

BRUCE CLAY, INC[®]
Global Internet Marketing Solutions




Bruceclay.com

SEO Dashboard




Feb 15, 2011

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Competition

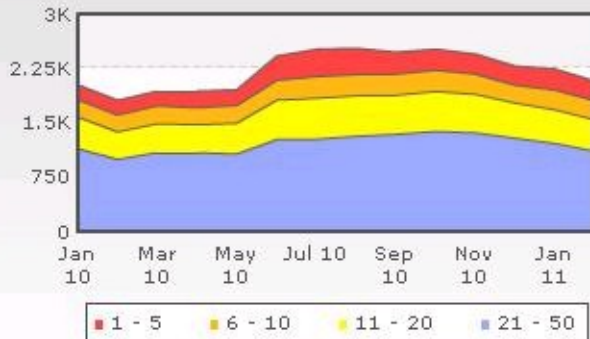
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Amount of Keywords in Top Search Results



You show up in the top 50 search results on Google for 2k different keywords. The largest portion of those are not on the first page, and that represents a huge amount of potential of over 41k clicks per month. That is comparable to \$118k in equivalent Adwords dollars.

Number of Unique Pages that Rank Organically



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

Biggest Gains

You moved up in ranks on 797 keywords last month. All those gains added up to about 217 clicks you wouldn't have received last month. In equivalent PPC dollars, all those new clicks are worth about \$922.

Most Valuable Keywords

You gained ranks on 8 out of your top 20 most valuable keywords. Moving up the charts on those important keywords means about -68.94 visits to the site that wouldn't have come last month.

Rank

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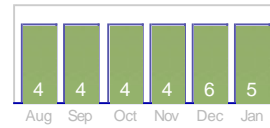
	Rank
▲ search engine optimization Estimated Clicks/Month gained: 74 http://www.bruceclay.com/web_rank.htm	5(+1)
▲ pay per click services Estimated Clicks/Month gained: 14 http://www.bruceclay.com/ppc/services...	6(+10)
▲ search engine marketing Estimated Clicks/Month gained: 11 http://www.bruceclay.com/	39
▲ search engine optimization promotion Estimated Clicks/Month gained: 5 http://www.bruceclay.com/web_rank.htm	3(+1)
▲ search engine optimisation seo Estimated Clicks/Month gained: 5 http://www.bruceclay.com/web_rank.htm	4(+7)
▲ wonder twins Estimated Clicks/Month gained: 5 http://www.bruceclay.com/blog/2008/02...	37
▲ the power of positive thinking Estimated Clicks/Month gained: 4 http://www.bruceclay.com/blog/2011/01...	29
▲ higher search engine ranks Estimated Clicks/Month gained: 3 http://www.bruceclay.com/web_rank.htm	4(+1)
▲ website optimization tips Estimated Clicks/Month gained: 3 http://www.bruceclay.com/web_rank.htm	9(+12)
▲ improve search engine rankings Estimated Clicks/Month gained: 3 http://www.bruceclay.com/web_rank.htm	14
▲ ads ppc Estimated Clicks/Month gained: 3 http://www.bruceclay.com/web_ppc.htm	6(+12)

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

search engine optimization

Rank: 5(+1) Est. Clicks/Mo: 1k(+74)

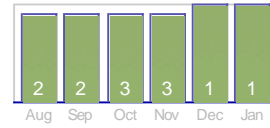
Est. Value/Mo: \$5k(+\$374)



search engine optimization marketing

Rank: 1 Est. Clicks/Mo: 153(-103)

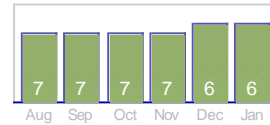
Est. Value/Mo: \$958(-\$474.231)



seo optimization

Rank: 6 Est. Clicks/Mo: 151(-15)

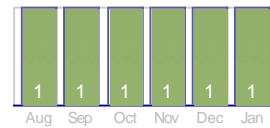
Est. Value/Mo: \$494(+\$0.45)



bruce clay

Rank: 1 Est. Clicks/Mo: 148(-20)

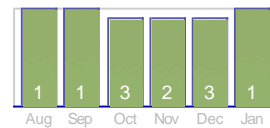
Est. Value/Mo: \$432(-\$63.073)



web marketing search engine optimization

Rank: 1(+2) Est. Clicks/Mo: 46

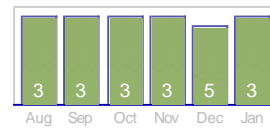
Est. Value/Mo: \$306(+\$4.55)



search engine optimization seo

Rank: 3(+2) Est. Clicks/Mo: 78(-27)

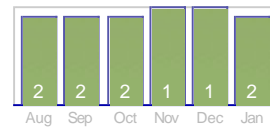
Est. Value/Mo: \$281(-\$68.884)



search engine marketing optimization

Rank: 2(-1) Est. Clicks/Mo: 39(-32)

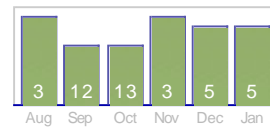
Est. Value/Mo: \$226(-\$183.497)



seo training

Rank: 5 Est. Clicks/Mo: 78(-64)

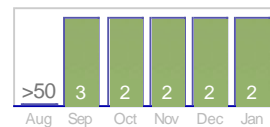
Est. Value/Mo: \$182(-\$160.51)



search engine ranking optimization

Rank: 2 Est. Clicks/Mo: 49(-79)

Est. Value/Mo: \$169(-\$284.664)



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

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Newly Ranked Organic Pages

70 pages show up in Google search results that didn't last month. Combined, those new placements drive 33 clicks, which would be worth about \$1k if you paid for those same clicks in Google Adwords.

<http://www.bruceclay.com/blog/2006/12/five-things-you-didnt-know-about-lisa-barone/>

Keywords (rank): lisa barone (10)

Est. Total Clicks/Mo: 5

Est. SEO Value: **\$6.75**

<http://www.bruceclay.com/blog/2011/01/positive-thinking-and-business-success/>

Keywords (rank): thinking positively (28), the power of positive thinking (29), power of positive thinking (36), power of positive thought (40)

Est. Total Clicks/Mo: 7

Est. SEO Value: **\$4.56**

<http://www.bruceclay.com/blog/2008/02/wonder-twins-seo-social-media-marketing/>

Keywords (rank): wonder twins (37)

Est. Total Clicks/Mo: 5

Est. SEO Value: **\$3.64**

<http://www.bruceclay.com/blog/2010/12/google-local-search-algorithm-and-rankings/>

Keywords (rank): local search algorithm (8), search algorithm google (35), google local search (36)

Est. Total Clicks/Mo: 2

Est. SEO Value: **\$2.99**

<http://www.bruceclay.com/blog/2007/03/set-it-forget-it-pay-per-click-strategies-that-dont-work/>

Keywords (rank): set and forget it (24), set it and forget it (28)

Est. Total Clicks/Mo: 3

Est. SEO Value: **\$2.43**

<http://www.bruceclay.com/blog/2007/06/search-engine-optimization-is-not-google-optimization/>

Keywords (rank): google optimization (34)

Est. Total Clicks/Mo: 1

Est. SEO Value: **\$2.16**

<http://www.bruceclay.com/blog/2011/01/boost-in-house-marketing-part-2/>

Keywords (rank): house marketing (5)

Est. Total Clicks/Mo: 1

Est. SEO Value: **\$1.67**

<http://www.bruceclay.com/blog/2009/10/twitter-marketing-tactics/>

Keywords (rank): marketing tactic (31), marketing tactics (42)

Est. Total Clicks/Mo: 1

Est. SEO Value: **\$1.21**

<http://www.bruceclay.com/blog/2010/12/google-places-business-kits/>

Keywords (rank): business kits (11)

Est. Total Clicks/Mo: 1

Est. SEO Value: **\$1.21**

<http://www.bruceclay.com/blog/2007/12/local-search-optimization/>

Keywords (rank): local search optimization (47)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.87**

[View more](#) (p. 21)

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New Keywords (You weren't ranked on before)

You now place in the top 50 search results on 260 keywords that you didn't even show up on last month. Those keywords drive 77 clicks worth an estimated \$243 per month in equivalent PPC dollars. All those new keywords represent a beachhead to an opportunity that could lead to as many as 7k clicks per month if you could be in the first position on each of the keywords.

search engine marketing

Rank: 39 Searches/Mo: 33k Est. Value/Click: \$4.25
Estimated New Clicks/Month: 11

wonder twins

Rank: 37 Searches/Mo: 10k Est. Value/Click: \$0.89
Estimated New Clicks/Month: 5

the power of positive thinking

Rank: 29 Searches/Mo: 10k Est. Value/Click: \$0.78
Estimated New Clicks/Month: 4

improve search engine rankings

Rank: 14 Searches/Mo: 2k Est. Value/Click: \$2.89
Estimated New Clicks/Month: 3

set it and forget it

Rank: 28 Searches/Mo: 2k Est. Value/Click: \$0.9
Estimated New Clicks/Month: 3

power of positive thinking

Rank: 36 Searches/Mo: 5k Est. Value/Click: \$0.69
Estimated New Clicks/Month: 3

silos

Rank: 37 Searches/Mo: 8k Est. Value/Click: \$0.35
Estimated New Clicks/Month: 3

pay per click search engine

Rank: 17 Searches/Mo: 4k Est. Value/Click: \$3.74
Estimated New Clicks/Month: 2

improve search engine ranking

Rank: 26 Searches/Mo: 4k Est. Value/Click: \$2.9
Estimated New Clicks/Month: 2

pay per click search engine marketing

Rank: 18 Searches/Mo: 3k Est. Value/Click: \$7.17
Estimated New Clicks/Month: 2

google local search

Rank: 36 Searches/Mo: 2k Est. Value/Click: \$1.9
Estimated New Clicks/Month: 2

[View more](#) (p. 23)

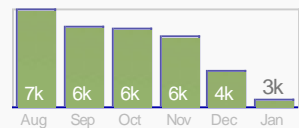
Top Site Sections Summary

The top 1 site sections draw 78% of all of your organic visitors. Together those sections combine for 3k clicks per month.

Clicks/Month

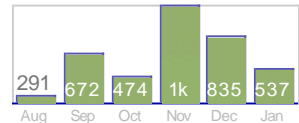
[bruceclay.com/web_rank.htm](#)

Number of Keywords: 600
Est. Value/Mo: \$9k (-\$6k)



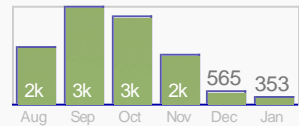
[bruceclay.com/seo](#)

Number of Keywords: 299
Est. Value/Mo: \$2k (-\$721)



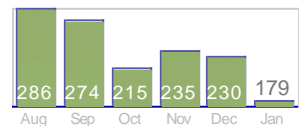
[bruceclay.com/blog](#)

Number of Keywords: 372
Est. Value/Mo: \$810 (-\$647)



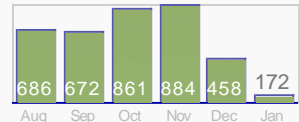
[bruceclay.com/searchengine...](#)

Number of Keywords: 15
Est. Value/Mo: \$467 (-\$77)



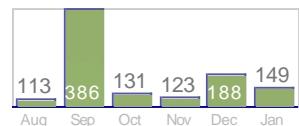
[bruceclay.com/ppc](#)

Number of Keywords: 115
Est. Value/Mo: \$798 (-\$950)



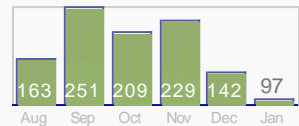
[bruceclay.com/web_ethics.htm](#)

Number of Keywords: 10
Est. Value/Mo: \$434 (-\$75)



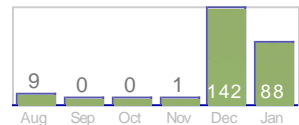
[bruceclay.com/web_ppctoelse...](#)

Number of Keywords: 17
Est. Value/Mo: \$471 (-\$221)



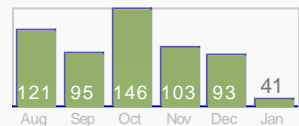
[bruceclay.com/training.htm](#)

Number of Keywords: 7
Est. Value/Mo: \$253 (-\$90)



[bruceclay.com/analytics](#)

Number of Keywords: 45
Est. Value/Mo: \$80 (-\$217)



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

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Keyword Groups with the Biggest Gains

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Biggest Opportunities

You currently rank somewhere in the top 50 on 2k search phrases on Google. If you could land the number one spot for all of those searches, you'd get about 41k additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you'll get 22k clicks per month. That would cost you more than \$77k in equivalent PPC dollars.

search engine optimization

Rank: 5 (+1) Searches/Mo: 110k Est. Value/Click: \$3.52
Est. Potential New Clicks/Month: 3,495

search engine marketing

Rank: 39 Searches/Mo: 33k Est. Value/Click: \$4.25
Est. Potential New Clicks/Month: 1,422

web analytics

Rank: 46 (-3) Searches/Mo: 12k Est. Value/Click: \$4.01
Est. Potential New Clicks/Month: 778

search engine optimization services

Rank: 46 (-11) Searches/Mo: 12k Est. Value/Click: \$4.47
Est. Potential New Clicks/Month: 588

kpi

Rank: 47 (+2) Searches/Mo: 12k Est. Value/Click: \$1.22
Est. Potential New Clicks/Month: 2,047

search engine marketing company

Rank: 15 (+10) Searches/Mo: 5k Est. Value/Click: \$6.23
Est. Potential New Clicks/Month: 379

email marketing campaign

Rank: 23 (-4) Searches/Mo: 4k Est. Value/Click: \$8.96
Est. Potential New Clicks/Month: 208

local search marketing

Rank: 20 (+2) Searches/Mo: 3k Est. Value/Click: \$8.3
Est. Potential New Clicks/Month: 218

email campaign

Rank: 42 (+8) Searches/Mo: 4k Est. Value/Click: \$6.65
Est. Potential New Clicks/Month: 259

seo optimization

Rank: 6 Searches/Mo: 12k Est. Value/Click: \$3.28
Est. Potential New Clicks/Month: 490

search engine optimization tips

Rank: 17 (-3) Searches/Mo: 8k Est. Value/Click: \$5.47
Est. Potential New Clicks/Month: 290

[View more](#) (p. 28)

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 1M searches per month where you are not contesting your competitors. Look at the keywords, and decide whether it makes sense to counter them.

search engine placement

Searches/Mo.: 8k
Cost/Click: \$7.17 Est. Potential Clicks/Mo.: 67
Avg. Competitor Rank: 19

'SEO'

Searches/Mo.: 0
Cost/Click: \$3.73 Est. Potential Clicks/Mo.: 2k Avg. Competitor Rank: 8

seo

Searches/Mo.: 165k
Cost/Click: \$3.74 Est. Potential Clicks/Mo.: 2k Avg. Competitor Rank: 9

search engine optimization companies

Searches/Mo.: 5k
Cost/Click: \$13.00 Est. Potential Clicks/Mo.: 34
Avg. Competitor Rank: 27

search engine optimization service

Searches/Mo.: 8k
Cost/Click: \$8.94 Est. Potential Clicks/Mo.: 14
Avg. Competitor Rank: 18

search engine submission

Searches/Mo.: 18k
Cost/Click: \$3.59 Est. Potential Clicks/Mo.: 299
Avg. Competitor Rank: 14

search engine submissions

Searches/Mo.: 4k
Cost/Click: \$3.33 Est. Potential Clicks/Mo.: 60
Avg. Competitor Rank: 14

seo forums

Searches/Mo.: 1k
Cost/Click: \$6.18 Est. Potential Clicks/Mo.: 73 Avg. Competitor Rank: 3

seo company

Searches/Mo.: 27k
Cost/Click: \$5.43 Est. Potential Clicks/Mo.: 430
Avg. Competitor Rank: 16

link popularity

Searches/Mo.: 4k
Cost/Click: \$4.41 Est. Potential Clicks/Mo.: 37 Avg. Competitor Rank: 9

search engine submission tool

Searches/Mo.: 720
Cost/Click: \$3.20 Est. Potential Clicks/Mo.: 35 Avg. Competitor Rank: 9

search engine submission optimization

Searches/Mo.: 2k
Cost/Click: \$5.55 Est. Potential Clicks/Mo.: 23 Avg. Competitor Rank: 4

[View more](#) (p. 32)

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Keyword Overlap in Your SEO & PPC campaigns

You currently don't have any ads on keywords that you also rank organically for. *This means that you aren't spending any money on ads when you have a search result. However, surprisingly enough, it is sometimes profitable to do so since that ad will probably have a good quality score.*

Est. Organic Clicks vs. Paid Clicks

None

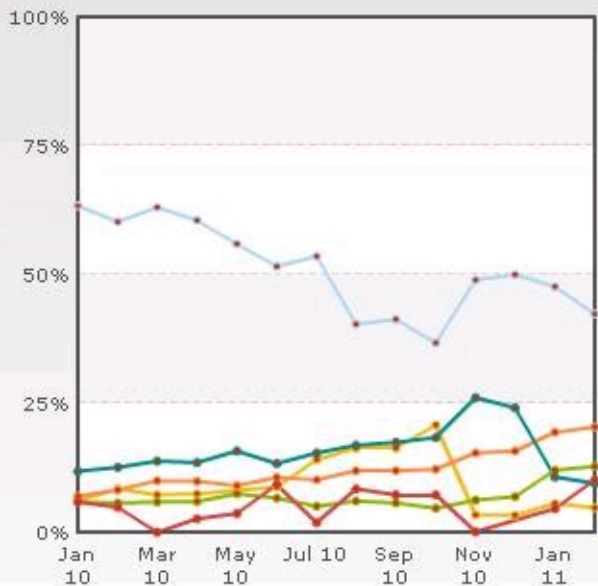
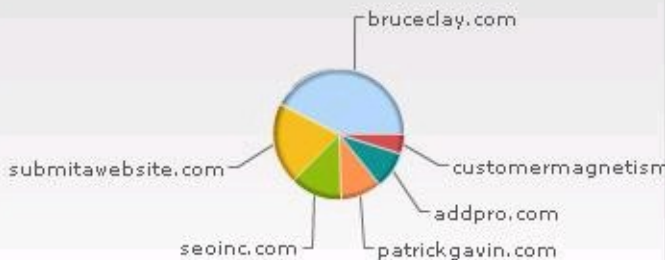
[View more](#) (p. 36)

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Keyword Groups with the Most Potential

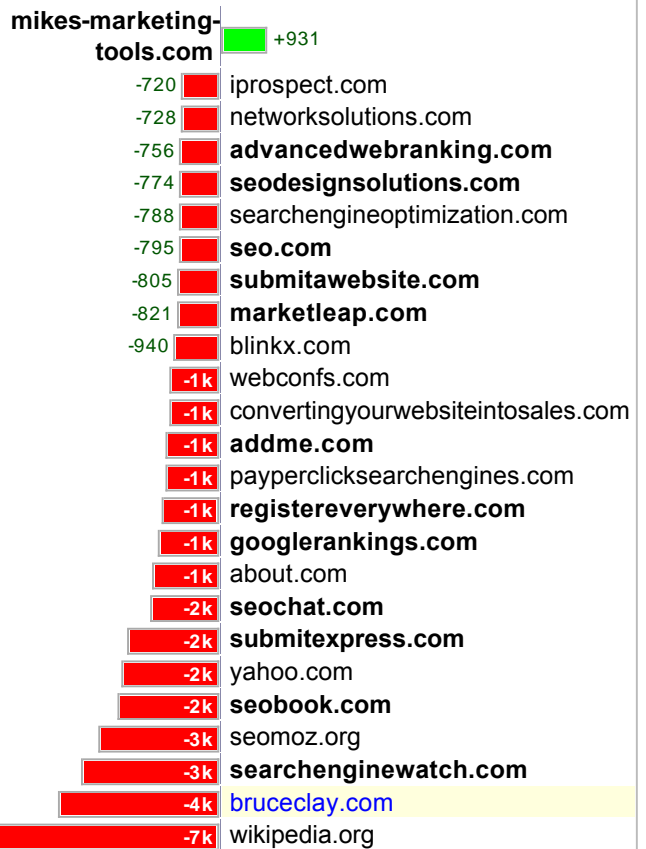
Traffic Share

Relative to your top 5 competitors, your site has 42% of the traffic share. At the same time, submitawebsite.com has exploded and ripped traffic from bruceclay.com and seoinc.com.



Domains that Gained or Lost Clicks on your Keywords

This month, Mikes-marketing-tools.com gained 931 clicks by improving their position on organic searches that you also rank for.



*competitors in bold

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Competition: You Lost 17% in Share of Clicks Relative to your Top 5 Competitors

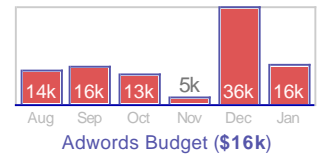
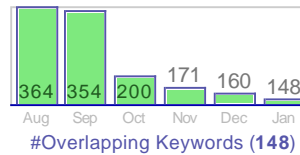
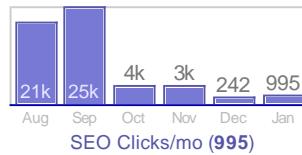
Bruceclay.com: SEO Dashboard

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 98% of their traffic from unpaid search. The biggest mover was seo.com. They picked up 53k organic clicks overall and they increased the number of keywords they overlap with you.

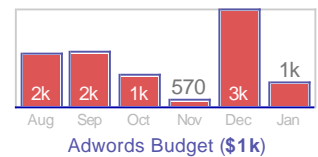
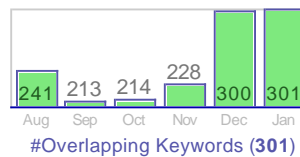
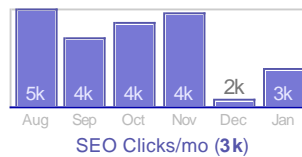
customermagnetism.com

search engine optimization positioning (1), search engine advertising company (1), search engine positioning (3), search engine placement companies (7), search engine optimization service (12)



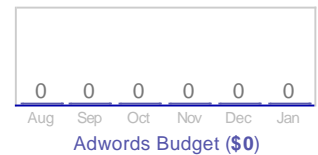
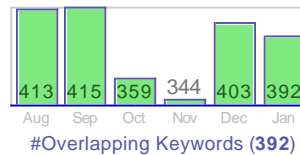
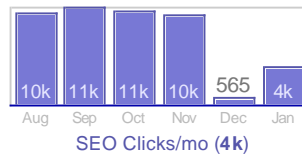
seoinc.com

seo inc. (1), seo inc (1), search engine optimization firms (2), professional search engine optimization (5), search engine optimization firm (6)



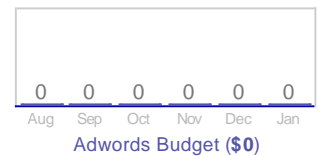
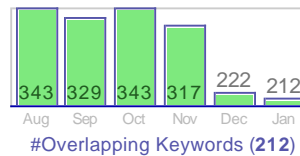
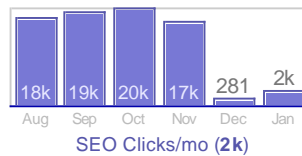
submitwebsite.com

natural search engine optimization (3), seo optimisation (5), search engine optimization (8), website optimization (16), search engine marketing (27)



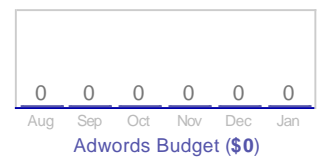
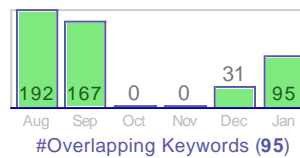
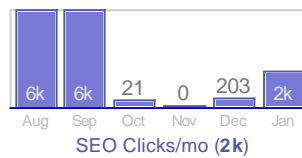
addpro.com

professional search engine submission (1), search engine registration (2), pay per click search engine submission (2), search engine marketing optimization (7), site submission (7)



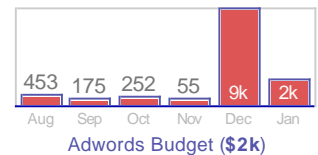
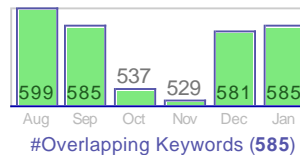
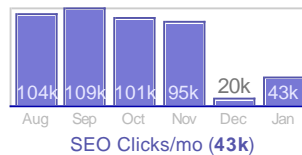
patrickgavin.com

patrick gavin (1), search engine optimization (7), search optimization (9), search engine optimization services (14), search engine marketing (15)



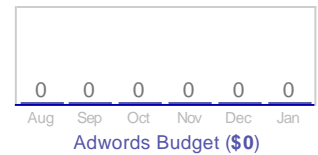
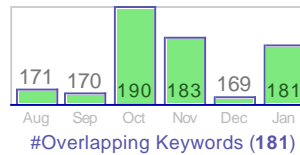
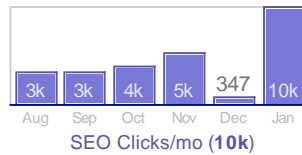
submitexpress.com

search engine placement companies (1), search engine placement (2), submit site to google (4), search engine marketing (8), express (33)



convonix.com

search engine optimization firm (8), search engine optimization service (8), 'SEO' (14), seo (15), search engine optimization (17)



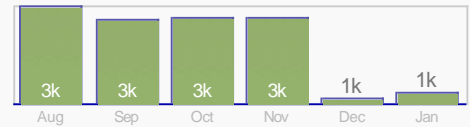
Bruceclay.com: SEO Dashboard

Biggest Gains (all)

Clicks/Month

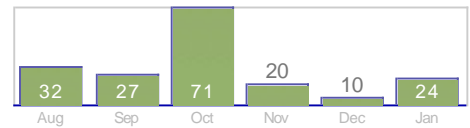
▲ search engine optimization 5(+1)

Est. Clicks/Month gained: **74** Est. Value/Click: \$3.52 Estimated Value gained: \$259
http://www.bruceclay.com/web_rank.htm



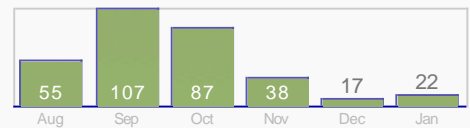
▲ pay per click services 6(+10)

Est. Clicks/Month gained: **14** Est. Value/Click: \$6.72 Estimated Value gained: \$94
<http://www.bruceclay.com/ppc/services...>



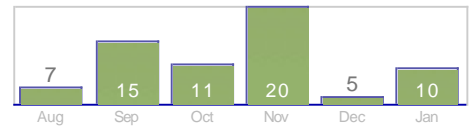
▲ search engine marketing 39

Est. Clicks/Month gained: **11** Est. Value/Click: \$4.25 Estimated Value gained: \$49
<http://www.bruceclay.com/>



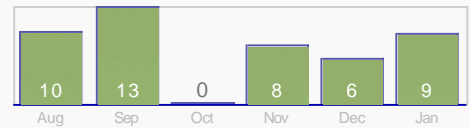
▲ search engine optimization promotion 3(+1)

Est. Clicks/Month gained: **5** Est. Value/Click: \$3.65 Estimated Value gained: \$20
http://www.bruceclay.com/web_rank.htm



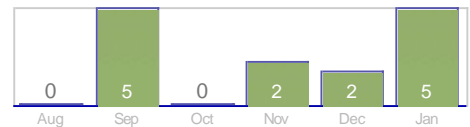
▲ search engine optimisation seo 4(+7)

Est. Clicks/Month gained: **5** Est. Value/Click: \$3.53 Estimated Value gained: \$17
http://www.bruceclay.com/web_rank.htm



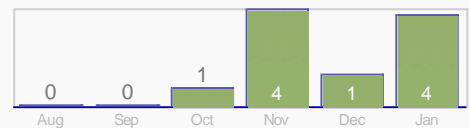
▲ wonder twins 37

Est. Clicks/Month gained: **5** Est. Value/Click: \$0.89 Estimated Value gained: \$4
<http://www.bruceclay.com/blog/2008/02...>



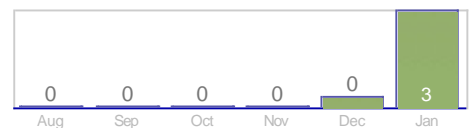
▲ the power of positive thinking 29

Est. Clicks/Month gained: **4** Est. Value/Click: \$0.78 Estimated Value gained: \$3
<http://www.bruceclay.com/blog/2011/01...>



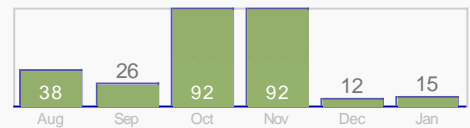
▲ higher search engine ranks 4(+1)

Est. Clicks/Month gained: **3** Est. Value/Click: \$2.54 Estimated Value gained: \$9
http://www.bruceclay.com/web_rank.htm



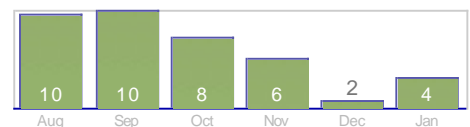
▲ website optimization tips 9(+12)

Est. Clicks/Month gained: **3** Est. Value/Click: \$4.23 Estimated Value gained: \$14
http://www.bruceclay.com/web_rank.htm



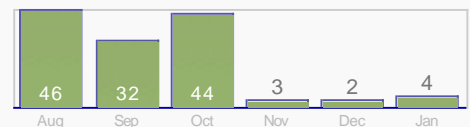
▲ improve search engine rankings 14

Est. Clicks/Month gained: **3** Est. Value/Click: \$2.89 Estimated Value gained: \$10
http://www.bruceclay.com/web_rank.htm



▲ ads ppc 6(+12)

Est. Clicks/Month gained: **3** Est. Value/Click: \$3.02 Estimated Value gained: \$9
http://www.bruceclay.com/web_ppc.htm

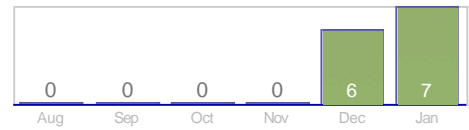


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▲ set it and forget it 28

Est. Clicks/Month gained: 3 Est. Value/Click: \$0.9 Estimated Value gained: \$3

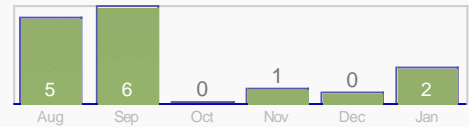
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▲ engine internet marketing search 5(+33)

Est. Clicks/Month gained: 3 Est. Value/Click: \$4.79 Estimated Value gained: \$13

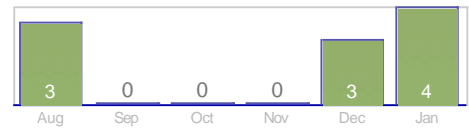
<http://www.bruceclay.com/>



▲ power of positive thinking 36

Est. Clicks/Month gained: 3 Est. Value/Click: \$0.69 Estimated Value gained: \$2

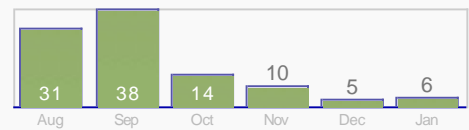
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▲ search engine marketing company 15(+10)

Est. Clicks/Month gained: 3 Est. Value/Click: \$6.23 Estimated Value gained: \$16

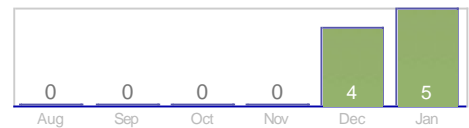
<http://www.bruceclay.com/>



▲ silos 37

Est. Clicks/Month gained: 3 Est. Value/Click: \$0.35 Estimated Value gained: \$1

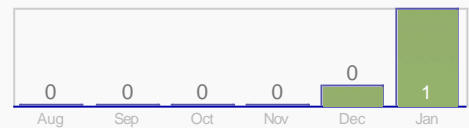
<http://www.bruceclay.com/seo/silo.htm>



▲ pay per click search engine 17

Est. Clicks/Month gained: 2 Est. Value/Click: \$3.74 Estimated Value gained: \$9

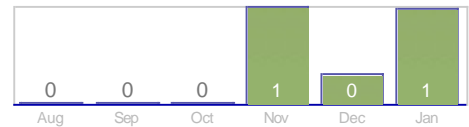
<http://www.bruceclay.com/>



▲ improve search engine ranking 26

Est. Clicks/Month gained: 2 Est. Value/Click: \$2.9 Estimated Value gained: \$6

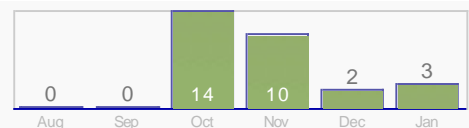
http://www.bruceclay.com/web_rank.htm



▲ search engine consulting 8(+6)

Est. Clicks/Month gained: 2 Est. Value/Click: \$4.78 Estimated Value gained: \$10

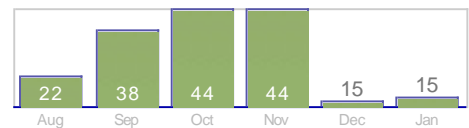
<http://www.bruceclay.com/>



▲ pay per click search engine marketing 18

Est. Clicks/Month gained: 2 Est. Value/Click: \$7.17 Estimated Value gained: \$15

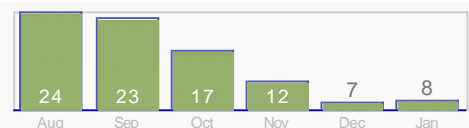
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▲ search engine marketing consulting 13(+21)

Est. Clicks/Month gained: 2 Est. Value/Click: \$5.08 Estimated Value gained: \$10

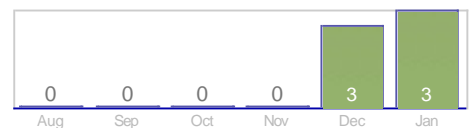
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▲ online marketing optimization 3(+5)

Est. Clicks/Month gained: 2 Est. Value/Click: \$7.34 Estimated Value gained: \$14

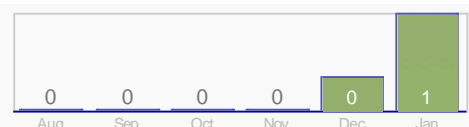
<http://www.bruceclay.com/>



▲ google local search 36

Est. Clicks/Month gained: 2 Est. Value/Click: \$1.9 Estimated Value gained: \$3

<http://www.bruceclay.com/blog/2010/12...>

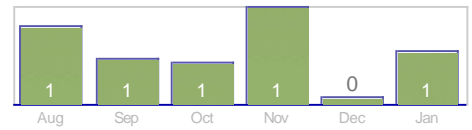


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▲ branding service 5(+18)

Est. Clicks/Month gained: 2 Est. Value/Click: \$1.98 Estimated Value gained: \$3

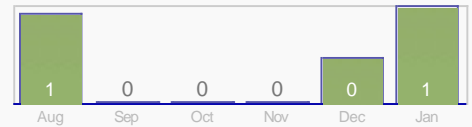
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▲ email marketing campaigns 23

Est. Clicks/Month gained: 2 Est. Value/Click: \$8.73 Estimated Value gained: \$13

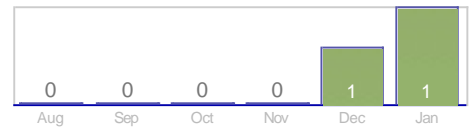
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▲ search engine marketing consultants 17

Est. Clicks/Month gained: 1 Est. Value/Click: \$9.12 Estimated Value gained: \$13

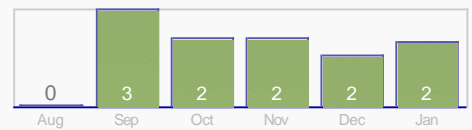
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▲ seo optimize 13(+9)

Est. Clicks/Month gained: 1 Est. Value/Click: \$2.71 Estimated Value gained: \$4

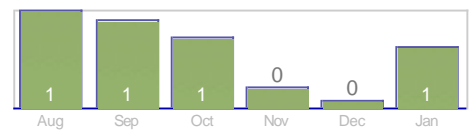
http://www.bruceclay.com/web_rank.htm



▲ search engine optimization firms 25

Est. Clicks/Month gained: 1 Est. Value/Click: \$7.92 Estimated Value gained: \$10

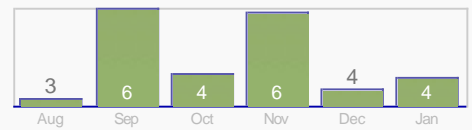
http://www.bruceclay.com/web_rank.htm



▲ web marketing search engine placement 2(+3)

Est. Clicks/Month gained: 1 Est. Value/Click: \$4.08 Estimated Value gained: \$5

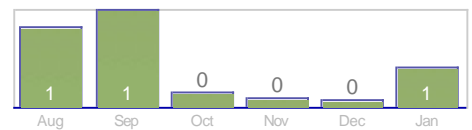
<http://www.bruceclay.com/>



▲ algo 44

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.51 Estimated Value gained: \$1

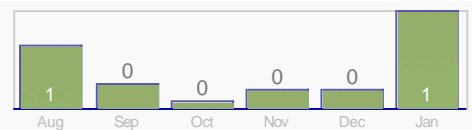
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▲ company website search 4

Est. Clicks/Month gained: 1 Est. Value/Click: \$4.84 Estimated Value gained: \$6

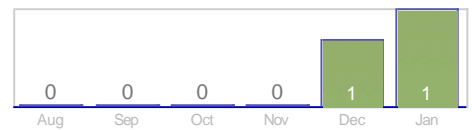
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▲ search engine marketing software 19

Est. Clicks/Month gained: 1 Est. Value/Click: \$6.89 Estimated Value gained: \$8

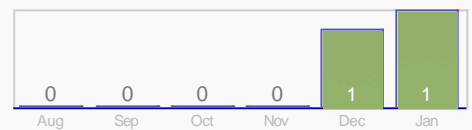
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▲ map search engines 12

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.39 Estimated Value gained: \$2

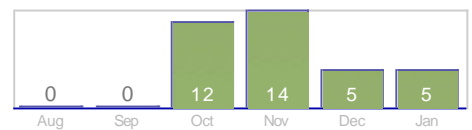
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▲ for dummies books 19(+5)

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.62 Estimated Value gained: \$1

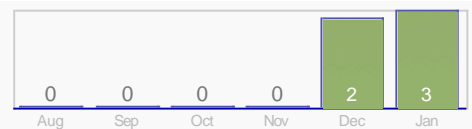
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▲ house marketing 5

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.8 Estimated Value gained: \$2

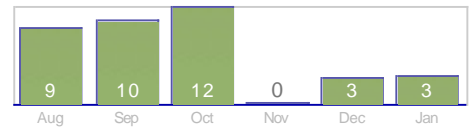
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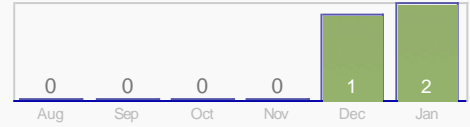
▲ engine optimization ranking search 7(+23)

Est. Clicks/Month gained: 1 Est. Value/Click: \$3.47 Estimated Value gained: \$3
http://www.bruceclay.com/web_rank.htm



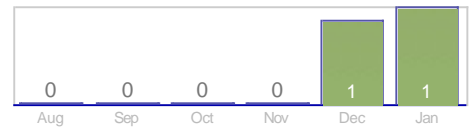
▲ search engine optimization consultant 44

Est. Clicks/Month gained: 1 Est. Value/Click: \$4.59 Estimated Value gained: \$4
<http://www.bruceclay.com/>



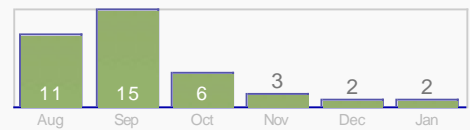
▲ do no harm 44

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.81 Estimated Value gained: \$1
http://www.bruceclay.com/web_ethics.htm



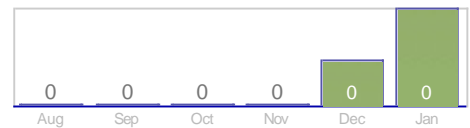
▲ pinnacle edition 4(+3)

Est. Clicks/Month gained: 1 Est. Value/Click: \$7.17 Estimated Value gained: \$7
<http://www.bruceclay.com/blog/2010/10...>



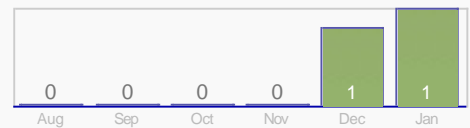
▲ google optimization 34

Est. Clicks/Month gained: 1 Est. Value/Click: \$2.71 Estimated Value gained: \$2
<http://www.bruceclay.com/blog/2007/06...>



▲ search engine marketing companies 35

Est. Clicks/Month gained: 1 Est. Value/Click: \$11 Estimated Value gained: \$9
<http://www.bruceclay.com/>



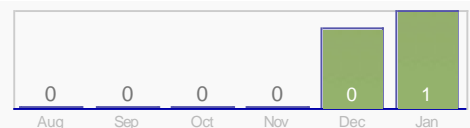
▲ free your mind 35(+2)

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.4 Estimated Value gained: \$0
<http://www.bruceclay.com/blog/2010/09...>



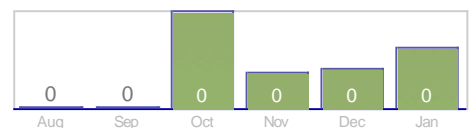
▲ search engine placement companies 26

Est. Clicks/Month gained: 1 Est. Value/Click: \$8.61 Estimated Value gained: \$7
<http://www.bruceclay.com/>



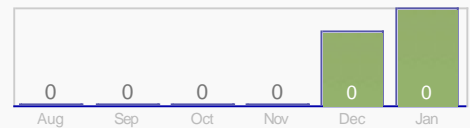
▲ adtech san francisco 29

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.08 Estimated Value gained: \$0
<http://www.bruceclay.com/blog/2008/04...>



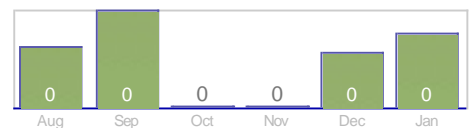
▲ optimization company 40

Est. Clicks/Month gained: 1 Est. Value/Click: \$4.64 Estimated Value gained: \$4
<http://www.bruceclay.com/>



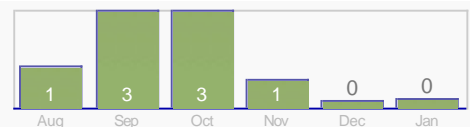
▲ search engine marketing jobs 21

Est. Clicks/Month gained: 1 Est. Value/Click: \$4.39 Estimated Value gained: \$3
<http://www.bruceclay.com/employment.htm>



▲ pay per click optimization 31

Est. Clicks/Month gained: 1 Est. Value/Click: \$7.71 Estimated Value gained: \$5
<http://www.bruceclay.com/blog/2007/11...>



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▲ site rank 28

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.34 Estimated Value gained: \$1

http://www.bruceclay.com/web_rank.htm

▲ avinash 34

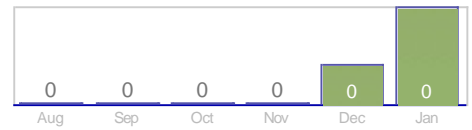
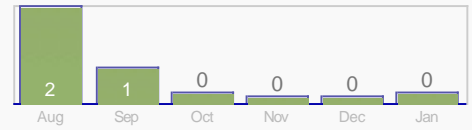
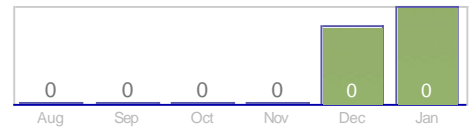
Est. Clicks/Month gained: 1 Est. Value/Click: \$0.43 Estimated Value gained: \$0

<http://www.bruceclay.com/blog/2010/10...>

▲ ad models 8

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.83 Estimated Value gained: \$1

<http://www.bruceclay.com/ppc/models.htm>



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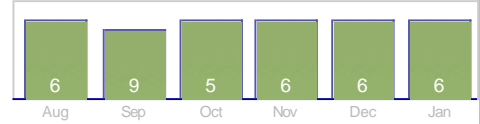
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Most Valuable Keywords (all)	Rank
search engine optimization Rank: 5(+1) Est. Clicks/Mo: 1k(+74) Est. Value/Mo: \$5k(+\$374)	
search engine optimization marketing Rank: 1 Est. Clicks/Mo: 153(-103) Est. Value/Mo: \$958(-\$474.231)	
seo optimization Rank: 6 Est. Clicks/Mo: 151(-15) Est. Value/Mo: \$494(+\$0.45)	
bruce clay Rank: 1 Est. Clicks/Mo: 148(-20) Est. Value/Mo: \$432(-\$63.073)	
web marketing search engine optimization Rank: 1(+2) Est. Clicks/Mo: 46 Est. Value/Mo: \$306(+\$4.55)	
search engine optimization seo Rank: 3(+2) Est. Clicks/Mo: 78(-27) Est. Value/Mo: \$281(-\$68.884)	
search engine marketing optimization Rank: 2(-1) Est. Clicks/Mo: 39(-32) Est. Value/Mo: \$226(-\$183.497)	
seo training Rank: 5 Est. Clicks/Mo: 78(-64) Est. Value/Mo: \$182(-\$160.51)	
search engine ranking optimization Rank: 2 Est. Clicks/Mo: 49(-79) Est. Value/Mo: \$169(-\$284.664)	
pay per click services Rank: 6(+10) Est. Clicks/Mo: 24(+14) Est. Value/Mo: \$163(+\$96)	
seo search engine marketing Rank: 3(+1) Est. Clicks/Mo: 28(-15) Est. Value/Mo: \$146(-\$83.298)	

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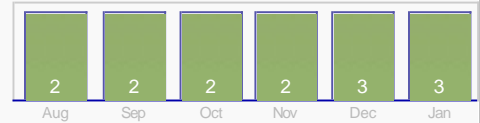
search engine marketing services

Rank: 6 Est. Clicks/Mo: 27(-47) Est. Value/Mo: \$140(-\$271.585)



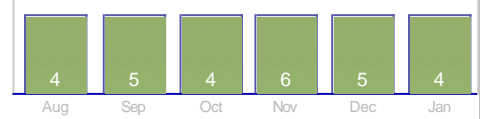
search engine optimization training

Rank: 3 Est. Clicks/Mo: 35(-11) Est. Value/Mo: \$138(-\$35.61)



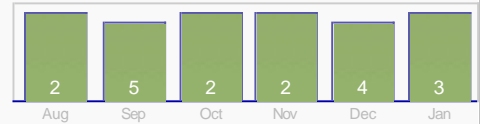
search engine optimizing

Rank: 4(+1) Est. Clicks/Mo: 28(-50) Est. Value/Mo: \$138(-\$192.816)



ppc services

Rank: 3(+1) Est. Clicks/Mo: 28(-65) Est. Value/Mo: \$130(-\$305.74)



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Bruceclay.com: SEO Dashboard

Newly Ranked Organic Pages

<http://www.bruceclay.com/blog/2006/12/five-things-you-didnt-know-about-lisa-barone/>

Estimated SEO Value: **\$6.75** Estimated Total Clicks/Mo: 5

Keywords (rank): lisa barone (10)

<http://www.bruceclay.com/blog/2011/01/positive-thinking-and-business-success/>

Estimated SEO Value: **\$4.56** Estimated Total Clicks/Mo: 7

Keywords (rank): thinking positively (28), the power of positive thinking (29), power of positive thinking (36), power of positive thought (40)

<http://www.bruceclay.com/blog/2008/02/wonder-twins-seo-social-media-marketing/>

Estimated SEO Value: **\$3.64** Estimated Total Clicks/Mo: 5

Keywords (rank): wonder twins (37)

<http://www.bruceclay.com/blog/2010/12/google-local-search-algorithm-and-rankings/>

Estimated SEO Value: **\$2.99** Estimated Total Clicks/Mo: 2

Keywords (rank): local search algorithm (8), search algorithm google (35), google local search (36)

<http://www.bruceclay.com/blog/2007/03/set-it-forget-it-pay-per-click-strategies-that-dont-work/>

Estimated SEO Value: **\$2.43** Estimated Total Clicks/Mo: 3

Keywords (rank): set and forget it (24), set it and forget it (28)

<http://www.bruceclay.com/blog/2007/06/search-engine-optimization-i-is-not-google-optimization/>

Estimated SEO Value: **\$2.16** Estimated Total Clicks/Mo: 1

Keywords (rank): google optimization (34)

<http://www.bruceclay.com/blog/2011/01/boost-in-house-marketing-part-2/>

Estimated SEO Value: **\$1.67** Estimated Total Clicks/Mo: 1

Keywords (rank): house marketing (5)

<http://www.bruceclay.com/blog/2009/10/twitter-marketing-tactics/>

Estimated SEO Value: **\$1.21** Estimated Total Clicks/Mo: 1

Keywords (rank): marketing tactic (31), marketing tactics (42)

<http://www.bruceclay.com/blog/2010/12/google-places-business-kits/>

Estimated SEO Value: **\$1.21** Estimated Total Clicks/Mo: 1

Keywords (rank): business kits (11)

<http://www.bruceclay.com/blog/2007/12/local-search-optimization/>

Estimated SEO Value: **\$0.87** Estimated Total Clicks/Mo: 0

Keywords (rank): local search optimization (47)

<http://www.bruceclay.com/seo/silo.htm>

Estimated SEO Value: **\$0.8** Estimated Total Clicks/Mo: 3

Keywords (rank): silos (37)

<http://www.bruceclay.com/blog/2007/11/how-blogworld-was-different-from-an-seo-conference/>

Estimated SEO Value: **\$0.71** Estimated Total Clicks/Mo: 0

Keywords (rank): seo conference (40)

<http://www.bruceclay.com/blog/2008/03/ses-ny-08-conference-recap/>

Estimated SEO Value: **\$0.46** Estimated Total Clicks/Mo: 0

Keywords (rank): ses conference (42)

<http://www.bruceclay.com/blog/2008/08/opening-keynote-presentation-lee-siegel/>

Estimated SEO Value: **\$0.43** Estimated Total Clicks/Mo: 0

Bruceclay.com: SEO Dashboard

Keywords (rank): keynote presentation (37)

<http://www.bruceclay.com/blog/2010/10/four-questions-avinash-kaushik/>

Estimated SEO Value: **\$0.37** Estimated Total Clicks/Mo: 1

Keywords (rank): avinash (34), kaushik (42)

<http://www.bruceclay.com/blog/2006/12/successful-site-architecture-2/>

Estimated SEO Value: **\$0.33** Estimated Total Clicks/Mo: 0

Keywords (rank): site architecture (31)

<http://www.bruceclay.com/blog/2010/05/how-to-build-your-brand-working-for-someone-else/>

Estimated SEO Value: **\$0.26** Estimated Total Clicks/Mo: 0

Keywords (rank): how to build a brand (33)

<http://www.bruceclay.com/blog/2008/05/emetrics-keynote-optimizing-ebay-improving-customer-experie...>

Estimated SEO Value: **\$0.21** Estimated Total Clicks/Mo: 0

Keywords (rank): improving customer experience (40)

<http://www.bruceclay.com/blog/2007/12/a-guide-for-liveblogging-a-search-conference/>

Estimated SEO Value: **\$0.16** Estimated Total Clicks/Mo: 0

Keywords (rank): search conference (36)

<http://www.bruceclay.com/blog/2010/12/local-rankings-business-listings/>

Estimated SEO Value: **\$0.11** Estimated Total Clicks/Mo: 0

Keywords (rank): local directories (47)

<http://www.bruceclay.com/blog/2007/04/css-ajax-web-2-0-search-engines/>

Estimated SEO Value: **\$0.1** Estimated Total Clicks/Mo: 0

Keywords (rank): ajax engines (46)

<http://www.bruceclay.com/blog/2010/04/friday-recap-fools-paradise-edition/>

Estimated SEO Value: **\$0.08** Estimated Total Clicks/Mo: 0

Keywords (rank): fools paradise (49)

<http://www.bruceclay.com/blog/2008/04/adtech-san-francisco-2008-coverage-recap/>

Estimated SEO Value: **\$0.06** Estimated Total Clicks/Mo: 1

Keywords (rank): adtech san francisco (29)

<http://www.bruceclay.com/blog/2008/04/linkbait-chumming-for-traffic-on-social-media-sites/>

Estimated SEO Value: **\$0.06** Estimated Total Clicks/Mo: 0

Keywords (rank): chumming (46)

<http://www.bruceclay.com/blog/2009/07/friday-recap-happy-birthday-usa-edition/>

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

Keywords (rank): usa birthday (43)

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New Keywords (You weren't ranked on before)	Estimated New Click/Month
search engine marketing Rank: 39 Searches/Mo: 33k Est. Value/Click: \$4.25 http://www.bruceclay.com/	11 new clicks/month
wonder twins Rank: 37 Searches/Mo: 10k Est. Value/Click: \$0.89 http://www.bruceclay.com/blog/2008/02/wonder-twins-seo-social-media-marketing/	5 new clicks/month
the power of positive thin... Rank: 29 Searches/Mo: 10k Est. Value/Click: \$0.78 http://www.bruceclay.com/blog/2011/01/positive-thinking-and-business-success/	4 new clicks/month
improve search engine rank... Rank: 14 Searches/Mo: 2k Est. Value/Click: \$2.89 http://www.bruceclay.com/web_rank.htm	3 new clicks/month
set it and forget it Rank: 28 Searches/Mo: 2k Est. Value/Click: \$0.9 http://www.bruceclay.com/blog/2007/03/set-it-forget-it-pay-per-click-strategies-that-dont-work/	3 new clicks/month
power of positive thinking Rank: 36 Searches/Mo: 5k Est. Value/Click: \$0.69 http://www.bruceclay.com/blog/2011/01/positive-thinking-and-business-success/	3 new clicks/month
silos Rank: 37 Searches/Mo: 8k Est. Value/Click: \$0.35 http://www.bruceclay.com/seo/silo.htm	3 new clicks/month
pay per click search engine Rank: 17 Searches/Mo: 4k Est. Value/Click: \$3.74 http://www.bruceclay.com/	2 new clicks/month
improve search engine ranking Rank: 26 Searches/Mo: 4k Est. Value/Click: \$2.9 http://www.bruceclay.com/web_rank.htm	2 new clicks/month
pay per click search engin... Rank: 18 Searches/Mo: 3k Est. Value/Click: \$7.17 http://www.bruceclay.com/	2 new clicks/month
google local search Rank: 36 Searches/Mo: 2k Est. Value/Click: \$1.9 http://www.bruceclay.com/blog/2010/12/google-local-search-algorithm-and-rankings/	2 new clicks/month
email marketing campaigns Rank: 23 Searches/Mo: 3k Est. Value/Click: \$8.73 http://www.bruceclay.com/branding/web_email.htm	2 new clicks/month
search engine marketing co... Rank: 17 Searches/Mo: 870 Est. Value/Click: \$9.12 http://www.bruceclay.com/	1 new click/month
search engine optimization... Rank: 25 Searches/Mo: 2k Est. Value/Click: \$7.92 http://www.bruceclay.com/web_rank.htm	1 new click/month

Bruceclay.com: SEO Dashboard

algo Rank: 44 Searches/Mo: 4k Est. Value/Click: \$0.51 http://www.bruceclay.com/blog/2010/12/new-google-algorithm/	1 new click/month
company website search Rank: 4 Searches/Mo: 0 Est. Value/Click: \$4.84 http://www.bruceclay.com/	1 new click/month
search engine marketing so... Rank: 19 Searches/Mo: 2k Est. Value/Click: \$6.89 http://www.bruceclay.com/seo/tools.htm	1 new click/month
map search engines Rank: 12 Searches/Mo: 300 Est. Value/Click: \$1.39 http://www.bruceclay.com/searchenginechart.pdf	1 new click/month
house marketing Rank: 5 Searches/Mo: 120 Est. Value/Click: \$1.8 http://www.bruceclay.com/blog/2011/01/ways-to-boost-your-in-house-internet-marketing/	1 new click/month
search engine optimization... Rank: 44 Searches/Mo: 4k Est. Value/Click: \$4.59 http://www.bruceclay.com/	1 new click/month
do no harm Rank: 44 Searches/Mo: 2k Est. Value/Click: \$0.81 http://www.bruceclay.com/web_ethics.htm	1 new click/month
google optimization Rank: 34 Searches/Mo: 4k Est. Value/Click: \$2.71 http://www.bruceclay.com/blog/2007/06/search-engine-optimization-is-not-google-optimization/	1 new click/month
search engine marketing co... Rank: 35 Searches/Mo: 2k Est. Value/Click: \$11 http://www.bruceclay.com/	1 new click/month
search engine placement co... Rank: 26 Searches/Mo: 1k Est. Value/Click: \$8.61 http://www.bruceclay.com/	1 new click/month
adtech san francisco Rank: 29 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.bruceclay.com/blog/2008/04/adtech-san-francisco-2008-coverage-recap/	1 new click/month
optimization company Rank: 40 Searches/Mo: 0 Est. Value/Click: \$4.64 http://www.bruceclay.com/	1 new click/month
search engine marketing jobs Rank: 21 Searches/Mo: 1k Est. Value/Click: \$4.39 http://www.bruceclay.com/employment.htm	1 new click/month
pay per click optimization Rank: 31 Searches/Mo: 2k Est. Value/Click: \$7.71 http://www.bruceclay.com/blog/2007/11/quick-tips-for-ppc-optimization/	1 new click/month
site rank Rank: 28 Searches/Mo: 720 Est. Value/Click: \$1.34 http://www.bruceclay.com/web_rank.htm	1 new click/month

Bruceclay.com: SEO Dashboard

avinash Rank: 34 Searches/Mo: 1k Est. Value/Click: \$0.43 http://www.bruceclay.com/blog/2010/10/four-questions-avinash-kaushik/	1 new click/month
ad models Rank: 8 Searches/Mo: 0 Est. Value/Click: \$0.83 http://www.bruceclay.com/ppc/models.htm	1 new click/month
business kits Rank: 11 Searches/Mo: 210 Est. Value/Click: \$1.99 http://www.bruceclay.com/blog/2010/12/google-places-business-kits/	1 new click/month
search engine marketing tips Rank: 21 Searches/Mo: 720 Est. Value/Click: \$7.22 http://www.bruceclay.com/web_rank.htm	1 new click/month
website marketing services Rank: 36 Searches/Mo: 2k Est. Value/Click: \$4.55 http://www.bruceclay.com/	1 new click/month
marketing tactics Rank: 42 Searches/Mo: 2k Est. Value/Click: \$1.98 http://www.bruceclay.com/blog/2009/10/twitter-marketing-tactics/	1 new click/month
pay per click marketing Rank: 50 Searches/Mo: 4k Est. Value/Click: \$4.99 http://www.bruceclay.com/	1 new click/month
search engine positioning ... Rank: 13 Searches/Mo: 720 Est. Value/Click: \$2.73 http://www.bruceclay.com/web_rank.htm	0 new clicks/month
build your website Rank: 38 Searches/Mo: 1k Est. Value/Click: \$3.23 http://www.bruceclay.com/blog/2008/07/dont-build-your-web-site-in-flash/	0 new clicks/month
web server logs Rank: 14 Searches/Mo: 120 Est. Value/Click: \$3.7 http://www.bruceclay.com/analytics/logfiles.htm	0 new clicks/month
pay per click marketing co... Rank: 8 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.bruceclay.com/	0 new clicks/month
keynote presentation Rank: 37 Searches/Mo: 870 Est. Value/Click: \$1.17 http://www.bruceclay.com/blog/2008/08/opening-keynote-presentation-lee-siegel/	0 new clicks/month
website marketing company Rank: 45 Searches/Mo: 990 Est. Value/Click: \$3.44 http://www.bruceclay.com/	0 new clicks/month
search engine optimization... Rank: 29 Searches/Mo: 720 Est. Value/Click: \$2.16 http://www.bruceclay.com/blog/	0 new clicks/month
cpc advertising Rank: 40 Searches/Mo: 2k Est. Value/Click: \$3.16 http://www.bruceclay.com/web_ppc.htm	0 new clicks/month

Bruceclay.com: SEO Dashboard

search ask Rank: 41 Searches/Mo: 0 Est. Value/Click: \$0.39 http://www.bruceclay.com/blog/2009/07/ask-com-semantic-search-the-seo-industry-sem-synergy-extras/	0 new clicks/month
search engine code Rank: 20 Searches/Mo: 300 Est. Value/Click: \$1.01 http://www.bruceclay.com/web_ethics.htm	0 new clicks/month
seo search engines Rank: 43 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.bruceclay.com/seo/seofordummies.htm	0 new clicks/month
top search engine placement Rank: 44 Searches/Mo: 2k Est. Value/Click: \$3.7 http://www.bruceclay.com/web_rank.htm	0 new clicks/month
how to build a brand Rank: 33 Searches/Mo: 300 Est. Value/Click: \$1.04 http://www.bruceclay.com/blog/2010/05/how-to-build-your-brand-working-for-someone-else/	0 new clicks/month
seo cost Rank: 40 Searches/Mo: 720 Est. Value/Click: \$3.24 http://www.bruceclay.com/seo/rates.htm	0 new clicks/month

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Top Site Sections Summary

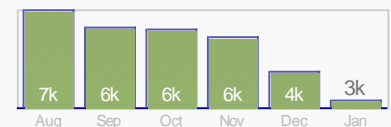
Estimated Clicks/Month

[bruceclay.com/web_rank.htm](http://www.bruceclay.com/web_rank.htm)

Number of Keywords: 600

Estimated Value/Mo: \$9k (-\$6k)

Top Keywords: search engine optimization, seo optimization, bruce clay, search engine optimization seo, search engine ranking optimization

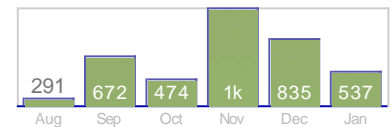


[bruceclay.com/seo](http://www.bruceclay.com/seo)

Number of Keywords: 299

Estimated Value/Mo: \$2k (-\$721)

Top Keywords: bruce clay, bruce clay, seo training, search engine optimization training, search engine marketing service

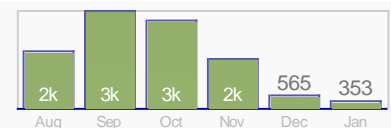


[bruceclay.com/blog](http://www.bruceclay.com/blog)

Number of Keywords: 372

Estimated Value/Mo: \$810 (-\$647)

Top Keywords: bruce clay, bruceclay, bruce clay inc, bruce clay inc., ppc optimization

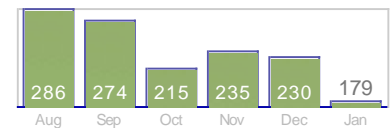


[bruceclay.com/searchengine...](http://www.bruceclay.com/searchengine...)

Number of Keywords: 15

Estimated Value/Mo: \$467 (-\$77)

Top Keywords: bruce clay, bruceclay, relationship chart, search engine comparison, searchengine

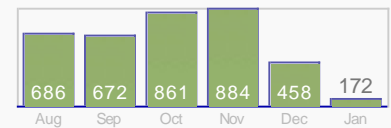


[bruceclay.com/ppc](http://www.bruceclay.com/ppc)

Number of Keywords: 115

Estimated Value/Mo: \$798 (-\$950)

Top Keywords: ppc services, pay per click services, ppc management service, pay per click service, pay per click management services



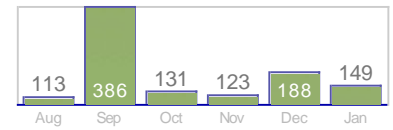
Bruceclay.com: SEO Dashboard

bruceclay.com/web_ethics.htm

Number of Keywords: 10

Estimated Value/Mo: \$434 (-\$75)

Top Keywords: bruce clay, do no harm, search engine code, ethics code, bruce clay llc

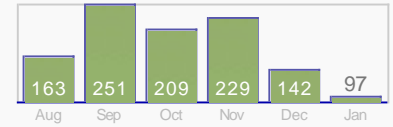


bruceclay.com/web_ppctoolse...

Number of Keywords: 17

Estimated Value/Mo: \$471 (-\$221)

Top Keywords: ppc account management, ppc management services, ppc management service, pay per click management services, pay per click management service

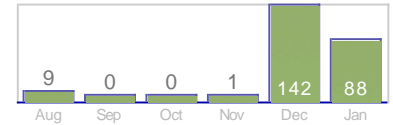


bruceclay.com/training.htm

Number of Keywords: 7

Estimated Value/Mo: \$253 (-\$90)

Top Keywords: seo training, search engine marketing training, seo training classes, internet marketing training course, internet marketing training program

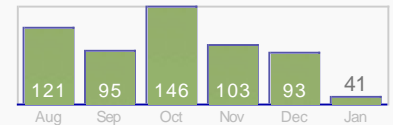


bruceclay.com/analytics

Number of Keywords: 45

Estimated Value/Mo: \$80 (-\$217)

Top Keywords: web analytics service, kpi, web analytics services, measuring conversions, conversion funnel

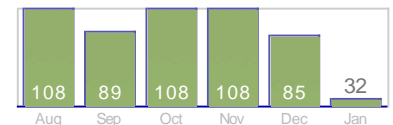


bruceclay.com/branding

Number of Keywords: 58

Estimated Value/Mo: \$153 (-\$236)

Top Keywords: branding services, email marketing analytics, email marketing training, email marketing campaign, branding service

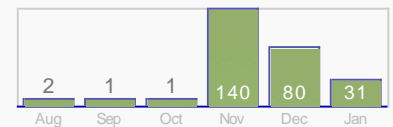


bruceclay.com/web_design.htm

Number of Keywords: 16

Estimated Value/Mo: \$111 (-\$185)

Top Keywords: seo web design, search engine optimization web design, web design search engine optimization, search engine optimization web, web design search engine

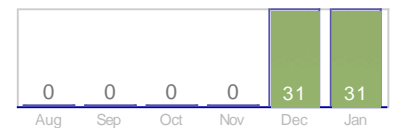


bruceclay.com/aboutus.htm

Number of Keywords: 2

Estimated Value/Mo: \$3

Top Keywords: bruce clay inc, bruce clay inc.

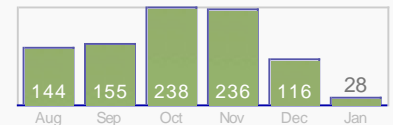


bruceclay.com/web_ppc.htm

Number of Keywords: 75

Estimated Value/Mo: \$111 (-\$399)

Top Keywords: ads ppc, ppc ad, ppc advertising management, ppc advertisement, advertising ppc

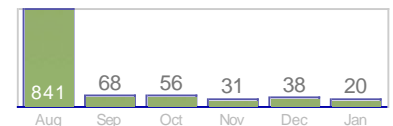


bruceclay.com/searchenginec...

Number of Keywords: 11

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

Top Keywords: pdf search, relationship chart, map search engines, us search engines, us search engine

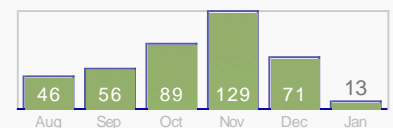


bruceclay.com/web_pt.htm

Number of Keywords: 20

Estimated Value/Mo: \$58 (-\$237)

Top Keywords: search engine marketing strategy, web site marketing strategy, search engine marketing strategies, search engine internet marketing strategy, web marketing strategy



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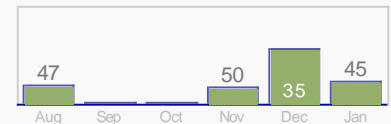
Keyword Groups with the Biggest Gains - Details

Biggest Opportunities (all)

Rank

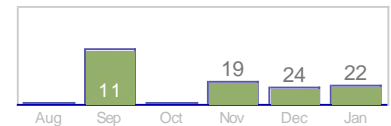
search engine optimization (5)

Searches/Mo: 110k Est. Value/Click: \$3.52 Est. Potential New Clicks/Month: 3k
Other Keywords for URL: search engine optimization, seo optimization, bruce clay, search engine optimization seo, search engine ranking optimization



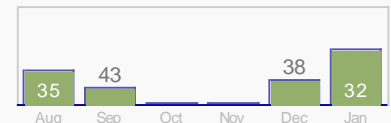
search engine marketing (39)

Searches/Mo: 33k Est. Value/Click: \$4.25 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: search engine optimization marketing, bruce clay, web marketing search engine optimization, search engine marketing optimization, seo website design



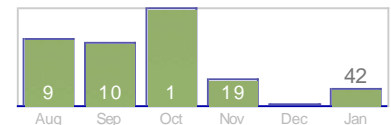
web analytics (46)

Searches/Mo: 12k Est. Value/Click: \$4.01 Est. Potential New Clicks/Month: 778
Other Keywords for URL: web analytics, what is web analytics, site traffic statistics, traffic statistics, web site traffic statistics



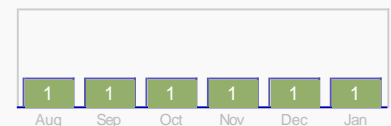
search engine optimization services (46)

Searches/Mo: 12k Est. Value/Click: \$4.47 Est. Potential New Clicks/Month: 588
Other Keywords for URL: search engine optimization, seo optimization, bruce clay, search engine optimization seo, search engine ranking optimization



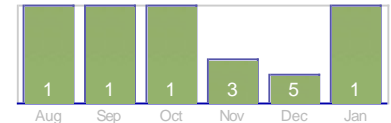
kpi (47)

Searches/Mo: 12k Est. Value/Click: \$1.22 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: kpi, kpi indicators, performance indicators, key performance indicators kpi, kpi performance



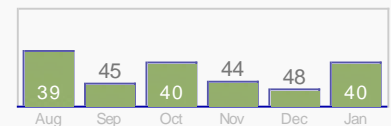
search engine marketing company (15)

Searches/Mo: 5k Est. Value/Click: \$6.23 Est. Potential New Clicks/Month: 379
Other Keywords for URL: search engine optimization marketing, bruce clay, web marketing search engine optimization, search engine marketing optimization, seo website design



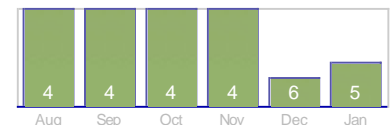
email marketing campaign (23)

Searches/Mo: 4k Est. Value/Click: \$8.96 Est. Potential New Clicks/Month: 208
Other Keywords for URL: email marketing analytics, email marketing campaign, email marketing campaigns, email campaign, marketing objectives



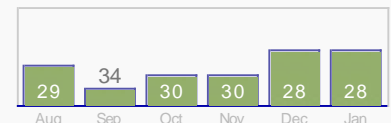
local search marketing (20)

Searches/Mo: 3k Est. Value/Click: \$8.3 Est. Potential New Clicks/Month: 218
Other Keywords for URL: local search marketing



email campaign (42)

Searches/Mo: 4k Est. Value/Click: \$6.65 Est. Potential New Clicks/Month: 259
Other Keywords for URL: email marketing analytics, email marketing campaign, email marketing campaigns, email campaign, marketing objectives



seo optimization (6)

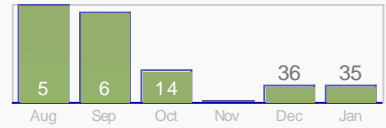
Searches/Mo: 12k Est. Value/Click: \$3.28 Est. Potential New Clicks/Month: 490
Other Keywords for URL: search engine optimization, seo optimization, bruce clay, search engine optimization seo, search engine ranking optimization



Bruceclay.com: SEO Dashboard

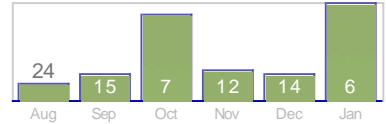
search engine optimization tips (17)

Searches/Mo: 8k Est. Value/Click: \$5.47 Est. Potential New Clicks/Month: 290
 Other Keywords for URL: search engine optimization, seo optimization, bruce clay, search engine optimization seo, search engine ranking optimization



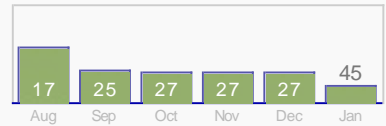
pay per click advertising (42)

Searches/Mo: 10k Est. Value/Click: \$4.54 Est. Potential New Clicks/Month: 283
 Other Keywords for URL: ads ppc, ppc ad, ppc advertising management, ppc advertisement, advertising ppc



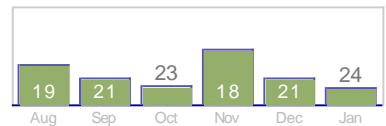
search engine marketing firm (30)

Searches/Mo: 4k Est. Value/Click: \$5.81 Est. Potential New Clicks/Month: 210
 Other Keywords for URL: search engine optimization marketing, bruce clay, web marketing search engine optimization, search engine marketing optimization, seo website design



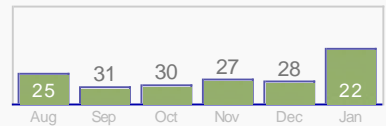
301 redirect (36)

Searches/Mo: 7k Est. Value/Click: \$1.12 Est. Potential New Clicks/Month: 1k
 Other Keywords for URL: 301 redirect, 301 redirects, web redirect html



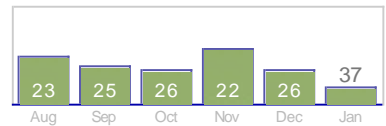
pdf search (22)

Searches/Mo: 5k Est. Value/Click: \$2.67 Est. Potential New Clicks/Month: 417
 Other Keywords for URL: pdf search, relationship chart, map search engines, us search engines, us search engine



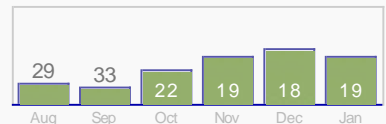
search engine optimization consulting (12)

Searches/Mo: 4k Est. Value/Click: \$7.49 Est. Potential New Clicks/Month: 141
 Other Keywords for URL: search engine optimization consulting, search engine marketing consulting, search optimization consultant



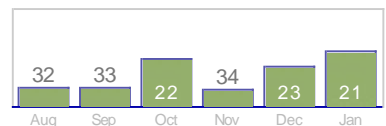
search engine optimization firm (19)

Searches/Mo: 4k Est. Value/Click: \$5.05 Est. Potential New Clicks/Month: 207
 Other Keywords for URL: search engine optimization, seo optimization, bruce clay, search engine optimization seo, search engine ranking optimization



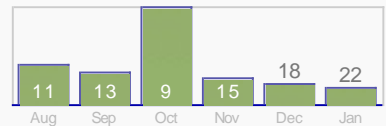
search engine optimization consultant (44)

Searches/Mo: 4k Est. Value/Click: \$4.59 Est. Potential New Clicks/Month: 218
 Other Keywords for URL: search engine optimization marketing, bruce clay, web marketing search engine optimization, search engine marketing optimization, seo website design



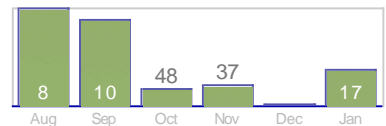
search engine optimization pricing (19)

Searches/Mo: 2k Est. Value/Click: \$6.85 Est. Potential New Clicks/Month: 139
 Other Keywords for URL: search engine optimization cost, search engine optimization prices, search engine optimization pricing, search engine placement rate



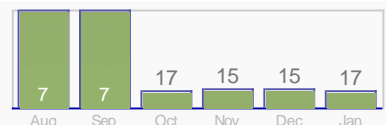
search engine marketing companies (35)

Searches/Mo: 2k Est. Value/Click: \$11 Est. Potential New Clicks/Month: 85
 Other Keywords for URL: search engine optimization marketing, bruce clay, web marketing search engine optimization, search engine marketing optimization, seo website design



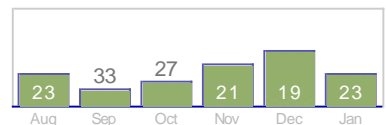
search engine optimization consultants (15)

Searches/Mo: 4k Est. Value/Click: \$6.02 Est. Potential New Clicks/Month: 137
 Other Keywords for URL: search engine optimization marketing, bruce clay, web marketing search engine optimization, search engine marketing optimization, seo website design



email marketing campaigns (23)

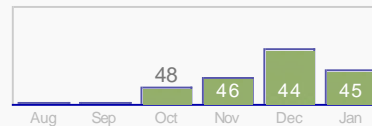
Searches/Mo: 3k Est. Value/Click: \$8.73 Est. Potential New Clicks/Month: 92
 Other Keywords for URL: email marketing analytics, email marketing campaign, email marketing campaigns, email campaign, marketing objectives



Bruceclay.com: SEO Dashboard

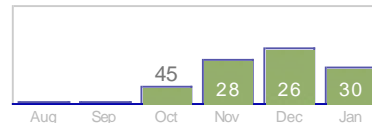
serp (43)

Searches/Mo: 5k Est. Value/Click: \$1.1 Est. Potential New Clicks/Month: 609
Other Keywords for URL: serp



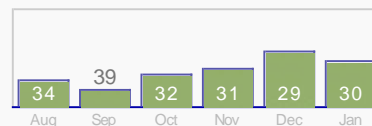
wonder twins (37)

Searches/Mo: 10k Est. Value/Click: \$0.89 Est. Potential New Clicks/Month: 740
Other Keywords for URL: wonder twins



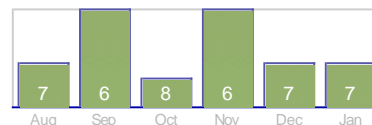
website search engine optimization (19)

Searches/Mo: 4k Est. Value/Click: \$5.53 Est. Potential New Clicks/Month: 114
Other Keywords for URL: search engine optimization, seo optimization, bruce clay, search engine optimization seo, search engine ranking optimization



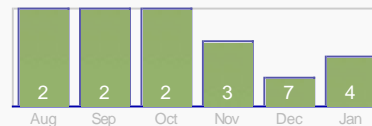
PPC advertising (46)

Searches/Mo: 7k Est. Value/Click: \$3.3 Est. Potential New Clicks/Month: 187
Other Keywords for URL: ads ppc, ppc ad, ppc advertising management, ppc advertisement, advertising ppc



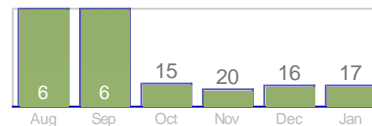
search engine optimization software (29)

Searches/Mo: 5k Est. Value/Click: \$3.99 Est. Potential New Clicks/Month: 151
Other Keywords for URL: bruce clay, search engine optimization tool, search engine optimization tools, search engine optimization software, search engine marketing software



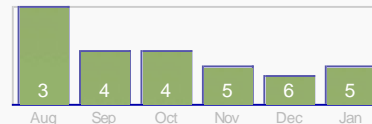
internet marketing promotion (15)

Searches/Mo: 4k Est. Value/Click: \$3.55 Est. Potential New Clicks/Month: 162
Other Keywords for URL: search engine optimization marketing, bruce clay, web marketing search engine optimization, search engine marketing optimization, seo website design



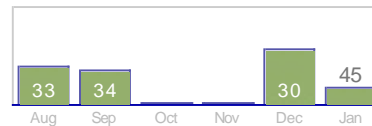
pay per click search engine marketing (18)

Searches/Mo: 3k Est. Value/Click: \$7.17 Est. Potential New Clicks/Month: 80
Other Keywords for URL: search engine optimization marketing, bruce clay, web marketing search engine optimization, search engine marketing optimization, seo website design



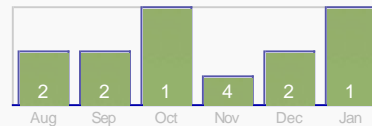
blog search engine (45)

Searches/Mo: 4k Est. Value/Click: \$1.36 Est. Potential New Clicks/Month: 406
Other Keywords for URL: bruce clay, bruceclay, bruce clay inc, bruce clay inc., blog search engine



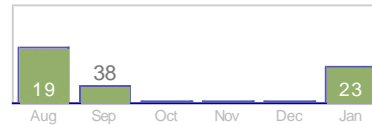
seo web design (18)

Searches/Mo: 5k Est. Value/Click: \$3.43 Est. Potential New Clicks/Month: 160
Other Keywords for URL: seo web design, search engine optimization web design, web design search engine optimization, search engine optimization web, web design search engine



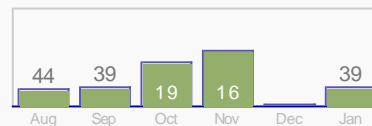
hierarchy of needs (44)

Searches/Mo: 10k Est. Value/Click: \$0.49 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: hierarchy of needs, hierachy of needs, hierarchy of needs marketing



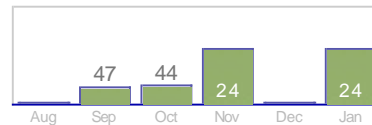
search engine placement companies (26)

Searches/Mo: 1k Est. Value/Click: \$8.61 Est. Potential New Clicks/Month: 63
Other Keywords for URL: search engine optimization marketing, bruce clay, web marketing search engine optimization, search engine marketing optimization, seo website design



search engine marketing firms (45)

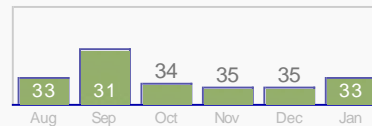
Searches/Mo: 2k Est. Value/Click: \$16 Est. Potential New Clicks/Month: 34
Other Keywords for URL: search engine optimization marketing, bruce clay, web marketing search engine optimization, search engine marketing optimization, seo website design



Bruceclay.com: SEO Dashboard

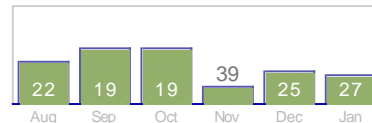
pay per click services (6)

Searches/Mo: 3k Est. Value/Click: \$6.72 Est. Potential New Clicks/Month: 79
 Other Keywords for URL: ppc services, pay per click services, ppc management service, pay per click service, pay per click management services



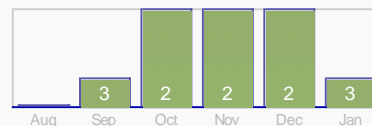
search engine optimization firms (25)

Searches/Mo: 2k Est. Value/Click: \$7.92 Est. Potential New Clicks/Month: 66
 Other Keywords for URL: search engine optimization, seo optimization, bruce clay, search engine optimization seo, search engine ranking optimization



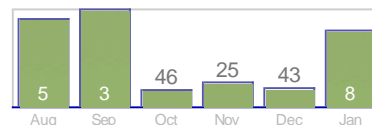
pay per click management services (9)

Searches/Mo: 2k Est. Value/Click: \$7.23 Est. Potential New Clicks/Month: 70
 Other Keywords for URL: ppc account management, ppc management services, ppc management service, pay per click management services, pay per click management service



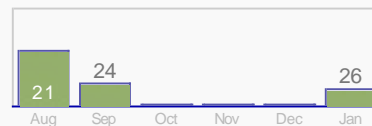
search engine ranking (32)

Searches/Mo: 12k Est. Value/Click: \$2.43 Est. Potential New Clicks/Month: 200
 Other Keywords for URL: search engine optimization, seo optimization, bruce clay, search engine optimization seo, search engine ranking optimization



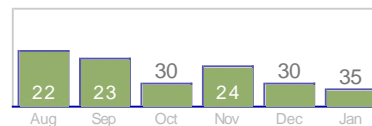
seo training (5)

Searches/Mo: 5k Est. Value/Click: \$2.35 Est. Potential New Clicks/Month: 207
 Other Keywords for URL: bruce clay, seo training, search engine optimization training, seo training course, search engine optimization classes



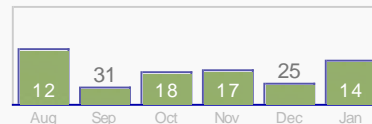
optimization company (40)

Searches/Mo: Est. Value/Click: \$4.64 Est. Potential New Clicks/Month: 102
 Other Keywords for URL: search engine optimization marketing, bruce clay, web marketing search engine optimization, search engine marketing optimization, seo website design



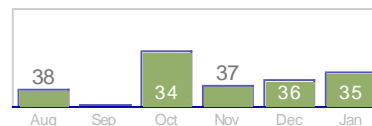
search engine rankings (16)

Searches/Mo: 5k Est. Value/Click: \$3.23 Est. Potential New Clicks/Month: 146
 Other Keywords for URL: search engine optimization, seo optimization, bruce clay, search engine optimization seo, search engine ranking optimization



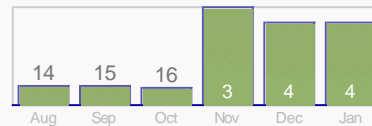
search optimization (10)

Searches/Mo: 4k Est. Value/Click: \$3.58 Est. Potential New Clicks/Month: 129
 Other Keywords for URL: search engine optimization, seo optimization, bruce clay, search engine optimization seo, search engine ranking optimization



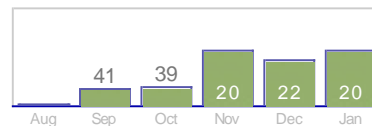
pay per click campaign management (33)

Searches/Mo: 2k Est. Value/Click: \$6.88 Est. Potential New Clicks/Month: 67
 Other Keywords for URL: ads ppc, ppc ad, ppc advertising management, ppc advertisement, advertising ppc



search engine marketing services (6)

Searches/Mo: 5k Est. Value/Click: \$5.26 Est. Potential New Clicks/Month: 86
 Other Keywords for URL: search engine optimization, seo optimization, bruce clay, search engine optimization seo, search engine ranking optimization



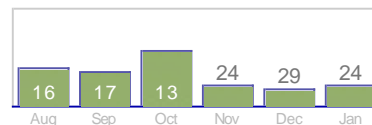
pay per click optimization (31)

Searches/Mo: 2k Est. Value/Click: \$7.71 Est. Potential New Clicks/Month: 56
 Other Keywords for URL: ppc optimization, pay per click optimization, ppc optimizations, PPC tips



search engine optimization expert (26)

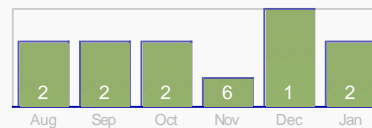
Searches/Mo: 3k Est. Value/Click: \$4.22 Est. Potential New Clicks/Month: 101
 Other Keywords for URL: search engine optimization marketing, bruce clay, web marketing search engine optimization, search engine marketing optimization, seo website design



Bruceclay.com: SEO Dashboard

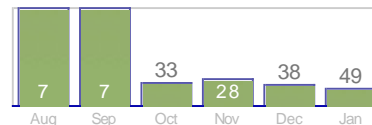
website marketing services (36)

Searches/Mo: 2k Est. Value/Click: \$4.55 Est. Potential New Clicks/Month: 93
 Other Keywords for URL: search engine optimization marketing, bruce clay, web marketing search engine optimization, search engine marketing optimization, seo website design



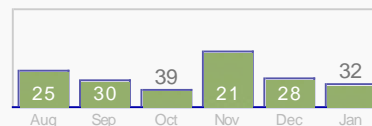
search engine optimization seo (3)

Searches/Mo: 12k Est. Value/Click: \$3.62 Est. Potential New Clicks/Month: 111
 Other Keywords for URL: search engine optimization, seo optimization, bruce clay, search engine optimization seo, search engine ranking optimization



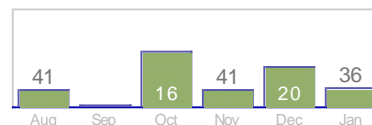
search engine positioning (13)

Searches/Mo: 7k Est. Value/Click: \$2.61 Est. Potential New Clicks/Month: 154
 Other Keywords for URL: search engine optimization, seo optimization, bruce clay, search engine optimization seo, search engine ranking optimization



search engine marketing consultant (11)

Searches/Mo: 2k Est. Value/Click: \$5.43 Est. Potential New Clicks/Month: 73
 Other Keywords for URL: search engine optimization marketing, bruce clay, web marketing search engine optimization, search engine marketing optimization, seo website design



[Download as CSV](#)

Keywords Not Ranked On But Should Be

Estimated Clicks/Month

search engine placement

Searches/Month: 8k
 Cost/Click: \$7.17 Est. Potential Clicks/Month: 67
 Avg. Competitor Rank: 19

registereverywher...	+394
registereverywher...	+394
registereverywher...	+394
registereverywher...	+394

'SEO'

Searches/Month: 0
 Cost/Click: \$3.73 Est. Potential Clicks/Month: 2k
 Avg. Competitor Rank: 8

seo.com	+3k
seo.com	+3k
seo.com	+3k
seo.com	+3k

seo

Searches/Month: 165k
 Cost/Click: \$3.74 Est. Potential Clicks/Month: 2k
 Avg. Competitor Rank: 9

seo.com	+3k
seo.com	+3k
seo.com	+3k
seo.com	+3k

search engine optimization companies

Searches/Month: 5k
 Cost/Click: \$13.00 Est. Potential Clicks/Month: 34
 Avg. Competitor Rank: 27

seo.com	+189
seo.com	+189
seo.com	+189
seo.com	+189

search engine optimization service

Searches/Month: 8k
 Cost/Click: \$8.94 Est. Potential Clicks/Month: 14
 Avg. Competitor Rank: 18

submitexpress.com	+44
submitexpress.com	+44
submitexpress.com	+44
submitexpress.com	+44

Bruceclay.com: SEO Dashboard

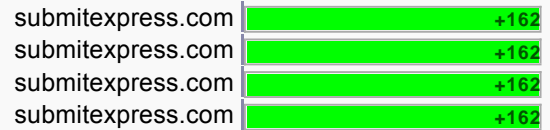
search engine submission

Searches/Month: 18k
 Cost/Click: \$3.59 Est. Potential Clicks/Month: 299
 Avg. Competitor Rank: 14



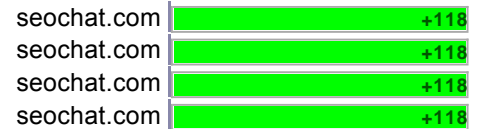
search engine submissions

Searches/Month: 4k
 Cost/Click: \$3.33 Est. Potential Clicks/Month: 60
 Avg. Competitor Rank: 14



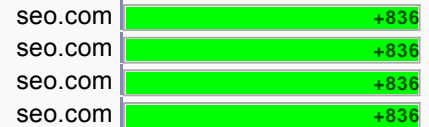
seo forums

Searches/Month: 1k
 Cost/Click: \$6.18 Est. Potential Clicks/Month: 73
 Avg. Competitor Rank: 3



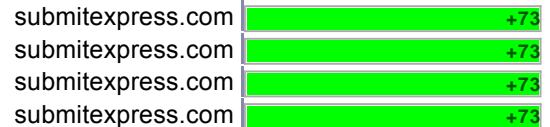
seo company

Searches/Month: 27k
 Cost/Click: \$5.43 Est. Potential Clicks/Month: 430
 Avg. Competitor Rank: 16



link popularity

Searches/Month: 4k
 Cost/Click: \$4.41 Est. Potential Clicks/Month: 37
 Avg. Competitor Rank: 9



search engine submission tool

Searches/Month: 720
 Cost/Click: \$3.20 Est. Potential Clicks/Month: 35
 Avg. Competitor Rank: 9



search engine submission optimization

Searches/Month: 2k
 Cost/Click: \$5.55 Est. Potential Clicks/Month: 23
 Avg. Competitor Rank: 4



free search engine optimization

Searches/Month: 2k
 Cost/Click: \$3.76 Est. Potential Clicks/Month: 45
 Avg. Competitor Rank: 9



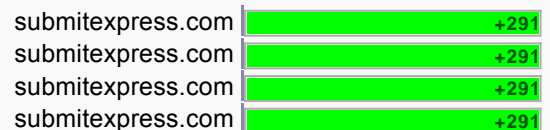
search engine submission service

Searches/Month: 4k
 Cost/Click: \$5.85 Est. Potential Clicks/Month: 17
 Avg. Competitor Rank: 21



submit site to google

Searches/Month: 7k
 Cost/Click: \$5.60 Est. Potential Clicks/Month: 202
 Avg. Competitor Rank: 10



Bruceclay.com: SEO Dashboard

seo forum

Searches/Month: 3k
 Cost/Click: \$2.84 Est. Potential Clicks/Month: 57
 Avg. Competitor Rank: 11

seochat.com	+108
seochat.com	+108
seochat.com	+108
seochat.com	+108

search engine optimization and submission

Searches/Month: 720
 Cost/Click: \$5.16 Est. Potential Clicks/Month: 15
 Avg. Competitor Rank: 4

addme.com	+34
addme.com	+34
addme.com	+34
addme.com	+34

professional search engine submission

Searches/Month: 720
 Cost/Click: \$5.68 Est. Potential Clicks/Month: 12
 Avg. Competitor Rank: 12

addpro.com	+34
addpro.com	+34
addpro.com	+34
addpro.com	+34

search engine optimization submission

Searches/Month: 870
 Cost/Click: \$5.50 Est. Potential Clicks/Month: 16
 Avg. Competitor Rank: 5

addme.com	+39
addme.com	+39
addme.com	+39
addme.com	+39

seo chat

Searches/Month: 570
 Cost/Click: \$4.52 Est. Potential Clicks/Month: 43
 Avg. Competitor Rank: 5

seochat.com	+49
seochat.com	+49
seochat.com	+49
seochat.com	+49

website submission

Searches/Month: 5k
 Cost/Click: \$3.94 Est. Potential Clicks/Month: 71
 Avg. Competitor Rank: 9

submitexpress.com	+133
submitexpress.com	+133
submitexpress.com	+133
submitexpress.com	+133

seo submission

Searches/Month: 2k
 Cost/Click: \$3.73 Est. Potential Clicks/Month: 60
 Avg. Competitor Rank: 10

addme.com	+118
addme.com	+118
addme.com	+118
addme.com	+118

search engine submit

Searches/Month: 4k
 Cost/Click: \$2.63 Est. Potential Clicks/Month: 28
 Avg. Competitor Rank: 13

addme.com	+93
addme.com	+93
addme.com	+93
addme.com	+93

search engine optimization experts

Searches/Month: 3k
 Cost/Click: \$6.98 Est. Potential Clicks/Month: 15
 Avg. Competitor Rank: 10

seo.com	+31
seo.com	+31
seo.com	+31
seo.com	+31

keyword tool

Searches/Month: 74k
 Cost/Click: \$2.76 Est. Potential Clicks/Month: 98
 Avg. Competitor Rank: 30

seochat.com	+126
seochat.com	+126
seochat.com	+126
seochat.com	+126

[Download as CSV](#)

Bruceclay.com: SEO Dashboard

Bruceclay.com: SEO Dashboard

Keyword Overlap in Your SEO & PPC campaigns

Est. Organic Clicks vs. Paid Clicks

None

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Keyword Groups with the Most Potential - Details