

Homedepot.com



AdWords Advisor Report

Mar 14, 2014

AdWords Advisor Report

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[Top Keyword Recommendations](#)

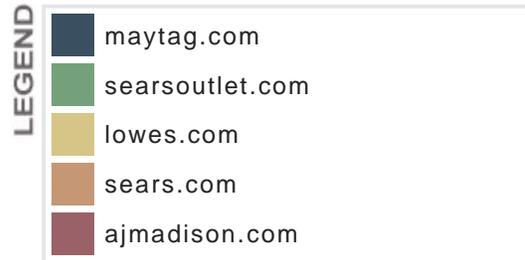
[Best Negative Match Opportunities](#)

Top Keyword Recommendations

We've sifted through all the ads your competitors have ever bought, **683k** 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)".

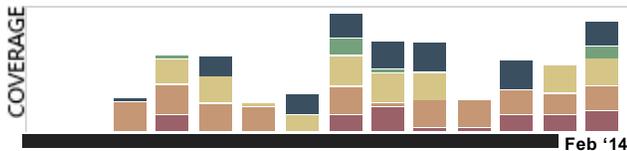
Next, we figure out which keyword match type (phrase, broad, exact, modified broad) your competitors are buying and we filter out any that you already buy. When a keyword is large enough that we think it belongs in its own ad group we dig deeper to discover the best performing ad copy to give you a place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

These are the top **50** keyword recommendations for you to add to your campaign. Combined, these recommendations represent **6k** new clicks per month for your campaign.

[Download as CSV](#)

washing machine reviews (Exact Match)

\$7.19 Cost/Click | \$74.78 Cost/Day | 8.1k Impressions/Mo



312 Potential Clicks/Mo

Great Buy⁽⁹⁹⁾

Top Performing Ads:

[Washers At Lowe's®](#)

lowes.com

Shop Lowe's® Top Rated Washers. Free Truck Delivery Today!

[Maytag® Washers](#)

maytag.com

The Maytag Man Shows Why Maytag® Washers have Industry Best Cleaning

[Washing Machine](#)

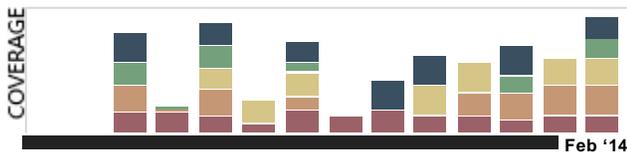
sears.com

Save Big on Washing Machines at Sears®. Official Site. Shop Now!

AdWords Advisor Report

ovens (Exact Match)

\$1.98 Cost/Click | \$25.35 Cost/Day | 6.6k Impressions/Mo



383 Potential Clicks/Mo

Great Buy⁽⁹⁸⁾

Top Performing Ads:

[Ovens at Sears®](#)

[sears.com](#)

Save Big on Ovens at Sears. Official Site. Shop Now!

[Appliances At Lowe's®](#)

[lowes.com](#)

Get a Gift Card Worth Up to \$1,000 When You Buy Major Appliances \$399

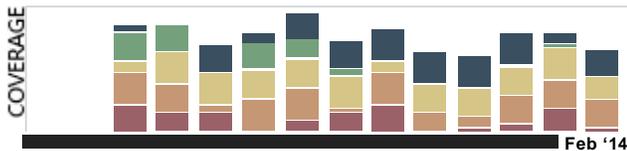
[Maytag® Ovens](#)

[maytag.com](#)

Learn About Our Dependable Ovens & Get Cooking with the Maytag Man.

refrigerator for sale (Exact Match)

\$3.85 Cost/Click | \$12.66 Cost/Day | 2.4k Impressions/Mo



98 Potential Clicks/Mo

Great Buy⁽⁹⁶⁾

Top Performing Ads:

[For Sale Refrigerators](#)

[sears.com](#)

Save Big on Appliances at Sears®. Save on Refrigerators Today.

[Maytag® Refrigerators](#)

[maytag.com](#)

The Maytag Man Proves Why You Can Depend on Maytag® Refrigerators.

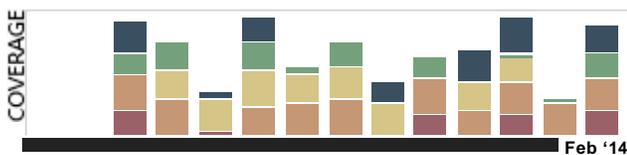
[10% Off Major Appliances](#)

[lowes.com](#)

\$399 Plus Free Next-Day Local Delivery & Haul Away At Lowe's®!

ranges (Exact Match)

\$2.42 Cost/Click | \$27.84 Cost/Day | 3.6k Impressions/Mo



345 Potential Clicks/Mo

Great Buy⁽⁹⁵⁾

Top Performing Ads:

[Ranges at Sears®](#)

[sears.com](#)

Let Sears Simplify Your Life Experience Easy Delivery Today.

[Maytag® Ranges](#)

[maytag.com](#)

Learn About Our Dependable Ranges & Get Cooking with the Maytag Man.

[Sears Outlet® Ranges](#)

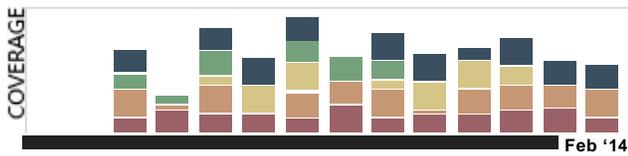
[searsoutlet.com](#)

Electric and Gas Ranges Up To 70% Off. Shop Sears Outlet Now!

AdWords Advisor Report

electric stove tops (Exact Match)

\$4.83 Cost/Click | \$18.59 Cost/Day | 390 Impressions/Mo



116 Potential Clicks/Mo

Great Buy⁽⁹⁴⁾

Top Performing Ads:

[Electric Stove Tops](#)

sears.com

Save on Electric Stove Tops at Sears®. Official Site. Shop Now!

[Maytag® Electric Stoves](#)

maytag.com

Learn About Our Dependable Stoves & Get Cooking with the Maytag Man.

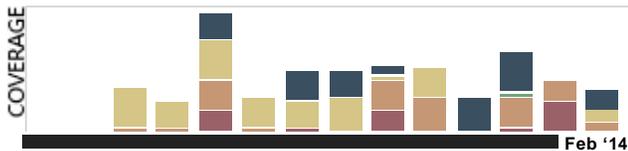
[Frigidaire Electric Cooktops](#)

ajmadison.com

Get Factory Direct Prices From An Authorized eDealer. Shop Now & Save

best washing machine (Exact Match)

\$4.02 Cost/Click | \$20.51 Cost/Day | 6.6k Impressions/Mo



153 Potential Clicks/Mo

Great Buy⁽⁹¹⁾

Top Performing Ads:

[Maytag® Washers](#)

maytag.com

The Maytag Man Shows Why Maytag® Washers have Industry Best Cleaning

[10% Off Major Appliances](#)

lowes.com

\$399 Plus Free Next-Day Local Delivery & Haul Away At Lowe's!

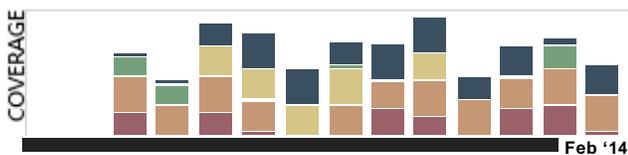
[Washers and Dryers](#)

sears.com

Let Sears Simplify Your Life. Experience Easy Delivery Today.

washing machine ratings (Exact Match)

\$7.00 Cost/Click | \$3.91 Cost/Day | 1.6k Impressions/Mo

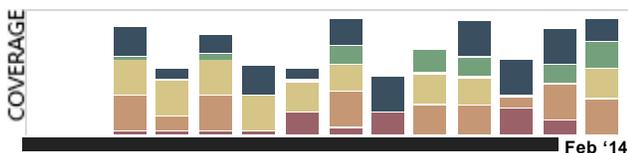


17 Potential Clicks/Mo

Great Buy⁽⁹⁵⁾

washer machines (Exact Match)

\$5.08 Cost/Click | \$1.91 Cost/Day | 390 Impressions/Mo



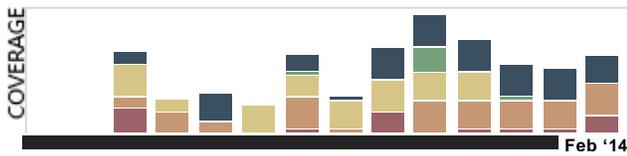
11 Potential Clicks/Mo

Great Buy⁽⁹²⁾

AdWords Advisor Report

gas wall ovens (Exact Match)

\$6.15 Cost/Click | \$3.38 Cost/Day | 870 Impressions/Mo

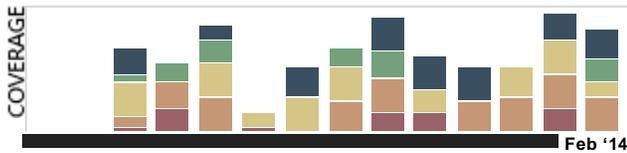


17 Potential Clicks/Mo

Great Buy⁽⁸⁹⁾

18 inch dishwasher (Exact Match)

\$2.02 Cost/Click | \$2.45 Cost/Day | 3.6k Impressions/Mo

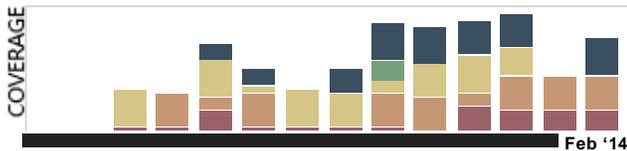


37 Potential Clicks/Mo

Great Buy⁽⁸³⁾

best wall ovens (Exact Match)

\$1.59 Cost/Click | \$0.80 Cost/Day | 720 Impressions/Mo

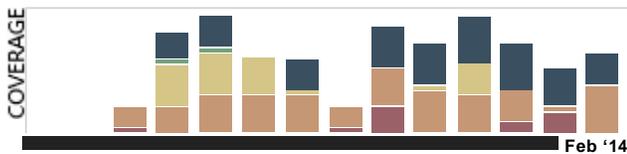


15 Potential Clicks/Mo

Great Buy⁽⁸⁵⁾

best dishwasher (Exact Match)

\$6.17 Cost/Click | \$87.58 Cost/Day | 14.8k Impressions/Mo



430 Potential Clicks/Mo

Great Buy⁽⁷⁹⁾

Top Performing Ads:

[Dishwashers at Sears®](#)

sears.com

Save on Dishwashers and More at Sears. Official Site. Shop Now!

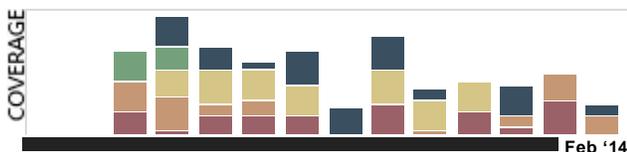
[Meet the New Maytag Man](#)

maytag.com

Get Your Dishes Clean With the Most Powerful Motor on the Market.

top load washer reviews (Exact Match)

\$3.80 Cost/Click | \$4.03 Cost/Day | 990 Impressions/Mo



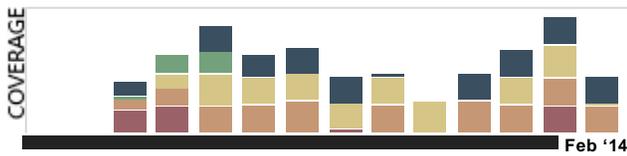
32 Potential Clicks/Mo

Great Buy⁽⁸²⁾

AdWords Advisor Report

best refrigerators (Exact Match)

\$4.18 Cost/Click | \$7.42 Cost/Day | 2.4k Impressions/Mo



53 Potential Clicks/Mo

Great Buy⁽⁸⁰⁾

Top Performing Ads:

[Maytag® Refrigerators](#)

maytag.com

The Maytag Man Proves Why You Can Depend on Maytag® Refrigerators.

[Up to 20% Off Appliances](#)

sears.com

Save On Refrigerators at Sears. Official Site. Shop Now!

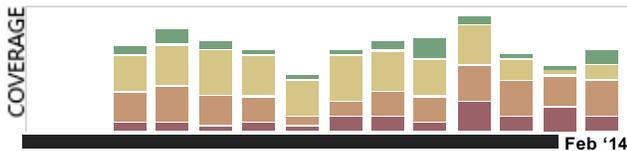
[10% Off Major Appliances](#)

lowes.com

\$399 Plus Free Next-Day Local Delivery & Haul Away At Lowe's®!

+washer +whirlpool (Modified Broad Match)

\$3.33 Cost/Click | \$94.76 Cost/Day | 0 Impressions/Mo



Exact Match Keywords You're not Showing Up On

part washer whirlpool, duet washer whirlpool, front loading washer whirlpool, calypso washer whirlpool, dryers washer whirlpool (+1 More)

853 Potential Clicks/Mo

Great Buy⁽⁷⁸⁾

Top Performing Ads:

[Whirlpool Washer Dryers](#)

sears.com

Only Sears Has The Top Ten Brands Save Big On Appliances Today.

1/5 Impressions

1 Avg. Position

[Front Load Washers](#)

sears.com

Only Sears Has The Top Ten Brands Save Big On Appliances Today.

1/5 Impressions

2 Avg. Position

[Washer Whirlpool](#)

sears.com

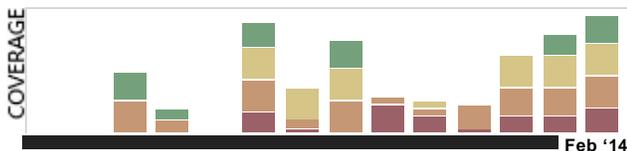
Only Sears Has The Top Ten Brands Save Big On Appliances Today.

1/5 Impressions

2 Avg. Position

trash compactors (Exact Match)

\$1.72 Cost/Click | \$17.89 Cost/Day | 1.3k Impressions/Mo



311 Potential Clicks/Mo

Great Buy⁽⁷⁸⁾

Top Performing Ads:

[Trash Compactors](#)

lowes.com

Get Free Parcel Shipping On All Qualifying Orders \$49 At Lowe's®!

[Trash Compactors at Sears®](#)

sears.com

Save on Compactors and More at Sears. Official Site. Shop Now!

[Sears Outlet® Compactors](#)

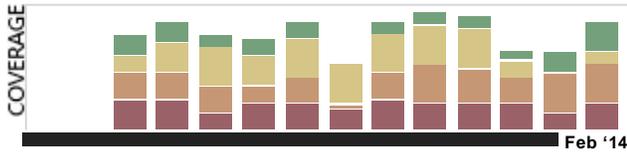
searsoutlet.com

Get 20-60% Off Name Brands Everyday At Sears Outlet. Shop Now!

AdWords Advisor Report

"whirlpool washer and dryer" (Phrase Match)

\$3.94 Cost/Click | \$7.57 Cost/Day | 0 Impressions/Mo



Exact Match Keywords You're not Showing Up On
whirlpool washer and dryer sales, whirlpool washer and dryer

58 Potential Clicks/Mo

Great Buy⁽⁷⁹⁾

Top Performing Ads:

Washer Dryer Combo Sale

ajmadison.com

Get the Best Deal! We'll Match Any Authorized Dealer's Price. Shop Now

2/2 Impressions

8 Avg. Position

Whirlpool Washer And Dryer

sears.com

Let Sears Simplify Your Life Experience Easy Delivery Today.

1/2 Impressions

1 Avg. Position

{Keyword}

sears.com

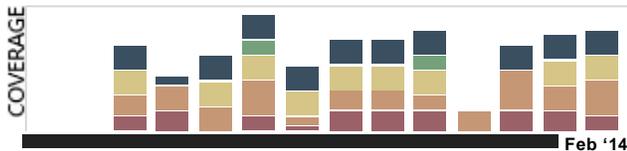
Only Sears Has The Top Ten Brands Save Big On Appliances Today.

1/2 Impressions

2 Avg. Position

"maytag freezer" (Phrase Match)

\$1.46 Cost/Click | \$3.97 Cost/Day | 0 Impressions/Mo



Exact Match Keywords You're not Showing Up On
maytag freezer parts, maytag freezer

82 Potential Clicks/Mo

Great Buy⁽⁷⁹⁾

Top Performing Ads:

Maytag® Freezers

maytag.com

Maytag® Freezers Are Dependable & Built to Last. Visit & Compare.

1/1 Impressions

1 Avg. Position

10% Off Major Appliances

lowes.com

\$399 Plus Free Next-Day Local Delivery & Haul Away At Lowe's®!

1/1 Impressions

2 Avg. Position

Up to 20% Off Appliances

sears.com

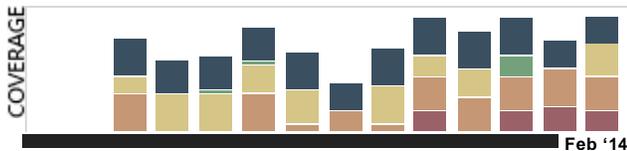
Save On Maytag Freezers Official Site. Shop at Sears® Now!

1/2 Impressions

3 Avg. Position

quiet dishwasher (Exact Match)

\$2.91 Cost/Click | \$1.24 Cost/Day | 390 Impressions/Mo



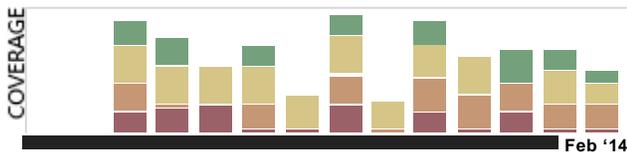
13 Potential Clicks/Mo

Great Buy⁽⁸³⁾

AdWords Advisor Report

whirlpool french door refrigerator (Exact Match)

\$5.05 Cost/Click | \$9.91 Cost/Day | 1.6k Impressions/Mo



59 Potential Clicks/Mo

Great Buy⁽⁷⁸⁾

Top Performing Ads:

[Whirlpool Fridges](#)

[sears.com](#)

Save Big on Whirlpool Fridges at Sears®. Official Site. Shop Now!

[Appliances At Lowe's®](#)

[lowes.com](#)

Get a Gift Card Worth Up to \$1,000 When You Buy Major Appliances \$399

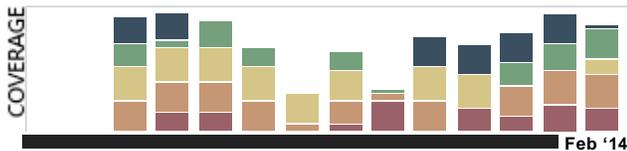
[Sears Outlet Refrigerator](#)

[searsoutlet.com](#)

Get 20-70% off Name Brands Everyday at Sears Outlet. Shop Online Now!

buy dishwashers (Exact Match)

\$7.66 Cost/Click | \$1.40 Cost/Day | 30 Impressions/Mo

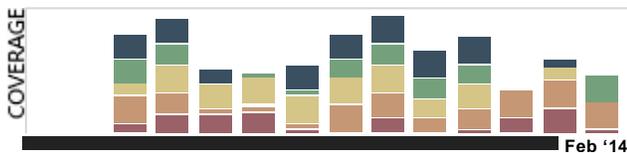


5.4 Potential Clicks/Mo

Great Buy⁽⁸⁹⁾

gas dryer for sale (Exact Match)

\$7.11 Cost/Click | \$4.63 Cost/Day | 300 Impressions/Mo

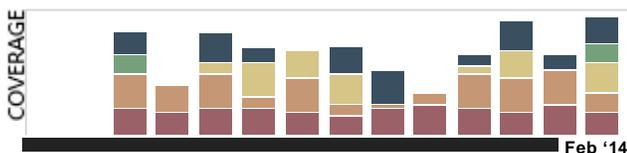


20 Potential Clicks/Mo

Great Buy⁽⁸⁰⁾

drop in gas range (Exact Match)

\$2.89 Cost/Click | \$1.06 Cost/Day | 570 Impressions/Mo

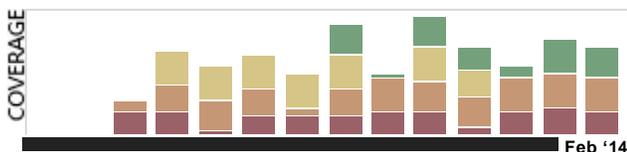


11 Potential Clicks/Mo

Great Buy⁽⁸²⁾

whirlpool wall oven (Exact Match)

\$2.46 Cost/Click | \$2.37 Cost/Day | 720 Impressions/Mo



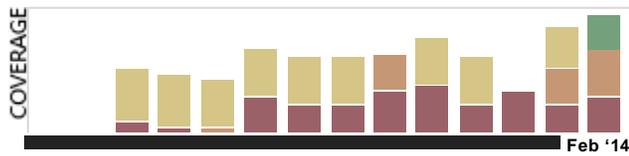
29 Potential Clicks/Mo

Great Buy⁽⁷⁷⁾

AdWords Advisor Report

induction cooktop (Exact Match)

\$3.68 Cost/Click | \$49.34 Cost/Day | 33.1k Impressions/Mo



402 Potential Clicks/Mo

Good Buy⁽⁷⁴⁾

Top Performing Ads:

[Induction Cooktop](#)

sears.com

Save Big on Cooktops at Sears®.
Official Site. Shop Now!

[Bosch Induction Cooktop](#)

ajmadison.com

Great Prices on All Major Brands.
Thousands of Items - Shop Now!

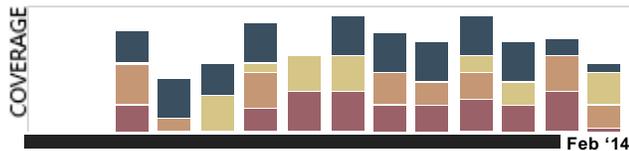
[Sears Outlet® Cooktops](#)

searsoutlet.com

Get Great Discounts on Brand Name
Cooktops, up to 70% off Now!

induction stoves (Exact Match)

\$3.64 Cost/Click | \$7.63 Cost/Day | 720 Impressions/Mo



63 Potential Clicks/Mo

Good Buy⁽⁷⁵⁾

Top Performing Ads:

[Ranges at Lowe's®](#)

lowes.com

Save Money & Energy With Top Brand
ENERGY STAR™ Ranges at Lowe's®!

[Stove at Sears®](#)

sears.com

Save Big on Stoves and More at Sears.
Official Site. Shop Now!

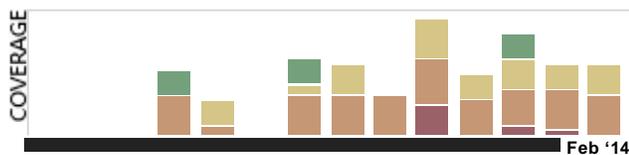
[Maytag® Stoves](#)

maytag.com

Learn About Our Dependable Stoves &
Get Cooking with the Maytag Man.

kenmore appliances (Exact Match)

\$6.68 Cost/Click | \$29.77 Cost/Day | 4.4k Impressions/Mo



134 Potential Clicks/Mo

Good Buy⁽⁷⁴⁾

Top Performing Ads:

[Kenmore at Sears®](#)

sears.com

Up to 20% Off Appliances at Sears Save
On Top Kenmore Appliances.

[Appliances At Lowe's®](#)

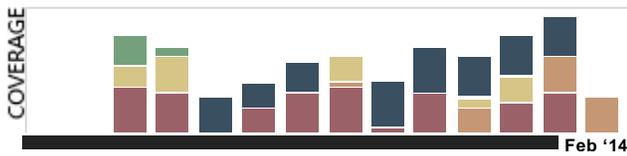
lowes.com

Get a Gift Card Worth Up to \$1,000
When You Buy Major Appliances \$399

AdWords Advisor Report

professional ranges (Exact Match)

\$3.58 Cost/Click | \$4.48 Cost/Day | 480 Impressions/Mo

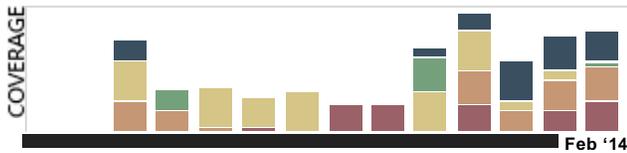


38 Potential Clicks/Mo

Good Buy⁽⁷⁵⁾

single wall ovens (Exact Match)

\$3.43 Cost/Click | \$1.67 Cost/Day | 120 Impressions/Mo

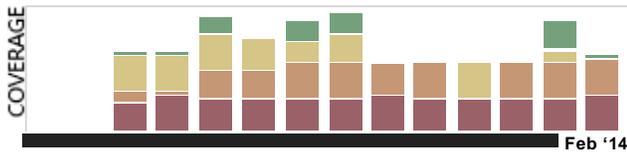


15 Potential Clicks/Mo

Great Buy⁽⁷⁷⁾

downdraft cooktop (Exact Match)

\$1.38 Cost/Click | \$1.74 Cost/Day | 1.3k Impressions/Mo

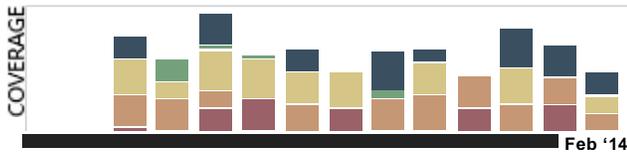


38 Potential Clicks/Mo

Good Buy⁽⁷⁴⁾

undercounter beverage refrigerator (Exact Match)

\$4.08 Cost/Click | \$2.24 Cost/Day | 570 Impressions/Mo

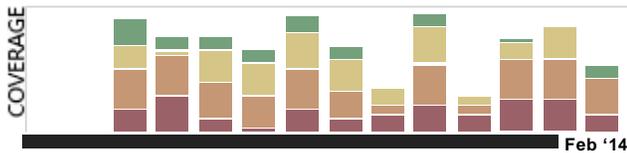


17 Potential Clicks/Mo

Great Buy⁽⁷⁶⁾

"whirlpool washer and" (Phrase Match)

\$5.15 Cost/Click | \$46.96 Cost/Day | 120 Impressions/Mo



Exact Match Keywords You're not Showing Up On
duet whirlpool washer and dryer, whirlpool washer and dryers

274 Potential Clicks/Mo

Good Buy⁽⁷²⁾

Top Performing Ads:

[Duet Whirlpool at Sears®](#)

sears.com

Save Big on Whirlpool Laundry at Sears®. Official Site. Shop Now!

1/2 Impressions

1 Avg. Position

[Up to 20% Off Appliances](#)

sears.com

Save On Whirlpool Washers& Dryers at Sears®. Official Site. Shop Now!

1/2 Impressions

4 Avg. Position

[Washer Dryer Combo Sale](#)

ajmadison.com

Get the Best Deal! We'll Match Any Authorized Dealer's Price. Shop Now

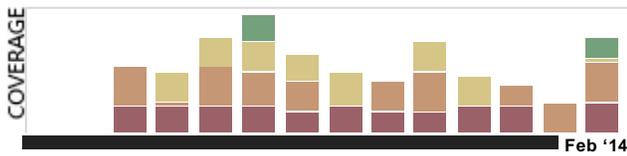
1/2 Impressions

6 Avg. Position

AdWords Advisor Report

general electric appliances (Exact Match)

\$7.76 Cost/Click | \$15.73 Cost/Day | 8.1k Impressions/Mo



61 Potential Clicks/Mo

Good Buy⁽⁷³⁾

Top Performing Ads:

GE Appliances at Sears®

sears.com

Save Big on GE Appliances Find Low Prices & Get Great Deals.

GE Home Appliances

ajmadison.com

We'll Match Any Authorized Dealer's Price! Your Appliance Authority.

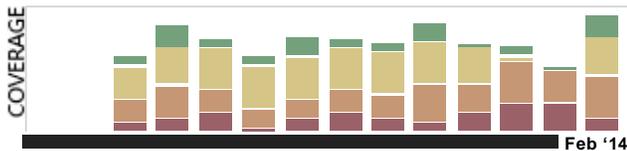
Sears Outlet®

searsoutlet.com

Find Appliances 30-70% off Retail Everyday At Sears Outlet. Shop Now!

+dryer +whirlpool (Modified Broad Match)

\$5.64 Cost/Click | \$104.45 Cost/Day | 0 Impressions/Mo



Exact Match Keywords You're not Showing Up On

electric dryer whirlpool, gas dryer whirlpool, washer and dryer whirlpool, dryer whirlpool

556 Potential Clicks/Mo

Good Buy⁽⁷²⁾

Top Performing Ads:

10% Off Major Appliances

lowes.com

\$399 Plus Free Next-Day Local Delivery & Haul Away At Lowe's!

2/4 Impressions

3 Avg. Position

10% Off Major Appliances

lowes.com

\$399 Plus Free Next-Day Local Delivery & Haul Away At Lowe's@!

2/4 Impressions

3 Avg. Position

Sears Outlet® Dryers

searsoutlet.com

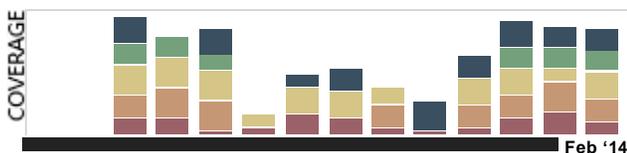
Get 20-70% off Name Brand Dryers Everyday at Sears Outlet. Shop Now!

2/4 Impressions

8.5 Avg. Position

stainless dishwashers (Exact Match)

\$2.46 Cost/Click | \$0.25 Cost/Day | 30 Impressions/Mo

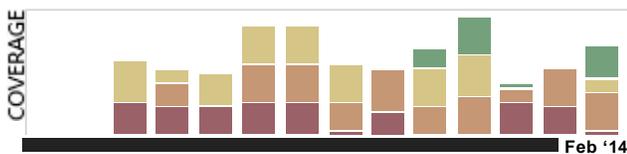


3.6 Potential Clicks/Mo

Great Buy⁽⁸⁹⁾

ge gas cooktop (Exact Match)

\$4.54 Cost/Click | \$1.93 Cost/Day | 720 Impressions/Mo



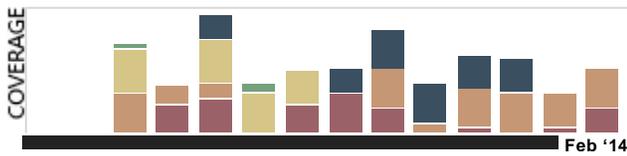
13 Potential Clicks/Mo

Great Buy⁽⁷⁶⁾

AdWords Advisor Report

best ranges (Exact Match)

\$4.39 Cost/Click | \$4.02 Cost/Day | 480 Impressions/Mo

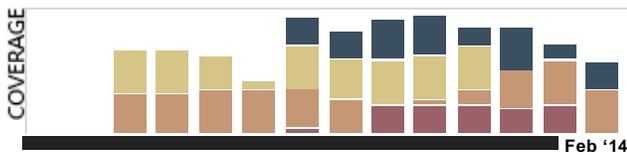


28 Potential Clicks/Mo

Good Buy⁽⁷³⁾

stove hoods (Exact Match)

\$2.77 Cost/Click | \$2.76 Cost/Day | 2.4k Impressions/Mo

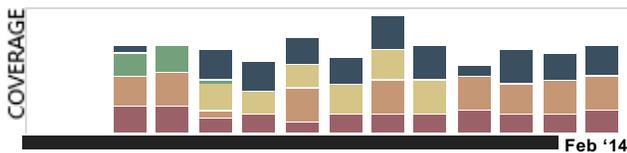


30 Potential Clicks/Mo

Good Buy⁽⁷³⁾

electric ranges slide in (Exact Match)

\$2.11 Cost/Click | \$0.27 Cost/Day | 30 Impressions/Mo

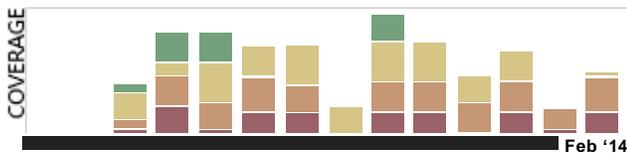


6.3 Potential Clicks/Mo

Great Buy⁽⁷⁹⁾

whirlpool top load washer (Exact Match)

\$3.28 Cost/Click | \$3.77 Cost/Day | 870 Impressions/Mo

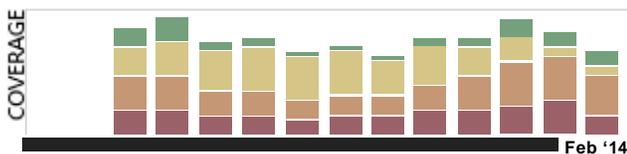


35 Potential Clicks/Mo

Good Buy⁽⁷²⁾

+whirlpool +washer +dryer (Modified Broad Match)

\$0.79 Cost/Click | \$2.31 Cost/Day | 0 Impressions/Mo



Exact Match Keywords You're not Showing Up On
whirlpool washer dryer reviews, whirlpool washer dryer pedestal, whirlpool washer dryer 1000, whirlpool washer dryer duet, whirlpool washer dryer (+4 More)

88 Potential Clicks/Mo

Good Buy⁽⁷⁰⁾

Top Performing Ads:

[Whirlpool Stackable Washer](#)

ajmadison.com

Whirlpool Stackable Washer/Dryers
Your Whirlpool Appliance Authority!

2/7 Impressions

6 Avg. Position

[10% Off Major Appliances](#)

lowes.com

\$399 Plus Free Next-Day Local Delivery
& Haul Away At Lowe's!

2/4 Impressions

10 Avg. Position

[10% Off Major Appliances](#)

lowes.com

\$399 Plus Free Next-Day Local Delivery
& Haul Away At Lowe's®!

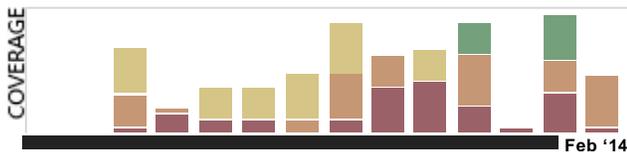
2/4 Impressions

10 Avg. Position

AdWords Advisor Report

bosch appliance (Exact Match)

\$2.20 Cost/Click | \$2.63 Cost/Day | 720 Impressions/Mo

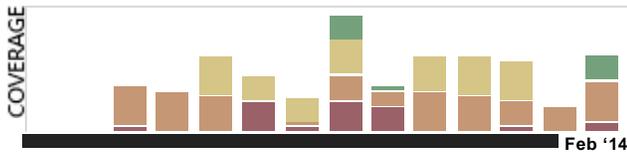


36 Potential Clicks/Mo

Good Buy⁽⁷¹⁾

induction cooktops (Exact Match)

\$3.61 Cost/Click | \$44.72 Cost/Day | 1.9k Impressions/Mo



372 Potential Clicks/Mo

Good Buy⁽⁶⁹⁾

Top Performing Ads:

[Induction Cooktops](#)

[sears.com](#)

Save Big on Cooktops at Sears®. Official Site. Shop Now!

[Sears Outlet® Cooktops](#)

[searsoutlet.com](#)

Get Great Discounts on Brand Name Cooktops, up to 70% off Now!

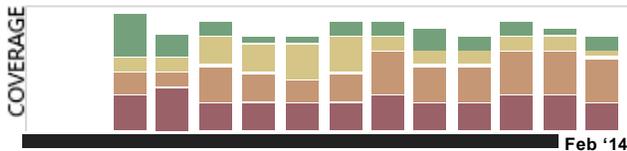
[Miele Cooktops](#)

[ajmadison.com](#)

Shop Now! Huge Selection. Your Miele Appliance Authority.

+trash +compactor (Modified Broad Match)

\$4.02 Cost/Click | \$57.75 Cost/Day | 0 Impressions/Mo



Exact Match Keywords You're not Showing Up On

kenmore trash compactor parts, commercial trash compactor manufacturers, trash compactor parts, manual trash compactor, restaurant trash compactor (+34 More)

431 Potential Clicks/Mo

Good Buy⁽⁶⁹⁾

Top Performing Ads:

[GE Trash Compactors](#)

[ajmadison.com](#)

Appliances Delivered Nationwide Direct from factory pricing!

[Trash Compactor at Sears®](#)

[sears.com](#)

Save on Compactors and More at Sears. Official Site. Shop Now!

[Sears Outlet® Compactors](#)

[searsoutlet.com](#)

Find Brand Name Compactors Up To 60% Off at Sears Outlet. Shop Now!

7/21 Impressions

8.1 Avg. Position

5/19 Impressions

3 Avg. Position

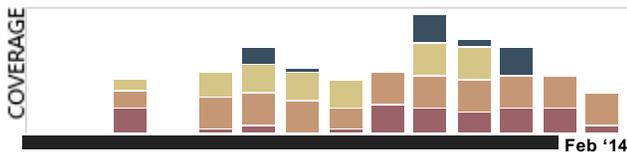
4/7 Impressions

6.8 Avg. Position

AdWords Advisor Report

stove hood (Exact Match)

\$5.96 Cost/Click | \$16.03 Cost/Day | 870 Impressions/Mo



81 Potential Clicks/Mo

Good Buy⁽⁷⁰⁾

Top Performing Ads:

[Range Hoods at Sears®](#)

sears.com

Lowest Prices, Guaranteed at Sears.
Save on Range Hoods Today.

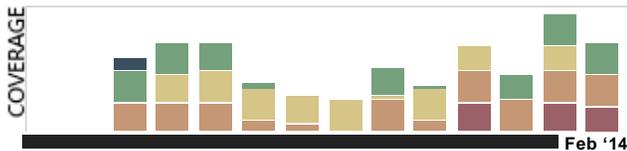
[Designer Range Hoods](#)

ajmadison.com

Shop Electrolux Home Appliances.
Complete Catalog. Quick Delivery!

cheap kitchen appliances (Exact Match)

\$3.05 Cost/Click | \$1.44 Cost/Day | 720 Impressions/Mo

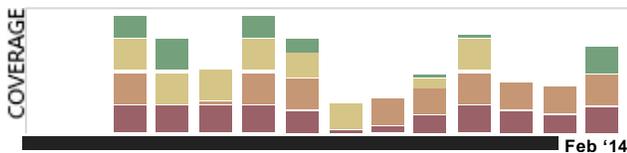


14 Potential Clicks/Mo

Good Buy⁽⁷⁴⁾

bosch front load washer (Exact Match)

\$2.36 Cost/Click | \$1.13 Cost/Day | 480 Impressions/Mo

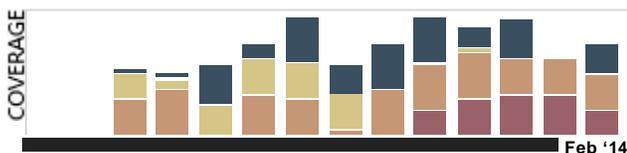


14 Potential Clicks/Mo

Good Buy⁽⁷³⁾

top rated washing machines (Exact Match)

\$4.63 Cost/Click | \$3.36 Cost/Day | 1.3k Impressions/Mo

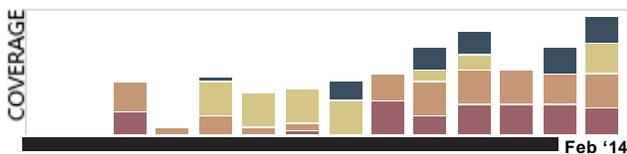


22 Potential Clicks/Mo

Good Buy⁽⁷²⁾

recirculating range hoods (Exact Match)

\$1.77 Cost/Click | \$0.98 Cost/Day | 60 Impressions/Mo



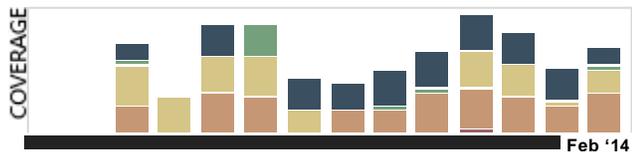
17 Potential Clicks/Mo

Good Buy⁽⁷²⁾

AdWords Advisor Report

energy star dishwasher (Exact Match)

\$3.87 Cost/Click | \$0.83 Cost/Day | 390 Impressions/Mo



6.3 Potential Clicks/Mo

Great Buy⁽⁷⁸⁾

[Download as CSV](#)

Best Negative Match Opportunities

Trim the fat from your campaign by excluding these specific keywords. Avoiding low-quality matches like these improves your conversion rate and protects you from wasteful clicks that drain your budget.

We can also say with confidence these keywords are neither profitable nor popular with your competitors.

While broad match might be the culprit, there is no question that your ad shows up when we run these searches. We included a snapshot of the ad and the results page to help you weed out these matches. If you are not buying these keywords directly, you might want to “negative match” these keywords in Adwords or restructure your match types on more targeted keywords.

Potential Savings of

\$41k per month

in ad spend is up for grabs by trimming the impressions you get on our top 50 negative match recommendations.

[Download as CSV](#)

uhaul coupons

\$5k Potential Monthly Savings

(Exact) Cost / Click: **\$3.47**

(Exact) Clicks / Month: **1430.7**

[Moving Boxes-Home Depot®](#)

homedepot.com

The Home Depot Has Everything You Need to Help With Your Move.



duct tape

\$4k Potential Monthly Savings

(Exact) Cost / Click: **\$6.09**

(Exact) Clicks / Month: **691.8**

[Duct tape](#)

homedepot.com

Ductwork Products on Lower Prices. Unbeatable Savings For Your Home!



ikea tempe

\$4k Potential Monthly Savings

(Exact) Cost / Click: **\$29.55**

(Exact) Clicks / Month: **142.5**

[Furniture & Decor](#)

homedepot.com

Furniture for Any Room in the House Shop & Save More Online Today!



city furniture

\$3k Potential Monthly Savings

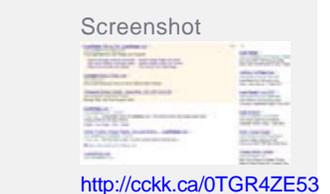
(Exact) Cost / Click: **\$2.35**

(Exact) Clicks / Month: **1114.2**

[Furniture& Decor](#)

homedepot.com

Furniture for Any Room in the House Shop & Save More Online Today!



AdWords Advisor Report

hatchet

\$2k Potential
Monthly Savings

(Exact) Cost / Click: **\$1.73**

(Exact) Clicks / Month: **1295.4**

Garden Axes & Hatchets

homedepot.com

Buy Online and Pick Up In Store
Start Your Outdoor Project Today.

Screenshot



<http://cckk.ca/0P4H6KTLF>

plumbing murrieta

\$2k Potential
Monthly Savings

(Exact) Cost / Click: **\$29.69**

(Exact) Clicks / Month: **59.4**

Plumbing Murrieta

homedepot.com

Extensive Selection & Low Pricing!
Plumbing Parts at The Home Depot

Screenshot



<http://cckk.ca/0M2HX5FBJ>

plumber st louis

\$1k Potential
Monthly Savings

(Exact) Cost / Click: **\$51.43**

(Exact) Clicks / Month: **28.2**

Plumber St. Louis

homedepot.com

Save On Replacement Parts, Fittings
and Accessories at The Home Depot.

Screenshot



<http://cckk.ca/0ND297KRK>

nooks

\$1k Potential
Monthly Savings

(Exact) Cost / Click: **\$1.86**

(Exact) Clicks / Month: **757.2**

Furniture & Decor

homedepot.com

Furniture for Any Room in the House
Shop & Save More Online Today!

Screenshot



<http://cckk.ca/01Y4ZDAMQ>

chimney liner

\$1k Potential
Monthly Savings

(Exact) Cost / Click: **\$4.92**

(Exact) Clicks / Month: **285.3**

Home Depot® Fireplace

homedepot.com

Fireplaces From Brands You Trust.
Shop & Save At The Home Depot®!

Screenshot



<http://cckk.ca/09QVYDFA1>

christmas gifts

\$1k Potential
Monthly Savings

(Exact) Cost / Click: **\$2.12**

(Exact) Clicks / Month: **636.3**

Quirky Christmas Gifts

homedepot.com

Smart, Connected Presents that Save
Time, Money and Power

Screenshot



<http://cckk.ca/030032PC9>

AdWords Advisor Report

u haul storage

\$1k Potential
Monthly Savings

(Exact) Cost / Click: **\$10.17**

(Exact) Clicks / Month: **132.0**

[Moving Boxes-Home Depot®](#)

[homedepot.com](#)

The Home Depot Has Everything You Need to Help With Your Move.



plumbers gainesville fl

\$1k Potential
Monthly Savings

(Exact) Cost / Click: **\$65.17**

(Exact) Clicks / Month: **18.9**

[Plumbers Gainesville](#)

[homedepot.com](#)

Save On Replacement Parts, Fittings and Accessories at The Home Depot.



chimneys

\$1k Potential
Monthly Savings

(Exact) Cost / Click: **\$2.93**

(Exact) Clicks / Month: **408.3**

[Home Depot® Fireplace](#)

[homedepot.com](#)

Fireplaces From Brands You Trust. Shop & Save At The Home Depot@!



blinds.com coupon

\$1k Potential
Monthly Savings

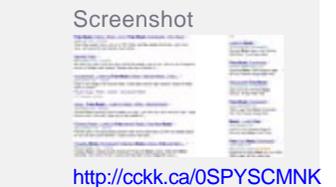
(Exact) Cost / Click: **\$3.36**

(Exact) Clicks / Month: **347.4**

[Blinds at Home Depot](#)

[homedepot.com](#)

Get Great Prices on a Wide Variety of Blinds at The Home Depot Today.



logo generator

\$1k Potential
Monthly Savings

(Exact) Cost / Click: **\$2.87**

(Exact) Clicks / Month: **390.9**

[Generators at Home Depot](#)

[homedepot.com](#)

Let's Power This. Find Generators at The Home Depot Today!



jennair

\$1k Potential
Monthly Savings

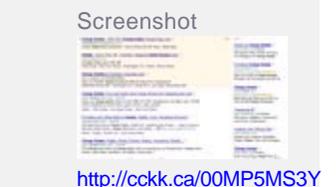
(Exact) Cost / Click: **\$3.17**

(Exact) Clicks / Month: **333.0**

[Home Depot® Appliances](#)

[homedepot.com](#)

Save Up to \$1,000 Instantly. Everyday Free Delivery & Haul Away.



AdWords Advisor Report

christmas gifts for men

\$1k Potential
Monthly Savings

(Exact) Cost / Click: **\$1.84**
(Exact) Clicks / Month: **556.4**

Quirky Christmas Gifts

homedepot.com

Smart, Connected Presents that Save Time, Money and Power

Screenshot



<http://cckk.ca/0HD67S9HS>

dimplex

\$1k Potential
Monthly Savings

(Exact) Cost / Click: **\$4.48**
(Exact) Clicks / Month: **228.3**

Home Depot® Fireplace

homedepot.com

Wide Selection Of Fireplaces. Shop & Save At The Home Depot®!

Screenshot



<http://cckk.ca/0K4CZKJ4X>

lightinguniverse

\$982 Potential
Monthly Savings

(Exact) Cost / Click: **\$2.70**
(Exact) Clicks / Month: **361.4**

Home Interior Lighting

homedepot.com

Get Inspired by New Styles & Colors Hundreds of Fixtures Ship for Free.

Screenshot



<http://cckk.ca/0JBH89B3Z>

faucet direct

\$973 Potential
Monthly Savings

(Exact) Cost / Click: **\$2.12**
(Exact) Clicks / Month: **459.3**

Home Depot Faucets

homedepot.com

Free, Easy Returns Ship It Back or Return It To Your Local Store.

Screenshot



<http://cckk.ca/0G0NDGKEL>

ac repair las vegas

\$950 Potential
Monthly Savings

(Exact) Cost / Click: **\$30.72**
(Exact) Clicks / Month: **30.9**

AC Need Repair?

homedepot.com

AC Repair. Expert Technicians. Schedule Your Home Service Now!

Screenshot



<http://cckk.ca/0GT5CCRY6>

commercial hvac companies

\$938 Potential
Monthly Savings

(Exact) Cost / Click: **\$25.21**
(Exact) Clicks / Month: **37.2**

Home Depot HVAC Systems

homedepot.com

Save Money on New Central HVAC. Free In-Home Consult with Expert.

Screenshot



<http://cckk.ca/02R2G7G8J>

AdWords Advisor Report

gutter stuff

\$848 Potential
Monthly Savings
(Exact) Cost / Click: **\$5.00**
(Exact) Clicks / Month: **169.8**

[Roofing and Gutters](#)

[homedepot.com](#)

Gutter Repair & Install By
ExpertsSchedule Now With The Home
Depot.



capel rugs

\$802 Potential
Monthly Savings
(Exact) Cost / Click: **\$4.20**
(Exact) Clicks / Month: **191.1**

[All-Weather Outdoor Rugs](#)

[homedepot.com](#)

Browse Our High-Quality, Weather
Resistant Outdoor Rugs. Shop Now!



home decorators collection

\$785 Potential
Monthly Savings
(Exact) Cost / Click: **\$1.69**
(Exact) Clicks / Month: **465.0**

[Home Decorator Collection](#)

[homedepot.com](#)

Shop Unique Furniture CollectionsSave
20% to 40%. Top Online Values.



[Download as CSV](#)

AdWords Advisor Report