

A blue arrow pointing to the right, containing the text "Clickz.com" in white.

Clickz.com

SEO Dashboard

ClickZ

Feb 15, 2011

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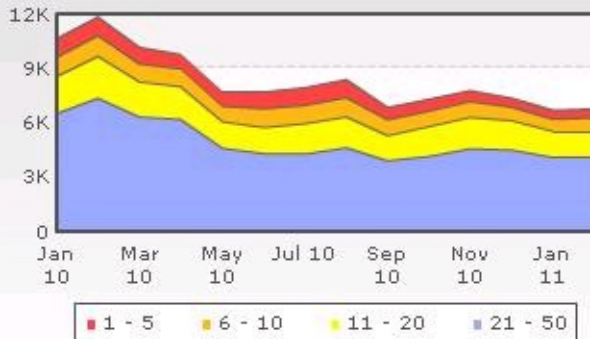
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Amount of Keywords in Top Search Results



You show up in the top 50 search results on Google for 7k different keywords. *That's up by 0.88% or 59 keywords from last month.*

Number of Unique Pages that Rank Organically



3k of your pages appear in the top 50 of at least one search. *That's 149 more pages on your site showing up in searches this month than last month.*

Total Organic Clicks Per Month



You should be getting 137k clicks per month from your organic placements on Google. *That's up 119k clicks or 644% from last month.*

Value of Organic Clicks Per Month



If you had to buy all those organic clicks via Google Adwords, they'd cost \$155k. *That's an additional savings of \$130k over last month.*

You gained 118,527 clicks last month, worth \$129,858.

Biggest Gains

You moved up in ranks on 3k keywords last month. All those gains added up to about 7k clicks you wouldn't have received last month. In equivalent PPC dollars, all those new clicks are worth about \$7k.

	Rank
▲ backpage Estimated Clicks/Month gained: 1k http://www.clickz.com/clickz/news/173...	44
▲ accuweather Estimated Clicks/Month gained: 655 http://www.clickz.com/clickz/news/171...	47
▲ khoul Estimated Clicks/Month gained: 268 http://www.clickz.com/clickz/news/193...	16
▲ ritz camera Estimated Clicks/Month gained: 262 http://www.clickz.com/clickz/news/193...	22
▲ pandora's jewelry Estimated Clicks/Month gained: 258 http://www.clickz.com/clickz/news/193...	13(+6)
▲ gsi commerce Estimated Clicks/Month gained: 250 http://www.clickz.com/clickz/news/193...	11
▲ farmers insurance Estimated Clicks/Month gained: 213 http://www.clickz.com/clickz/news/179...	27
▲ callender Estimated Clicks/Month gained: 151 http://www.clickz.com/clickz/news/193...	5
▲ yellowpages com Estimated Clicks/Month gained: 148 http://www.clickz.com/clickz/news/171...	40
▲ instant search Estimated Clicks/Month gained: 122 http://www.clickz.com/clickz/column/1...	2(+2)
▲ mall of america Estimated Clicks/Month gained: 116 http://www.clickz.com/clickz/news/193...	41

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

Most Valuable Keywords

You gained ranks on 33 out of your top 100 most valuable keywords. Moving up the charts on those important keywords means about 924 visits to the site that wouldn't have come last month.

	Rank
merchantcircle Rank: 11 Est. Clicks/Mo: 61 Est. Value/Mo: \$3k	
google's adsense Rank: 22(-7) Est. Clicks/Mo: 214(-341) Est. Value/Mo: \$1k(-\$730.185)	
scottrade Rank: 44(-1) Est. Clicks/Mo: 501(-23) Est. Value/Mo: \$1k(-\$108.586)	
clickz Rank: 1 Est. Clicks/Mo: 219(-51) Est. Value/Mo: \$912(-\$226.762)	
pandora's jewelry Rank: 13(+6) Est. Clicks/Mo: 492(+258) Est. Value/Mo: \$867(+\$455)	
marketing's Rank: 14(+7) Est. Clicks/Mo: 348(+113) Est. Value/Mo: \$721(+\$171)	
the body shop Rank: 42 Est. Clicks/Mo: 40 Est. Value/Mo: \$657	
gsi commerce Rank: 11 Est. Clicks/Mo: 250 Est. Value/Mo: \$575	
1800 contacts Rank: 30(-2) Est. Clicks/Mo: 143(-21) Est. Value/Mo: \$559(-\$129.506)	

[View more \(p. 22\)](#)

Newly Ranked Organic Pages

801 pages show up in Google search results that didn't last month. Combined, those new placements drive 4k clicks, which would be worth about \$23k if you paid for those same clicks in Google Adwords.

<http://www.clickz.com/type/column/category/email>

Keywords (rank): clickz (4), emarketing expert (7), i mail (34), e mailmarketing (50)

Est. Total Clicks/Mo: 220

Est. SEO Value: **\$819**

<http://www.clickz.com/clickz/news/1935987/gsi-commerce-buys-clearsaleing-building-analytics-muscle>

Keywords (rank): gsi commerce (11)

Est. Total Clicks/Mo: 250

Est. SEO Value: **\$515**

<http://www.clickz.com/clickz/news/1726619/valueclicks-investopedia-purchase-may-bring-more-financ...>

Keywords (rank): investopedia (16), valueclick (23)

Est. Total Clicks/Mo: 332

Est. SEO Value: **\$186**

<http://www.clickz.com/type/column/category/media/media-buying>

Keywords (rank): media buying expert (3), online media buy (5), media buying (5), buying media (6), media buying online (6)

Est. Total Clicks/Mo: 64

Est. SEO Value: **\$166**

<http://www.clickz.com/type/column/category/marketing/strategies>

Keywords (rank): e marketing strategies (2), emarketing strategies (4), emarketing strategy (7), e marketing strategy (9), http: www emarketing strategies com (9)

Est. Total Clicks/Mo: 63

Est. SEO Value: **\$136**

<http://www.clickz.com/clickz/news/1710371/accuweather-eases-users-advertisers-into-new-sites-soft...>

Keywords (rank): accuweather (47), acc weather (49), aucc weather (49), accuview weather (50)

Est. Total Clicks/Mo: 656

Est. SEO Value: **\$126**

<http://www.clickz.com/category/email/b2b-email-marketing>

Keywords (rank): b2b email (5), b2b email marketing (6), b2b e mail marketing (9), business to business email marketing (9), marketing b2b (43)

Est. Total Clicks/Mo: 15

Est. SEO Value: **\$112**

<http://www.clickz.com/clickz/news/1932481/clinique-groupon-hp-ritz-camera-test-geo-fenced-adverti...>

Keywords (rank): hp test (13), camera ritz (16), hp camara (20), ritx camera (21), rits camera (21)

Est. Total Clicks/Mo: 268

Est. SEO Value: **\$111**

<http://www.clickz.com/type/column/category/email/email-marketing-best-practices>

Keywords (rank): email marketing trends (1), email marketing best practice (11), marketing best practices (12), email marketing best (12), email best practices (12)

Est. Total Clicks/Mo: 25

Est. SEO Value: **\$110**

<http://www.clickz.com/clickz/column/1713726/the-value-online-traffic>

Keywords (rank): traffic's (42)

Est. Total Clicks/Mo: 74

Est. SEO Value: **\$103**

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

New Keywords (You weren't ranked on before)

You now place in the top 50 search results on 2k keywords that you didn't even show up on last month. Those keywords drive 5k clicks worth an estimated \$4k per month in equivalent PPC dollars. All those new keywords represent a beachhead to an opportunity that could lead to as many as 695k clicks per month if you could be in the first position on each of the keywords.

backpage

Rank: 44 Searches/Mo: 0 Est. Value/Click: \$0.29
Estimated New Clicks/Month: 1k

accuweather

Rank: 47 Searches/Mo: 2M Est. Value/Click: \$0.21
Estimated New Clicks/Month: 655

khou

Rank: 16 Searches/Mo: 0 Est. Value/Click: \$0.41
Estimated New Clicks/Month: 268

ritz camera

Rank: 22 Searches/Mo: 110k Est. Value/Click: \$0.45
Estimated New Clicks/Month: 262

gsi commerce

Rank: 11 Searches/Mo: 8k Est. Value/Click: \$2.29
Estimated New Clicks/Month: 250

farmers insurance

Rank: 27 Searches/Mo: 165k Est. Value/Click: \$1.72
Estimated New Clicks/Month: 213

callender

Rank: 5 Searches/Mo: 7k Est. Value/Click: \$0.46
Estimated New Clicks/Month: 151

yellowpages.com

Rank: 40 Searches/Mo: 301k Est. Value/Click: \$0.22
Estimated New Clicks/Month: 148

mall of america

Rank: 41 Searches/Mo: 301k Est. Value/Click: \$0.56
Estimated New Clicks/Month: 116

boston market

Rank: 46 Searches/Mo: 201k Est. Value/Click: \$0.72
Estimated New Clicks/Month: 75

traffic's

Rank: 42 Searches/Mo: 0 Est. Value/Click: \$1.55
Estimated New Clicks/Month: 74

[View more](#) (p. 26)

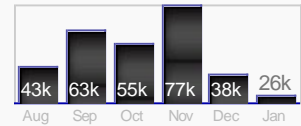
Top Site Sections Summary

The top 1 site sections draw 97% of all of your organic visitors. Together those sections combine for 26k clicks per month.

Clicks/Month

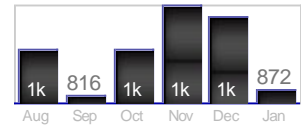
[clickz.com/clickz/column/16...](#)

Number of Keywords: 6k
Est. Value/Mo: \$30k (-\$14k)



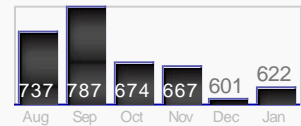
[clickz.com/type/column/cat...](#)

Number of Keywords: 171
Est. Value/Mo: \$3k (-\$2k)



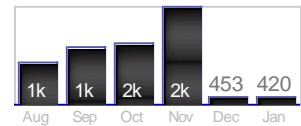
[clickz.com/cpm-calculator](#)

Number of Keywords: 13
Est. Value/Mo: \$644 (-\$6)



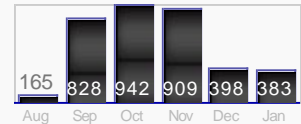
[clickz.com/newsletters](#)

Number of Keywords: 9
Est. Value/Mo: \$1k (-\$188)



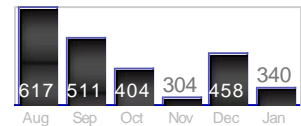
[clickz.com/author](#)

Number of Keywords: 62
Est. Value/Mo: \$171 (-\$7)



[clickz.com/stats](#)

Number of Keywords: 27
Est. Value/Mo: \$1k (-\$305)



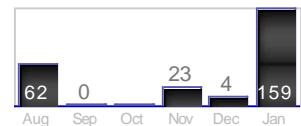
[events.clickz.com](#)

Number of Keywords: 16
Est. Value/Mo: \$929 (-\$238)



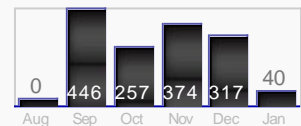
[clickz.com/tag/non-profit-a...](#)

Number of Keywords: 10
Est. Value/Mo: \$72 (+\$66)



[clickz.com/category/marke...](#)

Number of Keywords: 28
Est. Value/Mo: \$265 (-\$936)



[View more](#) (p. 29)

Keyword Groups with the Biggest Gains

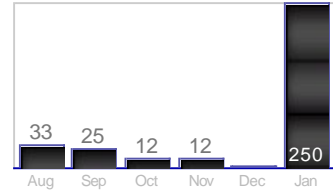
Keyword Group: GSi

Positions Gained: 49 → Est. Total Clicks/Mo: (+250) → Est. Percent Traffic Gain: %
 Unique Pages Ranked: 1

Keywords:

- gsi: gsi commerce (+49) - NEW

Est. Clicks per Month



[Additional Details](#) (p. 31)

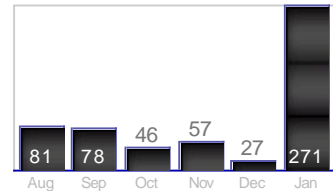
Keyword Group: Commerce

Positions Gained: 165 → Est. Total Clicks/Mo: (+244) → Est. Percent Traffic Gain: 908%
 Unique Pages Ranked: 4

Keywords:

- commerce: gsi commerce (+49) - NEW, e commerce marketing manager (+45) - NEW, study e c...
- commerce > white paper: e commerce white paper (+43) - NEW, mobile commerce white pa...

Est. Clicks per Month



[Additional Details](#) (p. 32)

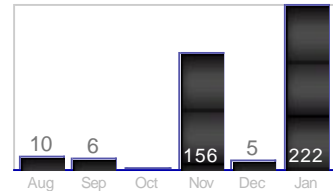
Keyword Group: Insurance

Positions Gained: 128 → Est. Total Clicks/Mo: (+218) → Est. Percent Traffic Gain: 5k%
 Unique Pages Ranked: 2

Keywords:

- insurance: farmers insurance (+33) - NEW, famers insurance (+32) - NEW, insurance vacan...

Est. Clicks per Month



[Additional Details](#) (p. 33)

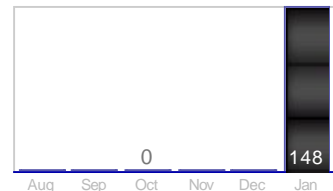
Keyword Group: Yellowpages

Positions Gained: 20 → Est. Total Clicks/Mo: (+148) → Est. Percent Traffic Gain: %
 Unique Pages Ranked: 1

Keywords:

- yellowpages: yellowpages com (+20) - NEW

Est. Clicks per Month



[Additional Details](#) (p. 34)

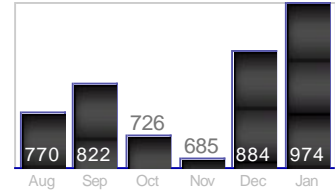
Keyword Group: **Cpm**

Positions Gained: 48 → Est. Total Clicks/Mo: (+90) → Est. Percent Traffic Gain: 10%
Unique Pages Ranked: 2

Keywords:

- cpm: cpm ads (+19) - **NEW**, cpm online advertising (+8), www google cpm (+7), online adver...

Est. Clicks per Month



[Additional Details](#) (p. 35)

Biggest Opportunities

You currently rank somewhere in the top 50 on 7k search phrases on Google. If you could land the number one spot for all of those searches, you'd get about 2M additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you'll get 2M clicks per month. That would cost you more than \$1M in equivalent PPC dollars.

scottrade

Rank: 44 (-1) Searches/Mo: 823k Est. Value/Click: \$2.06
Est. Potential New Clicks/Month: 79,315

the body shop

Rank: 42 Searches/Mo: 74k Est. Value/Click: \$16
Est. Potential New Clicks/Month: 5,830

backpage

Rank: 44 Searches/Mo: 0 Est. Value/Click: \$0.29
Est. Potential New Clicks/Month: 244,882

rotten tomatoes

Rank: 45 Searches/Mo: 0 Est. Value/Click: \$0.66
Est. Potential New Clicks/Month: 73,479

google's adsense

Rank: 22 (-7) Searches/Mo: 120 Est. Value/Click: \$5.34
Est. Potential New Clicks/Month: 8,560

1800 contacts

Rank: 30 (-2) Searches/Mo: 90k Est. Value/Click: \$3.91
Est. Potential New Clicks/Month: 10,588

merchancircle

Rank: 11 Searches/Mo: 0 Est. Value/Click: \$46
Est. Potential New Clicks/Month: 825

accuweather

Rank: 47 Searches/Mo: 2M Est. Value/Click: \$0.21
Est. Potential New Clicks/Month: 169,344

aim mail

Rank: 41 (-9) Searches/Mo: 450k Est. Value/Click: \$0.38
Est. Potential New Clicks/Month: 76,115

sfgate

Rank: 33 (-5) Searches/Mo: 301k Est. Value/Click: \$0.54
Est. Potential New Clicks/Month: 48,968

kelley's blue book

Rank: 24 (-4) Searches/Mo: 2k Est. Value/Click: \$0.25
Est. Potential New Clicks/Month: 95,595

[View more](#) (p. 36)

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 113M searches per month where you are not contesting your competitors. Look at the keywords, and decide whether it makes sense to counter them.

emarketer

Cost/Click: \$2.94 Est. Potential Clicks/Mo.: 192
 Avg. Competitor Rank: 17

Searches/Mo.: 4k

verizon net

Cost/Click: \$2.18 Est. Potential Clicks/Mo.: 2k
 Avg. Competitor Rank: 31

Searches/Mo.: 1M

e marketer

Cost/Click: \$1.59 Est. Potential Clicks/Mo.: 22
 Avg. Competitor Rank: 19

Searches/Mo.: 300

ad age

Cost/Click: \$3.20 Est. Potential Clicks/Mo.: 1k Avg. Competitor Rank: 8

Searches/Mo.: 10k

search engine

Cost/Click: \$4.27 Est. Potential Clicks/Mo.: 375
 Avg. Competitor Rank: 17

Searches/Mo.: 90k

zappos

Cost/Click: \$9.41 Est. Potential Clicks/Mo.: 992
 Avg. Competitor Rank: 42

Searches/Mo.: 1M

viral marketing

Cost/Click: \$2.83 Est. Potential Clicks/Mo.: 196
 Avg. Competitor Rank: 20

Searches/Mo.: 12k

search engine optimization tips

Cost/Click: \$7.53 Est. Potential Clicks/Mo.: 54
 Avg. Competitor Rank: 14

Searches/Mo.: 8k

google keyword tool

Cost/Click: \$3.18 Est. Potential Clicks/Mo.: 899
 Avg. Competitor Rank: 10

Searches/Mo.: 60k

media post

Cost/Click: \$3.28 Est. Potential Clicks/Mo.: 145
 Avg. Competitor Rank: 7

Searches/Mo.: 1k

adwords editor

Cost/Click: \$8.17 Est. Potential Clicks/Mo.: 56
 Avg. Competitor Rank: 17

Searches/Mo.: 3k

facebook login

Cost/Click: \$0.82 Est. Potential Clicks/Mo.: 25k
 Avg. Competitor Rank: 42

Searches/Mo.: 37M

[View more](#) (p. 40)

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. 43)

Keyword Groups with the Most Potential

Keyword Group: Google

Unique Pages Ranked: 2 Searches Per Month: 154k
Potential Clicks with Incremental Gain: 8.0k **Value of Incremental Gain:** \$17.0k
Potential Clicks Gained at Top Positions: 629.0k
Value of Gain at Top Positions: \$1.0M

Keywords:

- google: google cpm (6), google.desktop, google.desktop search, clear google history, go...
- google > tools: google webmaster tools (9), google tools (45) - **NEW**, google webmaster ...
- google > search google: search google, most searched on google, search googl, local ...
- google > delete: delete google search history, how to delete google search history, de...

Est. Share of Clicks

searchenginewatch...	11k (+3k)
clickz.com	2k (+460)
imediaconnection.com	547 (+136)
marketingvox.com	67 (+35)
mediapost.com	63 (+36)
emarketer.com	19 (+9)

[Additional Details](#) (p. 44)

Keyword Group: Book

Unique Pages Ranked: 1 Searches Per Month: 124k
Potential Clicks with Incremental Gain: 4.0k **Value of Incremental Gain:** \$1.0k
Potential Clicks Gained at Top Positions: 398.0k
Value of Gain at Top Positions: \$110.0k

Keywords:

- book: google books, book it, google book, jay z book (11), book adventure
- book > blue book: kelly's blue book (24), kelly blue book, kelley blue book (47), ke...
- book > amazon: amazon com books, amazon book, amazon book uk, amazone book
- book > yellow book: yellow book, yellow book usa, yellow book advertising, yellow boo...

Est. Share of Clicks

clickz.com	3k (+966)
searchenginewatch...	2k (+196)
marketingvox.com	6 (+6)
mediapost.com	3 (+41)
emarketer.com	0 (+0)
imediaconnection.com	0 (+1)

[Additional Details](#) (p. 45)

Keyword Group: Com

Unique Pages Ranked: 5 Searches Per Month: 2M
Potential Clicks with Incremental Gain: 12.0k **Value of Incremental Gain:** \$5.0k
Potential Clicks Gained at Top Positions: 2.0M
Value of Gain at Top Positions: \$760.0k

Keywords:

- com: weather com, ask com', ask com, ask com., whitepages com (36)
- com > www: www ask com, www univision com, www whitepages com, www americanexpress com,...
- com > autotrader: autotrader com (26), autotrader.com. (36), dealers autotrader com, ...
- com > jeeves: ask jeeves.com (35), ask jeeves com (36), ask jeeves com. (36), jeeves c...

Est. Share of Clicks

searchenginewatch...	7k (+27k)
clickz.com	2k (+2k)
mediapost.com	2k (+976)
imediaconnection.com	856 (+8)
marketingvox.com	804 (+565)
emarketer.com	225 (+28)

[Additional Details](#) (p. 46)

Keyword Group: Autotrader

Unique Pages Ranked: 1 Searches Per Month: 93k

Potential Clicks with Incremental Gain: 2.0k Value of Incremental Gain: \$517.0

Potential Clicks Gained at Top Positions: 337.0k

Value of Gain at Top Positions: \$80.0k

Keywords:

- autotrader: autotrader, autotrader com (26), autotrader.com. (36), www autotrader com, ...
- autotrader > classic: autotrader classic, autotrader classics, classic autotrader, cl...

Est. Share of Clicks

searchenginewatch...	1k (+1k)
clickz.com	1k (+2k)
mediapost.com	374 (+720)
marketingvox.com	0 (+6)
imediaconnection.com	0 (+0)
emarketer.com	0 (+0)

[Additional Details](#) (p. 47)

Keyword Group: Marketing

Unique Pages Ranked: 19 Searches Per Month: 81k

Potential Clicks with Incremental Gain: 991.0 Value of Incremental Gain: \$3.0k

Potential Clicks Gained at Top Positions: 95.0k

Value of Gain at Top Positions: \$258.0k

Keywords:

- marketing: marketing's (14), internet marketing tools, international marketing articles...
- marketing > jobs: marketing jobs, digital marketing jobs (16), marketing job titles, ...
- marketing > market research > research: marketing research, online market researc...
- marketing > business: how to market your business, online business marketing, online ...

Est. Share of Clicks

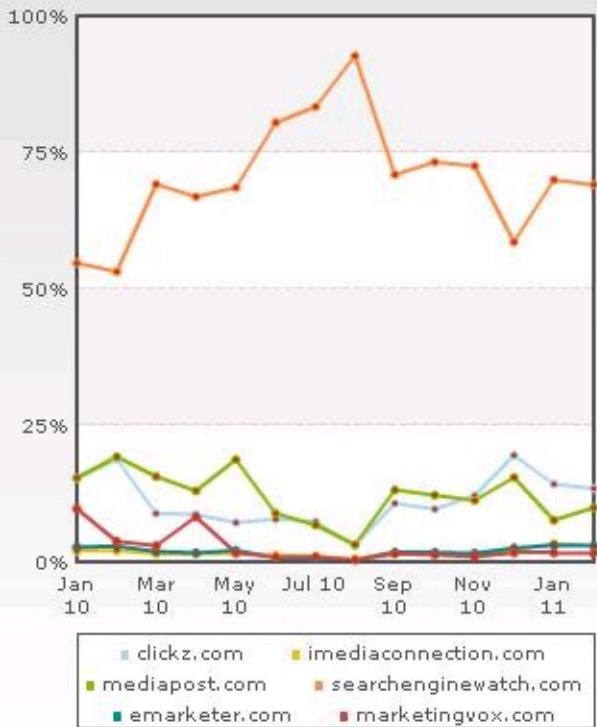
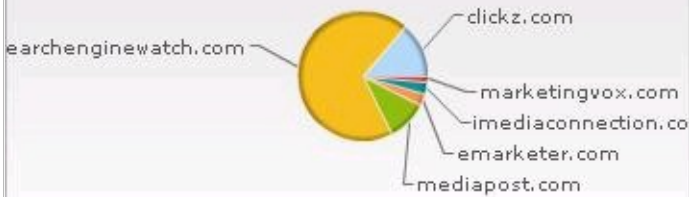
clickz.com	1k (+861)
searchenginewatch...	1k (+2k)
emarketer.com	677 (+686)
imediaconnection.com	254 (+268)
mediapost.com	116 (+110)
marketingvox.com	110 (+147)

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Clickz.com: SEO Dashboard

Traffic Share

Relative to your top 5 competitors, your site has **13% of the traffic share**. At the same time, *mediapost.com* has surged and stolen traffic away from *clickz.com* and *emarketer.com*.



Domains that Gained or Lost Clicks on your Keywords

This month, **Backpage.com** gained 246k clicks by improving their position on organic searches that you also rank for.

Domain	Change
backpage.com	+246k
accuweather.com	+170k
rottentomatoes.com	+56k
kbb.com	+39k
accu-weather.com	+34k
scottrade.com	+32k
apple.com	+30k
yellowpages.com	+26k
ask.com	+25k
twitter.com	+23k
mallofamerica.com	+23k
wikipedia.org	+21k
go.com	+21k
bostonmarket.com	+18k
scottradecenter.com	+17k
traffic.org	+15k
carlsjr.com	+14k
coinmill.com	-14k
retailmenot.com	-17k
insiderpages.com	-17k
hgtv.com	-32k
jcpenny.com	-32k
autotrader.com	-48k
illinoislottery.com	-63k
papajohns.com	-75k

*competitors in bold

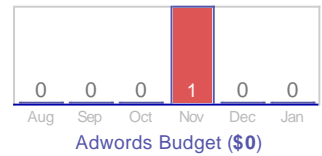
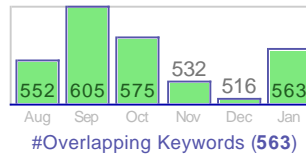
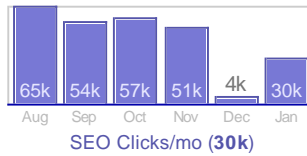
Competition: You Lost 7% in Share of Clicks Relative to your Top 5 Competitors

Top Organic Competitors and their Best Keywords

Just 3 out of your top ten organic competitors spends anything on Google Adwords. Combined, your organic competitors get about 100% of their traffic from unpaid search. The biggest mover was searchenginewatch.com. They picked up 646k organic clicks overall while actually decreasing the number of keywords they overlap with you.

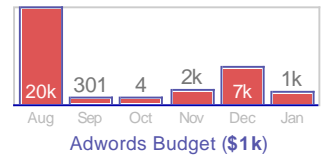
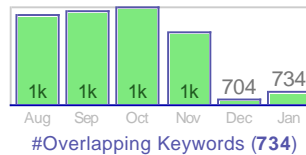
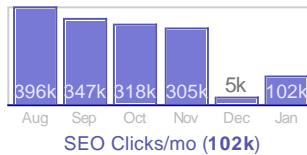
imediaconnection.com

i google (10), cbs sportsline.com (11), road runner sports (37), honda (39), cbs sportsline (48)



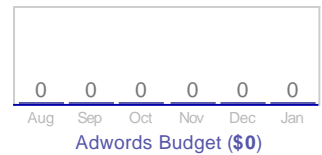
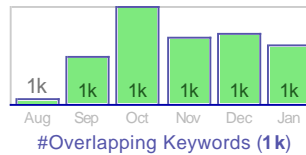
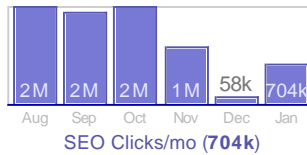
mediapost.com

1800contacts (21), nordstrom shoes (23), 1800 contacts (28), isohunt (28), verizon net (48)



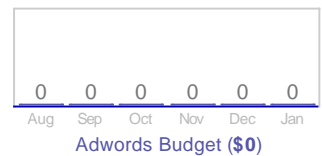
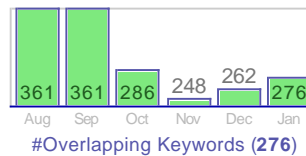
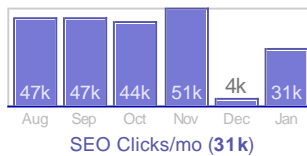
searchenginewatch.com

http (10), 'http (10), google scholar (13), zappos (39), facebook login (42)



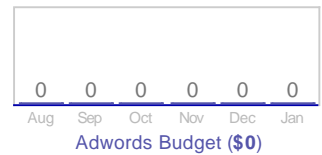
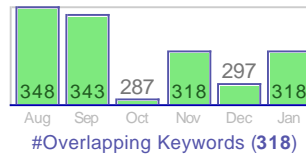
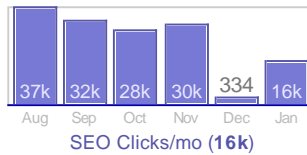
emarketer.com

emarketer (1), online advertising statistics (1), dealyard (9), verizon net (24), sephora (37)



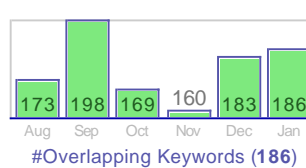
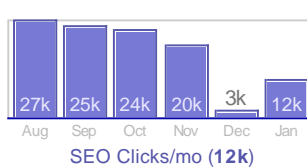
marketingvox.com

effective email marketing (2), girlsense (17), foodnetwork com (18), sfgate (40), google's adsense (44)



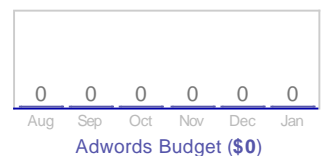
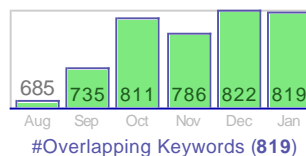
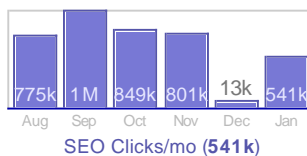
email-marketing-reports.com

email marketing strategy (1), email marketing strategies (1), email marketing blog (1), email marketing lists (3), email marketing (20)



searchengineland.com

google images (10), google adwords (17), verizon net (21), yahoo!mail. (22), yahoo!mail (23)

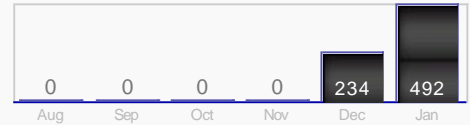


Biggest Gains (all)

Clicks/Month

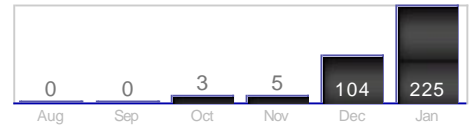
▲ backpage 44

Est. Clicks/Month gained: **1k** Est. Value/Click: \$0.29 Estimated Value gained: \$321
<http://www.clickz.com/clickz/news/173...>



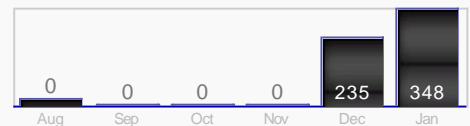
▲ accuweather 47

Est. Clicks/Month gained: **655** Est. Value/Click: \$0.21 Estimated Value gained: \$140
<http://www.clickz.com/clickz/news/171...>



▲ khou 16

Est. Clicks/Month gained: **268** Est. Value/Click: \$0.41 Estimated Value gained: \$111
<http://www.clickz.com/clickz/news/193...>



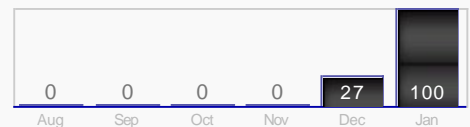
▲ ritz camera 22

Est. Clicks/Month gained: **262** Est. Value/Click: \$0.45 Estimated Value gained: \$118
<http://www.clickz.com/clickz/news/193...>



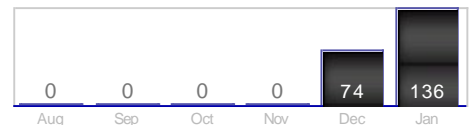
▲ pandora's jewelry 13(+6)

Est. Clicks/Month gained: **258** Est. Value/Click: \$1.76 Estimated Value gained: \$455
<http://www.clickz.com/clickz/news/193...>



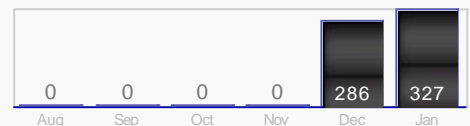
▲ gsi commerce 11

Est. Clicks/Month gained: **250** Est. Value/Click: \$2.29 Estimated Value gained: \$575
<http://www.clickz.com/clickz/news/193...>



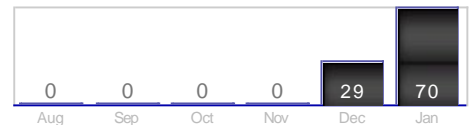
▲ farmers insurance 27

Est. Clicks/Month gained: **213** Est. Value/Click: \$1.72 Estimated Value gained: \$367
<http://www.clickz.com/clickz/news/179...>



▲ callender 5

Est. Clicks/Month gained: **151** Est. Value/Click: \$0.46 Estimated Value gained: \$70
<http://www.clickz.com/clickz/news/193...>



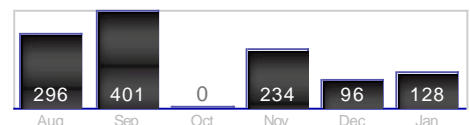
▲ yellowpages com 40

Est. Clicks/Month gained: **148** Est. Value/Click: \$0.22 Estimated Value gained: \$33
<http://www.clickz.com/clickz/news/171...>



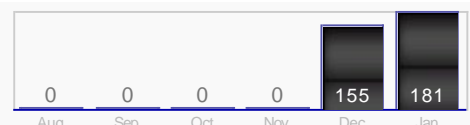
▲ instant search 2(+2)

Est. Clicks/Month gained: **122** Est. Value/Click: \$0.53 Estimated Value gained: \$65
<http://www.clickz.com/clickz/column/1...>



▲ mall of america 41

Est. Clicks/Month gained: **116** Est. Value/Click: \$0.56 Estimated Value gained: \$65
<http://www.clickz.com/clickz/news/193...>

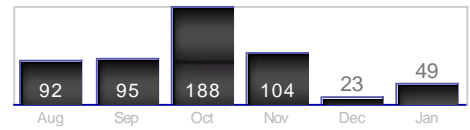


Clickz.com: SEO Dashboard

▲ marketing's 14(+7)

Est. Clicks/Month gained: 113 Est. Value/Click: \$2.07 Estimated Value gained: \$234

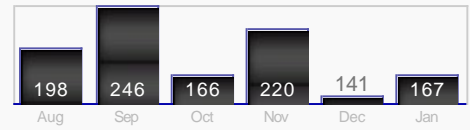
<http://www.clickz.com/clickz/column/1...>



▲ boston market 46

Est. Clicks/Month gained: 75 Est. Value/Click: \$0.72 Estimated Value gained: \$54

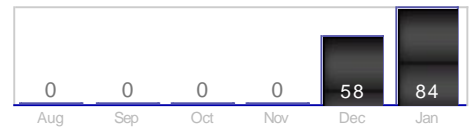
<http://www.clickz.com/clickz/news/193...>



▲ 80 20 rule 8(+5)

Est. Clicks/Month gained: 75 Est. Value/Click: \$3.11 Estimated Value gained: \$233

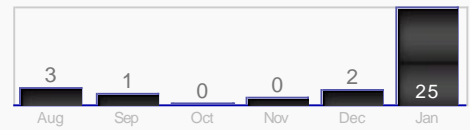
<http://www.clickz.com/clickz/column/1...>



▲ traffic's 42

Est. Clicks/Month gained: 74 Est. Value/Click: \$1.55 Estimated Value gained: \$114

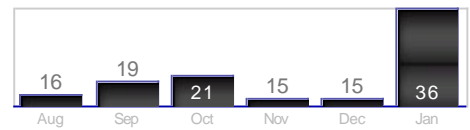
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▲ www google cpm 8(+7)

Est. Clicks/Month gained: 73 Est. Value/Click: \$4.19 Estimated Value gained: \$308

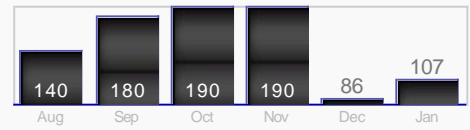
<http://www.clickz.com/clickz/news/169...>



▲ youtube search 18

Est. Clicks/Month gained: 64 Est. Value/Click: \$0.66 Estimated Value gained: \$42

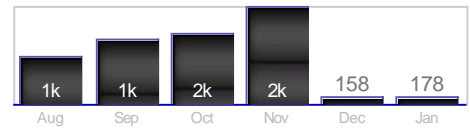
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▲ midol 11(+4)

Est. Clicks/Month gained: 62 Est. Value/Click: \$0.41 Estimated Value gained: \$26

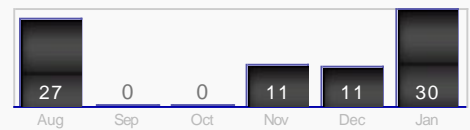
<http://www.clickz.com/clickz/news/189...>



▲ skittles 28

Est. Clicks/Month gained: 60 Est. Value/Click: \$0.18 Estimated Value gained: \$11

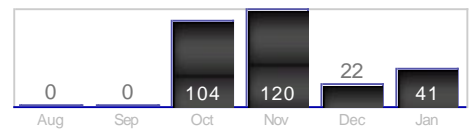
<http://www.clickz.com/clickz/news/169...>



▲ youtubecom 41

Est. Clicks/Month gained: 52 Est. Value/Click: \$0.19 Estimated Value gained: \$10

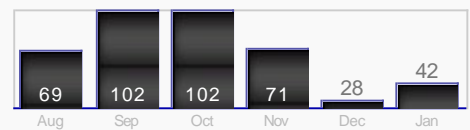
<http://www.clickz.com/clickz/news/169...>



▲ aprimo 9

Est. Clicks/Month gained: 51 Est. Value/Click: \$1.15 Estimated Value gained: \$58

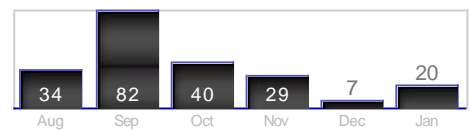
<http://www.clickz.com/clickz/news/193...>



▲ carls jr 34

Est. Clicks/Month gained: 50 Est. Value/Click: \$0.82 Estimated Value gained: \$41

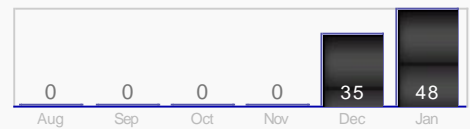
<http://www.clickz.com/clickz/news/193...>



▲ washingtonpost com 31

Est. Clicks/Month gained: 49 Est. Value/Click: \$0.3 Estimated Value gained: \$15

<http://www.clickz.com/clickz/news/171...>

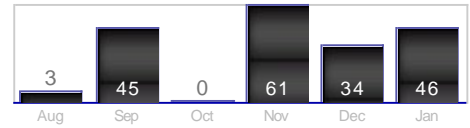


Clickz.com: SEO Dashboard

▲ dmps 14

Est. Clicks/Month gained: 46 Est. Value/Click: \$0.84 Estimated Value gained: \$39

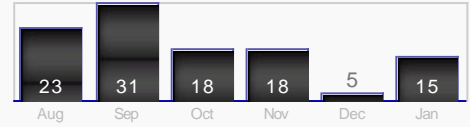
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▲ carls jr. 37

Est. Clicks/Month gained: 42 Est. Value/Click: \$0.82 Estimated Value gained: \$35

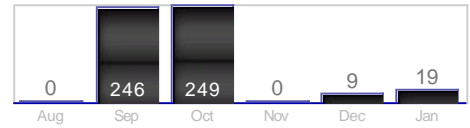
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▲ investopedia 16(+3)

Est. Clicks/Month gained: 41 Est. Value/Click: \$0.59 Estimated Value gained: \$24

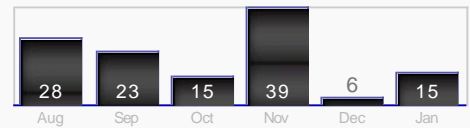
<http://www.clickz.com/clickz/news/172...>



▲ ebaums world 19(+11)

Est. Clicks/Month gained: 41 Est. Value/Click: \$1.17 Estimated Value gained: \$48

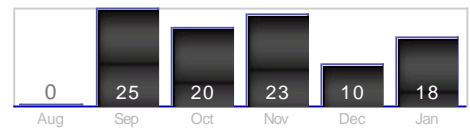
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▲ rtb 11

Est. Clicks/Month gained: 41 Est. Value/Click: \$0.84 Estimated Value gained: \$34

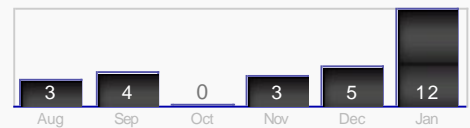
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▲ the body shop 42

Est. Clicks/Month gained: 40 Est. Value/Click: \$16 Estimated Value gained: \$657

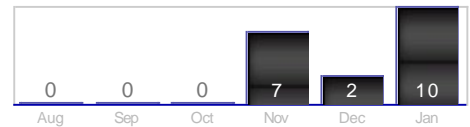
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▲ yahooom. 39

Est. Clicks/Month gained: 38 Est. Value/Click: \$0.3 Estimated Value gained: \$11

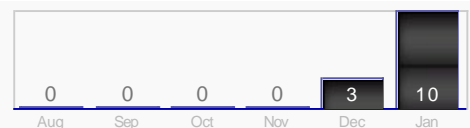
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▲ yahooom 40

Est. Clicks/Month gained: 36 Est. Value/Click: \$0.3 Estimated Value gained: \$11

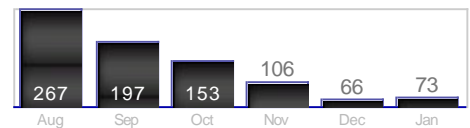
<http://www.clickz.com/clickz/news/170...>



▲ email list rental 1(+2)

Est. Clicks/Month gained: 36 Est. Value/Click: \$4.41 Estimated Value gained: \$160

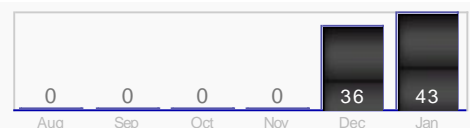
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▲ ebaums 45

Est. Clicks/Month gained: 35 Est. Value/Click: \$0.8 Estimated Value gained: \$28

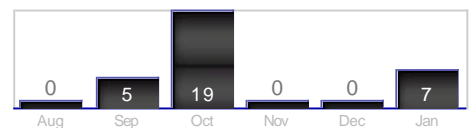
<http://www.clickz.com/clickz/news/168...>



▲ kpi's 22

Est. Clicks/Month gained: 35 Est. Value/Click: \$1.46 Estimated Value gained: \$51

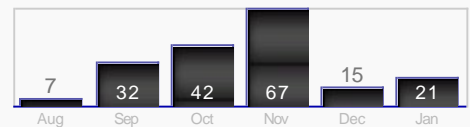
<http://www.clickz.com/clickz/column/1...>



▲ booms 5

Est. Clicks/Month gained: 34 Est. Value/Click: \$0.75 Estimated Value gained: \$26

<http://www.clickz.com/clickz/news/193...>

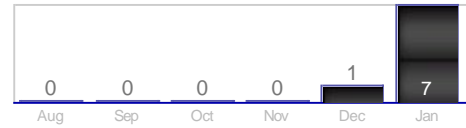


Clickz.com: SEO Dashboard

▲ iad 19(+3)

Est. Clicks/Month gained: **32** Est. Value/Click: \$0.92 Estimated Value gained: \$29

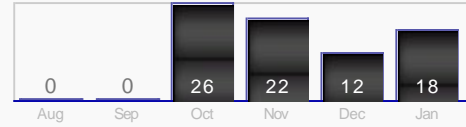
<http://www.clickz.com/clickz/news/171...>



▲ google uk 48

Est. Clicks/Month gained: **31** Est. Value/Click: \$0.79 Estimated Value gained: \$25

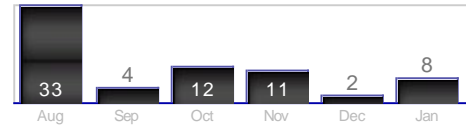
<http://www.clickz.com/clickz/news/172...>



▲ dr pepper 48

Est. Clicks/Month gained: **31** Est. Value/Click: \$0.34 Estimated Value gained: \$11

<http://www.clickz.com/clickz/news/172...>



▲ diapers com 24(+2)

Est. Clicks/Month gained: **26** Est. Value/Click: \$0.66 Estimated Value gained: \$17

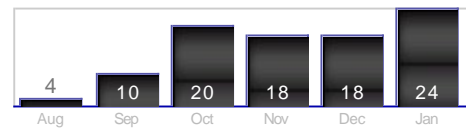
<http://www.clickz.com/clickz/news/189...>



▲ slug bug 9(+3)

Est. Clicks/Month gained: **26** Est. Value/Click: \$0.96 Estimated Value gained: \$25

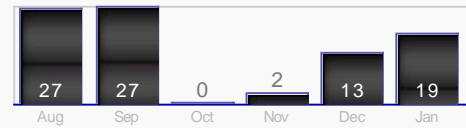
<http://www.clickz.com/clickz/news/170...>



▲ whyville 11(+1)

Est. Clicks/Month gained: **26** Est. Value/Click: \$0.44 Estimated Value gained: \$12

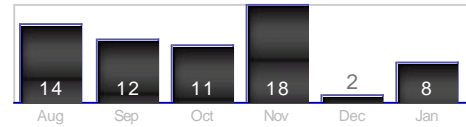
<http://www.clickz.com/clickz/news/169...>



▲ cafemom 29(+6)

Est. Clicks/Month gained: **26** Est. Value/Click: \$0.08 Estimated Value gained: \$2

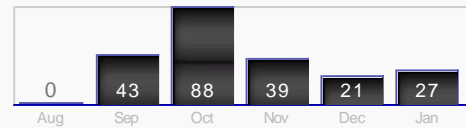
<http://www.clickz.com/clickz/news/170...>



▲ email copywriter 6(+18)

Est. Clicks/Month gained: **23** Est. Value/Click: \$3.8 Estimated Value gained: \$86

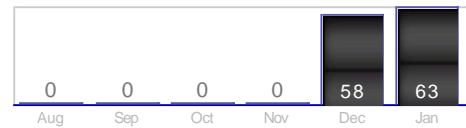
<http://www.clickz.com/clickz/column/1...>



▲ bugmenot 47

Est. Clicks/Month gained: **22** Est. Value/Click: \$0.69 Estimated Value gained: \$15

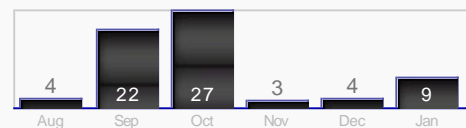
<http://www.clickz.com/clickz/news/169...>



▲ instant gratification 8(+4)

Est. Clicks/Month gained: **21** Est. Value/Click: \$0.96 Estimated Value gained: \$21

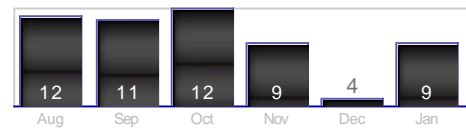
<http://www.clickz.com/clickz/column/1...>



▲ cpm 17(+2)

Est. Clicks/Month gained: **21** Est. Value/Click: \$0.83 Estimated Value gained: \$17

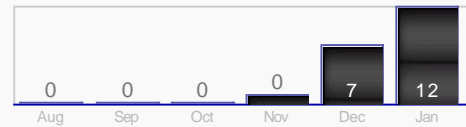
<http://www.clickz.com/cpm-calculator>



▲ mountain dew 48

Est. Clicks/Month gained: **21** Est. Value/Click: \$0.22 Estimated Value gained: \$5

<http://www.clickz.com/clickz/news/178...>



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▲ khou houston 9

Est. Clicks/Month gained: 20 Est. Value/Click: \$0.08 Estimated Value gained: \$2

<http://www.clickz.com/clickz/news/193...>

▲ fox network 36

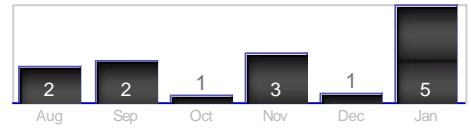
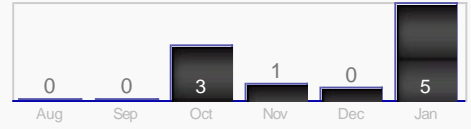
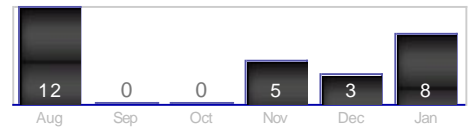
Est. Clicks/Month gained: 20 Est. Value/Click: \$0.71 Estimated Value gained: \$14

<http://www.clickz.com/clickz/news/186...>

▲ subscribe 2(+1)

Est. Clicks/Month gained: 20 Est. Value/Click: \$0.89 Estimated Value gained: \$18

<http://www.clickz.com/newsletters>



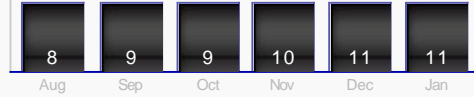
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Most Valuable Keywords (all)

Rank

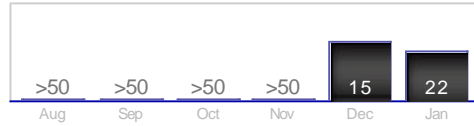
merchantcircle

Rank: 11 Est. Clicks/Mo: 61 Est. Value/Mo: \$3k



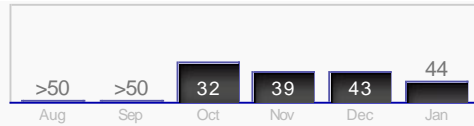
google's adsense

Rank: 22(-7) Est. Clicks/Mo: 214(-341) Est. Value/Mo: \$1k(-\$730.185)



scottrade

Rank: 44(-1) Est. Clicks/Mo: 501(-23) Est. Value/Mo: \$1k(-\$108.586)



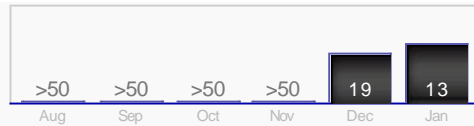
clickz

Rank: 1 Est. Clicks/Mo: 219(-51) Est. Value/Mo: \$912(-\$226.762)



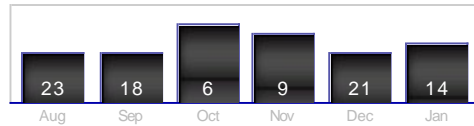
pandora's jewelry

Rank: 13(+6) Est. Clicks/Mo: 492(+258) Est. Value/Mo: \$867(+\$455)



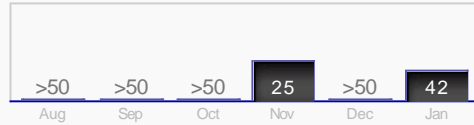
marketing's

Rank: 14(+7) Est. Clicks/Mo: 348(+113) Est. Value/Mo: \$721(+\$171)



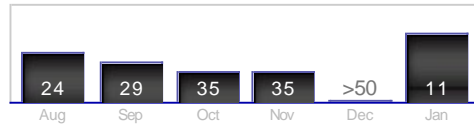
the body shop

Rank: 42 Est. Clicks/Mo: 40 Est. Value/Mo: \$657



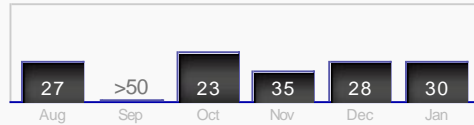
gsi commerce

Rank: 11 Est. Clicks/Mo: 250 Est. Value/Mo: \$575



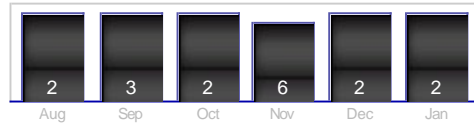
1800 contacts

Rank: 30(-2) Est. Clicks/Mo: 143(-21) Est. Value/Mo: \$559(-\$129.506)



crm tools

Rank: 2 Est. Clicks/Mo: 67(-61) Est. Value/Mo: \$558(-\$507.089)



cpm calculator

Rank: 1 Est. Clicks/Mo: 472 Est. Value/Mo: \$525(-\$29.304)



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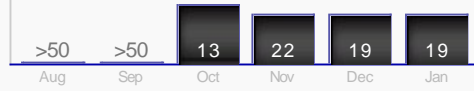
kelley's blue book

Rank: 24(-4) Est. Clicks/Mo: 2k(-864) Est. Value/Mo: \$510(-\$219.131)



google alerts

Rank: 19 Est. Clicks/Mo: 234 Est. Value/Mo: \$451(-\$82.878)



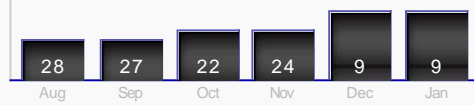
80 20 rule

Rank: 8(+5) Est. Clicks/Mo: 141(+75) Est. Value/Mo: \$438(+\$233)



google webmaster tools

Rank: 9 Est. Clicks/Mo: 617 Est. Value/Mo: \$438(-\$1.834)



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Newly Ranked Organic Pages

<http://www.clickz.com/type/column/category/email>

Estimated SEO Value: **\$819** Estimated Total Clicks/Mo: 220
Keywords (rank): clickz (4), emarketing expert (7), i mail (34), e mailmarketing (50)

<http://www.clickz.com/clickz/news/1935987/gsi-commerce-buys-clearsaleing-building-analytics-muscle>

Estimated SEO Value: **\$515** Estimated Total Clicks/Mo: 250
Keywords (rank): gsi commerce (11)

<http://www.clickz.com/clickz/news/1726619/valueclicks-investopedia-purchase-may-bring-more-financ...>

Estimated SEO Value: **\$186** Estimated Total Clicks/Mo: 332
Keywords (rank): investopedia (16), valueclick (23)

<http://www.clickz.com/type/column/category/media/media-buying>

Estimated SEO Value: **\$166** Estimated Total Clicks/Mo: 64
Keywords (rank): media buying expert (3), online media buy (5), media buying (6), buying media (6), media buying online (6)

<http://www.clickz.com/type/column/category/marketing/strategies>

Estimated SEO Value: **\$136** Estimated Total Clicks/Mo: 63
Keywords (rank): e marketing strategies (2), emarketing strategies (4), emarketing strategy (7), e marketing strategy (9), http: www emarketing strategies com (9)

<http://www.clickz.com/clickz/news/1710371/accuweather-eases-users-advertisers-into-new-sites-soft...>

Estimated SEO Value: **\$126** Estimated Total Clicks/Mo: 656
Keywords (rank): accuweather (47), acc weather (49), aucc weather (49), accuview weather (50)

<http://www.clickz.com/category/email/b2b-email-marketing>

Estimated SEO Value: **\$112** Estimated Total Clicks/Mo: 15
Keywords (rank): b2b email (5), b2b email marketing (6), b2b e mail marketing (9), business to business email marketing (9), marketing b2b (43)

<http://www.clickz.com/clickz/news/1932481/clinique-groupon-hp-ritz-camera-test-geo-fenced-adverti...>

Estimated SEO Value: **\$111** Estimated Total Clicks/Mo: 268
Keywords (rank): hp test (13), camera ritz (16), hp camara (20), ritx camera (21), rits camera (21)

<http://www.clickz.com/type/column/category/email/email-marketing-best-practices>

Estimated SEO Value: **\$110** Estimated Total Clicks/Mo: 25
Keywords (rank): email marketing trends (1), email marketing best practice (11), marketing best practices (12), email marketing best (12), email best practices (12)

<http://www.clickz.com/clickz/column/1713726/the-value-online-traffic>

Estimated SEO Value: **\$103** Estimated Total Clicks/Mo: 74
Keywords (rank): traffic's (42)

<http://www.clickz.com/clickz/news/1934404/houstons-khou-targeted-video-ads-drive-air-viewing>

Estimated SEO Value: **\$102** Estimated Total Clicks/Mo: 291
Keywords (rank): khou houston (9), khou (16), khou news (17)

<http://www.clickz.com/clickz/news/1934411/carls-jr-hardees-launch-location-rewards-app>

Estimated SEO Value: **\$85** Estimated Total Clicks/Mo: 110
Keywords (rank): carls jr hardees (5), carls jr location (11), hardees location (11), carls jr locations (11), hardees locations (24)

<http://www.clickz.com/category/marketing/conference-call>

Estimated SEO Value: **\$76** Estimated Total Clicks/Mo: 10
Keywords (rank): conferenc call (34), conference call (35), confeence call (35), conference call (35), conferencecall (37)

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<http://www.clickz.com/clickz/news/1935323/marie-callenders-geo-social-test-delivers-healthy-results>

Estimated SEO Value: **\$71** Estimated Total Clicks/Mo: 169
Keywords (rank): callender (5), callenders (6), marie callendars (23)

<http://www.clickz.com/clickz/news/1933527/mall-america-reserves-holiday-parking-twitter-followers>

Estimated SEO Value: **\$60** Estimated Total Clicks/Mo: 116
Keywords (rank): holiday parking (10), mall parking (13), holiday mall (26), mall of america (41), america holiday (42)

<http://www.clickz.com/clickz/column/1935424/online-marketing-trends-2011-included>

Estimated SEO Value: **\$59** Estimated Total Clicks/Mo: 43
Keywords (rank): marketing trend (2), marketing trends (4), trend marketing (5), online marketing trends (6)

<http://www.clickz.com/clickz/news/1934181/teradata-cloud-marketer-aprimo-usd525-million>

Estimated SEO Value: **\$52** Estimated Total Clicks/Mo: 51
Keywords (rank): aprimo (9)

<http://www.clickz.com/tag/bazaarvoice>

Estimated SEO Value: **\$50** Estimated Total Clicks/Mo: 140
Keywords (rank): bazaar voice (9), bazaarvoice (10)

<http://www.clickz.com/clickz/news/1933836/boston-market-facebook-sell-holiday-gift-cards>

Estimated SEO Value: **\$49** Estimated Total Clicks/Mo: 75
Keywords (rank): boston market (46), market holiday (48)

<http://www.clickz.com/type/column/category/email-strategy/b2b-email-marketing>

Estimated SEO Value: **\$48** Estimated Total Clicks/Mo: 7
Keywords (rank): b2b marketing email (1), email marketing b2b (3), marketing business to business email (4), e mail marketing strategy (7), marketing and b2b (24)

<http://www.clickz.com/type/column/category/search-marketing/paid-search-strategies>

Estimated SEO Value: **\$46** Estimated Total Clicks/Mo: 18
Keywords (rank): paid search strategy (2), paid search (8), marketing paid search (16), paid search marketing (24)

<http://www.clickz.com/clickz/column/1931527/dsps-ssps-rtbs-dmps-online-medias-alphabet-soup>

Estimated SEO Value: **\$41** Estimated Total Clicks/Mo: 52
Keywords (rank): dmps (14), ssps (22), dsps (23)

<http://www.clickz.com/type/column/category/email/email-marketing-optimization>

Estimated SEO Value: **\$33** Estimated Total Clicks/Mo: 6
Keywords (rank): marketing optimization (10)

<http://www.clickz.com/clickz/column/1934544/rtb-exchanges-ops-teams-adapt>

Estimated SEO Value: **\$31** Estimated Total Clicks/Mo: 41
Keywords (rank): rtb (11), ad operations (21), ad 4 (41)

<http://www.clickz.com/clickz/news/1713417/yellowpagescom-taps-gsd-m-as-agency>

Estimated SEO Value: **\$29** Estimated Total Clicks/Mo: 148
Keywords (rank): gsdm agency (9), yellowpages com (40)

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New Keywords (You weren't ranked on before)	Estimated New Click/Month
backpage Rank: 44 Searches/Mo: 0 Est. Value/Click: \$0.29 http://www.clickz.com/clickz/news/1734868/battle-over-adult-services-ads	1k new clicks/month
accuweather Rank: 47 Searches/Mo: 2M Est. Value/Click: \$0.21 http://www.clickz.com/clickz/news/1710371/accuweather-eases-users-advertisers-into-new-sites-soft...	655 new clicks/month
khou Rank: 16 Searches/Mo: 0 Est. Value/Click: \$0.41 http://www.clickz.com/clickz/news/1934404/houstons-khou-targeted-video-ads-drive-air-viewing	268 new clicks/month
ritz camera Rank: 22 Searches/Mo: 110k Est. Value/Click: \$0.45 http://www.clickz.com/clickz/news/1932481/clinique-groupon-hp-ritz-camera-test-geo-fenced-adverti...	262 new clicks/month
gsi commerce Rank: 11 Searches/Mo: 8k Est. Value/Click: \$2.29 http://www.clickz.com/clickz/news/1935987/gsi-commerce-buys-clearsaleing-building-analytics-muscle	250 new clicks/month
farmers insurance Rank: 27 Searches/Mo: 165k Est. Value/Click: \$1.72 http://www.clickz.com/clickz/news/1790530/farmers-insurance-farmvillewhat	213 new clicks/month
callender Rank: 5 Searches/Mo: 7k Est. Value/Click: \$0.46 http://www.clickz.com/clickz/news/1935323/marie-callenders-geo-social-test-delivers-healthy-results	151 new clicks/month
yellowpages com Rank: 40 Searches/Mo: 301k Est. Value/Click: \$0.22 http://www.clickz.com/clickz/news/1713417/yellowpagescom-taps-gsd-m-as-agency	148 new clicks/month
mall of america Rank: 41 Searches/Mo: 301k Est. Value/Click: \$0.56 http://www.clickz.com/clickz/news/1933527/mall-america-reserves-holiday-parking-twitter-followers	116 new clicks/month
boston market Rank: 46 Searches/Mo: 201k Est. Value/Click: \$0.72 http://www.clickz.com/clickz/news/1933836/boston-market-facebook-sell-holiday-gift-cards	75 new clicks/month
traffic's Rank: 42 Searches/Mo: 0 Est. Value/Click: \$1.55 http://www.clickz.com/clickz/column/1713726/the-value-online-traffic	74 new clicks/month
youtube search Rank: 18 Searches/Mo: 0 Est. Value/Click: \$0.66 http://www.clickz.com/clickz/column/1811575/secrets-youtube-search-engine-optimization	64 new clicks/month
skittles Rank: 28 Searches/Mo: 110k Est. Value/Click: \$0.18 http://www.clickz.com/clickz/news/1697615/after-sour-start-social-media-skittles-gets-sweet-results	60 new clicks/month
youtubecom Rank: 41 Searches/Mo: 90k Est. Value/Click: \$0.19 http://www.clickz.com/clickz/news/1699507/youtubes-fledgling-search-ads-hit-big-time	52 new clicks/month

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aprimo Rank: 9 Searches/Mo: 2k Est. Value/Click: \$1.15 http://www.clickz.com/clickz/news/1934181/teradata-cloud-marketer-aprimo-usd525-million	51 new clicks/month
carls jr Rank: 34 Searches/Mo: 135k Est. Value/Click: \$0.82 http://www.clickz.com/clickz/news/1934411/carls-jr-hardees-launch-location-rewards-app	50 new clicks/month
washingtonpost com Rank: 31 Searches/Mo: 0 Est. Value/Click: \$0.3 http://www.clickz.com/clickz/news/1712038/washingtonpostcom-extends-free-content-window	49 new clicks/month
dmpps Rank: 14 Searches/Mo: 8k Est. Value/Click: \$0.84 http://www.clickz.com/clickz/column/1931527/dsps-ssps-rtbs-dmps-online-medias-alphabet-soup	46 new clicks/month
carls jr. Rank: 37 Searches/Mo: 0 Est. Value/Click: \$0.82 http://www.clickz.com/clickz/news/1934411/carls-jr-hardees-launch-location-rewards-app	42 new clicks/month
rtb Rank: 11 Searches/Mo: 4k Est. Value/Click: \$0.84 http://www.clickz.com/clickz/column/1934544/rtb-exchanges-ops-teams-adapt	41 new clicks/month
the body shop Rank: 42 Searches/Mo: 74k Est. Value/Click: \$16 http://www.clickz.com/clickz/news/1810999/body-shop-runs-national-groupon-ebay	40 new clicks/month
yahoocom. Rank: 39 Searches/Mo: 0 Est. Value/Click: \$0.3 http://www.clickz.com/clickz/news/1702269/yahoo-spruces-up-search-ads	38 new clicks/month
yahoocom Rank: 40 Searches/Mo: 60k Est. Value/Click: \$0.3 http://www.clickz.com/clickz/news/1702269/yahoo-spruces-up-search-ads	36 new clicks/month
ebaums Rank: 45 Searches/Mo: 60k Est. Value/Click: \$0.8 http://www.clickz.com/clickz/news/1688819/ebaums-world-gorilla-nation-offer-video-overlays	35 new clicks/month
kpi's Rank: 22 Searches/Mo: 2k Est. Value/Click: \$1.46 http://www.clickz.com/clickz/column/1703592/build-solid-foundation-with-key-performance-indicator...	35 new clicks/month
booms Rank: 5 Searches/Mo: 3k Est. Value/Click: \$0.75 http://www.clickz.com/clickz/news/1935431/quora-booms-marketers-follow	34 new clicks/month
dr pepper Rank: 48 Searches/Mo: 165k Est. Value/Click: \$0.34 http://www.clickz.com/clickz/news/1724689/dr-pepper-facebook-blunder-is-latest-string-risky-promo...	31 new clicks/month
google uk Rank: 48 Searches/Mo: 74k Est. Value/Click: \$0.79 http://www.clickz.com/clickz/news/1721884/googles-uk-chief-says-mobile-comes-first	31 new clicks/month
bugmenot Rank: 47 Searches/Mo: 0 Est. Value/Click: \$0.69 http://www.clickz.com/clickz/news/1690926/host-big-traffic-not-big-media-responsible-bugmenot-shu...	22 new clicks/month

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mountain dew Rank: 48 Searches/Mo: 74k Est. Value/Click: \$0.22 http://www.clickz.com/clickz/news/1788393/mountain-dew-jc-penney-run-display-ads-facebook-buttons	21 new clicks/month
khou houston Rank: 9 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.clickz.com/clickz/news/1934404/houstons-khou-targeted-video-ads-drive-air-viewing	20 new clicks/month
fox network Rank: 36 Searches/Mo: 22k Est. Value/Click: \$0.71 http://www.clickz.com/clickz/news/1866161/rubicon-acquires-fox-audience-network	20 new clicks/month
seven heavenly virtues Rank: 10 Searches/Mo: 0 Est. Value/Click: \$1.69 http://www.clickz.com/clickz/column/1702099/paid-search-ad-copywriting-heavenly-virtues	17 new clicks/month
semantic web Rank: 21 Searches/Mo: 10k Est. Value/Click: \$1.08 http://www.clickz.com/clickz/column/1930369/semantic-web-moment-soon	17 new clicks/month
comcast mail Rank: 44 Searches/Mo: 33k Est. Value/Click: \$0.53 http://www.clickz.com/clickz/news/1690389/email-hacked-comcast	17 new clicks/month
hooked on phonics Rank: 40 Searches/Mo: 50k Est. Value/Click: \$1.28 http://www.clickz.com/clickz/news/1693272-hooked-phonics-firm-settles-ftc-privacy-charges	16 new clicks/month
soccer highlights Rank: 24 Searches/Mo: 8k Est. Value/Click: \$0.9 http://www.clickz.com/clickz/news/1728343/yahoo-launches-ad-supported-soccer-highlights-uk	16 new clicks/month
world avenue Rank: 3 Searches/Mo: 300 Est. Value/Click: \$1.36 http://www.clickz.com/clickz/news/1714710/world-ave-latest-settle-florida-ag-cyberfraud-fighters	14 new clicks/month
soft stuff Rank: 36 Searches/Mo: 27k Est. Value/Click: \$0.32 http://www.clickz.com/clickz/column/1704668/the-soft-stuff-qualitative-analysis	13 new clicks/month
mr coffee Rank: 41 Searches/Mo: 40k Est. Value/Click: \$0.46 http://www.clickz.com/clickz/news/1932813/twitters-advertiser-outreach-coffee-firehose	13 new clicks/month
filefront Rank: 41 Searches/Mo: 15k Est. Value/Click: \$1.26 http://www.clickz.com/clickz/news/1714898/break-media-buys-filefront-increasing-gamer-audience	13 new clicks/month
arc worldwide Rank: 12 Searches/Mo: 0 Est. Value/Click: \$0.74 http://www.clickz.com/clickz/news/1708979/execs-accounts-david-goliath-arc-worldwide-pointroll	12 new clicks/month
gannett Rank: 31 Searches/Mo: 10k Est. Value/Click: \$0.58 http://www.clickz.com/clickz/news/1932478/gannett-incubates-groupon-style-offering	12 new clicks/month
livedoor Rank: 28 Searches/Mo: 7k Est. Value/Click: \$0.45 http://www.clickz.com/clickz/news/1701223/livedoor-acquires-us-sem-firm	12 new clicks/month

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mobile cash Rank: 2 Searches/Mo: 90 Est. Value/Click: \$2.04
<http://www.clickz.com/clickz/news/1934546/-raises-cash-mobile-deal-mobclix>

12 new clicks/month

marie callendars Rank: 23 Searches/Mo: 0 Est. Value/Click: \$0.56
<http://www.clickz.com/clickz/news/1935323/marie-callendars-geo-social-test-delivers-healthy-results>

12 new clicks/month

in2tv Rank: 17 Searches/Mo: 0 Est. Value/Click: \$0.3
<http://www.clickz.com/clickz/news/1694141/aols-in2tv-launches-advertisers>

12 new clicks/month

marvel com Rank: 44 Searches/Mo: 22k Est. Value/Click: \$0.42
<http://www.clickz.com/clickz/news/1694417/marvel-pursues-deeper-online-ad-integrations>

11 new clicks/month

rodale Rank: 33 Searches/Mo: 8k Est. Value/Click: \$0.72
<http://www.clickz.com/clickz/news/1935428/rodale-taps-zemoga-digital-facelift>

9 new clicks/month

marketing strategies Rank: 45 Searches/Mo: 22k Est. Value/Click: \$1.52
<http://www.clickz.com/type/column/category/marketing/strategies>

9 new clicks/month

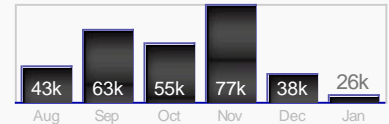
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Top Site Sections Summary

Estimated Clicks/Month

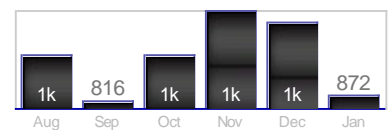
clickz.com/clickz/column/16...

Number of Keywords: 6k
Estimated Value/Mo: \$30k (-\$14k)
 Top Keywords: kelley's blue book, backpage, superpages, autotrader com, accuweather



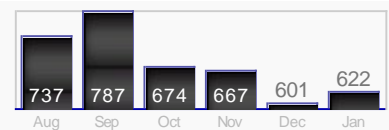
clickz.com/type/column/cate...

Number of Keywords: 171
Estimated Value/Mo: \$3k (-\$2k)
 Top Keywords: clickz, clickz, media buying, marketing analytics, emarketing



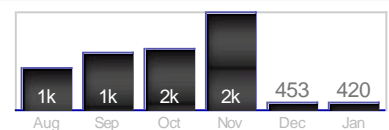
clickz.com/cpm-calculator

Number of Keywords: 13
Estimated Value/Mo: \$644 (-\$6)
 Top Keywords: cpm calculator, cpm, calculate cpm, cpm online, cpm online advertising



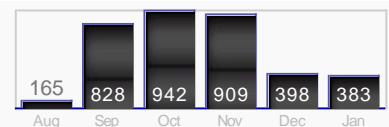
clickz.com/newsletters

Number of Keywords: 9
Estimated Value/Mo: \$1k (-\$188)
 Top Keywords: clickz, subscribe, subscribe to, subscribe, subscribe newsletters



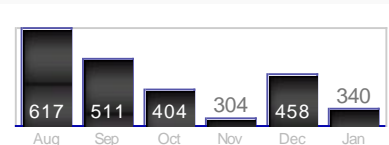
clickz.com/author

Number of Keywords: 62
Estimated Value/Mo: \$171 (-\$7)
 Top Keywords: stephanie miller, mark jackson, dave evans, carton, tessa



clickz.com/stats

Number of Keywords: 27
Estimated Value/Mo: \$1k (-\$305)
 Top Keywords: clickz, stats, internet advertising statistics, online advertising statistics, internet usage statistics



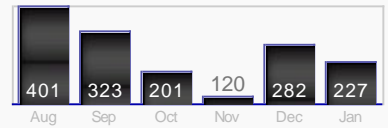
Clickz.com: SEO Dashboard

[events.clickz.com](#)

Number of Keywords: 16

Estimated Value/Mo: \$929 (-\$238)

Top Keywords: clickz, marketing workshop, fusion marketing, marketing workshops, advertising new york

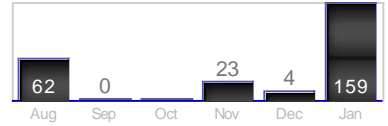


[clickz.com/tag/non-profit-a...](#)

Number of Keywords: 10

Estimated Value/Mo: \$72 (+\$66)

Top Keywords: bazaarvoice, bazaar voice, mediavest, dooh, starcom mediavest

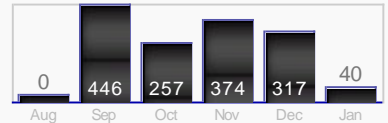


[clickz.com/category/marketi...](#)

Number of Keywords: 28

Estimated Value/Mo: \$265 (-\$936)

Top Keywords: b2b email marketing, conference call, email marketing b2b, geographics, business to business email marketing

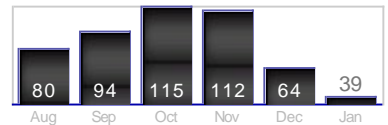


[clickz.com/static/advertise](#)

Number of Keywords: 11

Estimated Value/Mo: \$55 (-\$40)

Top Keywords: advertise, marketing awards, marketing excellence, excellence award, excellence awards

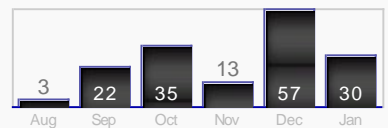


[clickz.com/ireviews/company...](#)

Number of Keywords: 63

Estimated Value/Mo: \$21 (-\$30)

Top Keywords: 411 ca, 411.ca, artcyclopedia, acronym media, dotster inc

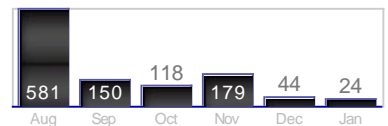


[jobs.clickz.com](#)

Number of Keywords: 181

Estimated Value/Mo: \$33 (-\$47)

Top Keywords: top jobs, advertising vacancies, digital marketing jobs, marketing coordinator job description, buyer jobs

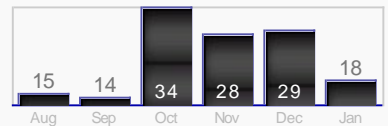


[clickz.com/website-optimiza...](#)

Number of Keywords: 8

Estimated Value/Mo: \$38 (-\$36)

Top Keywords: roi calculator, website roi, website optimizing, optimization website, calculator roi

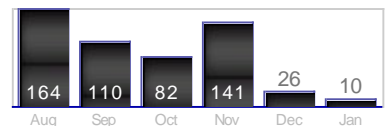


[jobs.clickz.com/jobs/*:*-jo...](#)

Number of Keywords: 144

Estimated Value/Mo: \$19 (-\$33)

Top Keywords: advertising vacancies, marketing coordinator job description, buyer jobs, sales vacancies, marketing communications jobs

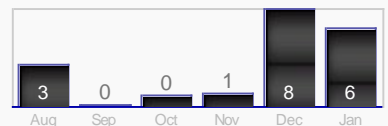


[events.clickz.com/workshops...](#)

Number of Keywords: 5

Estimated Value/Mo: \$14 (-\$3)

Top Keywords: marketing workshop, marketing workshops, interactive email marketing, email workshops, direct marketing workshop



[Download as CSV](#)

Keyword Groups with the Biggest Gains - Details

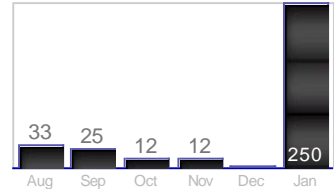
Keyword Group: **Gsi**

Positions Gained: 49 → Est. Total Clicks/Mo: (+250) → Est. Percent Traffic Gain: %
 Unique Pages Ranked: 1

Keywords:

- **gsi**: gsi commerce (+49) - **NEW**

Est. Clicks per Month



Biggest Opportunities Within This Group

gsi

>[gsi commerce (11)]

Est. Potential New Clicks/Month: 3,390 Searches/Mo: 8k Average Value/Click: \$2.29

Clicks Gained or Lost on these Keywords

gsicommerce.com	+1k
sfgate.com	+484
wikipedia.org	+351
crunchbase.com	+316
gsihosting.com	+284
globus.org	+276
clickz.com	+250
gsig.com	+176
gsicommerce.eu	+153
gsi-net.com	+124
breakingnewsviews...	+120
gsitechnology.com	+110
ginsburgspalyinc.com	+107
linkedin.com	+100
yahoo.com	+97

*competitors in bold

Pages That Rank

<http://www.clickz.com/clickz/column/1717565/ways-extend-social-medias-reach>

kelley's blue book(24), backpage(44), superpages(13)

Est. Clicks per Month: 250(+250) Potential Incremental Gain: 3k clicks/mo.

Clickz.com: SEO Dashboard

Keyword Group: Commerce

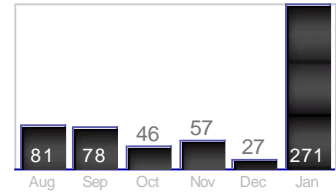
Positions Gained: 165 → Est. Total Clicks/Mo: (+244) → Est. Percent Traffic Gain: 908%

Unique Pages Ranked: 4

Keywords:

- commerce: gsi commerce (+49) - **NEW**, e commerce marketing manager (+45) - **NEW**, study e c...
- commerce > white paper: e commerce white paper (+43) - **NEW**, mobile commerce white pa...

Est. Clicks per Month



Biggest Opportunities Within This Group

commerce

>[internet and e commerce (39), wireless commerce (15), b2b e commerce statistics (7), e commerce study (36), e commerce report (33)]

Est. Potential New Clicks/Month: 3,515 Searches/Mo: 11k Average Value/Click: \$2.57

commerce > white paper

>[e commerce white papers (17), e commerce white paper (17), mobile commerce white paper (42)]

Est. Potential New Clicks/Month: Searches/Mo: 30 Average Value/Click: \$0.9

Clicks Gained or Lost on these Keywords

gsicommerce.com	+2k
sfgate.com	+484
crunchbase.com	+306
wikipedia.org	+273
clickz.com	+244
gsicommerce.eu	+138
breakingnewsviews...	+120
linkedin.com	+83
webhire.com	+75
click4newz.com	+59
paidcontent.org	+38
investopedia.com	+37
-31	commerceonlineban...
-31	techcrunch.com
-32	ecommercetimes.com

*competitors in bold

Pages That Rank

<http://www.clickz.com/clickz/column/1717565/ways-extend-social-medias-reach>

kelley's blue book(24), backpage(44), superpages(13)

Est. Clicks per Month: 270(+246) Potential Incremental Gain: 3k clicks/mo.

<http://www.clickz.com>

clickz(1), internet advertising statistics(3), online marketing news(1)

Est. Clicks per Month: 1(-1) Potential Incremental Gain: 48 clicks/mo.

<http://jobs.clickz.com/job/f0bba2deb8db0805de24c83320049554>

marketing intern(46), database marketing program(23), amp sales(36)

Est. Clicks per Month: 0 Potential Incremental Gain: 0 clicks/mo.

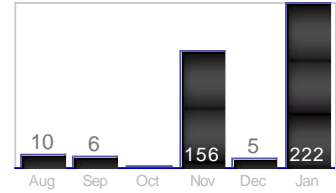
Keyword Group: **Insurance**

Positions Gained: 128 → Est. Total Clicks/Mo: (+218) → Est. Percent Traffic Gain: 5k%
 Unique Pages Ranked: 2

Keywords:

- insurance: farmers insurance (+33) - NEW, famers insurance (+32) - NEW, insurance vacan...

Est. Clicks per Month



Biggest Opportunities Within This Group

insurance

>[insurance on (6), insurance vacancies (33), framers insurance (27), farmville insurance (8), famers insurance (28)]

Est. Potential New Clicks/Month: 13,151 Searches/Mo: 170k Average Value/Click: \$4.14

Clicks Gained or Lost on these Keywords

farmersagent.com	+1k
facebook.com	+401
farmersjobs.com	+385
linkedin.com	+261
farmerscincinnati...	+249
farmershawaii.com	+248
clickz.com	+218
fmiwv.com	+110
adrants.com	+90
simplyhired.com	+71
-77	insurancebrokerjo...
-86	freeadvice.com
-93	farmersmutualofne...
-117	farmersinsuranceo...
-123	indeed.com

*competitors in bold

Pages That Rank

<http://www.clickz.com/clickz/column/1717565/ways-extend-social-medias-reach>

kelly's blue book(24), backpage(44), superpages(13)

Est. Clicks per Month: 222(+218) Potential Incremental Gain: 13k clicks/mo.

<http://jobs.clickz.com/jobs/microsoft-excel-jobs-in-houston>

advertising vacancies(3), marketing coordinator job description(39), buyer jobs(31)

Est. Clicks per Month: 0 Potential Incremental Gain: 5 clicks/mo.

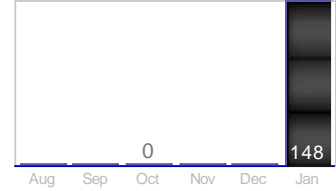
Keyword Group: **Yellowpages**

Est. Clicks per Month

Positions Gained: 20 → Est. Total Clicks/Mo: (+148) → Est. Percent Traffic Gain: %
 Unique Pages Ranked: 1

Keywords:

- yellowpages: yellowpages.com (+20) - **NEW**



Biggest Opportunities Within This Group

yellowpages

>[yellowpages.com (40)]

Est. Potential New Clicks/Month: **26,912** Searches/Mo: 301k Average Value/Click: \$0.22

Clicks Gained or Lost on these Keywords

yellowpages.com	+31k
theyellowpages.com	+4k
whitepages.com	+3k
yahoo.com	+1k
att.com	+1k
columbusyellowpag...	+638
dexknows.com	+524
indeed.com	+512
aol.com	+478
b2byellowpages.com	+456
superpages.com	+414
businessinsider.com	+375
albanianyellowpag...	+363
telecomsys.com	+345
accordion-yellowp...	+316

**competitors in bold*

Pages That Rank

<http://www.clickz.com/clickz/column/1717565/ways-extend-social-medias-reach>

kelley's blue book(24), backpage(44), superpages(13)

Est. Clicks per Month: 148(+148) Potential Incremental Gain: 27k clicks/mo.

Clickz.com: SEO Dashboard

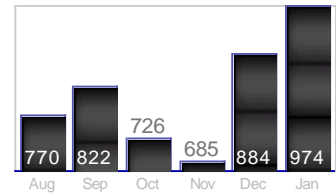
Keyword Group: Cpm

Positions Gained: 48 → Est. Total Clicks/Mo: (+90) → Est. Percent Traffic Gain: 10%
 Unique Pages Ranked: 2

Keywords:

- cpm: cpm ads (+19) - **NEW**, cpm online advertising (+8), www google cpm (+7), online adver...

Est. Clicks per Month



Biggest Opportunities Within This Group

cpm

>[advertising cpm online (14), cpm affiliate program (4), get cpm (2), advertising cpm internet (6), cost cpm (4)]

Est. Potential New Clicks/Month: 6,082 Searches/Mo: 29k Average Value/Click: \$1.89

Clicks Gained or Lost on these Keywords

cpm.org	+2k
wikipedia.org	+617
ism.ws	+233
marketingterms.com	+230
cpm-apts.com	+228
searchenginewatch...	+173
osd.mil	+152
labnol.org	+140
netmba.com	+140
cpmfed.com	+127
seochat.com	+105
clickz.com	+90
wwwgoogleplusone.com	+77
warriorforum.com	+67
artmam.com	+59

*competitors in **bold**

Pages That Rank

<http://www.clickz.com/cpm-calculator>

cpm calculator(1), cpm(17), calculate cpm(1)

Est. Clicks per Month: 621(+20) Potential Incremental Gain: 4k clicks/mo.

<http://www.clickz.com/clickz/column/1717565/ways-extend-social-medias-reach>

kelley's blue book(24), backpage(44), superpages(13)

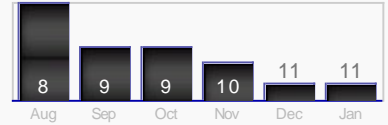
Est. Clicks per Month: 353(+70) Potential Incremental Gain: 3k clicks/mo.

Biggest Opportunities (all)

Rank

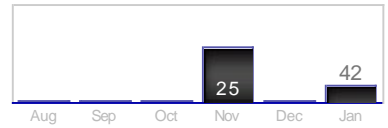
scottrade (44)

Searches/Mo: 823k Est. Value/Click: \$2.06 Est. Potential New Clicks/Month: 79k
Other Keywords for URL: scottrade, scotttrade



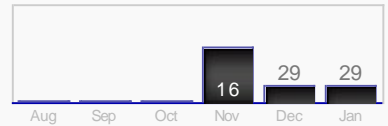
the body shop (42)

Searches/Mo: 74k Est. Value/Click: \$16 Est. Potential New Clicks/Month: 6k
Other Keywords for URL: the body shop, shop ebay, shop at ebay



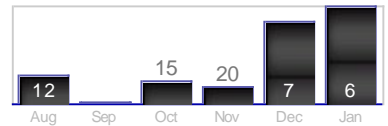
backpage (44)

Searches/Mo: 0 Est. Value/Click: \$0.29 Est. Potential New Clicks/Month: 245k
Other Keywords for URL: backpage, adult services, adult classifieds



rotten tomatoes (45)

Searches/Mo: 0 Est. Value/Click: \$0.66 Est. Potential New Clicks/Month: 73k
Other Keywords for URL: rotten tomatoes, rottentomatoes., rottentomatoes, rotten tomatos, rotten tomatoe



google's adsense (22)

Searches/Mo: 120 Est. Value/Click: \$5.34 Est. Potential New Clicks/Month: 9k
Other Keywords for URL: google's adsense, googles adsense, adsense googles



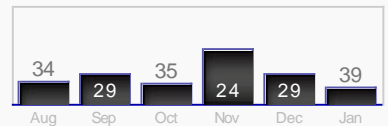
1800 contacts (30)

Searches/Mo: 90k Est. Value/Click: \$3.91 Est. Potential New Clicks/Month: 11k
Other Keywords for URL: 1800 contacts, 1 800 contacts, 800 contacts, 1 800 contact, 1 800 contacts.com



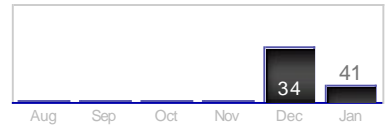
merchantcircle (11)

Searches/Mo: 0 Est. Value/Click: \$46 Est. Potential New Clicks/Month: 825
Other Keywords for URL: merchantcircle



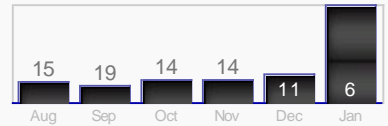
accuweather (47)

Searches/Mo: 2M Est. Value/Click: \$0.21 Est. Potential New Clicks/Month: 169k
Other Keywords for URL: accuweather, acc weather, accuview weather, aucc weather



aim mail (41)

Searches/Mo: 450k Est. Value/Click: \$0.38 Est. Potential New Clicks/Month: 76k
Other Keywords for URL: aim mail, aim e mail



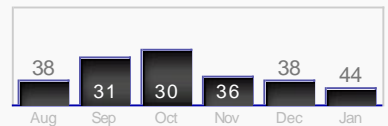
sfgate (33)

Searches/Mo: 301k Est. Value/Click: \$0.54 Est. Potential New Clicks/Month: 49k
Other Keywords for URL: sfgate



kelley's blue book (24)

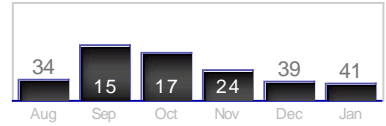
Searches/Mo: 2k Est. Value/Click: \$0.25 Est. Potential New Clicks/Month: 96k
Other Keywords for URL: kelley's blue book, autotrader com, kelley blue book, autotrader.com., autotrder



Clickz.com: SEO Dashboard

usa network (43)

Searches/Mo: 201k Est. Value/Click: \$1.02 Est. Potential New Clicks/Month: 23k
Other Keywords for URL: usa.network, usa network



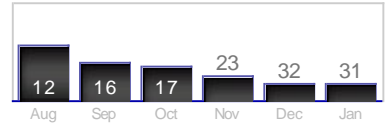
traffic's (42)

Searches/Mo: 0 Est. Value/Click: \$1.55 Est. Potential New Clicks/Month: 15k
Other Keywords for URL: traffic's



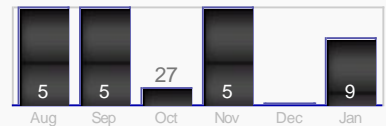
usa.network (41)

Searches/Mo: 0 Est. Value/Click: \$0.99 Est. Potential New Clicks/Month: 23k
Other Keywords for URL: usa.network, usa network



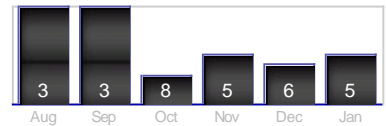
farmers insurance (27)

Searches/Mo: 165k Est. Value/Click: \$1.72 Est. Potential New Clicks/Month: 13k
Other Keywords for URL: farmers insurance, farmer insurance, famers insurance, farmville insurance, framers insurance



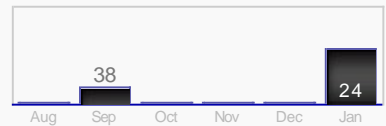
google alerts (19)

Searches/Mo: 74k Est. Value/Click: \$1.93 Est. Potential New Clicks/Month: 10k
Other Keywords for URL: google alerts, google alert



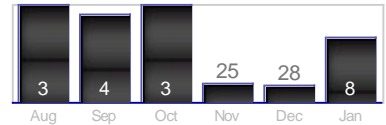
google sites (46)

Searches/Mo: 0 Est. Value/Click: \$2.18 Est. Potential New Clicks/Month: 9k
Other Keywords for URL: google sites



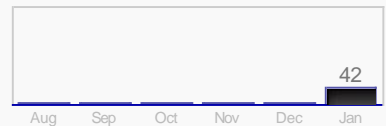
kelley blue book (47)

Searches/Mo: 246k Est. Value/Click: \$0.17 Est. Potential New Clicks/Month: 97k
Other Keywords for URL: kelley's blue book, autotrader com, kelley blue book, autotrader.com., autotrder



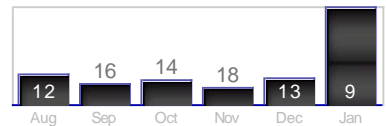
pandora's jewelry (13)

Searches/Mo: 300 Est. Value/Click: \$1.76 Est. Potential New Clicks/Month: 9k
Other Keywords for URL: pandora's jewelry, russell simmons jewelry, simmons jewelry, pandoras jewelry, simmons jewelry company



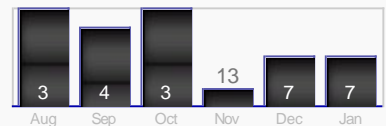
dell support (48)

Searches/Mo: 165k Est. Value/Click: \$0.82 Est. Potential New Clicks/Month: 19k
Other Keywords for URL: dell support



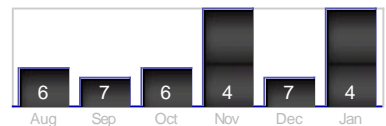
autotrader com (26)

Searches/Mo: 823k Est. Value/Click: \$0.23 Est. Potential New Clicks/Month: 62k
Other Keywords for URL: kelley's blue book, autotrader com, kelley blue book, autotrader.com., autotrder



boston market (46)

Searches/Mo: 201k Est. Value/Click: \$0.72 Est. Potential New Clicks/Month: 18k
Other Keywords for URL: boston market, market holiday



mall of america (41)

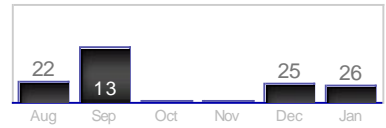
Searches/Mo: 301k Est. Value/Click: \$0.56 Est. Potential New Clicks/Month: 23k
Other Keywords for URL: mall of america, holiday parking, america holiday, holiday mall, mall parking



Clickz.com: SEO Dashboard

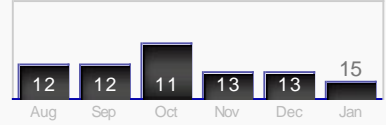
1 800 contacts (27)

Searches/Mo: 33k Est. Value/Click: \$2.5 Est. Potential New Clicks/Month: 4k
 Other Keywords for URL: 1800 contacts, 1 800 contacts, 800 contacts, 1 800 contact, 1 800 contacts.com



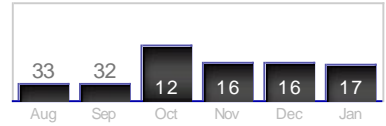
autotrader.com. (36)

Searches/Mo: 0 Est. Value/Click: \$0.22 Est. Potential New Clicks/Month: 43k
 Other Keywords for URL: kelley's blue book, autotrader com, kelley blue book, autotrader.com., autotrdrer



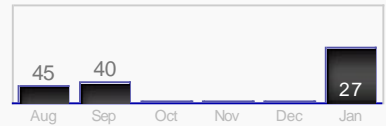
800 flowers (39)

Searches/Mo: 27k Est. Value/Click: \$3.16 Est. Potential New Clicks/Month: 3k
 Other Keywords for URL: 800 flowers, flowers love, flowers of love, 800 flower, flowers for love



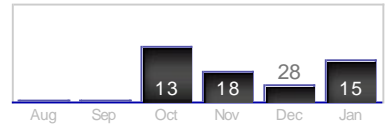
nike id (40)

Searches/Mo: 135k Est. Value/Click: \$0.63 Est. Potential New Clicks/Month: 13k
 Other Keywords for URL: nike id, nikeid



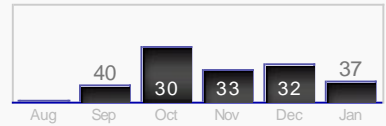
conference call (35)

Searches/Mo: 15k Est. Value/Click: \$8.42 Est. Potential New Clicks/Month: 951
 Other Keywords for URL: conference call, confrence call, conferencecall, confrence call, confrence call



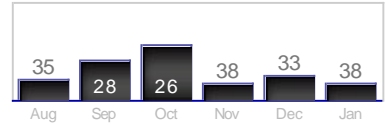
gsi commerce (11)

Searches/Mo: 8k Est. Value/Click: \$2.29 Est. Potential New Clicks/Month: 3k
 Other Keywords for URL: gsi commerce



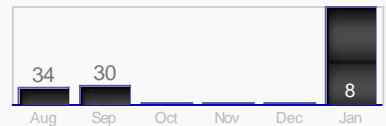
razorfish (24)

Searches/Mo: 15k Est. Value/Click: \$3.93 Est. Potential New Clicks/Month: 2k
 Other Keywords for URL: razorfish, iterative, iterative model, razor fish, disses



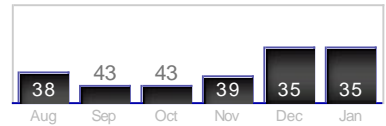
superpages (13)

Searches/Mo: 110k Est. Value/Click: \$0.44 Est. Potential New Clicks/Month: 17k
 Other Keywords for URL: superpages, superpagtes



the melting pot (38)

Searches/Mo: 110k Est. Value/Click: \$0.83 Est. Potential New Clicks/Month: 8k
 Other Keywords for URL: the melting pot



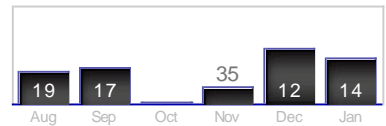
omniture (19)

Searches/Mo: 18k Est. Value/Click: \$4.76 Est. Potential New Clicks/Month: 1k
 Other Keywords for URL: omniture, ominture, omiture



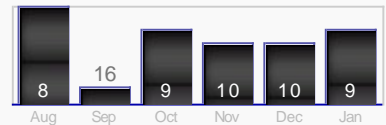
marketing's (14)

Searches/Mo: 30 Est. Value/Click: \$2.07 Est. Potential New Clicks/Month: 3k
 Other Keywords for URL: marketing's, future marketing, marketings, email marketings



ebaums (45)

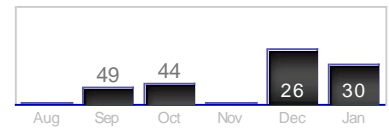
Searches/Mo: 60k Est. Value/Click: \$0.8 Est. Potential New Clicks/Month: 8k
 Other Keywords for URL: ebaums world, ebaums, ebaum world, ebaum's world, ebaums world com



Clickz.com: SEO Dashboard

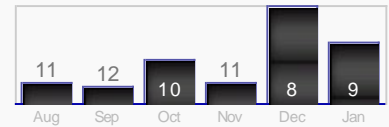
google uk (48)

Searches/Mo: 74k Est. Value/Click: \$0.79 Est. Potential New Clicks/Month: 8k
Other Keywords for URL: google.uk, google uk, googleuk



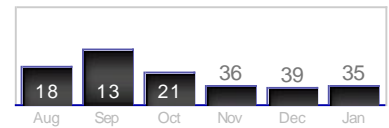
google.uk (16)

Searches/Mo: 0 Est. Value/Click: \$0.79 Est. Potential New Clicks/Month: 8k
Other Keywords for URL: google.uk, google uk, googleuk



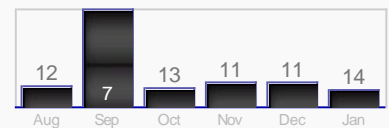
betsey johnson (28)

Searches/Mo: 301k Est. Value/Click: \$0.39 Est. Potential New Clicks/Month: 16k
Other Keywords for URL: betsey johnson, betsey johnson store, betsey, betsey johnson discount, betsey johnson stores



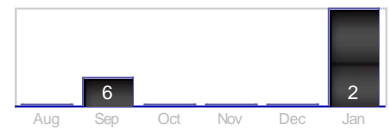
a and e (40)

Searches/Mo: 33k Est. Value/Click: \$1.31 Est. Potential New Clicks/Month: 5k
Other Keywords for URL: a and e, and e



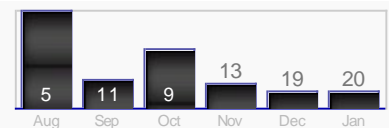
yellowpages com (40)

Searches/Mo: 301k Est. Value/Click: \$0.22 Est. Potential New Clicks/Month: 27k
Other Keywords for URL: yellowpages com, gsdm agency



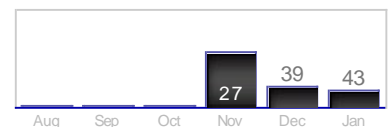
ask jeeves. (42)

Searches/Mo: 0 Est. Value/Click: \$0.14 Est. Potential New Clicks/Month: 42k
Other Keywords for URL: ask jeeves., ask jeeves a question, ask jeeves.com, ask jeeves com, ask jeeves com.



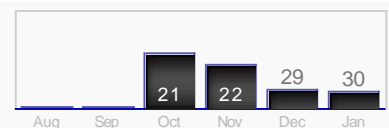
investopedia (16)

Searches/Mo: 0 Est. Value/Click: \$0.59 Est. Potential New Clicks/Month: 10k
Other Keywords for URL: investopedia, valueclick



diapers com (24)

Searches/Mo: 90k Est. Value/Click: \$0.66 Est. Potential New Clicks/Month: 9k
Other Keywords for URL: diapers com



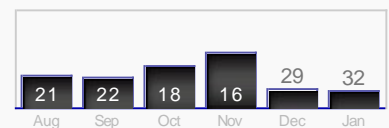
carls jr. (37)

Searches/Mo: 0 Est. Value/Click: \$0.82 Est. Potential New Clicks/Month: 7k
Other Keywords for URL: carls jr, carls jr., carls jr locations, carls jr hardees, carl's jr



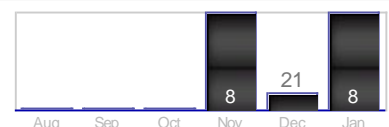
carls jr (34)

Searches/Mo: 135k Est. Value/Click: \$0.82 Est. Potential New Clicks/Month: 7k
Other Keywords for URL: carls jr, carls jr., carls jr locations, carls jr hardees, carl's jr



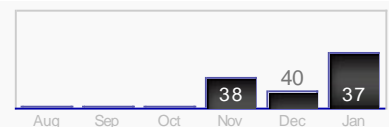
whitepages com (36)

Searches/Mo: 673k Est. Value/Click: \$0.07 Est. Potential New Clicks/Month: 73k
Other Keywords for URL: whitepages com, search whitepages, deals search



iad (19)

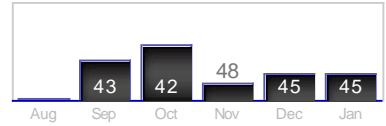
Searches/Mo: 50k Est. Value/Click: \$0.92 Est. Potential New Clicks/Month: 5k
Other Keywords for URL: iad, mobile ad



Clickz.com: SEO Dashboard

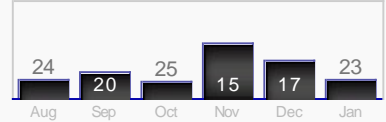
rottentomatoes (42)

Searches/Mo: 0 Est. Value/Click: \$0.42 Est. Potential New Clicks/Month: 12k
 Other Keywords for URL: rotten tomatoes, rottentomatoes., rottentomatoes, rotten tomatos, rotten tomatoe



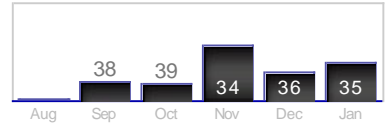
rottentomatoes. (41)

Searches/Mo: 0 Est. Value/Click: \$0.42 Est. Potential New Clicks/Month: 12k
 Other Keywords for URL: rotten tomatoes, rottentomatoes., rottentomatoes, rotten tomatos, rotten tomatoe



ritz camera (22)

Searches/Mo: 110k Est. Value/Click: \$0.45 Est. Potential New Clicks/Month: 10k
 Other Keywords for URL: ritz camera, hp camera, ritx camera, hp test, camera ritz



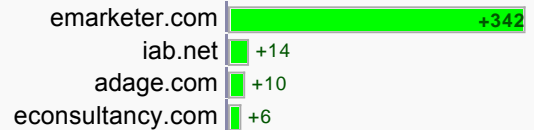
[Download as CSV](#)

Keywords Not Ranked On But Should Be

Estimated Clicks/Month

emarketer

Searches/Month: 4k
 Cost/Click: \$2.94 Est. Potential Clicks/Month: 192
 Avg. Competitor Rank: 17



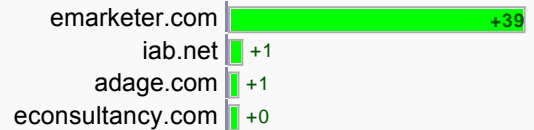
verizon net

Searches/Month: 1M
 Cost/Click: \$2.18 Est. Potential Clicks/Month: 2k
 Avg. Competitor Rank: 31



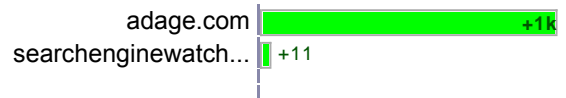
e marketer

Searches/Month: 300
 Cost/Click: \$1.59 Est. Potential Clicks/Month: 22
 Avg. Competitor Rank: 19



ad age

Searches/Month: 10k
 Cost/Click: \$3.20 Est. Potential Clicks/Month: 1k
 Avg. Competitor Rank: 8



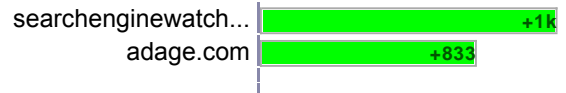
search engine

Searches/Month: 90k
 Cost/Click: \$4.27 Est. Potential Clicks/Month: 375
 Avg. Competitor Rank: 17



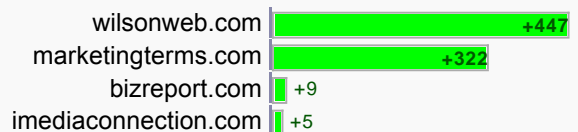
zappos

Searches/Month: 1M
 Cost/Click: \$9.41 Est. Potential Clicks/Month: 992
 Avg. Competitor Rank: 42



viral marketing

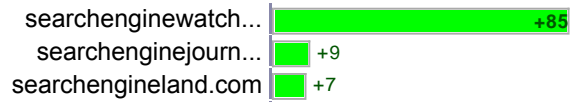
Searches/Month: 12k
 Cost/Click: \$2.83 Est. Potential Clicks/Month: 196
 Avg. Competitor Rank: 20



Clickz.com: SEO Dashboard

search engine optimization tips

Searches/Month: 8k
 Cost/Click: \$7.53 Est. Potential Clicks/Month: 54
 Avg. Competitor Rank: 14



google keyword tool

Searches/Month: 60k
 Cost/Click: \$3.18 Est. Potential Clicks/Month: 899
 Avg. Competitor Rank: 10



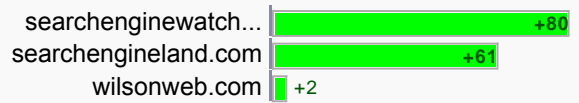
media post

Searches/Month: 1k
 Cost/Click: \$3.28 Est. Potential Clicks/Month: 145
 Avg. Competitor Rank: 7



adwords editor

Searches/Month: 3k
 Cost/Click: \$8.17 Est. Potential Clicks/Month: 56
 Avg. Competitor Rank: 17



facebook login

Searches/Month: 37M
 Cost/Click: \$0.82 Est. Potential Clicks/Month: 25k
 Avg. Competitor Rank: 42



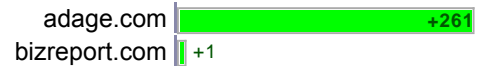
adage

Searches/Month: 33k
 Cost/Click: \$2.36 Est. Potential Clicks/Month: 3k
 Avg. Competitor Rank: 2



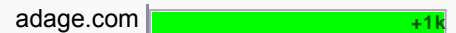
adage com

Searches/Month: 0
 Cost/Click: \$1.02 Est. Potential Clicks/Month: 239
 Avg. Competitor Rank: 9



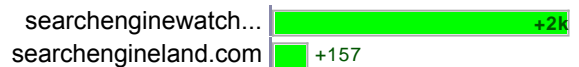
advertising age

Searches/Month: 10k
 Cost/Click: \$2.20 Est. Potential Clicks/Month: 1k
 Avg. Competitor Rank: 4



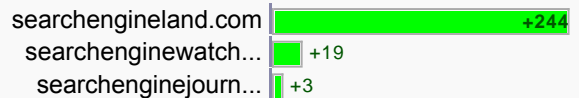
search engines

Searches/Month: 301k
 Cost/Click: \$1.07 Est. Potential Clicks/Month: 1k
 Avg. Competitor Rank: 21



google local business center

Searches/Month: 0
 Cost/Click: \$6.40 Est. Potential Clicks/Month: 89
 Avg. Competitor Rank: 19



seo tips

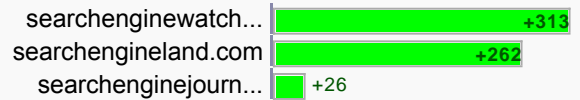
Searches/Month: 12k
 Cost/Click: \$6.64 Est. Potential Clicks/Month: 81
 Avg. Competitor Rank: 12



Clickz.com: SEO Dashboard

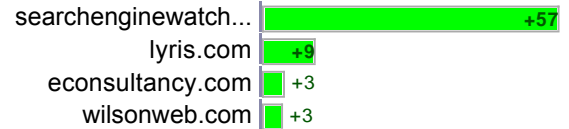
google search history

Searches/Month: 8k
 Cost/Click: \$3.18 Est. Potential Clicks/Month: 200
 Avg. Competitor Rank: 10



ppc bid management

Searches/Month: 2k
 Cost/Click: \$11.00 Est. Potential Clicks/Month: 14
 Avg. Competitor Rank: 13



google images

Searches/Month: 2M
 Cost/Click: \$1.41 Est. Potential Clicks/Month: 18k
 Avg. Competitor Rank: 10



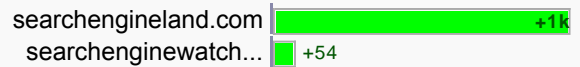
hsn

Searches/Month: 673k
 Cost/Click: \$4.36 Est. Potential Clicks/Month: 587
 Avg. Competitor Rank: 37



miserable failure.

Searches/Month: 0
 Cost/Click: \$0.74 Est. Potential Clicks/Month: 695
 Avg. Competitor Rank: 6



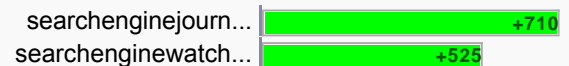
doubleclick

Searches/Month: 8k
 Cost/Click: \$1.36 Est. Potential Clicks/Month: 689
 Avg. Competitor Rank: 13



google finance

Searches/Month: 450k
 Cost/Click: \$2.55 Est. Potential Clicks/Month: 618
 Avg. Competitor Rank: 32



[Download as CSV](#)

Keyword Overlap in Your SEO & PPC campaigns

Est. Organic Clicks vs. Paid Clicks

None

[Download as CSV](#)

Keyword Groups with the Most Potential - Details

Keyword Group: Google

Unique Pages Ranked: 2 Searches Per Month: 154k

Potential Clicks with Incremental Gain: 8.0k **Value of Incremental Gain:** \$8.0k

Potential Clicks Gained at Top Positions: 629.0k **Value of Gain at Top Positions:** \$1.0M

Keywords:

- google: google cpm (6), google.desktop, google.desktop search, clear google history, go...
- google > tools: google webmaster tools (9), google tools (45) - **NEW**, google webmaster ...
- google > search google: search google, most searched on google, search googl, local ...
- google > delete: delete google search history, how to delete google search history, de...

Est. Share of Clicks

searchenginewatch...	11k (+3k)
clickz.com	2k (+460)
imediaconnection.com	547 (+136)
marketingvox.com	67 (+35)
mediapost.com	63 (+36)
emarketer.com	19 (+9)

Biggest Opportunities Within This Group

google

>[andrew goodman google (28), paid inclusion google (32), ads by googl (21), google com adwords (42), google campaigns (18)]

Est. Potential New Clicks/Month: 55,991 Searches/Mo: 240k Average Value/Click: \$3.17

google > tools

>[google webmaster tool (19), google tools (45), google webmaster tools (9)]

Est. Potential New Clicks/Month: 7,499 Searches/Mo: 8k Average Value/Click: \$1.17

google > click

>[googles pay per click (8), click fraud google (43), google pay per click (15)]

Est. Potential New Clicks/Month: 150 Searches/Mo: 3k Average Value/Click: \$4.75

google > listing

>[listing google (24), listing on google (36), google listing (18)]

Est. Potential New Clicks/Month: 69 Searches/Mo: 750 Average Value/Click: \$1.73

Clicks Gained or Lost on these Keywords

tribuneinteractiv...	+65
hawaii.edu	+65
glassdoor.com	+25
	-22
twitter.com	-22
media-visions.com	-23
machinteractive.com	-25
museum.tv	-27
linkedin.com	-27
blogspot.com	-28
thesupergroup.com	-29
ogilvy.com	-33
informatv.com	-36
whitedot.org	-42
unica.com	-44
typepad.com	-48

**competitors in bold*

Pages That Rank

<http://www.clickz.com/clickz/column/1717565/ways-extend-social-medias-reach>

kelley's blue book(24), backpage(44), superpages(13)

Est. Clicks per Month: 24 Potential Incremental Gain: 601 clicks/mo.

<http://www.clickz.com>

clickz(1), internet advertising statistics(3), online marketing news(1)

Est. Clicks per Month: 2(-7) Potential Incremental Gain: 49 clicks/mo.

<http://www.clickz.com/ireviews/company/6230/dotster-inc>

411 ca(24), 411.ca(25), artcyclopedia(49)

Est. Clicks per Month: 0 Potential Incremental Gain: 15 clicks/mo.

Clickz.com: SEO Dashboard

Keyword Group: **Book**

Unique Pages Ranked: 1 Searches Per Month: 124k
Potential Clicks with Incremental Gain: 4.0k Value of Incremental Gain: \$4.0k
Potential Clicks Gained at Top Positions: 398.0k Value of Gain at Top Positions: \$110.0k

Keywords:

- **book**: google books, book it, google book, jay z book (11), book adventure
- **book > blue book**: kelly's blue book (24), kelly blue book, kelly blue book (47), ke...
- **book > amazon**: amazon com books, amazon book, amazon book uk, amazone book
- **book > yellow book**: yellow book, yellow book usa, yellow book advertising, yellow boo...

Est. Share of Clicks

clickz.com	3k (+966)
searchenginewatch...	2k (+196)
marketingvox.com	6 (+6)
mediapost.com	3 (+41)
emarketer.com	0 (+0)
imediapost.com	0 (+1)

Biggest Opportunities Within This Group

book > blue book

>[kelley blue book.com (42), kelley blue book (47), kelley's blue book (24)]
Est. Potential New Clicks/Month: 192,765 Searches/Mo: 250k Average Value/Click: \$0.2

book

>[book jay z (15), marketing book review (26), search engine positioning book (21), search engine positioning books (28), stephen king online book (41)]
Est. Potential New Clicks/Month: 177 Searches/Mo: 2k Average Value/Click: \$0.92

Clicks Gained or Lost on these Keywords

seattlevirtualoff...	+12
tcpalm.com	+5
highbeam.com	+3
officeworksoftwar...	+3
-3	npd.com
-4	blogspot.com
-4	floridaindependen...
-4	mind-alliance.com
-5	docstoc.com
-5	myfloridalegal.com
-5	tbs.com
-5	businessweek.com
-6	asaecenter.org
-6	job-search-engine...
-7	clevelcrossing.com

**competitors in bold*

Pages That Rank

<http://www.clickz.com/clickz/column/1717565/ways-extend-social-medias-reach>

kelley's blue book(24), backpage(44), superpages(13)

Est. Clicks per Month: 0(-1) Potential Incremental Gain: 5 clicks/mo.

Clickz.com: SEO Dashboard

Keyword Group: Com

Unique Pages Ranked: 5 Searches Per Month: 2M

Potential Clicks with Incremental Gain: 12.0k Value of Incremental Gain: \$12.0k

Potential Clicks Gained at Top Positions: 2.0M Value of Gain at Top Positions: \$760.0k

Keywords:

- **com**: weather com, ask com', ask com, ask com., whitepages com (36)
- **com > www**: www ask com, www univision com, www whitepages com, www americanexpress com,...
- **com > autotrader**: autotrader com (26), autotrader.com. (36), dealers autotrader com, ...
- **com > jeeves**: ask jeeves.com (35), ask jeeves com (36), ask jeeves com. (36), jeeves c...

Est. Share of Clicks

searchenginewatch...	7k (+27k)
clickz.com	2k (+2k)
mediapost.com	2k (+976)
imediconnection.com	856 (+8)
marketingvox.com	804 (+565)
emarketer.com	225 (+28)

Biggest Opportunities Within This Group

com

>[7search.+com (28), careerbuilder.com monkey (34), coolsavings.+com (49), digital impact.com (45), e tailing.com (15)]

Est. Potential New Clicks/Month: 130,483 Searches/Mo: 1M Average Value/Click: \$0.55

com > autotrader

>[autotrader.com. (36), autotrader com (26)]

Est. Potential New Clicks/Month: 105,024 Searches/Mo: 823k Average Value/Click: \$0.22

com > jeeves

>[ask jeeves dot com (50), ask jeeves com (36), ask jeeves com. (36), ask jeeves.com (35)]

Est. Potential New Clicks/Month: 5,016 Searches/Mo: 41k Average Value/Click: \$0.13

com > www

>[www emarketeers com (34), www 97thfloor com (26), www emarketing strategies com (20), www GiveandShop com (28), www domania com leads (47)]

Est. Potential New Clicks/Month: 152 Searches/Mo: 150 Average Value/Click: \$0.22

Clicks Gained or Lost on these Keywords

merriam-webster.com	+119
reference.com	+97
thefreedictionary...	+61
amazon.com	+49
javapractices.com	+42
codehaus.org	+35
thesaurus.com	+26
newadvent.org	+19
scala-lang.org	+17
oracle.com	+14
newscientist.com	+11
asp.net	+10
c2.com	+9
ericsink.com	+8
immutablesecurity...	+7

**competitors in bold*

Pages That Rank

<http://www.clickz.com/clickz/column/1717565/ways-extend-social-medias-reach>

kelley's blue book(24), backpage(44), superpages(13)

Est. Clicks per Month: 30(+5) Potential Incremental Gain: 763 clicks/mo.

Clickz.com: SEO Dashboard

Keyword Group: Autotrader

Unique Pages Ranked: 1 Searches Per Month: 93k

Potential Clicks with Incremental Gain: 2.0k Value of Incremental Gain: \$2.0k

Potential Clicks Gained at Top Positions: 337.0k Value of Gain at Top Positions: \$80.0k

Keywords:

- autotrader: autotrader, autotrader com (26), autotrader.com. (36), www autotrader com, ...
- autotrader > classic: autotrader classic, autotrader classics, classic autotrader, cl...

Est. Share of Clicks

searchenginewatch...	1k (+1k)
clickz.com	1k (+2k)
mediapost.com	374 (+720)
marketingvox.com	0 (+6)
imediconnection.com	0 (+0)
emarketer.com	0 (+0)

Biggest Opportunities Within This Group

autotrader

>[autotrader.comn (38), autotrader.com. (36), autotrader com (26)]

Est. Potential New Clicks/Month: 105,044 Searches/Mo: 823k Average Value/Click: \$0.34

Clicks Gained or Lost on these Keywords

theseagents.com	+5
headhuntersdirect...	+4
topseos.com	+2
rinexus.com	+1
crunchbase.com	+1
tamar.com	+1
pagezero.com	-1
covario.com	-1
davechaffey.com	-2
jellyfish.co.uk	-2
cluepaidsearch.co...	-3
aaaa.org	-3
econsultancy.com	-3
traffick.com	-5
icrossing.co.uk	-5

*competitors in **bold**

Pages That Rank

<http://www.clickz.com/clickz/column/1717565/ways-extend-social-medias-reach>

kelley's blue book(24), backpage(44), superpages(13)

Est. Clicks per Month: 1 Potential Incremental Gain: 84 clicks/mo.

Clickz.com: SEO Dashboard

Keyword Group: Marketing

Unique Pages Ranked: 19 Searches Per Month: 81k
Potential Clicks with Incremental Gain: 991.0 **Value of Incremental Gain:** \$991.0
Potential Clicks Gained at Top Positions: 95.0k **Value of Gain at Top Positions:** \$258.0k

Keywords:

- **marketing:** marketing's (14), internet marketing tools, international marketing articles...
- **marketing > jobs:** marketing jobs, digital marketing jobs (16), marketing job titles, ...
- **marketing > market research > research:** marketing research, online market researc...
- **marketing > business:** how to market your business, online business marketing, online ...

Est. Share of Clicks

clickz.com	1k (+861)
searchenginewatch...	1k (+2k)
emarketer.com	677 (+686)
imediaconnection.com	254 (+268)
mediapost.com	116 (+110)
marketingvox.com	110 (+147)

Biggest Opportunities Within This Group

marketing

>[broadbase marketing (26), checkup marketing (39), clickstream marketing (28), consumer marketing practices (49), customer value marketing (12)]
Est. Potential New Clicks/Month: 17,820 Searches/Mo: 471k Average Value/Click: \$2.81

marketing > jobs > job description

>[job description marketing analyst (41), job description marketing coordinator (50), internet marketing manager job description (44), marketing coordinator job description (39)]
Est. Potential New Clicks/Month: 171 Searches/Mo: 1k Average Value/Click: \$1.97

marketing > jobs

>[marketing job vacancies (11), marketing analysis jobs (37), jobs online marketing (26), web marketing job (47), online marketing job (49)]
Est. Potential New Clicks/Month: 125 Searches/Mo: 3k Average Value/Click: \$2.65

marketing > market research > research

>[marketing research boston (41), market research vacancy (25), digital market research (42), web marketing research (35), market research boston (49)]
Est. Potential New Clicks/Month: 117 Searches/Mo: 2k Average Value/Click: \$2.4

Clicks Gained or Lost on these Keywords

blogspot.com	+18
marketingv.com	+11
seekingalpha.com	+5
inc.com	-5
cnet.com	-5
clickxpay.com	-6
searchengineland.com	-7
leadgalaxy.com	-7
actionconferencec...	-7
revshare.com	-7
youtube.com	-9
webmaster-affilia...	-10
costperactionrevi...	-11
revenuestreet.com	-13
readwriteweb.com	-17

*competitors in bold

Pages That Rank

<http://www.clickz.com/clickz/column/1717565/ways-extend-social-medias-reach>

kelley's blue book(24), backpage(44), superpages(13)

Est. Clicks per Month: 3 Potential Incremental Gain: 48 clicks/mo.

<http://www.clickz.com/category/search-marketing/search-marketing-101>

b2b email marketing(6), conference call(35), email marketing b2b(4)

Est. Clicks per Month: 0 Potential Incremental Gain: 0 clicks/mo.