL: brad fallon, brad fallen, brad fallon seo, brad fallon search engine optimization, brad fallon blog



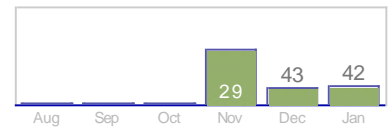
brad fallon search engine optimization (34)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0
Other Keywords for URL: brad fallon, brad fallen, brad fallon seo, brad fallon search engine optimization, brad fallon blog



brad fallon seo (33)

Searches/Mo: 30 Est. Value/Click: \$5.16 Est. Potential New Clicks/Month: 0
Other Keywords for URL: brad fallon, brad fallen, brad fallon seo, brad fallon search engine optimization, brad fallon blog



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Keywords Not Ranked On But Should Be

Estimated Clicks/Month

bounce rate

Searches/Month: 7k
Cost/Click: \$1.57 Est. Potential Clicks/Month: 4
Avg. Competitor Rank: 42

seohimanshu.com +4

internet marketing tip

Searches/Month: 1k
Cost/Click: \$3.39 Est. Potential Clicks/Month: 1
Avg. Competitor Rank: 19

search-marketing-... +1

himanshu

Searches/Month: 0
Cost/Click: \$0.41 Est. Potential Clicks/Month: 2
Avg. Competitor Rank: 11

seohimanshu.com +2

sem tools

Searches/Month: 720
Cost/Click: \$4.14 Est. Potential Clicks/Month: 0
Avg. Competitor Rank: 27

seohimanshu.com +0

mass mailing services

Searches/Month: 300
Cost/Click: \$4.42 Est. Potential Clicks/Month: 0
Avg. Competitor Rank: 40

ethical.in +0

unleash the power

Searches/Month: 210
Cost/Click: \$1.79 Est. Potential Clicks/Month: 0
Avg. Competitor Rank: 16

seohimanshu.com +0

version tracking

Searches/Month: 120
Cost/Click: \$3.14 Est. Potential Clicks/Month: 0
Avg. Competitor Rank: 18

seohimanshu.com +0



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search engine queries

Searches/Month: 0
 Cost/Click: \$1.13 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 13

seohimanshu.com 

how to write a contract

Searches/Month: 2k
 Cost/Click: \$0.73 Est. Potential Clicks/Month: 1
 Avg. Competitor Rank: 49

seohimanshu.com 

marketing tips and tricks

Searches/Month: 0
 Cost/Click: \$1.77 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 29

seohimanshu.com 

sem tool

Searches/Month: 210
 Cost/Click: \$6.68 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 46

seohimanshu.com 

building a pyramid

Searches/Month: 480
 Cost/Click: \$0.29 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 22

seohimanshu.com 

pyramid building

Searches/Month: 720
 Cost/Click: \$0.41 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 43

seohimanshu.com 

business communication model

Searches/Month: 90
 Cost/Click: \$1.56 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 44

seohimanshu.com 

makefriends

Searches/Month: 90
 Cost/Click: \$1.99 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 47

dynamic-friendshi... 

commenting in css

Searches/Month: 0
 Cost/Click: \$0.05 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 23

withoutanswers.com 

link building tips

Searches/Month: 0
 Cost/Click: \$0.05 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 36

seohimanshu.com 

himanshu sharma

Searches/Month: 0
 Cost/Click: \$0.13 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 46

seohimanshu.com 

commenting css

Searches/Month: 0
 Cost/Click: \$0.05 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 28

withoutanswers.com 

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Keyword Overlap in Your SEO & PPC campaigns Est. Organic Clicks vs. Paid Clicks

None [Download as CSV](#)



Keyword Groups with the Most Potential - Details

