









Audette.com

SEO Dashboard




Feb 15, 2011

Table of Contents

SEO Value

-  [Amount of Keywords in Top Search Results](#)
-  [Number of Unique Pages that Rank Organically](#)
-  [Biggest Gains / Most Valuable Keywords](#)
-  [Newly Ranked Organic Pages](#)
-  [New Keywords / Top Sections](#)
-  [Keyword Groups with the Biggest Gains](#)










Opportunity

-  [Biggest Opportunities / Not Ranked Keywords](#)
-  [Keyword Overlap in Your SEO & PPC campaigns](#)
-  [Keyword Groups with the Most Potential](#)

Competition

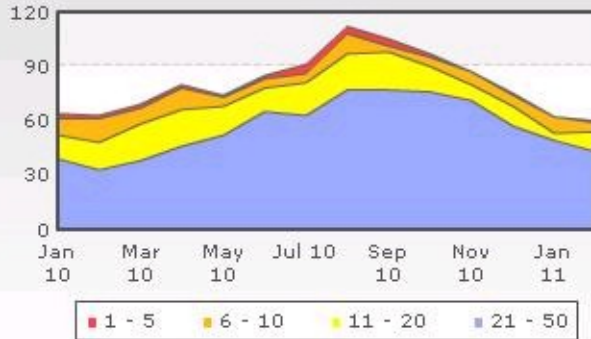
-  [Traffic Share and Movers Shakers](#)
-  [Competition](#)
-  [Top Organic Competitors / Partners and their Best Keywords](#)

Appendix: Additional and Extended Details

-  [Biggest Gains \(all\)](#)
-  [Most Valuable Keywords \(all\)](#)
-  [Newly Ranked Organic Pages \(all\)](#)
-  [New Keywords \(all\)](#)
-  [Top Sections \(all\)](#)
-  [Keyword Groups with the Biggest Gains - Details](#)
-  [Biggest Opportunities \(all\)](#)
-  [Not Ranked Keywords \(all\)](#)
-  [Keyword Overlap in Your SEO & PPC campaigns \(all\)](#)
-  [Keyword Groups with the Most Potential - Details](#)

AudetteMedia.com: SEO Dashboard

Amount of Keywords in Top Search Results



You show up in the top 50 search results on Google for 60 different keywords. More importantly, you are in the top 20 on 17 which is up by 6.45% or 4 keywords since last month.

Number of Unique Pages that Rank Organically



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

AudetteMedia.com: SEO Dashboard

Biggest Gains

You moved up in ranks on 36 keywords last month. All those gains added up to about 1.71 clicks you wouldn't have received last month. In equivalent PPC dollars, all those new clicks are worth about \$2.31.

	Rank
▲ michie Estimated Clicks/Month gained: 1 http://www.audetteMedia.com/blog/geor...	49
▲ company car policy Estimated Clicks/Month stayed_the_same http://www.audetteMedia.com/blog/twit...	18(+8)
▲ log tools Estimated Clicks/Month stayed_the_same http://www.audetteMedia.com/blog/seo-...	47
▲ internet sales and marketing Estimated Clicks/Month stayed_the_same http://www.audetteMedia.com/	12(+26)
▲ a media Estimated Clicks/Month stayed_the_same http://www.audetteMedia.com/	28
▲ link tag Estimated Clicks/Month stayed_the_same http://www.audetteMedia.com/blog/link...	25(+4)
▲ link building articles Estimated Clicks/Month stayed_the_same http://www.audetteMedia.com/blog/link...	25
▲ log file parser Estimated Clicks/Month stayed_the_same http://www.audetteMedia.com/blog/seo-...	25(+18)
▲ data information and knowledge Estimated Clicks/Month stayed_the_same http://www.audetteMedia.com/blog/data...	31(+5)
▲ log file analysis tool Estimated Clicks/Month stayed_the_same http://www.audetteMedia.com/blog/seo-...	32(+5)
▲ probabilities statistics Estimated Clicks/Month stayed_the_same http://www.audetteMedia.com/blog/stat...	36(+1)

[View more](#) (p. 13)

Most Valuable Keywords

You gained ranks on 6 out of your top 10 most valuable keywords. Moving up the charts on those important keywords means about -0.23 visits to the site that wouldn't have come last month.

	Rank
i search Rank: 7(-1) Est. Clicks/Mo: 25(-4) Est. Value/Mo: \$20(-\$1.983)	
ppc expert Rank: 19(+8) Est. Clicks/Mo: 1 Est. Value/Mo: \$5.07(-\$1.041)	
ethical seo Rank: 13(-5) Est. Clicks/Mo: 2(-10) Est. Value/Mo: \$4.95(-\$28.088)	
Seo information Rank: 11(-1) Est. Clicks/Mo: 1(-6) Est. Value/Mo: \$4.07(-\$17.471)	
email marketing tip Rank: 20(+3) Est. Clicks/Mo: 0 Est. Value/Mo: \$3.14(-\$2.41)	
company car policy Rank: 18(+8) Est. Clicks/Mo: 1 Est. Value/Mo: \$1.75(+\$0.55)	
advanced web ranking Rank: 25(-3) Est. Clicks/Mo: 1(-1) Est. Value/Mo: \$1.45(-\$0.747)	
lifestyle marketing Rank: 24(+2) Est. Clicks/Mo: 1 Est. Value/Mo: \$1.21(-\$0.333)	
internet sales and marketing Rank: 12(+26) Est. Clicks/Mo: 0 Est. Value/Mo: \$0.99(+\$0.69)	

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



AudetteMedia.com: SEO Dashboard

Newly Ranked Organic Pages

1 pages show up in Google search results that didn't last month. Combined, those new placements drive 0.12 clicks, which would be worth about \$1.14 if you paid for those same clicks in Google Adwords.

<http://www.audetteMedia.com/blog/seo-copywriting-tips/>

Keywords (rank):

Est. Total Clicks/Mo: 0

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

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



AudetteMedia.com: SEO Dashboard

New Keywords (You weren't ranked on before)

You now place in the top 50 search results on 9 keywords that you didn't even show up on last month. Those keywords drive 1.09 clicks worth an estimated \$0.63 per month in equivalent PPC dollars. All those new keywords represent a beachhead to an opportunity that could lead to as many as 233 clicks per month if you could be in the first position on each of the keywords.

miechie

Rank: 49 Searches/Mo: 2k Est. Value/Click: \$0.61
Estimated New Clicks/Month: 1

log tools

Rank: 47 Searches/Mo: 2k Est. Value/Click: \$0.95
Estimated New Clicks/Month: 0

a media

Rank: 28 Searches/Mo: 90 Est. Value/Click: \$0.55
Estimated New Clicks/Month: 0

link building articles

Rank: 25 Searches/Mo: 0 Est. Value/Click: \$0.08
Estimated New Clicks/Month: 0

search engine optimization script

Rank: 27 Searches/Mo: 0 Est. Value/Click: \$3.13
Estimated New Clicks/Month: 0

benefit it outsourcing

Rank: 47 Searches/Mo: 0 Est. Value/Click: \$8.86
Estimated New Clicks/Month: 0

tools file

Rank: 44 Searches/Mo: 120 Est. Value/Click: \$1.11
Estimated New Clicks/Month: 0

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

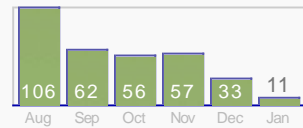
Top Site Sections Summary

The top 1 site sections draw 32% of all of your organic visitors. Together those sections combine for 12 clicks per month.

Clicks/Month

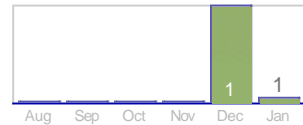
[audetteMedia.com/blog](#)

Number of Keywords: 52
Est. Value/Mo: \$26 (-\$62)



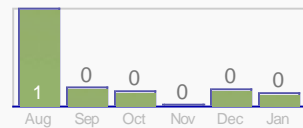
[audetteMedia.com/interne](#)

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



[audetteMedia.com/agency-ser...](#)

Number of Keywords: 2
Est. Value/Mo: \$0



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



Keyword Groups with the Biggest Gains



AudetteMedia.com: SEO Dashboard

Biggest Opportunities

You currently rank somewhere in the top 50 on 60 search phrases on Google. If you could land the number one spot for all of those searches, you'd get about 890 additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you'll get 890 clicks per month. That would cost you more than \$1k in equivalent PPC dollars.

ppc expert

Rank: 19 (+8) Searches/Mo: 720 Est. Value/Click: \$5.46
Est. Potential New Clicks/Month: 28

i search

Rank: 7 (-1) Searches/Mo: 2k Est. Value/Click: \$0.79
Est. Potential New Clicks/Month: 138

email marketing tip

Rank: 20 (+3) Searches/Mo: 390 Est. Value/Click: \$9.98
Est. Potential New Clicks/Month: 10

michie

Rank: 49 Searches/Mo: 2k Est. Value/Click: \$0.61
Est. Potential New Clicks/Month: 168

ethical seo

Rank: 13 (-5) Searches/Mo: 990 Est. Value/Click: \$2.9
Est. Potential New Clicks/Month: 33

lifestyle marketing

Rank: 24 (+2) Searches/Mo: 720 Est. Value/Click: \$2.06
Est. Potential New Clicks/Month: 40

advanced web ranking

Rank: 25 (-3) Searches/Mo: 720 Est. Value/Click: \$1.34
Est. Potential New Clicks/Month: 56

seo guide

Rank: 46 (-7) Searches/Mo: 2k Est. Value/Click: \$1.79
Est. Potential New Clicks/Month: 40

log file analysis tools

Rank: 27 (+8) Searches/Mo: 120 Est. Value/Click: \$14
Est. Potential New Clicks/Month: 5

company car policy

Rank: 18 (+8) Searches/Mo: 480 Est. Value/Click: \$1.94
Est. Potential New Clicks/Month: 34

seo information

Rank: 11 (-1) Searches/Mo: 720 Est. Value/Click: \$3.01
Est. Potential New Clicks/Month: 18

[View more](#) (p. 20)

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 25k searches per month where you are not contesting your competitors. Look at the keywords, and decide whether it makes sense to counter them.

seo tips

Cost/Click: \$6.64 Est. Potential Clicks/Mo.: 54
Avg. Competitor Rank: 13

Searches/Mo.: 12k

ethical seo firm

Cost/Click: \$4.49 Est. Potential Clicks/Mo.: 15 Avg. Competitor Rank: 1

Searches/Mo.: 300

email marketing tips

Cost/Click: \$7.67 Est. Potential Clicks/Mo.: 2 Avg. Competitor Rank: 30

Searches/Mo.: 2k

sales agency

Cost/Click: \$2.53 Est. Potential Clicks/Mo.: 4 Avg. Competitor Rank: 2

Searches/Mo.: 480

seo info

Cost/Click: \$2.40 Est. Potential Clicks/Mo.: 3 Avg. Competitor Rank: 5

Searches/Mo.: 480

seo tip

Cost/Click: \$5.03 Est. Potential Clicks/Mo.: 1 Avg. Competitor Rank: 14

Searches/Mo.: 480

seo optimizer

Cost/Click: \$3.52 Est. Potential Clicks/Mo.: 1 Avg. Competitor Rank: 13

Searches/Mo.: 0

internet marketing sales

Cost/Click: \$5.70 Est. Potential Clicks/Mo.: 1 Avg. Competitor Rank: 18

Searches/Mo.: 870

anchor tags

Cost/Click: \$1.32 Est. Potential Clicks/Mo.: 1 Avg. Competitor Rank: 31

Searches/Mo.: 990

internet sales

Cost/Click: \$3.02 Est. Potential Clicks/Mo.: 1 Avg. Competitor Rank: 34

Searches/Mo.: 2k

dennis o neil

Cost/Click: \$0.72 Est. Potential Clicks/Mo.: 2 Avg. Competitor Rank: 9

Searches/Mo.: 2k

wordpress seo

Cost/Click: \$0.64 Est. Potential Clicks/Mo.: 3 Avg. Competitor Rank: 34

Searches/Mo.: 4k

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



AudetteMedia.com: SEO Dashboard

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. 27)

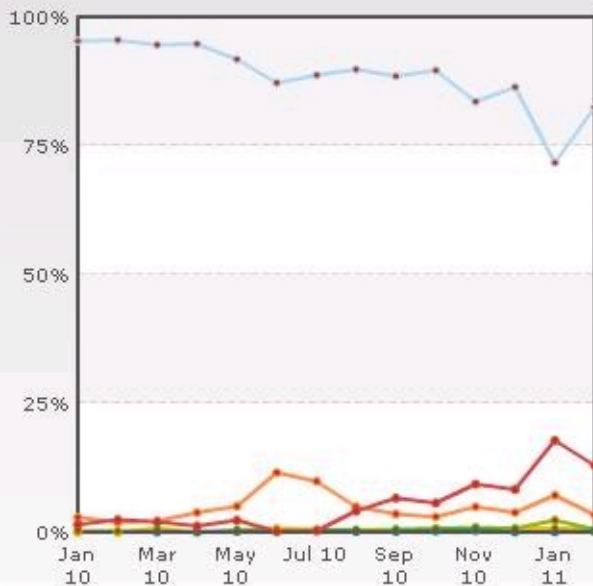
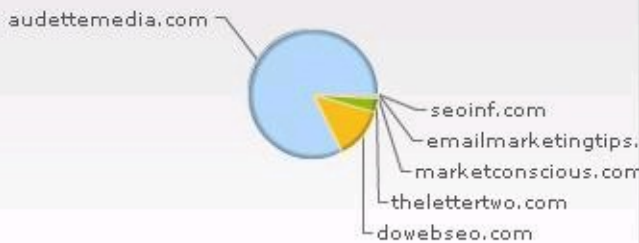


Audette.com: SEO Dashboard

Keyword Groups with the Most Potential

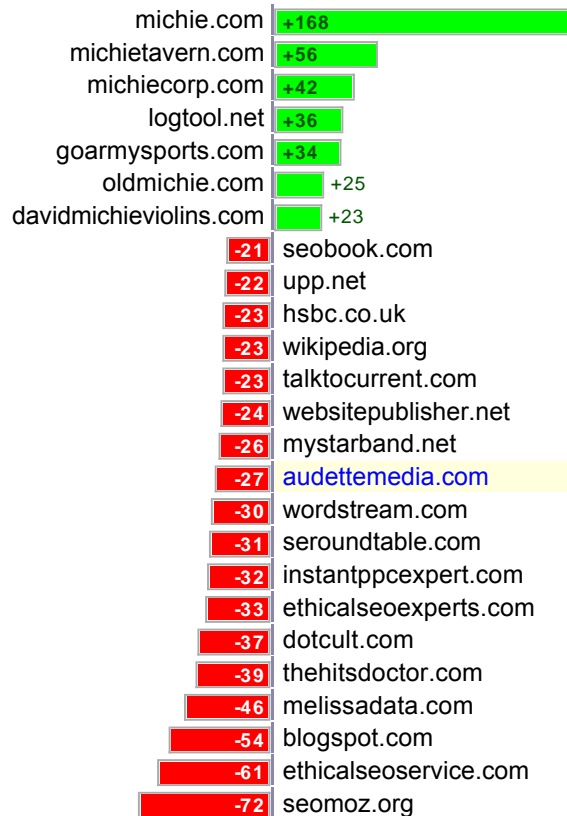
Traffic Share

Relative to your top 5 competitors, your site gained **82% of the traffic share**. During this time *audette.com* has exploded and ripped traffic from *seoinf.com* and *emailmarketingtips.com*.



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

This month, *Michie.com* gained 168 clicks by improving their position on organic searches that you also rank for.



*competitors in **bold**



Audette.com: SEO Dashboard

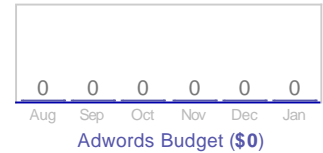
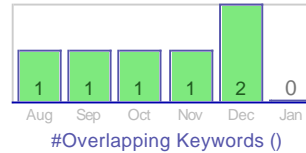
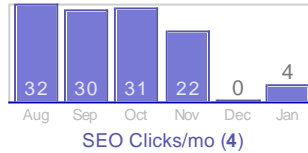
Competition: No data on clicks relative to your top 5 competitors

Top Organic Competitors and their Best Keywords

Combined, your organic competitors get about 100% of their traffic from unpaid search. The biggest mover was *internetsalesagency.com*. They picked up 252 organic clicks overall.

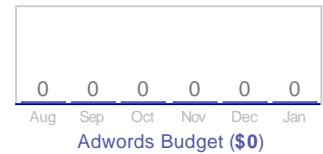
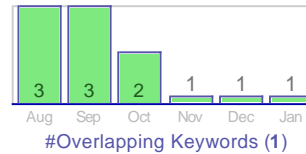
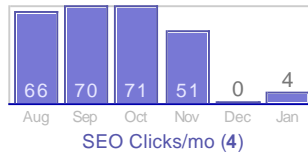
emailmarketingtips.com

of email marketing (31),
email marketing tips (38),
Wanda Loskot (44)



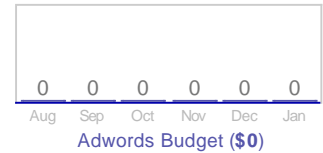
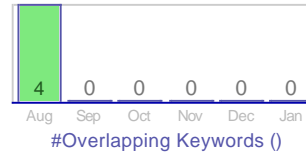
marketconscious.com

internet sales and marketing (5),
internet marketing sales (17)



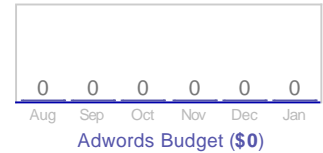
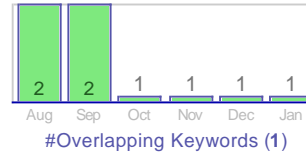
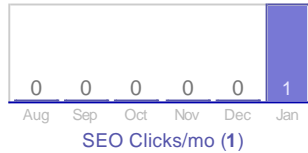
thelettertwo.com

media analytics (22), yeung (23),
web project manager (32),
muni trip planner (48),
web analytics demystified (49)



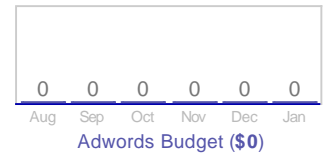
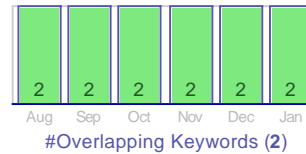
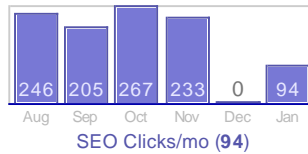
seoinf.com

Seo information (19)



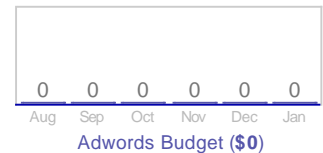
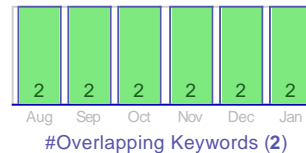
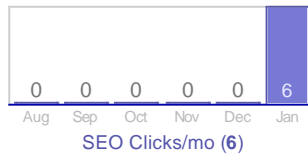
dowebseo.com

seo tips (13), seo tip (14),
Seo information (18),
wordpress seo (34),
directory submitter (44)



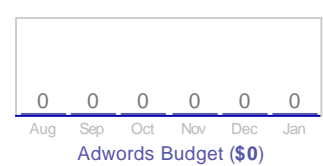
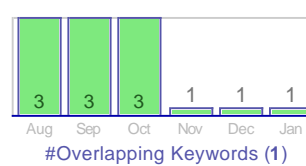
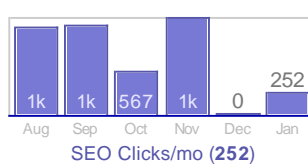
informationonseo.com

Seo information (7), seo optimizer (13),
search optimizer (16),
search engine for sale (37)



internetsalesagency.com

sales agency (2),
internet sales and marketing (4),
dvd internet sales (9),
internet marketing sales (19),
internet sales (34)



Audettemedia.com: SEO Dashboard

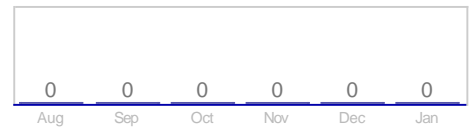
Biggest Gains (all)		Clicks/Month														
<p>▲ michie 49 Est. Clicks/Month gained: 1 Est. Value/Click: \$0.61 Estimated Value gained: \$0 http://www.audettemedia.com/blog/geor...</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>1</td><td>1</td></tr> </table>		Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	1	1
Month	Aug	Sep	Oct	Nov	Dec	Jan										
Clicks	0	0	0	0	1	1										
<p>▲ company car policy 18(+8) Est. Clicks/Month unchanged Est. Value/Click: \$1.94 Estimated Value unchanged \$1 http://www.audettemedia.com/blog/twit...</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>1</td><td>0</td><td>0</td><td>0</td></tr> </table>		Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	1	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan										
Clicks	0	0	1	0	0	0										
<p>▲ log tools 47 Est. Clicks/Month unchanged Est. Value/Click: \$0.95 Estimated Value unchanged \$0 http://www.audettemedia.com/blog/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>Clicks</th><td>4</td><td>2</td><td>2</td><td>2</td><td>1</td><td>1</td></tr> </table>		Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	4	2	2	2	1	1
Month	Aug	Sep	Oct	Nov	Dec	Jan										
Clicks	4	2	2	2	1	1										
<p>▲ internet sales and marketing 12(+26) Est. Clicks/Month unchanged Est. Value/Click: \$3.47 Estimated Value unchanged \$1 http://www.audettemedia.com/</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>▲ a media 28 Est. Clicks/Month unchanged Est. Value/Click: \$0.55 Estimated Value unchanged \$0 http://www.audettemedia.com/</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>▲ link tag 25(+4) Est. Clicks/Month unchanged Est. Value/Click: \$0.55 Estimated Value unchanged \$0 http://www.audettemedia.com/blog/link...</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>▲ link building articles 25 Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0 http://www.audettemedia.com/blog/link...</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>▲ log file parser 25(+18) Est. Clicks/Month unchanged Est. Value/Click: \$0.74 Estimated Value unchanged \$0 http://www.audettemedia.com/blog/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>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>▲ data information and knowledge 31(+5) Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0 http://www.audettemedia.com/blog/data...</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>▲ log file analysis tool 32(+5) Est. Clicks/Month unchanged Est. Value/Click: \$4.83 Estimated Value unchanged \$0 http://www.audettemedia.com/blog/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>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>▲ probabilities statistics 36(+1) Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0 http://www.audettemedia.com/blog/stat...</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										



Audettemedia.com: SEO Dashboard

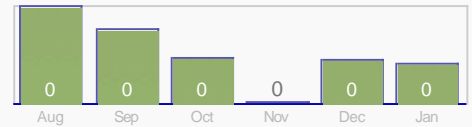
▲ search engine spider tool 43(+5)

Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
<http://www.audettemedia.com/blog/seo-...>



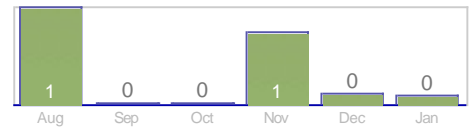
▲ e mail marketing tip 21(+1)

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



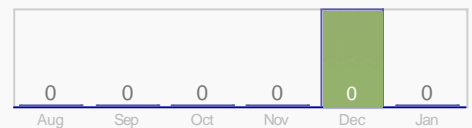
▲ benefit it outsourcing 47

Est. Clicks/Month unchanged Est. Value/Click: \$8.86 Estimated Value unchanged \$0
<http://www.audettemedia.com/agency-se...>



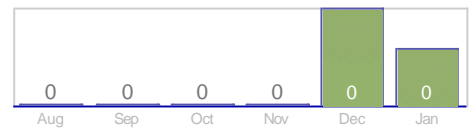
▲ tools file 44

Est. Clicks/Month unchanged Est. Value/Click: \$1.11 Estimated Value unchanged \$0
<http://www.audettemedia.com/blog/seo-...>



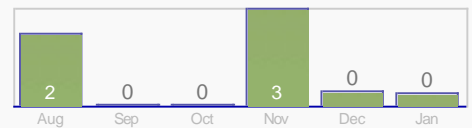
▲ with ppc 9(+1)

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



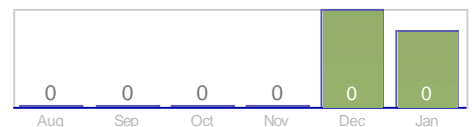
▲ e marketing tips 30(+3)

Est. Clicks/Month unchanged Est. Value/Click: \$4.51 Estimated Value unchanged \$0
<http://www.audettemedia.com/blog/emai...>



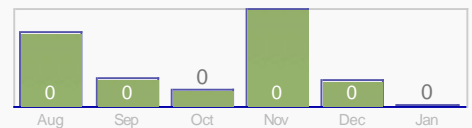
▲ internet marketing oregon 5(+1)

Est. Clicks/Month unchanged Est. Value/Click: \$5.55 Estimated Value unchanged \$0
<http://www.audettemedia.com/>



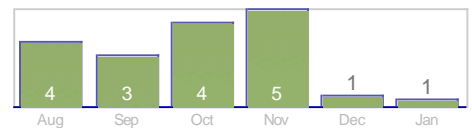
▲ search engine optimization script 27

Est. Clicks/Month unchanged Est. Value/Click: \$3.13 Estimated Value unchanged \$0
<http://www.audettemedia.com/blog/seo-...>



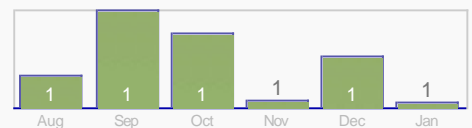
▲ benefit of outsourcing 30(+5)

Est. Clicks/Month unchanged Est. Value/Click: \$2.19 Estimated Value unchanged \$0
<http://www.audettemedia.com/agency-se...>



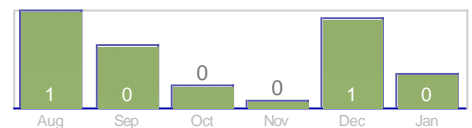
▲ small shops 33(+15)

Est. Clicks/Month unchanged Est. Value/Click: \$0.73 Estimated Value unchanged \$0
<http://www.audettemedia.com/blog/smal...>



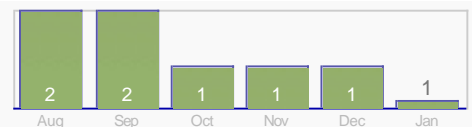
▲ free log file analyzer 39(+2)

Est. Clicks/Month unchanged Est. Value/Click: \$2.82 Estimated Value unchanged \$0
<http://www.audettemedia.com/blog/seo-...>



▲ log file analysis tools 27(+8)

Est. Clicks/Month unchanged Est. Value/Click: \$14 Estimated Value unchanged -\$1
<http://www.audettemedia.com/blog/seo-...>

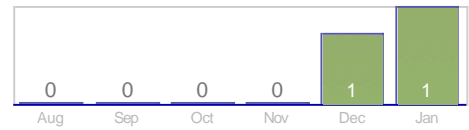


AudetteMedia.com: SEO Dashboard

▲ inside the wire 15(+4)

Est. Clicks/Month unchanged Est. Value/Click: \$0.52 Estimated Value unchanged \$0

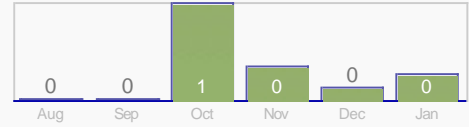
<http://www.audetteMedia.com/blog/stay...>



▲ ethical seo company 37(+9)

Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0

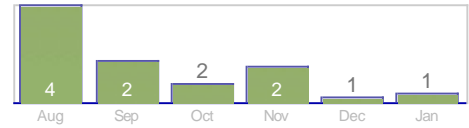
<http://www.audetteMedia.com/blog/six-...>



▲ e mail marketing tips 17(+17)

Est. Clicks/Month unchanged Est. Value/Click: \$9.56 Estimated Value unchanged -\$1

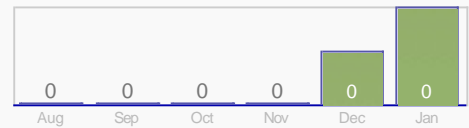
<http://www.audetteMedia.com/blog/emai...>



▲ ppc expert 19(+8)

Est. Clicks/Month unchanged Est. Value/Click: \$5.46 Estimated Value unchanged -\$1

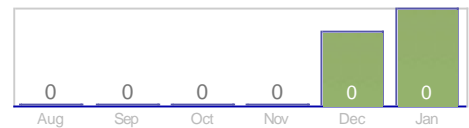
<http://www.audetteMedia.com/blog/geor...>



▲ lifestyle marketing 24(+2)

Est. Clicks/Month unchanged Est. Value/Click: \$2.06 Estimated Value unchanged \$0

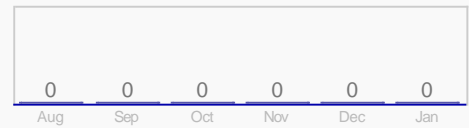
<http://www.audetteMedia.com/blog/life...>



▲ email marketing tip 20(+3)

Est. Clicks/Month unchanged Est. Value/Click: \$9.98 Estimated Value unchanged -\$2

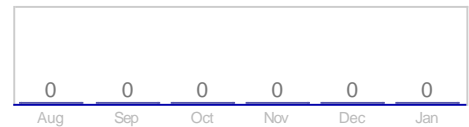
<http://www.audetteMedia.com/blog/emai...>



▲ boutique internet 8(+1)

Est. Clicks/Month unchanged Est. Value/Click: \$1.37 Estimated Value unchanged -\$1

<http://www.audetteMedia.com/internet-...>



[Download as CSV](#)



Audette.com: SEO Dashboard

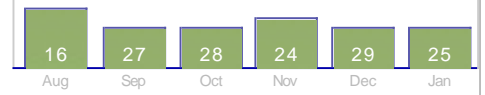
Most Valuable Keywords (all)	Rank
i search Rank: 7(-1) Est. Clicks/Mo: 25(-4) Est. Value/Mo: \$20(-\$1.983)	
ppc expert Rank: 19(+8) Est. Clicks/Mo: 1 Est. Value/Mo: \$5(-\$1.041)	
ethical seo Rank: 13(-5) Est. Clicks/Mo: 2(-10) Est. Value/Mo: \$5(-\$28.088)	
Seo information Rank: 11(-1) Est. Clicks/Mo: 1(-6) Est. Value/Mo: \$4(-\$17.471)	
email marketing tip Rank: 20(+3) Est. Clicks/Mo: 0 Est. Value/Mo: \$3(-\$2.41)	
company car policy Rank: 18(+8) Est. Clicks/Mo: 1 Est. Value/Mo: \$2(+\$0.55)	
advanced web ranking Rank: 25(-3) Est. Clicks/Mo: 1(-1) Est. Value/Mo: \$1(-\$0.747)	
lifestyle marketing Rank: 24(+2) Est. Clicks/Mo: 1 Est. Value/Mo: \$1(-\$0.333)	
internet sales and marketing Rank: 12(+26) Est. Clicks/Mo: 0 Est. Value/Mo: \$1(+\$0.69)	
log file analysis tools Rank: 27(+8) Est. Clicks/Mo: 0 Est. Value/Mo: \$1(+\$0.25)	
boutique internet Rank: 8(+1) Est. Clicks/Mo: 1 Est. Value/Mo: \$1(-\$0.539)	



AudetteMedia.com: SEO Dashboard

link tag

Rank: 25(+4) Est. Clicks/Mo: 1 Est. Value/Mo: \$1(+\$0.11)



seo guide

Rank: 46(-7) Est. Clicks/Mo: 0(-1) Est. Value/Mo: \$1(-\$2.008)



michie

Rank: 49 Est. Clicks/Mo: 1 Est. Value/Mo: \$0



marketing tip

Rank: 39(-2) Est. Clicks/Mo: 0 Est. Value/Mo: \$0(-\$0.382)



[Download as CSV](#)

AudetteMedia.com: SEO Dashboard

Newly Ranked Organic Pages

<http://www.audetteMedia.com/blog/seo-copywriting-tips/>

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

Keywords (rank):

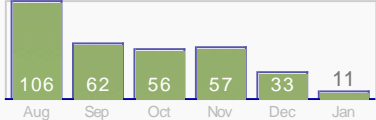

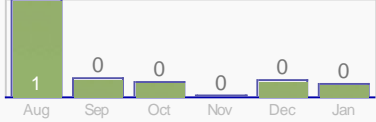
[Download as CSV](#)



Audettemedia.com: SEO Dashboard

New Keywords (You weren't ranked on before)	Estimated New Click/Month
michie Rank: 49 Searches/Mo: 2k Est. Value/Click: \$0.61 http://www.audettemedia.com/blog/george-michie-questions/	1 new click/month
log tools Rank: 47 Searches/Mo: 2k Est. Value/Click: \$0.95 http://www.audettemedia.com/blog/seo-diagnostics-tool/	0 new clicks/month
a media Rank: 28 Searches/Mo: 90 Est. Value/Click: \$0.55 http://www.audettemedia.com/	0 new clicks/month
link building articles Rank: 25 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.audettemedia.com/blog/link-building-fundamentals/	0 new clicks/month
search engine optimization... Rank: 27 Searches/Mo: 0 Est. Value/Click: \$3.13 http://www.audettemedia.com/blog/seo-diagnostics-tool/	0 new clicks/month
benefit it outsourcing Rank: 47 Searches/Mo: 0 Est. Value/Click: \$8.86 http://www.audettemedia.com/agency-services/outsourcing-benefits/	0 new clicks/month
tools file Rank: 44 Searches/Mo: 120 Est. Value/Click: \$1.11 http://www.audettemedia.com/blog/seo-diagnostics-tool/	0 new clicks/month

[Download as CSV](#)

Top Site Sections Summary	Estimated Clicks/Month														
audettemedia.com/blog Number of Keywords: 52 Estimated Value/Mo: \$26 (-\$62) Top Keywords: ethical seo, Seo information, link tag, advanced web ranking, ppc expert	 <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>106</td><td>62</td><td>56</td><td>57</td><td>33</td><td>11</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	106	62	56	57	33	11
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	106	62	56	57	33	11									
audettemedia.com/internet-m... Number of Keywords: 1 Estimated Value/Mo: \$1 (-\$1) Top Keywords: boutique internet	 <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>1</td><td>1</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	1	1
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	1	1									
audettemedia.com/agency-ser... Number of Keywords: 2 Estimated Value/Mo: \$0 Top Keywords: benefit of outsourcing, benefit it outsourcing	 <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>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	1	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	1	0	0	0	0	0									

[Download as CSV](#)



Keyword Groups with the Biggest Gains - Details

Biggest Opportunities (all)

Rank

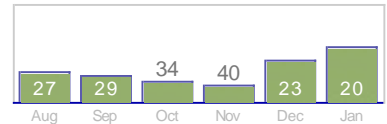
ppc expert (19)

Searches/Mo: 720 Est. Value/Click: \$5.46 Est. Potential New Clicks/Month: 28
Other Keywords for URL: ppc expert, michie, with ppc



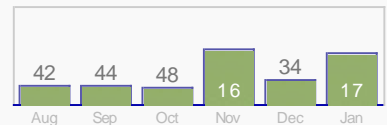
i search (7)

Searches/Mo: 2k Est. Value/Click: \$0.79 Est. Potential New Clicks/Month: 138
Other Keywords for URL: i search, internet sales and marketing, a media, internet marketing oregon



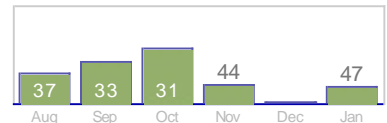
email marketing tip (20)

Searches/Mo: 390 Est. Value/Click: \$9.98 Est. Potential New Clicks/Month: 10
Other Keywords for URL: email marketing tip, marketing tip, e mail marketing tips, e marketing tips, e mail marketing tip



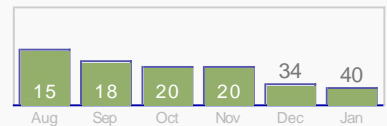
michie (49)

Searches/Mo: 2k Est. Value/Click: \$0.61 Est. Potential New Clicks/Month: 168
Other Keywords for URL: ppc expert, michie, with ppc



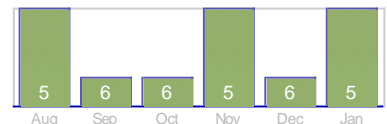
ethical seo (13)

Searches/Mo: 990 Est. Value/Click: \$2.9 Est. Potential New Clicks/Month: 33
Other Keywords for URL: ethical seo, ethical seo company



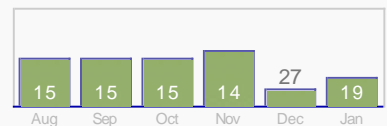
lifestyle marketing (24)

Searches/Mo: 720 Est. Value/Click: \$2.06 Est. Potential New Clicks/Month: 40
Other Keywords for URL: lifestyle marketing



advanced web ranking (25)

Searches/Mo: 720 Est. Value/Click: \$1.34 Est. Potential New Clicks/Month: 56
Other Keywords for URL: advanced web ranking, seo tools review, web ranking tools, advancedwebranking



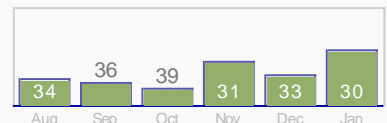
seo guide (46)

Searches/Mo: 2k Est. Value/Click: \$1.79 Est. Potential New Clicks/Month: 40
Other Keywords for URL: Seo information, seo guide, information seo



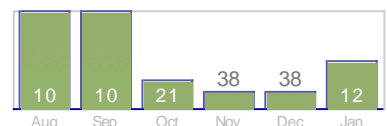
log file analysis tools (27)

Searches/Mo: 120 Est. Value/Click: \$14 Est. Potential New Clicks/Month: 5
Other Keywords for URL: log tools, log file parser, seo script, log file analysis tools, log in script



company car policy (18)

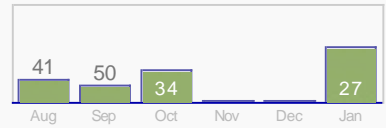
Searches/Mo: 480 Est. Value/Click: \$1.94 Est. Potential New Clicks/Month: 34
Other Keywords for URL: company car policy



Audette.com: SEO Dashboard

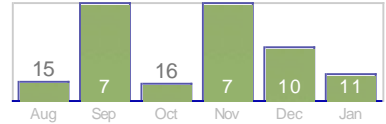
seo information (11)

Searches/Mo: 720 Est. Value/Click: \$3.01 Est. Potential New Clicks/Month: 18
Other Keywords for URL: seo information, seo guide, information seo



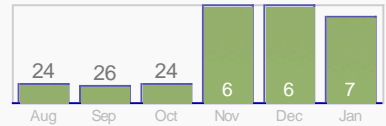
marketing tip (39)

Searches/Mo: 390 Est. Value/Click: \$2.09 Est. Potential New Clicks/Month: 25
Other Keywords for URL: email marketing tip, marketing tip, e mail marketing tips, e marketing tips, e mail marketing tip



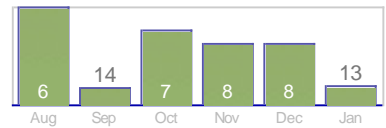
data information knowledge (38)

Searches/Mo: 390 Est. Value/Click: \$1.53 Est. Potential New Clicks/Month: 24
Other Keywords for URL: data information knowledge, data information knowledge wisdom, data information and knowledge, knowledge wisdom truth



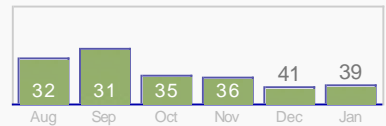
link tag (25)

Searches/Mo: 870 Est. Value/Click: \$0.55 Est. Potential New Clicks/Month: 66
Other Keywords for URL: link tag, tag link



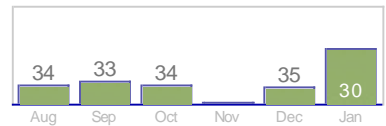
log tools (47)

Searches/Mo: 2k Est. Value/Click: \$0.95 Est. Potential New Clicks/Month: 35
Other Keywords for URL: log tools, log file parser, seo script, log file analysis tools, log in script



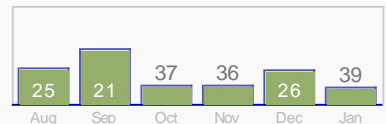
adwords accounts (40)

Searches/Mo: 720 Est. Value/Click: \$6.6 Est. Potential New Clicks/Month: 5
Other Keywords for URL: adwords accounts



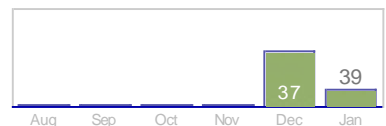
benefit of outsourcing (30)

Searches/Mo: 150 Est. Value/Click: \$2.19 Est. Potential New Clicks/Month: 10
Other Keywords for URL: benefit of outsourcing, benefit it outsourcing



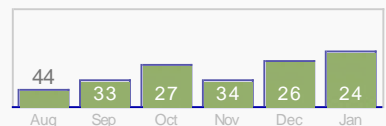
seo script (38)

Searches/Mo: 90 Est. Value/Click: \$1.59 Est. Potential New Clicks/Month: 11
Other Keywords for URL: log tools, log file parser, seo script, log file analysis tools, log in script



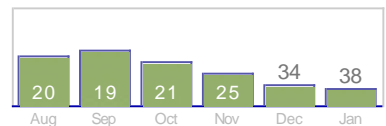
tag link (35)

Searches/Mo: 2k Est. Value/Click: \$0.49 Est. Potential New Clicks/Month: 28
Other Keywords for URL: link tag, tag link



internet sales and marketing (12)

Searches/Mo: 300 Est. Value/Click: \$3.47 Est. Potential New Clicks/Month: 3
Other Keywords for URL: i search, internet sales and marketing, a media, internet marketing oregon



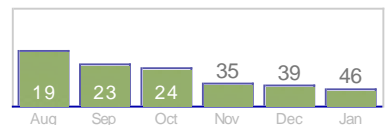
web ranking tools (39)

Searches/Mo: 150 Est. Value/Click: \$2.17 Est. Potential New Clicks/Month: 5
Other Keywords for URL: advanced web ranking, seo tools review, web ranking tools, advancedwebranking



marketing tactic (38)

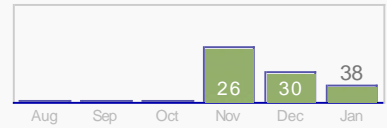
Searches/Mo: 210 Est. Value/Click: \$2.01 Est. Potential New Clicks/Month: 4
Other Keywords for URL: marketing tactic, internet marketing strategy tactic



Audette.com: SEO Dashboard

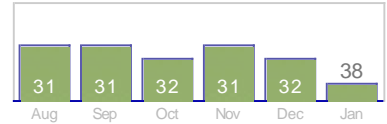
log file parser (25)

Searches/Mo: 0 Est. Value/Click: \$0.74 Est. Potential New Clicks/Month: 10
Other Keywords for URL: log tools, log file parser, seo script, log file analysis tools, log in script



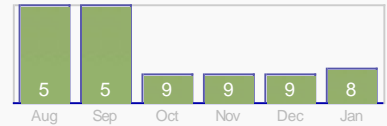
boutique internet (8)

Searches/Mo: 90 Est. Value/Click: \$1.37 Est. Potential New Clicks/Month: 5
Other Keywords for URL: boutique internet



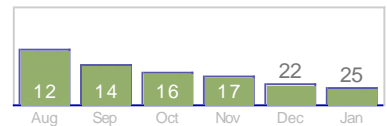
a media (28)

Searches/Mo: 90 Est. Value/Click: \$0.55 Est. Potential New Clicks/Month: 10
Other Keywords for URL: i search, internet sales and marketing, a media, internet marketing oregon



small shops (33)

Searches/Mo: 300 Est. Value/Click: \$0.73 Est. Potential New Clicks/Month: 5
Other Keywords for URL: small shops



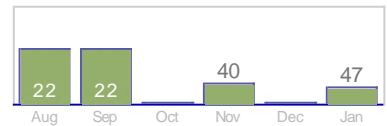
inside the wire (15)

Searches/Mo: 150 Est. Value/Click: \$0.52 Est. Potential New Clicks/Month: 5
Other Keywords for URL: inside the wire



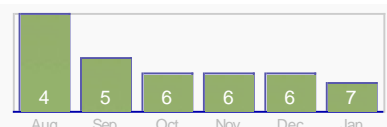
ethical seo company (37)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 24
Other Keywords for URL: ethical seo, ethical seo company



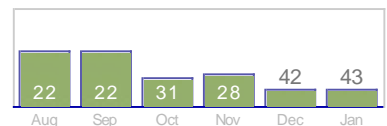
data information knowledge wisdom (24)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 10
Other Keywords for URL: data information knowledge, data information knowledge wisdom, data information and knowledge, knowledge wisdom truth



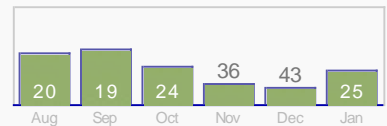
log in script (40)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 5
Other Keywords for URL: log tools, log file parser, seo script, log file analysis tools, log in script



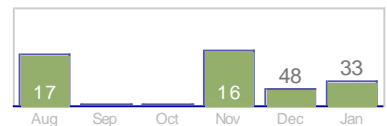
seo tools review (32)

Searches/Mo: 90 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 5
Other Keywords for URL: advanced web ranking, seo tools review, web ranking tools, advancedwebranking



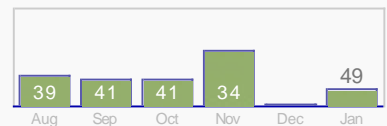
data information and knowledge (31)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 5
Other Keywords for URL: data information knowledge, data information knowledge wisdom, data information and knowledge, knowledge wisdom truth



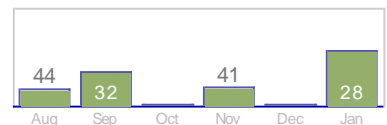
link building articles (25)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 5
Other Keywords for URL: link building articles



advancedwebranking (28)

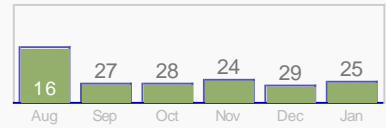
Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0
Other Keywords for URL: advanced web ranking, seo tools review, web ranking tools, advancedwebranking



Audettemedia.com: SEO Dashboard

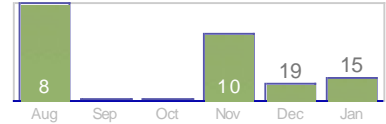
internet marketing strategy tactic (44)

Searches/Mo: 90 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0
Other Keywords for URL: marketing tactic, internet marketing strategy tactic



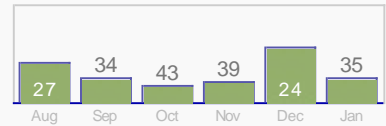
knowledge wisdom truth (46)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0
Other Keywords for URL: data information knowledge, data information knowledge wisdom, data information and knowledge, knowledge wisdom truth



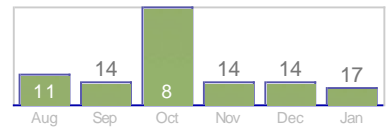
probabilities statistics (36)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0
Other Keywords for URL: probabilities statistics



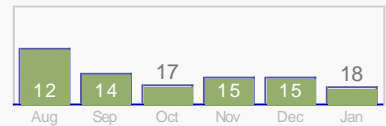
search engine spider tool (43)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0
Other Keywords for URL: log tools, log file parser, seo script, log file analysis tools, log in script



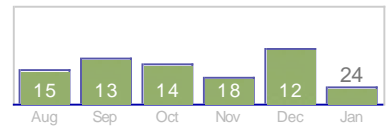
information seo (7)

Searches/Mo: 0 Est. Value/Click: \$2.99 Est. Potential New Clicks/Month: 0
Other Keywords for URL: Seo information, seo guide, information seo



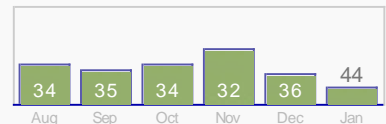
free parsing tool (17)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0
Other Keywords for URL: log tools, log file parser, seo script, log file analysis tools, log in script



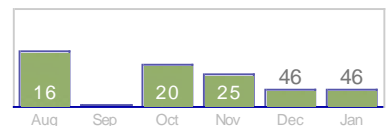
e marketing tips (30)

Searches/Mo: 0 Est. Value/Click: \$4.51 Est. Potential New Clicks/Month: 0
Other Keywords for URL: email marketing tip, marketing tip, e mail marketing tips, e marketing tips, e mail marketing tip



e mail marketing tips (17)

Searches/Mo: 150 Est. Value/Click: \$9.56 Est. Potential New Clicks/Month: 0
Other Keywords for URL: email marketing tip, marketing tip, e mail marketing tips, e marketing tips, e mail marketing tip



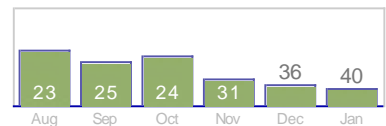
free log file analyzer (39)

Searches/Mo: 0 Est. Value/Click: \$2.82 Est. Potential New Clicks/Month: 0
Other Keywords for URL: log tools, log file parser, seo script, log file analysis tools, log in script



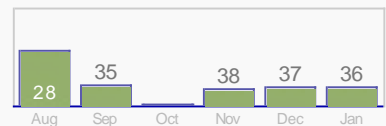
log file analysis tool (32)

Searches/Mo: 0 Est. Value/Click: \$4.83 Est. Potential New Clicks/Month: 0
Other Keywords for URL: log tools, log file parser, seo script, log file analysis tools, log in script



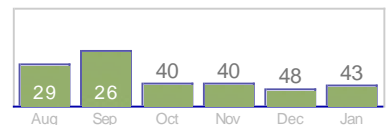
search engine spider script (18)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0
Other Keywords for URL: log tools, log file parser, seo script, log file analysis tools, log in script



benefit it outsourcing (47)

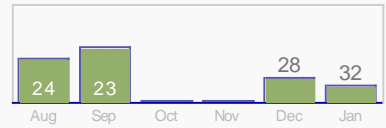
Searches/Mo: 0 Est. Value/Click: \$8.86 Est. Potential New Clicks/Month: 0
Other Keywords for URL: benefit of outsourcing, benefit it outsourcing



Audette.com: SEO Dashboard

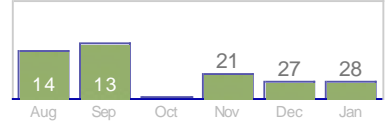
pagerank 8 (43)

Searches/Mo: 30 Est. Value/Click: \$0.75 Est. Potential New Clicks/Month: 0
Other Keywords for URL: pagerank 8



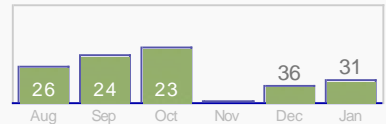
tools file (44)

Searches/Mo: 120 Est. Value/Click: \$1.11 Est. Potential New Clicks/Month: 0
Other Keywords for URL: log tools, log file parser, seo script, log file analysis tools, log in script



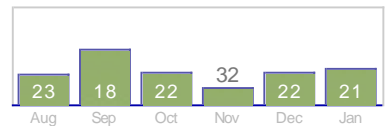
with ppc (9)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0
Other Keywords for URL: ppc expert, michie, with ppc



internet marketing oregon (5)

Searches/Mo: 0 Est. Value/Click: \$5.55 Est. Potential New Clicks/Month: 0
Other Keywords for URL: i search, internet sales and marketing, a media, internet marketing oregon



[Download as CSV](#)

Keywords Not Ranked On But Should Be

Estimated Clicks/Month

seo tips

Searches/Month: 12k
Cost/Click: \$6.64 Est. Potential Clicks/Month: 54
Avg. Competitor Rank: 13

dowebseo.com +54

ethical seo firm

Searches/Month: 300
Cost/Click: \$4.49 Est. Potential Clicks/Month: 15
Avg. Competitor Rank: 1

opengseo.com +15

email marketing tips

Searches/Month: 2k
Cost/Click: \$7.67 Est. Potential Clicks/Month: 2
Avg. Competitor Rank: 30

beatthewagon.com +3
emailmarketingtip... +1

sales agency

Searches/Month: 480
Cost/Click: \$2.53 Est. Potential Clicks/Month: 4
Avg. Competitor Rank: 2

internetsalesagen... +4

seo info

Searches/Month: 480
Cost/Click: \$2.40 Est. Potential Clicks/Month: 3
Avg. Competitor Rank: 5

seo-information.info +3

seo tip

Searches/Month: 480
Cost/Click: \$5.03 Est. Potential Clicks/Month: 1
Avg. Competitor Rank: 14

dowebseo.com +1

seo optimizer

Searches/Month: 0
Cost/Click: \$3.52 Est. Potential Clicks/Month: 1
Avg. Competitor Rank: 13

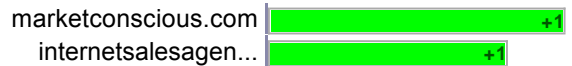
informationonseo.com +1



Audette.com: SEO Dashboard

internet marketing sales

Searches/Month: 870
 Cost/Click: \$5.70 Est. Potential Clicks/Month: 1
 Avg. Competitor Rank: 18



anchor tags

Searches/Month: 990
 Cost/Click: \$1.32 Est. Potential Clicks/Month: 1
 Avg. Competitor Rank: 31



internet sales

Searches/Month: 2k
 Cost/Click: \$3.02 Est. Potential Clicks/Month: 1
 Avg. Competitor Rank: 34



dennis o neil

Searches/Month: 2k
 Cost/Click: \$0.72 Est. Potential Clicks/Month: 2
 Avg. Competitor Rank: 9



wordpress seo

Searches/Month: 4k
 Cost/Click: \$0.64 Est. Potential Clicks/Month: 3
 Avg. Competitor Rank: 34



muni trip planner

Searches/Month: 4k
 Cost/Click: \$0.33 Est. Potential Clicks/Month: 3
 Avg. Competitor Rank: 48



media analytics

Searches/Month: 300
 Cost/Click: \$4.31 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 22



new perspective

Searches/Month: 15k
 Cost/Click: \$0.84 Est. Potential Clicks/Month: 1
 Avg. Competitor Rank: 42



search consulting

Searches/Month: 0
 Cost/Click: \$6.26 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 15



web analytics demystified

Searches/Month: 990
 Cost/Click: \$2.44 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 49



search optimizer

Searches/Month: 0
 Cost/Click: \$5.16 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 16



web project manager

Searches/Month: 570
 Cost/Click: \$4.12 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 32



Audette.com: SEO Dashboard

wisdom online

Searches/Month: 0
Cost/Click: \$0.97 Est. Potential Clicks/Month: 0
Avg. Competitor Rank: 17

womenswisdomonlin...  +0

marketing problems

Searches/Month: 480
Cost/Click: \$1.53 Est. Potential Clicks/Month: 0
Avg. Competitor Rank: 29

beatthewagon.com  +0

yeung

Searches/Month: 570
Cost/Click: \$0.72 Est. Potential Clicks/Month: 1
Avg. Competitor Rank: 23

thelettertwo.com  +1

directory submitter

Searches/Month: 870
Cost/Click: \$0.88 Est. Potential Clicks/Month: 0
Avg. Competitor Rank: 44

dowebseo.com  +0

email tags

Searches/Month: 0
Cost/Click: \$1.87 Est. Potential Clicks/Month: 0
Avg. Competitor Rank: 32

beatthewagon.com  +0

webmaster info

Searches/Month: 0
Cost/Click: \$2.16 Est. Potential Clicks/Month: 0
Avg. Competitor Rank: 23

seo-information.info  +0

[Download as CSV](#)



AudetteMedia.com: SEO Dashboard

Keyword Overlap in Your SEO & PPC campaigns

Est. Organic Clicks vs. Paid Clicks

None

[Download as CSV](#)



Keyword Groups with the Most Potential - Details

