

Apartmentguide.com





AdWords Advisor Report (beta)

Jul 09, 2012

Apartmentguide.com: AdWords Advisor Report (beta)

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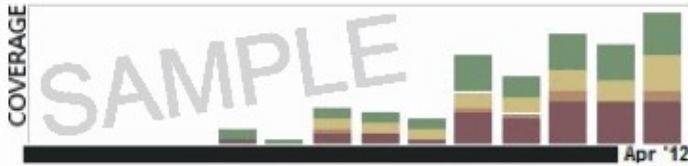
-  [Top Keyword Recommendations](#)
-  [More To Come. We'd Love your Feedback.](#)



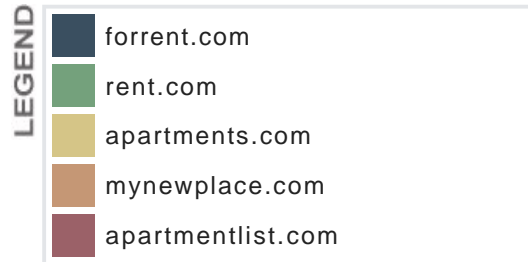
Apartmentguide.com: AdWords Advisor Report (beta)

Top Keyword Recommendations

We've sifted through all the ads your competitors have ever bought, **34k** in all, looking for patterns. By digging through your competitors' historical bidding record, we can see which keywords are their most successful.



These charts show the combined coverage of your competitors on the keyword over the last 14 months. Each color represents a single competitor, each column is a month. Graphs going up and to the right mean your competitors are betting more on a keyword over time.



80.4 Potential Clicks/Mo **Great Buy**⁽⁹⁵⁾

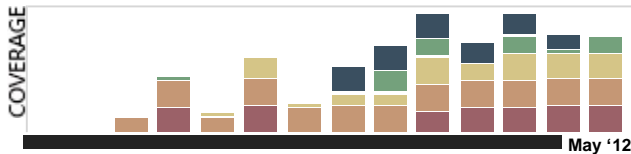
The order is mostly based on the strength of the buy rating, but also slightly prioritized by the size of the opportunity in potential clicks. The number in parentheses is a 0-100 scale to help differentiate the strength of a recommendation within a buy rating. Ex: "Great Buy (95)" is better than "Great Buy (93)".

Next, we figure out which keyword match type (phrase, broad, exact, modified broad) your competitors are buying and we filter out any that you already buy. When a keyword is large enough that we think it belongs in its own ad group we dig deeper to discover the best performing ad copy to give you a place to get started.

These are the top **50** keyword recommendations for you to add to your campaign. Combined, these recommendations represent **2k** new clicks per month for your campaign.

apartments for rent san antonio (Exact Match)

\$0.80 Cost/Click | \$0.61 Cost/Day | 210 Impressions/Mo

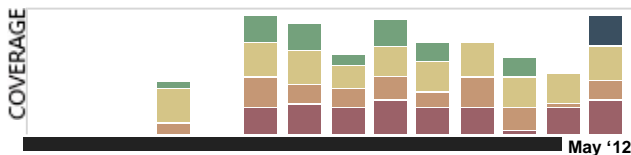


23.1 Potential Clicks/Mo

Great Buy⁽⁹⁹⁾

syracuse apartments (Exact Match)

\$0.40 Cost/Click | \$0.96 Cost/Day | 720 Impressions/Mo



72.3 Potential Clicks/Mo

Great Buy⁽⁹¹⁾

Top Performing Ads:

[{Keyword}](#)

apartments.com

Apartments.Com Is Your Trusted Site For {Keyword} Brighton ValleyElmwood Southside

[Syracuse Apts](#)

forrent.com

Find the Best Rental Price View Photos & More. Search Now!

[Cheap Syracuse Apts](#)

apartmentlist.com

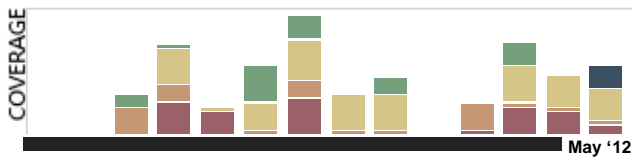
Cheap Studio,1,2 & 3 BR Apartments. Search by Price, City, Zip & More!



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garden grove apartments (Exact Match)

\$0.41 Cost/Click | \$0.79 Cost/Day | 390 Impressions/Mo



57.6 Potential Clicks/Mo

Great Buy⁽⁸⁴⁾

Top Performing Ads:

[{Keyword}](#)

[apartments.com](#)

Apartments.Com Is Your Trusted Source For {Keyword}

[Cheap Garden Grove Apts](#)

[apartmentlist.com](#)

Cheap Studio,1,2 & 3 BR Apartments. Search by Price, City, Zip & More!

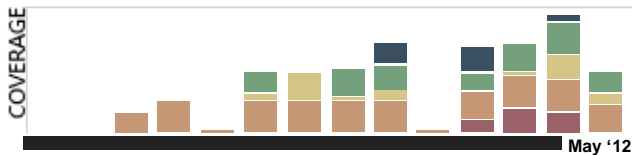
[Garden Grove Apts](#)

[forrent.com](#)

Find the Best Rental Price View Photos & More. Search Now!

apartment search engines (Exact Match)

\$0.34 Cost/Click | \$0.81 Cost/Day | 1.6k Impressions/Mo



72 Potential Clicks/Mo

Great Buy⁽⁸⁴⁾

Top Performing Ads:

[{Keyword}](#)

[rent.com](#)

Search Apartments by Price & Area. Real-time Availability & Rent Rates Report Lease List Your PropertyMobile Apps Move-in Specials

[Apt W/ All Utilities Paid](#)

[mynewplace.com](#)

We Have Over 6 Million Apartments See Pics, Floor Plans, Maps & Rents Pet Friendly Apartments - Cheap Apartments

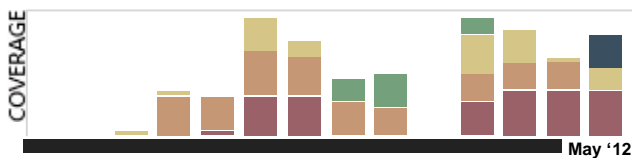
[Apartment](#)

[apartments.com](#)

Search by Location, Price and More! Find Your Next Apartment in Seconds

plano tx apartments (Exact Match)

\$0.70 Cost/Click | \$0.99 Cost/Day | 480 Impressions/Mo

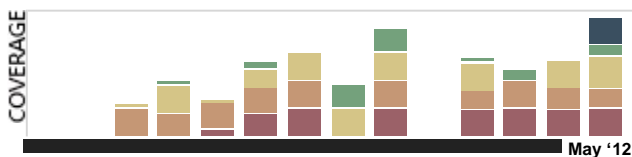


42.6 Potential Clicks/Mo

Great Buy⁽⁸¹⁾

federal way apartments (Exact Match)

\$0.43 Cost/Click | \$0.43 Cost/Day | 260 Impressions/Mo



30 Potential Clicks/Mo

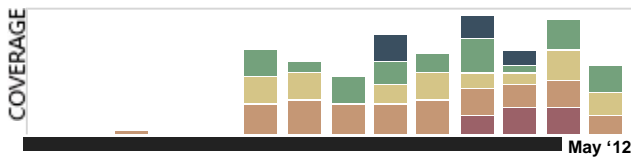
Great Buy⁽⁷⁹⁾



Apartmentguide.com: AdWords Advisor Report (beta)

apartment search engine (Exact Match)

\$0.74 Cost/Click | \$0.69 Cost/Day | 210 Impressions/Mo

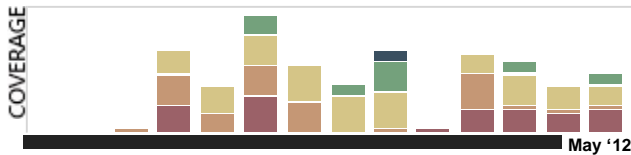


28.2 Potential Clicks/Mo

Great Buy⁽⁷⁸⁾

apartments in culver city (Exact Match)

\$0.71 Cost/Click | \$1.21 Cost/Day | 320 Impressions/Mo



51 Potential Clicks/Mo

Great Buy⁽⁷⁶⁾

Top Performing Ads:

[Culver City Apartment](#)

[forrent.com](#)

Find the Perfect Apartment Any Time, Any Place. Search Apartments by Zip Code - Search Off Campus Housing

[Apartments 90230](#)

[apartments.com](#)

Search By Location, Price And More!
Find Your Next Apartment In Seconds

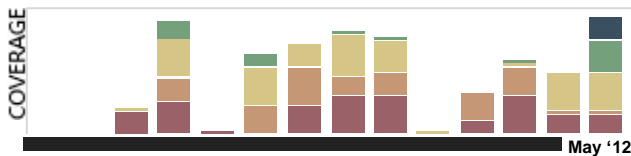
[Apt W/ All Utilities Paid](#)

[mynewplace.com](#)

We Have Over 6 Million Apartments
See Pics, Floor Plans, Maps & Rents

upland apartments (Exact Match)

\$0.73 Cost/Click | \$0.55 Cost/Day | 140 Impressions/Mo

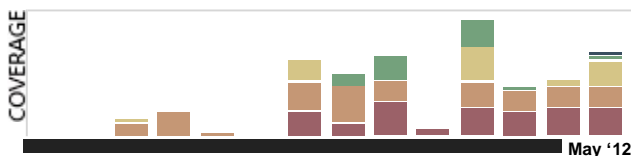


22.8 Potential Clicks/Mo

Great Buy⁽⁷⁷⁾

plano texas apartments (Exact Match)

\$0.64 Cost/Click | \$0.37 Cost/Day | 210 Impressions/Mo

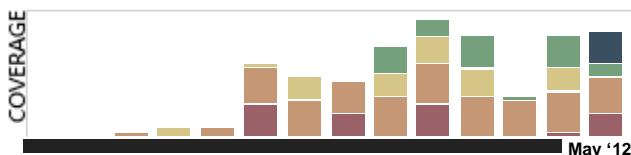


17.4 Potential Clicks/Mo

Great Buy⁽⁷⁷⁾

arlington va apartment (Exact Match)

\$0.67 Cost/Click | \$0.11 Cost/Day | 73 Impressions/Mo



4.8 Potential Clicks/Mo

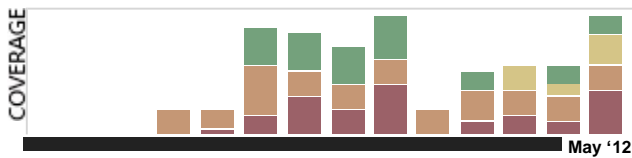
Great Buy⁽⁸²⁾



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north dallas apartments (Phrase Match)

\$0.55 Cost/Click | \$0.89 Cost/Day | 880 Impressions/Mo



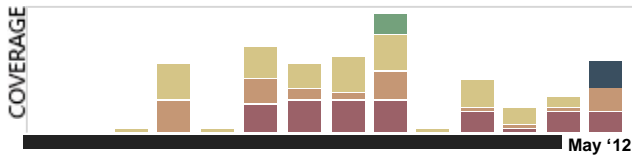
Exact Match Keywords You're not Showing Up On
far north dallas apartments, north dallas apartments

48.3 Potential Clicks/Mo

Good Buy⁽⁷²⁾

union city apartments (Exact Match)

\$1.01 Cost/Click | \$0.84 Cost/Day | 210 Impressions/Mo

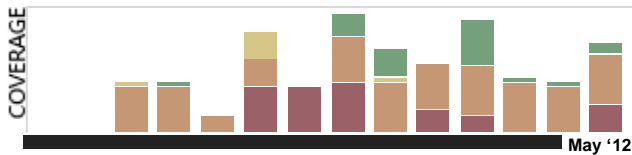


24.9 Potential Clicks/Mo

Good Buy⁽⁷¹⁾

apartments arlington va (Exact Match)

\$0.97 Cost/Click | \$2.75 Cost/Day | 880 Impressions/Mo



85.2 Potential Clicks/Mo

Good Buy⁽⁶⁷⁾

Top Performing Ads:

[Arlington Va Apartments](#)

[rent.com](#)

Search Apartments by City & Price.
 View Photos, Amenities & More.
 Report Lease - List Your Property -
 Mobile Apps - Move-in Specials

[{Keyword}](#)

[forrent.com](#)

Instant Local Apartment Listings. View
 Photos & More. Search Now!

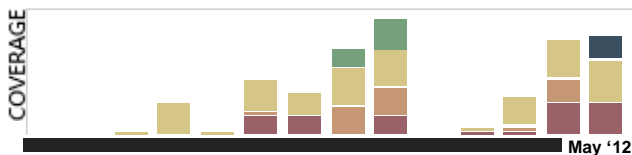
[Apartments in Arlington](#)

[mynewplace.com](#)

1000's of Arlington Apartments
 Detailed Listings w Pics/Floorplans

new brunswick apartments (Exact Match)

\$0.54 Cost/Click | \$0.62 Cost/Day | 590 Impressions/Mo



34.2 Potential Clicks/Mo

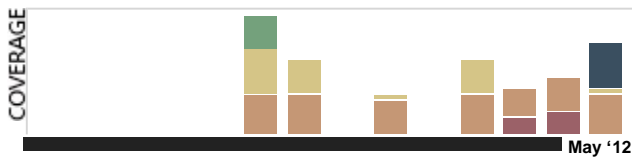
Good Buy⁽⁶⁷⁾



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marina del rey apartments (Exact Match)

\$0.48 Cost/Click | \$2.57 Cost/Day | 1.3k Impressions/Mo



161 Potential Clicks/Mo

Good Buy⁽⁶⁵⁾

Top Performing Ads:

[Cheap Marina Del Rey Apts](#)
apartmentlist.com

Cheap Studio, 1, 2 & 3 BR Apartments.
Search by Price, City, Zip & More!

[Marina Del Rey Rentals](#)
rent.com

Search Apartments by City & Price.
View Photos, Amenities & More.
Report Lease - List Your Property -
Mobile Apps - Move-in Specials

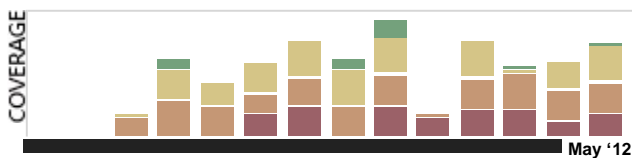
[{Keyword}](#)

apartments.com

Apartments.Com Is Your Trusted Site
For {Keyword}

apartments in texas city (Exact Match)

\$0.41 Cost/Click | \$0.15 Cost/Day | 140 Impressions/Mo

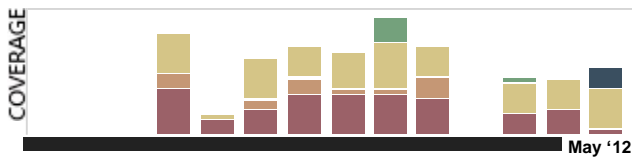


10.8 Potential Clicks/Mo

Good Buy⁽⁶⁸⁾

west des moines apartments (Exact Match)

\$0.46 Cost/Click | \$0.50 Cost/Day | 480 Impressions/Mo

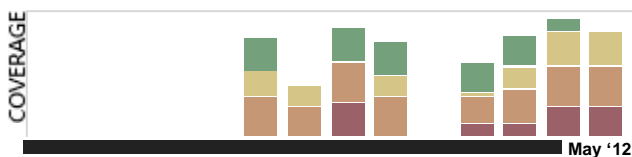


33 Potential Clicks/Mo

Good Buy⁽⁶⁴⁾

santa monica rental (Exact Match)

\$0.41 Cost/Click | \$0.13 Cost/Day | 110 Impressions/Mo

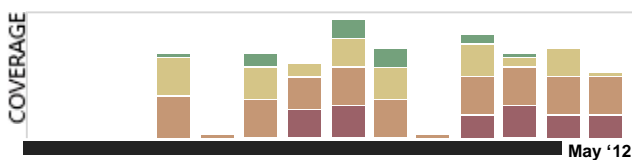


9.3 Potential Clicks/Mo

Good Buy⁽⁶⁸⁾

culver city apartment (Exact Match)

\$0.42 Cost/Click | \$0.08 Cost/Day | 73 Impressions/Mo



5.7 Potential Clicks/Mo

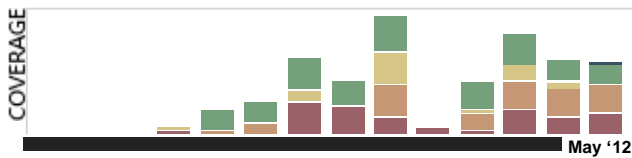
Good Buy⁽⁶⁹⁾



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dallas tx apartment (Exact Match)

\$0.23 Cost/Click | \$0.01 Cost/Day | 36 Impressions/Mo

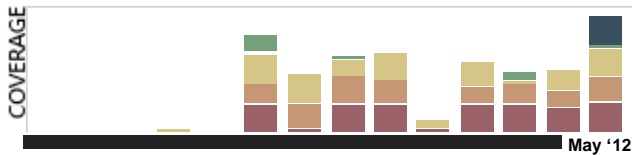


1.2 Potential Clicks/Mo

Great Buy⁽⁸²⁾

federal way wa apartments (Exact Match)

\$0.58 Cost/Click | \$0.09 Cost/Day | 46 Impressions/Mo

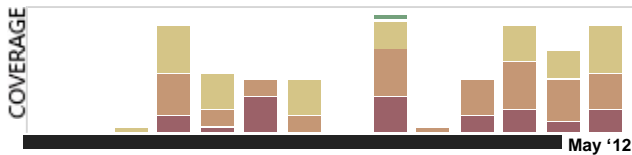


4.8 Potential Clicks/Mo

Good Buy⁽⁶⁹⁾

royal oak apartments (Exact Match)

\$0.80 Cost/Click | \$3.87 Cost/Day | 1.0k Impressions/Mo



146 Potential Clicks/Mo

Good Buy⁽⁶⁰⁾

Top Performing Ads:

[{Keyword}](#)

apartments.com

View Detailed Royal Oak Listings, Floorplans, Photos & More!

[{Keyword}](#)

rent.com

Search Apartments by City & Price. View Photos, Amenities & More. Report Lease - List Your Property - Mobile Apps - Move-in Specials

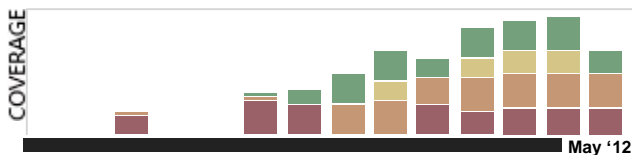
[{Keyword}](#)

forrent.com

Find Your Apartment Today Search Current Local Listings. Search Apartments by Zip Code - Search Off Campus Housing

dallas apt (Exact Match)

\$0.67 Cost/Click | \$0.11 Cost/Day | 46 Impressions/Mo



5.1 Potential Clicks/Mo

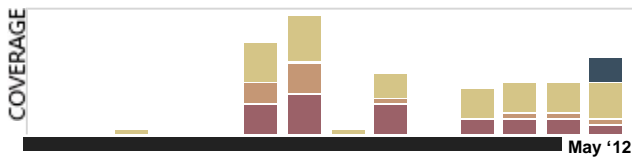
Good Buy⁽⁶⁹⁾



Apartmentguide.com: AdWords Advisor Report (beta)

lake forest apartments (Exact Match)

\$1.20 Cost/Click | \$4.39 Cost/Day | 880 Impressions/Mo



110 Potential Clicks/Mo

Good Buy⁽⁶⁰⁾

Top Performing Ads:

[{Keyword}](#)

[apartments.com](#)

View Detailed Lake Forest Listings, Floorplans, Photos & More!

[Cheap Lake Forest Apts](#)

[apartmentlist.com](#)

Cheap Studio, 1, 2 & 3 BR Apartments. Search by Price, City, Zip & More!

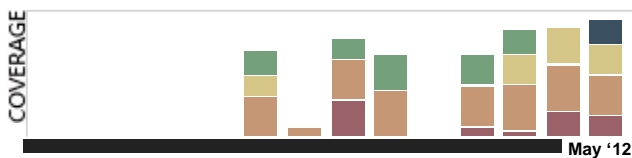
[{Keyword}](#)

[forrent.com](#)

Search for Lake Forest Apartments. Detailed Listings, Photos & More. Search Apartments by Zip Code - Search Off Campus Housing

santa monica housing (Exact Match)

\$0.53 Cost/Click | \$0.26 Cost/Day | 320 Impressions/Mo

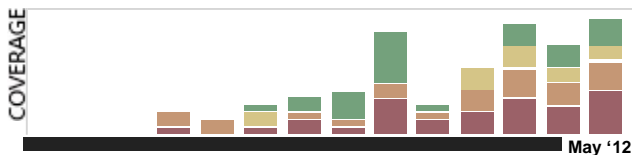


15 Potential Clicks/Mo

Good Buy⁽⁶²⁾

apartments north dallas (Phrase Match)

\$0.64 Cost/Click | \$0.51 Cost/Day | 390 Impressions/Mo



Exact Match Keywords You're not Showing Up On

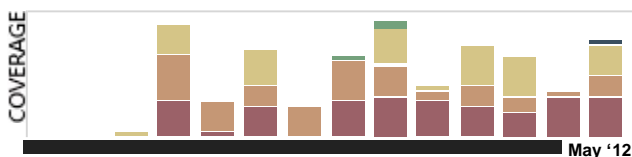
apartments north dallas, apartments in north dallas tx, apartments in north dallas

24.3 Potential Clicks/Mo

Good Buy⁽⁶⁰⁾

chino hills apartment (Exact Match)

\$0.54 Cost/Click | \$0.08 Cost/Day | 22 Impressions/Mo

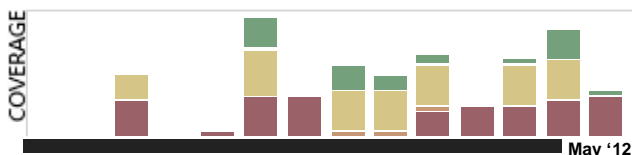


4.2 Potential Clicks/Mo

Good Buy⁽⁶⁸⁾

plant city apartments (Exact Match)

\$0.78 Cost/Click | \$0.31 Cost/Day | 110 Impressions/Mo



12 Potential Clicks/Mo

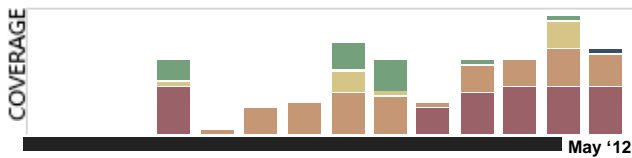
Good Buy⁽⁶¹⁾



Apartmentguide.com: AdWords Advisor Report (beta)

stamford ct apartments for rent (Exact Match)

\$0.16 Cost/Click | \$0.07 Cost/Day | 91 Impressions/Mo

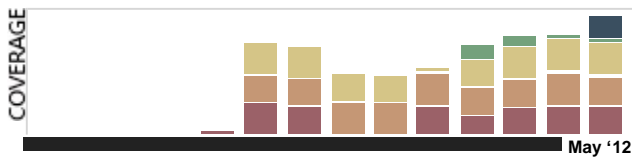


13.2 Potential Clicks/Mo

Good Buy⁽⁶⁰⁾

arlington tx apartment (Exact Match)

\$0.20 Cost/Click | \$0.01 Cost/Day | 28 Impressions/Mo

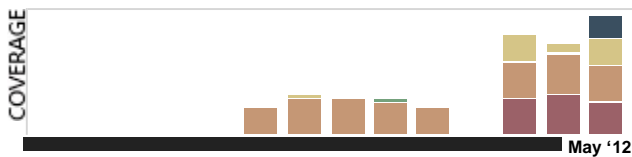


0.9 Potential Clicks/Mo

Great Buy⁽⁷⁸⁾

vacaville rentals (Exact Match)

\$0.58 Cost/Click | \$0.30 Cost/Day | 140 Impressions/Mo

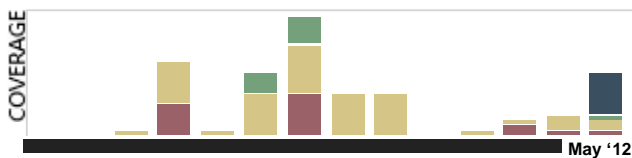


15.6 Potential Clicks/Mo

Good Buy⁽⁵⁸⁾

valley village apartments (Exact Match)

\$0.60 Cost/Click | \$0.54 Cost/Day | 210 Impressions/Mo

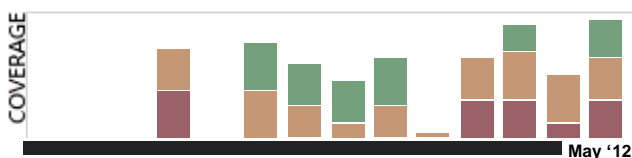


26.7 Potential Clicks/Mo

Good Buy⁽⁵⁶⁾

dallas rentals (Exact Match)

\$0.62 Cost/Click | \$0.98 Cost/Day | 590 Impressions/Mo

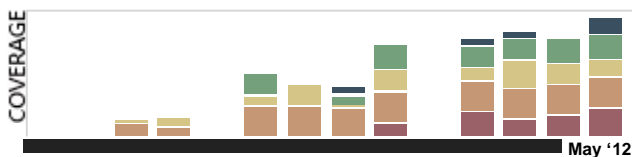


47.7 Potential Clicks/Mo

Good Buy⁽⁵⁵⁾

apartments lowell mass (Phrase Match)

\$0.40 Cost/Click | \$0.01 Cost/Day | 0 Impressions/Mo



Exact Match Keywords You're not Showing Up On
apartments lowell mass, apartments in lowell mass

0.9 Potential Clicks/Mo

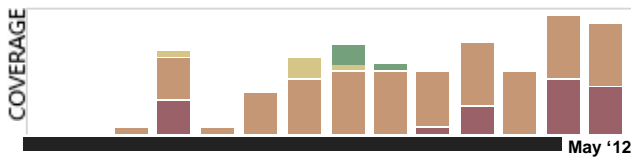
Great Buy⁽⁷⁹⁾



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apartments in alexandria va (Exact Match)

\$0.68 Cost/Click | \$3.86 Cost/Day | 2.4k Impressions/Mo



171 Potential Clicks/Mo

Good Buy⁽⁵⁴⁾

Top Performing Ads:

[Alexandria Apartments](#)

[rent.com](#)

Search Apartments in Alexandria. Real-time Listings & Availability. Report Lease - List Your Property - Mobile Apps - Move-in Specials

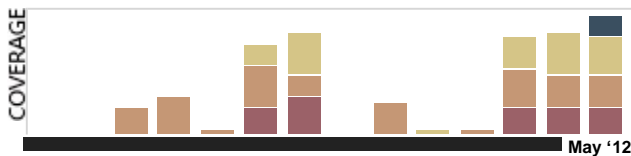
{Keyword}

[forrent.com](#)

Find the Best Rental Price. Search Apts by Price & More.

santa clara apartments (Exact Match)

\$0.41 Cost/Click | \$0.84 Cost/Day | 720 Impressions/Mo



61.5 Potential Clicks/Mo

Good Buy⁽⁵⁴⁾

Top Performing Ads:

[Apartments for Rent](#)

[apartments.com](#)

See Prices, Floor Plans, Pictures And Availability On Apartments.Com!

{Keyword}

[rent.com](#)

Search Apartments by City & Price. View Photos, Amenities & More. Report Lease - List Your Property - Mobile Apps - Move-in Specials

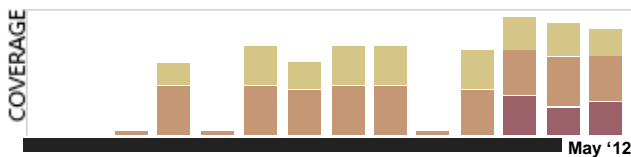
[Santa Clara Apts](#)

[forrent.com](#)

Find the Best Rental Price. View Photos & More. Search Now!

west hollywood rentals (Exact Match)

\$0.54 Cost/Click | \$0.62 Cost/Day | 390 Impressions/Mo

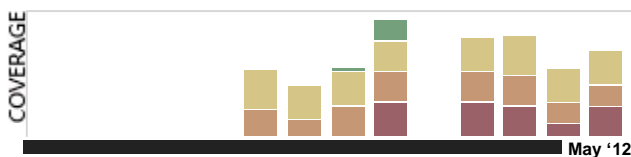


34.5 Potential Clicks/Mo

Good Buy⁽⁵⁵⁾

sausalito apartments (Exact Match)

\$0.57 Cost/Click | \$0.49 Cost/Day | 170 Impressions/Mo



26.1 Potential Clicks/Mo

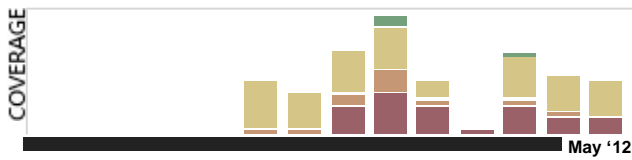
Good Buy⁽⁵⁵⁾



Apartmentguide.com: AdWords Advisor Report (beta)

asbury park apartments (Exact Match)

\$0.41 Cost/Click | \$0.24 Cost/Day | 210 Impressions/Mo

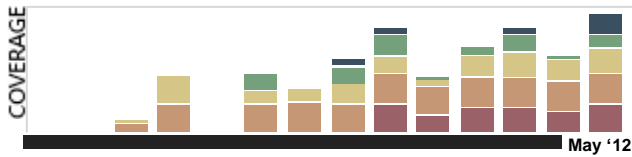


17.7 Potential Clicks/Mo

Good Buy⁽⁵⁵⁾

apartments quincy mass (Phrase Match)

\$0.54 Cost/Click | \$0.00 Cost/Day | 22 Impressions/Mo



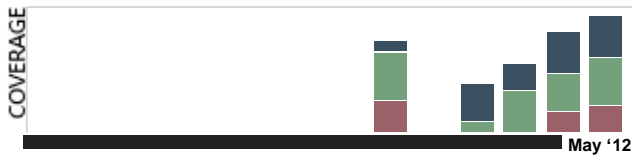
Exact Match Keywords You're not Showing Up On
apartments quincy mass, apartments in quincy mass

0.3 Potential Clicks/Mo

Great Buy⁽⁸⁶⁾

all bills paid apartments in dallas (Exact Match)

\$0.66 Cost/Click | \$2.44 Cost/Day | 1.0k Impressions/Mo



111 Potential Clicks/Mo

Good Buy⁽⁵¹⁾

Top Performing Ads:

[Apt W/ All Utilities Paid](#)

[mynewplace.com](#)

Dallas Apartments for Rent Better Apartments, Lower Prices

[Apts With Paid Utilities](#)

[apartmentlist.com](#)

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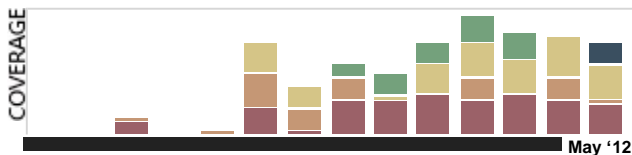
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plano tx apartment (Exact Match)

\$0.56 Cost/Click | \$0.01 Cost/Day | 16 Impressions/Mo

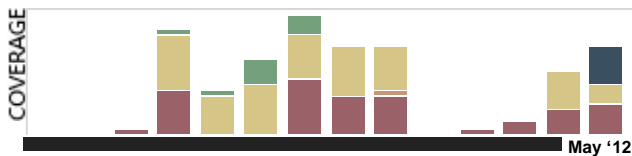


0.6 Potential Clicks/Mo

Great Buy⁽⁷⁸⁾

encinitas apartment (Exact Match)

\$0.70 Cost/Click | \$0.10 Cost/Day | 16 Impressions/Mo



4.5 Potential Clicks/Mo

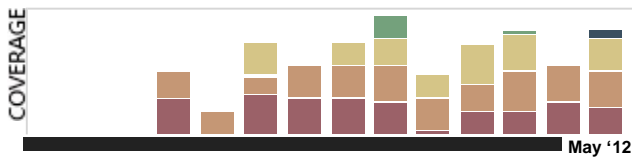
Good Buy⁽⁵⁹⁾



Apartmentguide.com: AdWords Advisor Report (beta)

clearwater apartment (Exact Match)

\$0.40 Cost/Click | \$0.01 Cost/Day | 22 Impressions/Mo

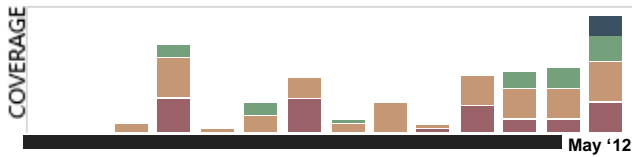


0.9 Potential Clicks/Mo

Good Buy⁽⁷²⁾

dallas apartment for rent (Exact Match)

\$0.64 Cost/Click | \$0.03 Cost/Day | 36 Impressions/Mo

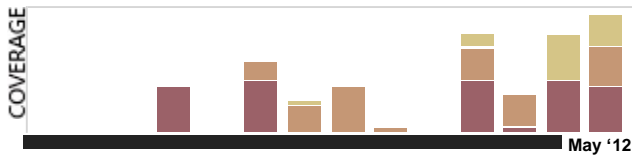


1.5 Potential Clicks/Mo

Good Buy⁽⁶⁶⁾

miami beach rentals (Exact Match)

\$0.54 Cost/Click | \$0.93 Cost/Day | 1.0k Impressions/Mo



51.6 Potential Clicks/Mo

Good Buy⁽⁵⁰⁾

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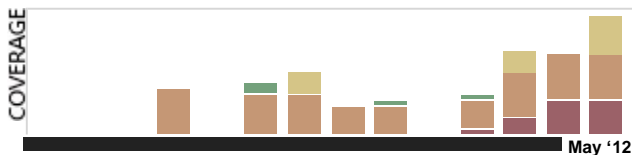
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miami beach rental (Exact Match)

\$0.69 Cost/Click | \$0.21 Cost/Day | 140 Impressions/Mo

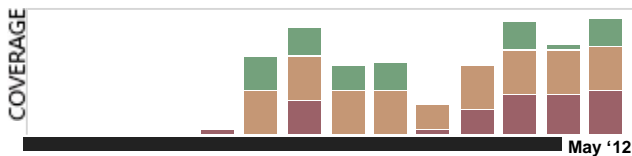


9 Potential Clicks/Mo

Good Buy⁽⁵⁴⁾

dallas rent (Exact Match)

\$0.67 Cost/Click | \$0.13 Cost/Day | 73 Impressions/Mo



6 Potential Clicks/Mo

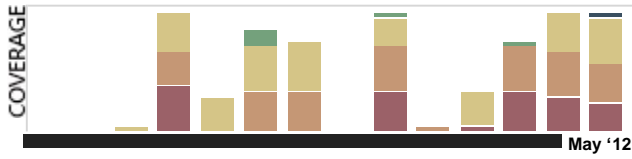
Good Buy⁽⁵⁵⁾



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plymouth apartment (Exact Match)

\$0.54 Cost/Click | \$0.02 Cost/Day | 12 Impressions/Mo



1.2 Potential Clicks/Mo

Good Buy⁽⁶⁸⁾

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Apartmentguide.com: AdWords Advisor Report (beta)

More To Come. We'd Love your Feedback.

Hey,

Thanks for trying out our new Adwords Advisor report. Keep in mind this is an early beta, so nothing is set in stone.

This report should deliver **“actionable advice to improve your Adwords campaign”**. It is designed to save you time while making better decisions that ultimately yield better bottom-line results.

Our goal is to recommend improvements to your campaign that are as good or better than if you paid a consultant to come up with them. We want to back up our advice with **just enough** supporting data that you can decide whether to implement it, but not so much that it overwhelms or slows you down. It's a bit of a balancing act.

We're planning to add **more sections and features** in the coming weeks, so this is just preview of what's to come. But, we wanted show you what we have as soon as possible so that you can **give us your input** while it's still easy to make changes and prioritize what comes next.

This is where we need your help. We need your input to find that balance and to prioritize future sections and features. We've set up a page for you to [Suggest Ideas](#) and [Vote on New Features](#) and [Report Bugs](#).

We've also put together a [short survey](#) for you to report the quality of your experience.

Got more to say? As always, you can send questions or feedback directly to us at support@spyfu.com or hit us up on [Live Chat](#).

Did you love the report? We're dying to hear how it made you day a little better. [Send us a testimonial](#).

Thanks again for giving the report a try. Be sure to check back in the coming weeks as we implement your feedback and add new sections and features.

Cheers,

Mike Roberts, Founder

Psst. Want to share this beta? Internet karma coming your way:  

P.S. - We'll also understand if you want to keep it a secret ;)

P.P.S. - But, what if you could share it *AND* still keep it a secret? 

