

Smallbusinesssem.com

SEO Dashboard



Feb 16, 2011

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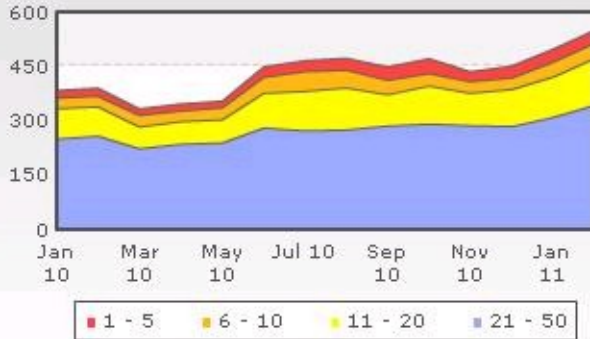
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Amount of Keywords in Top Search Results



You show up in the top 50 search results on Google for 550 different keywords. That's up by 10% or 52 keywords from last month.

Number of Unique Pages that Rank Organically



181 of your pages appear in the top 50 of at least one search. That's 16 more pages on your site showing up in searches this month than last month.

Total Organic Clicks Per Month



You should be getting 7k clicks per month from your organic placements on Google. That's up 7k clicks or 2k% from last month.

Value of Organic Clicks Per Month



If you had to buy all those organic clicks via Google Adwords, they'd cost \$23k. That's an additional savings of \$23k over last month.

You gained 6,650 clicks last month, worth \$22,594.

Biggest Gains

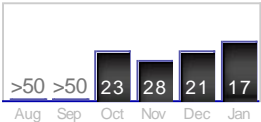
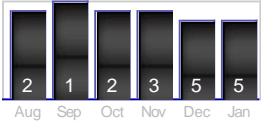
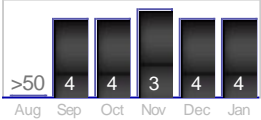


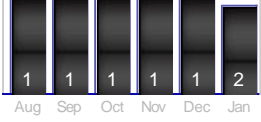
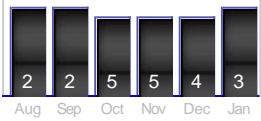

You moved up in ranks on 336 keywords last month. All those gains added up to about 135 clicks you wouldn't have received last month. In equivalent PPC dollars, all those new clicks are worth about \$678.

| | Rank |
|--|--------|
| ▲ website seo Estimated Clicks/Month gained: 15 http://www.smallbusinesssem.com/how-t... | 12 |
| ▲ small business Estimated Clicks/Month gained: 12 http://www.smallbusinesssem.com/ | 46 |
| ▲ small business search engine optimization Estimated Clicks/Month gained: 9 http://www.smallbusinesssem.com/the-s... | 6(+18) |
| ▲ merchantcircle Estimated Clicks/Month gained: 9 http://www.smallbusinesssem.com/merch... | 17(+4) |
| ▲ google local Estimated Clicks/Month gained: 8 http://www.smallbusinesssem.com/artic... | 18(+1) |
| ▲ google products Estimated Clicks/Month gained: 6 http://www.smallbusinesssem.com/googl... | 21(+1) |
| ▲ business pages Estimated Clicks/Month gained: 5 http://www.smallbusinesssem.com/fours... | 20 |
| ▲ google business search Estimated Clicks/Month gained: 3 http://www.smallbusinesssem.com/artic... | 8(+7) |
| ▲ contact me at Estimated Clicks/Month gained: 3 http://www.smallbusinesssem.com/contact/ | 3 |
| ▲ free business listings Estimated Clicks/Month gained: 3 http://www.smallbusinesssem.com/citys... | 26 |
| ▲ seo cost Estimated Clicks/Month gained: 3 http://www.smallbusinesssem.com/small... | 6(+6) |

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Most Valuable Keywords

You gained ranks on 3 out of your top 5 most valuable keywords. Moving up the charts on those important keywords means about 5.75 visits to the site that wouldn't have come last month.

| | Rank |
|--|---|
| merchantcircle Rank: 17(+4) Est. Clicks/Mo: 26(+9) Est. Value/Mo: \$1k(+\$407) |  |
| local search marketing Rank: 5 Est. Clicks/Mo: 61(+5) Est. Value/Mo: \$507(+\$137) |  |
| google small business Rank: 4 Est. Clicks/Mo: 50(-12) Est. Value/Mo: \$499(-\$129.299) |  |
| small business seo Rank: 3(+1) Est. Clicks/Mo: 92(-9) Est. Value/Mo: \$471(-\$201.1) |  |
| google products Rank: 21(+1) Est. Clicks/Mo: 71(+6) Est. Value/Mo: \$136(+\$12) |  |
| search marketing local Rank: 2(-1) Est. Clicks/Mo: 20(-15) Est. Value/Mo: \$135(-\$100.05) |  |
| small business search engine marketing Rank: 3(+1) Est. Clicks/Mo: 10(+1) Est. Value/Mo: \$100(+\$12) |  |
| google local search Rank: 3 Est. Clicks/Mo: 46(-46) Est. Value/Mo: \$88(-\$85.089) |  |
| how to seo Rank: 3 Est. Clicks/Mo: 35(-3) Est. Value/Mo: \$68(-\$4.712) |  |

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

Newly Ranked Organic Pages

40 pages show up in Google search results that didn't last month. Combined, those new placements drive 67 clicks, which would be worth about \$2k if you paid for those same clicks in Google Adwords.

<http://www.smallbusinesssem.com/articles/search-engine-submission/>

Keywords (rank): small business search engine (6), small business search engines (10)

Est. Total Clicks/Mo: 2

Est. SEO Value: **\$13**

<http://www.smallbusinesssem.com/4-creative-twitter-uses-in-2010/2625/>

Keywords (rank): matt mcgee (2), 4 creative (9)

Est. Total Clicks/Mo: 36

Est. SEO Value: **\$8.64**

<http://www.smallbusinesssem.com/user-reviews-and-small-businesses/214/>

Keywords (rank): small business reviews (3)

Est. Total Clicks/Mo: 2

Est. SEO Value: **\$5.69**

<http://www.smallbusinesssem.com/foursquare-adds-url-description-to-business-profile-pages/3898/>

Keywords (rank): business url (7), business pages (20), business description (24), business page (30)

Est. Total Clicks/Mo: 6

Est. SEO Value: **\$5.68**

<http://www.smallbusinesssem.com/word-of-mouth-marketing-small-business/1231/>

Keywords (rank): word of mouth marketing (30), marketing it (36), word of mouth restaurant (41), word of mouth business (46)

Est. Total Clicks/Mo: 2

Est. SEO Value: **\$5.54**

<http://www.smallbusinesssem.com/citysearch-brings-back-free-business-listings-adds-twitter/2534/>

Keywords (rank): free business data (21), free business search (22), free business profile (25), free listing (25), free listings (28)

Est. Total Clicks/Mo: 4

Est. SEO Value: **\$4.79**

<http://www.smallbusinesssem.com/an-seo-conference-in-my-backyard/1341/>

Keywords (rank): seo conference (21)

Est. Total Clicks/Mo: 1

Est. SEO Value: **\$2.52**

<http://www.smallbusinesssem.com/december-10-best-searchmarketing-posts/3853/>

Keywords (rank): best search (7)

Est. Total Clicks/Mo: 3

Est. SEO Value: **\$2.17**

<http://www.smallbusinesssem.com/teeth-hurt-truelocal-suggests-mcdonalds-or-midas/685/>

Keywords (rank): truelocal (13), teeth hurt (24)

Est. Total Clicks/Mo: 3

Est. SEO Value: **\$1.41**

<http://www.smallbusinesssem.com/ses-chicago-search-term-research-targeting/359/>

Keywords (rank): search term research (27), ses chicago (41)

Est. Total Clicks/Mo: 1

Est. SEO Value: **\$1.17**

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

New Keywords (You weren't ranked on before)

You now place in the top 50 search results on 152 keywords that you didn't even show up on last month. Those keywords drive 77 clicks worth an estimated \$140 per month in equivalent PPC dollars. All those new keywords represent a beachhead to an opportunity that could lead to as many as 6k clicks per month if you could be in the first position on each of the keywords.

website seo

Rank: 12 Searches/Mo: 5k Est. Value/Click: \$2.85
Estimated New Clicks/Month: 15

small business

Rank: 46 Searches/Mo: 110k Est. Value/Click: \$2.08
Estimated New Clicks/Month: 12

business pages

Rank: 20 Searches/Mo: 2k Est. Value/Click: \$0.87
Estimated New Clicks/Month: 5

contact me at

Rank: 3 Searches/Mo: 0 Est. Value/Click: \$0.08
Estimated New Clicks/Month: 3

free business listings

Rank: 26 Searches/Mo: 0 Est. Value/Click: \$2.17
Estimated New Clicks/Month: 3

smx

Rank: 33 Searches/Mo: 4k Est. Value/Click: \$0.48
Estimated New Clicks/Month: 3

word of mouth marketing

Rank: 30 Searches/Mo: 2k Est. Value/Click: \$2.95
Estimated New Clicks/Month: 2

teeth hurt

Rank: 24 Searches/Mo: 870 Est. Value/Click: \$0.81
Estimated New Clicks/Month: 2

get listed

Rank: 20 Searches/Mo: 480 Est. Value/Click: \$1.36
Estimated New Clicks/Month: 2

business listing

Rank: 30 Searches/Mo: 2k Est. Value/Click: \$1.81
Estimated New Clicks/Month: 2

marketing businesses

Rank: 13 Searches/Mo: 720 Est. Value/Click: \$2.38
Estimated New Clicks/Month: 1

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

Top Site Sections Summary

Your organic traffic is spread fairly evenly across your top 9 site sections. Together those sections combine for 853 clicks per month. That's up by 124 visits or nearly 17% since last month.

Clicks/Month

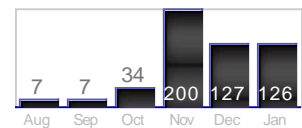
[smallbusinesssem.com/articles](#)

Number of Keywords: 74
Est. Value/Mo: \$1k (+\$500)



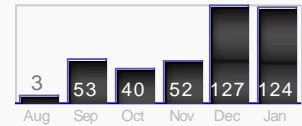
[smallbusinesssem.com/small...](#)

Number of Keywords: 11
Est. Value/Mo: \$609 (-\$139)



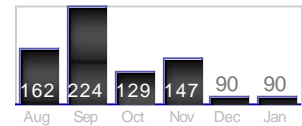
[smallbusinesssem.com/google...](#)

Number of Keywords: 3
Est. Value/Mo: \$647 (-\$109)



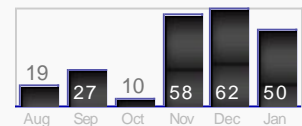
[smallbusinesssem.com/how-to...](#)

Number of Keywords: 19
Est. Value/Mo: \$195 (+\$8)



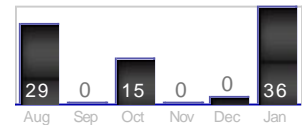
[smallbusinesssem.com/google...](#)

Number of Keywords: 1
Est. Value/Mo: \$499 (-\$129)



[smallbusinesssem.com/wa/rin...](#)

Number of Keywords: 2
Est. Value/Mo: \$10 (+\$10)



[smallbusinesssem.com/4-crea...](#)

Number of Keywords: 2
Est. Value/Mo: \$10 (+\$10)



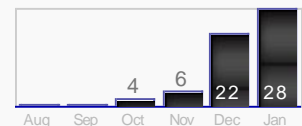
[smallbusinesssem.com/twite...](#)

Number of Keywords: 1
Est. Value/Mo: \$10 (-\$1)



[smallbusinesssem.com/m/ercha...](#)

Number of Keywords: 2
Est. Value/Mo: \$1k (+\$403)



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

Keyword Groups with the Biggest Gains

Biggest Opportunities

You currently rank somewhere in the top 50 on 550 search phrases on Google. If you could land the number one spot for all of those searches, you'd get about 30k additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you'll get 26k clicks per month. That would cost you more than \$84k in equivalent PPC dollars.

merchantcircle

Rank: 17 (+4) Searches/Mo: 0 Est. Value/Click: \$46
Est. Potential New Clicks/Month: 860

google products

Rank: 21 (+1) Searches/Mo: 0 Est. Value/Click: \$1.94
Est. Potential New Clicks/Month: 3,703

small business

Rank: 46 Searches/Mo: 110k Est. Value/Click: \$2.08
Est. Potential New Clicks/Month: 2,133

onebox.

Rank: 50 (-8) Searches/Mo: 0 Est. Value/Click: \$4.22
Est. Potential New Clicks/Month: 637

google local

Rank: 18 (+1) Searches/Mo: 22k Est. Value/Click: \$0.83
Est. Potential New Clicks/Month: 2,068

small business marketing

Rank: 39 Searches/Mo: 15k Est. Value/Click: \$3.18
Est. Potential New Clicks/Month: 515

search marketing

Rank: 49 (-21) Searches/Mo: 12k Est. Value/Click: \$4.13
Est. Potential New Clicks/Month: 392

local search marketing

Rank: 5 Searches/Mo: 3k Est. Value/Click: \$8.3
Est. Potential New Clicks/Month: 163

google photos

Rank: 30 (-4) Searches/Mo: 0 Est. Value/Click: \$1.32
Est. Potential New Clicks/Month: 948

google small business

Rank: 4 Searches/Mo: 2k Est. Value/Click: \$9.99
Est. Potential New Clicks/Month: 103

business search

Rank: 24 (+4) Searches/Mo: 8k Est. Value/Click: \$1.52
Est. Potential New Clicks/Month: 582

[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 212k searches per month where you are not contesting your competitors. Look at the keywords, and decide whether it makes sense to counter them.

small business marketing ideas

Searches/Mo.: 4k
 Cost/Click: \$4.46 Est. Potential Clicks/Mo.: 52
 Avg. Competitor Rank: 11

internet marketing for small business

Searches/Mo.: 2k
 Cost/Click: \$11.00 Est. Potential Clicks/Mo.: 48
 Avg. Competitor Rank: 6

small business marketing consultants

Searches/Mo.: 390
 Cost/Click: \$6.21 Est. Potential Clicks/Mo.: 18
 Avg. Competitor Rank: 14

small business marketing strategies

Searches/Mo.: 2k
 Cost/Click: \$5.49 Est. Potential Clicks/Mo.: 11
 Avg. Competitor Rank: 22

dan kennedy

Searches/Mo.: 8k
 Cost/Click: \$2.24 Est. Potential Clicks/Mo.: 490
 Avg. Competitor Rank: 2

business marketing

Searches/Mo.: 27k
 Cost/Click: \$4.41 Est. Potential Clicks/Mo.: 41
 Avg. Competitor Rank: 27

small business web marketing

Searches/Mo.: 720
 Cost/Click: \$6.95 Est. Potential Clicks/Mo.: 9 Avg. Competitor Rank: 11

marketing consulting

Searches/Mo.: 5k
 Cost/Click: \$5.38 Est. Potential Clicks/Mo.: 261
 Avg. Competitor Rank: 1

marketing consultant

Searches/Mo.: 60k
 Cost/Click: \$4.66 Est. Potential Clicks/Mo.: 285
 Avg. Competitor Rank: 1

small business advertising

Searches/Mo.: 4k
 Cost/Click: \$5.69 Est. Potential Clicks/Mo.: 24
 Avg. Competitor Rank: 17

small business branding

Searches/Mo.: 720
 Cost/Click: \$3.89 Est. Potential Clicks/Mo.: 41 Avg. Competitor Rank: 2

marketing strategies

Searches/Mo.: 22k
 Cost/Click: \$2.88 Est. Potential Clicks/Mo.: 337
 Avg. Competitor Rank: 6

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

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

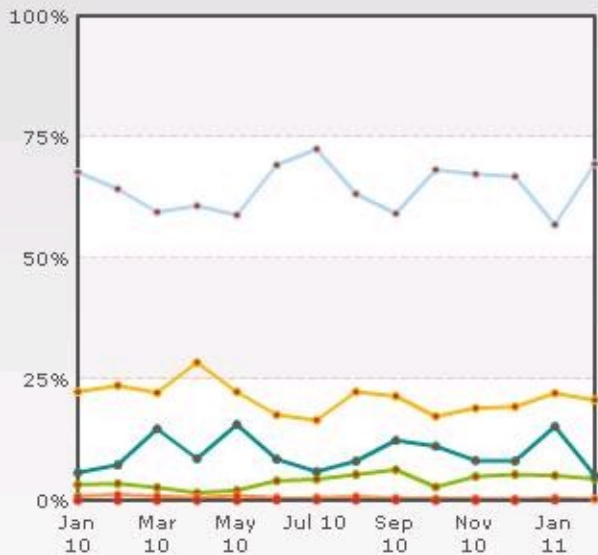
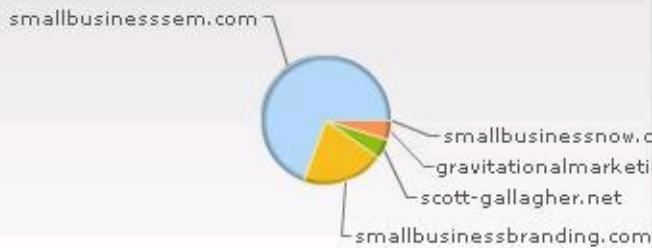
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[View more](#) (p. 35)

Keyword Groups with the Most Potential

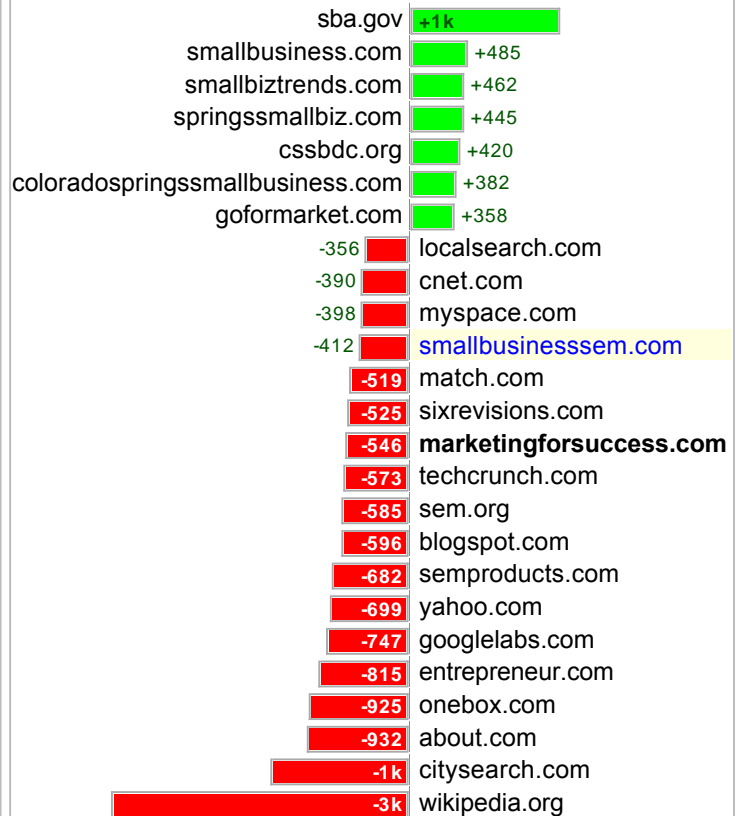
Traffic Share

Relative to your top 5 competitors, your site gained **52%** of the traffic share. During this time *smallbusinesssem.com* has exploded and ripped traffic from *scott-gallagher.net* and *smallbusinessbranding.com*.



Domains that Gained or Lost Clicks on your Keywords

This month, **Marketingforsuccess.com** lost 546 clicks after losing position on organic searches that you also rank for. But, perhaps most interesting was the gains made by *Sba.gov*. That site is not considered a direct competitor, but they gained 1k clicks on your keywords, which is a 133 percent growth on your keywords. They are either doing something right or getting pretty lucky.



*competitors in **bold**

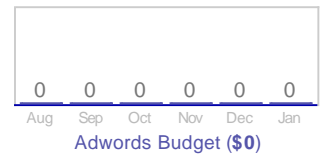
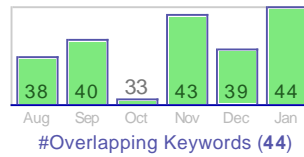
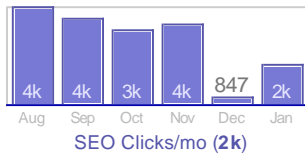
Competition: You Gained 52% in Share of Clicks Relative to your Top 5 Competitors

Top Organic Competitors and their Best Keywords

Just 1 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 marketingforsuccess.com. They picked up 7k organic clicks overall and they increased the number of keywords they overlap with you.

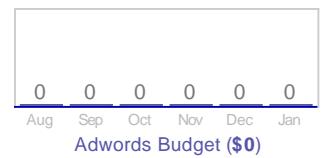
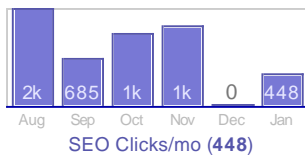
smallbusinessbranding.com

small business branding (1), free small business advertising (1), business branding (1), small business marketing (15), branding (19)



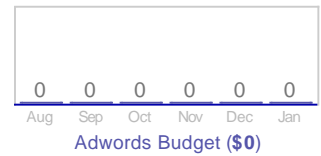
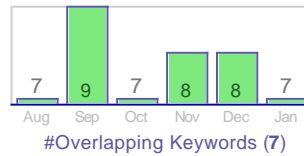
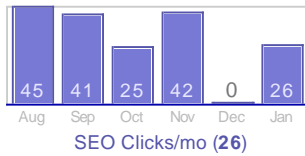
gravitationalmarketing.com

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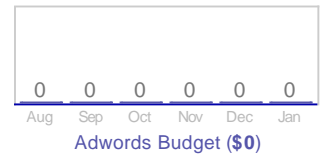
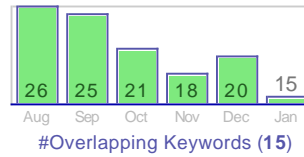
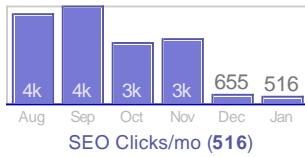
smallbusinessnow.com

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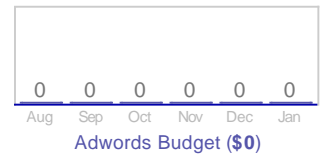
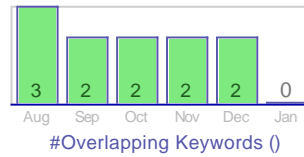
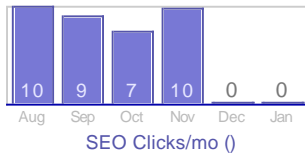


scott-gallagher.net

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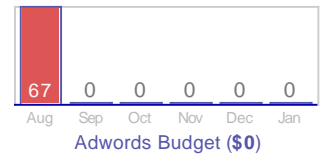
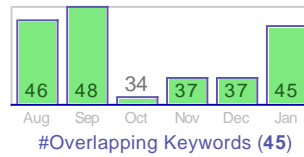
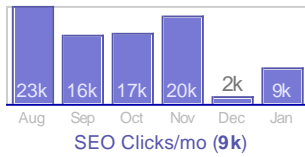


10stepmarketing.com



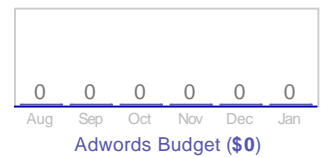
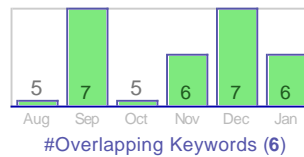
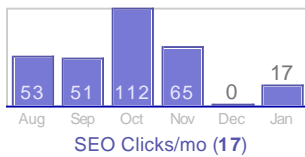
marketingforsuccess.com

small business marketing ideas (1), small business marketing (2), small business marketing strategies (2), business marketing (5), marketing strategies (6)



getprofitable.com

branding specialist (5), small business marketing consultants (11), small business marketing consultant (15), business marketing consultant (16), small business marketing consulting (19)



Biggest Gains (all)

Clicks/Month

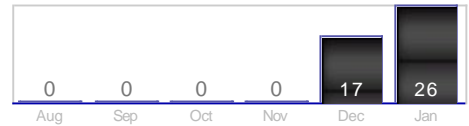
▲ website seo 12

Est. Clicks/Month gained: 15 Est. Value/Click: \$2.85 Estimated Value gained: \$43
<http://www.smallbusinesssem.com/how-t...>



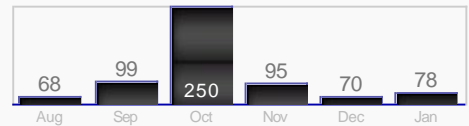
▲ small business 46

Est. Clicks/Month gained: 12 Est. Value/Click: \$2.08 Estimated Value gained: \$26
<http://www.smallbusinesssem.com/>



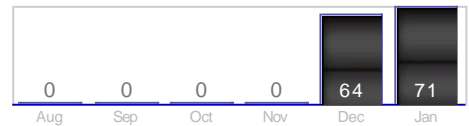
▲ small business search engine optimization 6(+18)

Est. Clicks/Month gained: 9 Est. Value/Click: \$5.41 Estimated Value gained: \$49
<http://www.smallbusinesssem.com/the-s...>



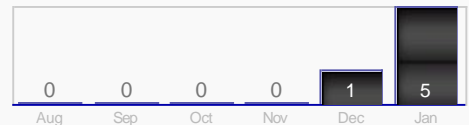
▲ merchantcircle 17(+4)

Est. Clicks/Month gained: 9 Est. Value/Click: \$46 Estimated Value gained: \$407
<http://www.smallbusinesssem.com/merch...>



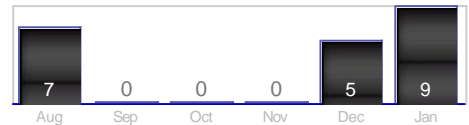
▲ google local 18(+1)

Est. Clicks/Month gained: 8 Est. Value/Click: \$0.83 Estimated Value gained: \$7
<http://www.smallbusinesssem.com/artic...>



▲ google products 21(+1)

Est. Clicks/Month gained: 6 Est. Value/Click: \$1.94 Estimated Value gained: \$12
<http://www.smallbusinesssem.com/googl...>



▲ business pages 20

Est. Clicks/Month gained: 5 Est. Value/Click: \$0.87 Estimated Value gained: \$4
<http://www.smallbusinesssem.com/fours...>



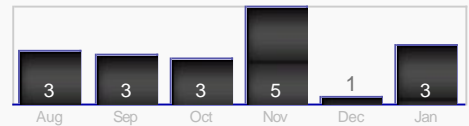
▲ google business search 8(+7)

Est. Clicks/Month gained: 3 Est. Value/Click: \$3.84 Estimated Value gained: \$13
<http://www.smallbusinesssem.com/artic...>



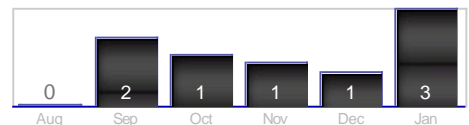
▲ contact me at 3

Est. Clicks/Month gained: 3 Est. Value/Click: \$0.08 Estimated Value gained: \$0
<http://www.smallbusinesssem.com/contact/>



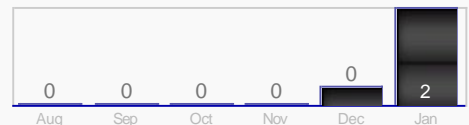
▲ free business listings 26

Est. Clicks/Month gained: 3 Est. Value/Click: \$2.17 Estimated Value gained: \$7
<http://www.smallbusinesssem.com/citys...>



▲ seo cost 6(+6)

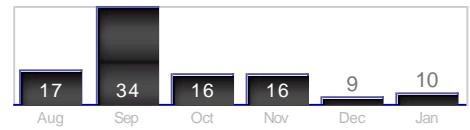
Est. Clicks/Month gained: 3 Est. Value/Click: \$3.24 Estimated Value gained: \$10
<http://www.smallbusinesssem.com/small...>



Smallbusinesssem.com: SEO Dashboard

▲ smx 33

Est. Clicks/Month gained: 3 Est. Value/Click: \$0.48 Estimated Value gained: \$2
<http://www.smallbusinesssem.com/top-1...>



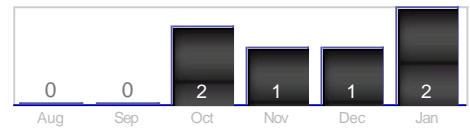
▲ how to market 10(+2)

Est. Clicks/Month gained: 3 Est. Value/Click: \$1.37 Estimated Value gained: \$4
<http://www.smallbusinesssem.com/artic...>



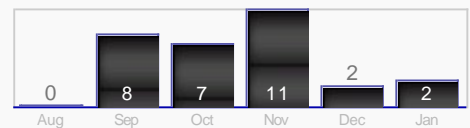
▲ mcgee 27(+4)

Est. Clicks/Month gained: 2 Est. Value/Click: \$0.26 Estimated Value gained: \$1
<http://www.smallbusinesssem.com/>



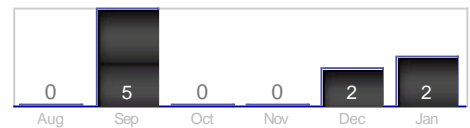
▲ small business products 6(+13)

Est. Clicks/Month gained: 2 Est. Value/Click: \$3.42 Estimated Value gained: \$8
<http://www.smallbusinesssem.com/googl...>



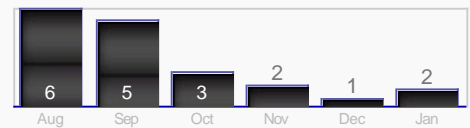
▲ word of mouth marketing 30

Est. Clicks/Month gained: 2 Est. Value/Click: \$2.95 Estimated Value gained: \$6
<http://www.smallbusinesssem.com/word-...>



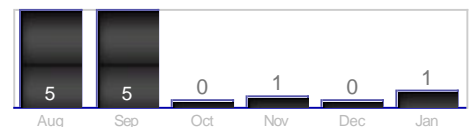
▲ best search 7(+11)

Est. Clicks/Month gained: 2 Est. Value/Click: \$0.84 Estimated Value gained: \$2
<http://www.smallbusinesssem.com/decem...>



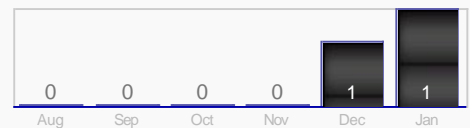
▲ teeth hurt 24

Est. Clicks/Month gained: 2 Est. Value/Click: \$0.81 Estimated Value gained: \$1
<http://www.smallbusinesssem.com/teeth...>



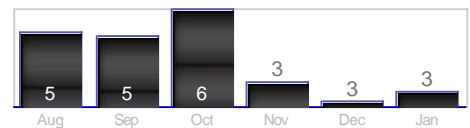
▲ get listed 20

Est. Clicks/Month gained: 2 Est. Value/Click: \$1.36 Estimated Value gained: \$2
<http://www.smallbusinesssem.com/getli...>



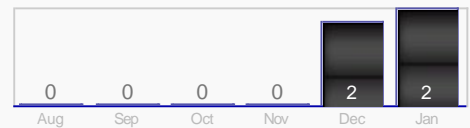
▲ business listing 30

Est. Clicks/Month gained: 2 Est. Value/Click: \$1.81 Estimated Value gained: \$3
<http://www.smallbusinesssem.com/citys...>



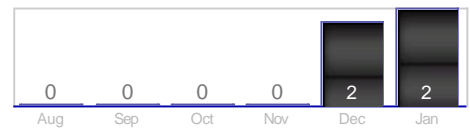
▲ small business reviews 3(+20)

Est. Clicks/Month gained: 1 Est. Value/Click: \$3.74 Estimated Value gained: \$5
<http://www.smallbusinesssem.com/user-...>



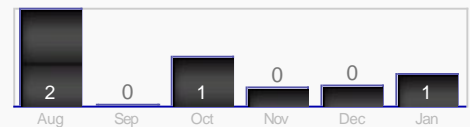
▲ marketing businesses 13

Est. Clicks/Month gained: 1 Est. Value/Click: \$2.38 Estimated Value gained: \$3
<http://www.smallbusinesssem.com/>



▲ small business search engine marketing 3(+1)

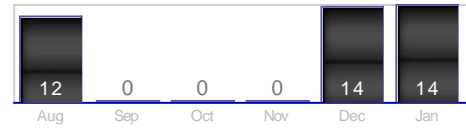
Est. Clicks/Month gained: 1 Est. Value/Click: \$9.75 Estimated Value gained: \$12
<http://www.smallbusinesssem.com/>



Smallbusinesssem.com: SEO Dashboard

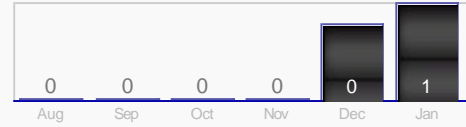
▲ air force way 4

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.16 Estimated Value gained: \$1
<http://www.smallbusinesssem.com/reput...>



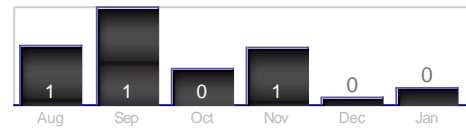
▲ marketing business 23

Est. Clicks/Month gained: 1 Est. Value/Click: \$2.09 Estimated Value gained: \$2
<http://www.smallbusinesssem.com/>



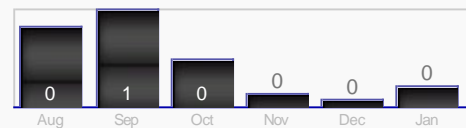
▲ your site 28

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.47 Estimated Value gained: \$2
<http://www.smallbusinesssem.com/how-t...>



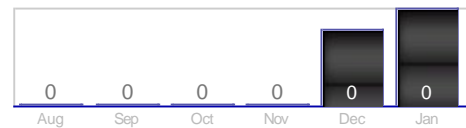
▲ business search 24(+4)

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.52 Estimated Value gained: \$1
<http://www.smallbusinesssem.com/>



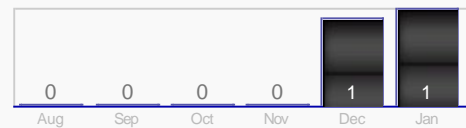
▲ free listing 25

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.74 Estimated Value gained: \$1
<http://www.smallbusinesssem.com/citys...>



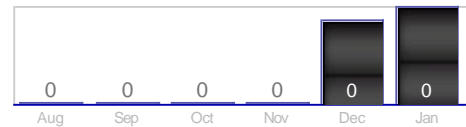
▲ barriers to entry 34(+16)

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.57 Estimated Value gained: \$0
<http://www.smallbusinesssem.com/barri...>



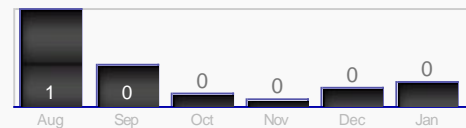
▲ free listings 28

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.81 Estimated Value gained: \$1
<http://www.smallbusinesssem.com/citys...>



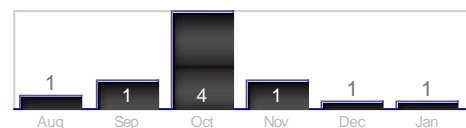
▲ gift for boss 28

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.95 Estimated Value gained: \$1
[http://www.smallbusinesssem.com/last...](http://www.smallbusinesssem.com/last-...)



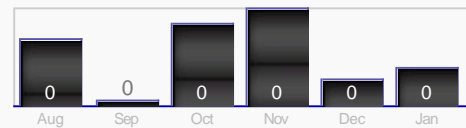
▲ ses san jose 12

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.52 Estimated Value gained: \$0
<http://www.smallbusinesssem.com/local...>



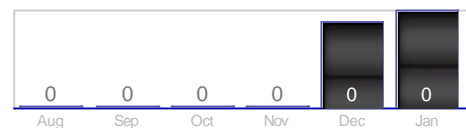
▲ seo ebook 23

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.55 Estimated Value gained: \$1
<http://www.smallbusinesssem.com/artic...>



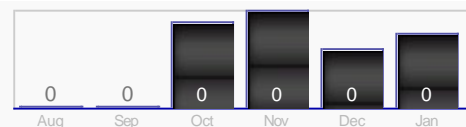
▲ seo conference 21

Est. Clicks/Month gained: 1 Est. Value/Click: \$3.69 Estimated Value gained: \$3
<http://www.smallbusinesssem.com/an-se...>



▲ hire me 24(+5)

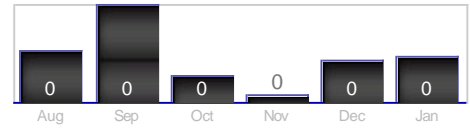
Est. Clicks/Month gained: 1 Est. Value/Click: \$0.66 Estimated Value gained: \$0
<http://www.smallbusinesssem.com/hire-me/>



Smallbusinesssem.com: SEO Dashboard

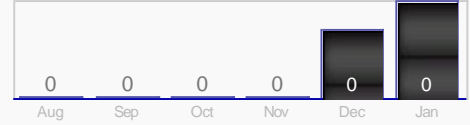
▲ business url 7

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.85 Estimated Value gained: \$1
<http://www.smallbusinesssem.com/fours...>



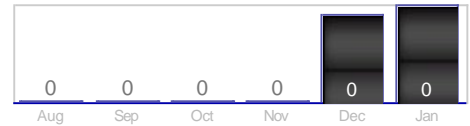
▲ rules of writing 20

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.69 Estimated Value gained: \$1
<http://www.smallbusinesssem.com/7-rul...>



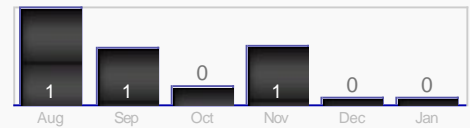
▲ march madness contest 20

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.75 Estimated Value gained: \$1
<http://www.smallbusinesssem.com/march...>



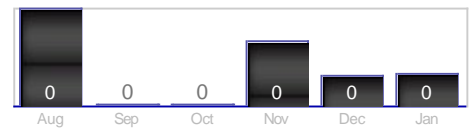
▲ business description 24

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.94 Estimated Value gained: \$1
<http://www.smallbusinesssem.com/fours...>



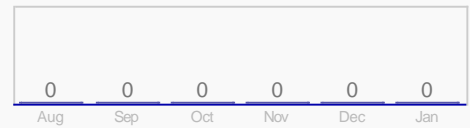
▲ mktg 31(+8)

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.7 Estimated Value gained: \$1
<http://www.smallbusinesssem.com/2009-...>



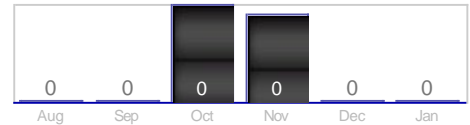
▲ small business it 48

Est. Clicks/Month gained: 1 Est. Value/Click: \$3.5 Estimated Value gained: \$2
<http://www.smallbusinesssem.com/>



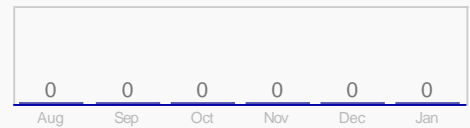
▲ favorite places 18(+12)

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.42 Estimated Value gained: \$0
<http://www.smallbusinesssem.com/googl...>



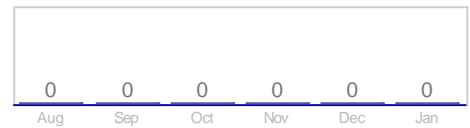
▲ new layouts 33

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.58 Estimated Value gained: \$0
<http://www.smallbusinesssem.com/googl...>



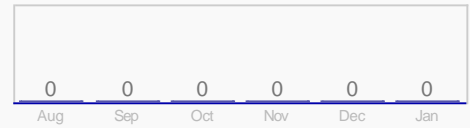
▲ truelocal 12(+6)

Est. Clicks/Month unchanged Est. Value/Click: \$0.18 Estimated Value unchanged \$0
<http://www.smallbusinesssem.com/truel...>



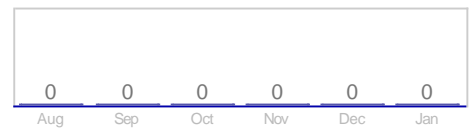
▲ less then 39

Est. Clicks/Month unchanged Est. Value/Click: \$1.11 Estimated Value unchanged \$1
<http://www.smallbusinesssem.com/how-t...>



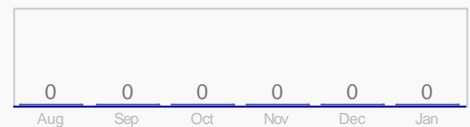
▲ google listing 43

Est. Clicks/Month unchanged Est. Value/Click: \$2.43 Estimated Value unchanged \$1
<http://www.smallbusinesssem.com/10-li...>



▲ search engine marketing campaign 28

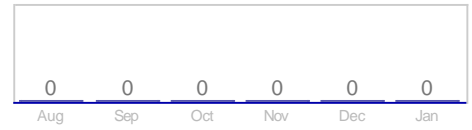
Est. Clicks/Month unchanged Est. Value/Click: \$7.92 Estimated Value unchanged \$3
<http://www.smallbusinesssem.com/plann...>



Smallbusinesssem.com: SEO Dashboard

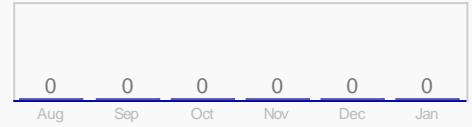
▲ writing rules 36

Est. Clicks/Month unchanged Est. Value/Click: \$0.74 Estimated Value unchanged \$0
<http://www.smallbusinesssem.com/7-rul...>



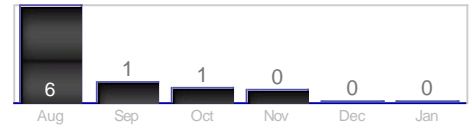
▲ status report 44

Est. Clicks/Month unchanged Est. Value/Click: \$1.02 Estimated Value unchanged \$0
<http://www.smallbusinesssem.com/semmy...>



▲ traffic google 37

Est. Clicks/Month unchanged Est. Value/Click: \$1.18 Estimated Value unchanged \$0
<http://www.smallbusinesssem.com/two-w...>



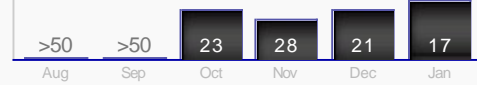
[Download as CSV](#)

Most Valuable Keywords (all)

Rank

merchantcircle

Rank: 17(+4) Est. Clicks/Mo: 26(+9) Est. Value/Mo: \$1k(+\$407)



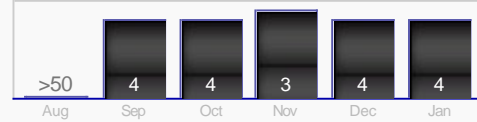
local search marketing

Rank: 5 Est. Clicks/Mo: 61(+5) Est. Value/Mo: \$507(+\$137)



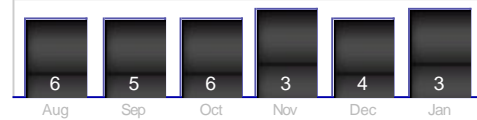
google small business

Rank: 4 Est. Clicks/Mo: 50(-12) Est. Value/Mo: \$499(-\$129.299)



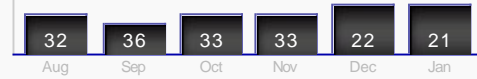
small business seo

Rank: 3(+1) Est. Clicks/Mo: 92(-9) Est. Value/Mo: \$471(-\$201.1)



google products

Rank: 21(+1) Est. Clicks/Mo: 71(+6) Est. Value/Mo: \$136(+\$12)



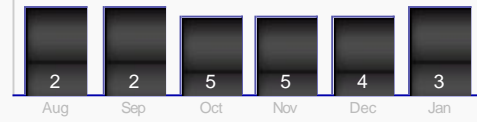
search marketing local

Rank: 2(-1) Est. Clicks/Mo: 20(-15) Est. Value/Mo: \$135(-\$100.05)



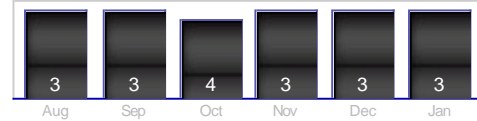
small business search engine marketing

Rank: 3(+1) Est. Clicks/Mo: 10(+1) Est. Value/Mo: \$100(+\$12)



google local search

Rank: 3 Est. Clicks/Mo: 46(-46) Est. Value/Mo: \$88(-\$85.089)



how to seo

Rank: 3 Est. Clicks/Mo: 35(-3) Est. Value/Mo: \$68(-\$4.712)



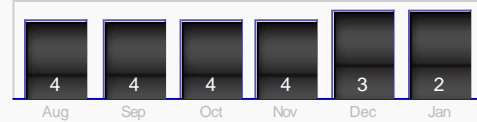
cheap seo

Rank: 7(-1) Est. Clicks/Mo: 22(-23) Est. Value/Mo: \$66(-\$68.948)



seo campaign

Rank: 2(+1) Est. Clicks/Mo: 14 Est. Value/Mo: \$65(+\$0.03)



Smallbusinesssem.com: SEO Dashboard

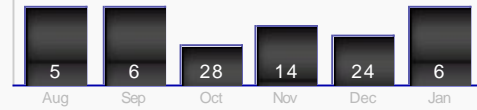
google local

Rank: 18(+1) Est. Clicks/Mo: 78(+8) Est. Value/Mo: \$65(+\$9)



small business search engine optimization

Rank: 6(+18) Est. Clicks/Mo: 11(+9) Est. Value/Mo: \$59(+\$49)



seo small business

Rank: 5 Est. Clicks/Mo: 7(-2) Est. Value/Mo: \$45(-\$2.443)



website seo

Rank: 12 Est. Clicks/Mo: 15 Est. Value/Mo: \$43



[Download as CSV](#)

Newly Ranked Organic Pages

<http://www.smallbusinesssem.com/articles/search-engine-submission/>

Estimated SEO Value: **\$13** Estimated Total Clicks/Mo: 2
Keywords (rank): small business search engine (6), small business search engines (10)

<http://www.smallbusinesssem.com/4-creative-twitter-uses-in-2010/2625/>

Estimated SEO Value: **\$8.64** Estimated Total Clicks/Mo: 36
Keywords (rank): matt mcgee (2), 4 creative (9)

<http://www.smallbusinesssem.com/user-reviews-and-small-businesses/214/>

Estimated SEO Value: **\$5.69** Estimated Total Clicks/Mo: 2
Keywords (rank): small business reviews (3)

<http://www.smallbusinesssem.com/foursquare-adds-url-description-to-business-profile-pages/3898/>

Estimated SEO Value: **\$5.68** Estimated Total Clicks/Mo: 6
Keywords (rank): business url (7), business pages (20), business description (24), business page (30)

<http://www.smallbusinesssem.com/word-of-mouth-marketing-small-business/1231/>

Estimated SEO Value: **\$5.54** Estimated Total Clicks/Mo: 2
Keywords (rank): word of mouth marketing (30), marketing it (36), word of mouth restaurant (41), word of mouth business (46)

<http://www.smallbusinesssem.com/citysearch-brings-back-free-business-listings-adds-twitter/2534/>

Estimated SEO Value: **\$4.79** Estimated Total Clicks/Mo: 4
Keywords (rank): free business data (21), free business search (22), free business profile (25), free listing (25), free listings (28)

<http://www.smallbusinesssem.com/an-seo-conference-in-my-backyard/1341/>

Estimated SEO Value: **\$2.52** Estimated Total Clicks/Mo: 1
Keywords (rank): seo conference (21)

<http://www.smallbusinesssem.com/december-10-best-searchmarketing-posts/3853/>

Estimated SEO Value: **\$2.17** Estimated Total Clicks/Mo: 3
Keywords (rank): best search (7)

<http://www.smallbusinesssem.com/teeth-hurt-truelocal-suggests-mcdonalds-or-midas/685/>

Estimated SEO Value: **\$1.41** Estimated Total Clicks/Mo: 3
Keywords (rank): truelocal (13), teeth hurt (24)

<http://www.smallbusinesssem.com/ses-chicago-search-term-research-targeting/359/>

Estimated SEO Value: **\$1.17** Estimated Total Clicks/Mo: 1
Keywords (rank): search term research (27), ses chicago (41)

<http://www.smallbusinesssem.com/march-madness-seo-contest-goes-gonzo/1138/>

Estimated SEO Value: **\$1.15** Estimated Total Clicks/Mo: 1
Keywords (rank): march madness contest (20)

<http://www.smallbusinesssem.com/calling-an-adwords-expert/780/>

Estimated SEO Value: **\$1.13** Estimated Total Clicks/Mo: 0
Keywords (rank): adwords expert (45)

<http://www.smallbusinesssem.com/last-minute-gift-for-boss/2602/>

Estimated SEO Value: **\$1.01** Estimated Total Clicks/Mo: 1
Keywords (rank): gift for boss (28), gift for the boss (31), gift boss (33)

<http://www.smallbusinesssem.com/7-rules-for-writing-urls/2043/>

Estimated SEO Value: **\$0.74** Estimated Total Clicks/Mo: 1

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Keywords (rank): rules of writing (20), writing rules (36)

<http://www.smallbusinesssem.com/local-search-ses-san-jose/1264/>

Estimated SEO Value: **\$0.52** Estimated Total Clicks/Mo: 1

Keywords (rank): ses san jose (12), san jose small business (35)

<http://www.smallbusinesssem.com/semmy-awards-status-report/3938/>

Estimated SEO Value: **\$0.39** Estimated Total Clicks/Mo: 0

Keywords (rank): status report (44), report status (47)

<http://www.smallbusinesssem.com/wall-street-journal-and-me-on-holiday-marketing/1321/>

Estimated SEO Value: **\$0.36** Estimated Total Clicks/Mo: 0

Keywords (rank): wall street holidays (34)

<http://www.smallbusinesssem.com/tmp-local-search-study-2008/1318/>

Estimated SEO Value: **\$0.36** Estimated Total Clicks/Mo: 0

Keywords (rank): search study (25)

<http://www.smallbusinesssem.com/google-places-isnt-testing-new-layouts-get-used-to-variety/3888/>

Estimated SEO Value: **\$0.27** Estimated Total Clicks/Mo: 1

Keywords (rank): new layouts (33)

<http://www.smallbusinesssem.com/two-more-studies-confirm-people-research-online-buy-locally/2901/>

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

Keywords (rank): small business studies (29), purchasing a small business (47)

<http://www.smallbusinesssem.com/san-francisco-restaurant-gets-twitter/1895/>

Estimated SEO Value: **\$0.2** Estimated Total Clicks/Mo: 0

Keywords (rank): san francisco small business (43)

<http://www.smallbusinesssem.com/seo-advice-in-one-ear-and/803/>

Estimated SEO Value: **\$0.19** Estimated Total Clicks/Mo: 2

Keywords (rank):

<http://www.smallbusinesssem.com/articles/web-design-guidelines/>

Estimated SEO Value: **\$0.18** Estimated Total Clicks/Mo: 0

Keywords (rank): web design guidelines (41)

<http://www.smallbusinesssem.com/yelp-2010-stats-15m-reviews/3931/>

Estimated SEO Value: **\$0.18** Estimated Total Clicks/Mo: 0

Keywords (rank): small business monthly (47)

<http://www.smallbusinesssem.com/small-biz-online-marketing-on-radio/2520/>

Estimated SEO Value: **\$0.12** Estimated Total Clicks/Mo: 0

Keywords (rank): biz online (20)

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| New Keywords (You weren't ranked on before) | Estimated New Click/Month |
|--|---------------------------|
| website seo Rank: 12 Searches/Mo: 5k Est. Value/Click: \$2.85 http://www.smallbusinesssem.com/how-to-seo-your-site-in-less-than-60-minutes/593/ | 15 new clicks/month |
| small business Rank: 46 Searches/Mo: 110k Est. Value/Click: \$2.08 http://www.smallbusinesssem.com/ | 12 new clicks/month |
| business pages Rank: 20 Searches/Mo: 2k Est. Value/Click: \$0.87 http://www.smallbusinesssem.com/foursquare-adds-url-description-to-business-profile-pages/3898/ | 5 new clicks/month |
| contact me at Rank: 3 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.smallbusinesssem.com/contact/ | 3 new clicks/month |
| free business listings Rank: 26 Searches/Mo: 0 Est. Value/Click: \$2.17 http://www.smallbusinesssem.com/citysearch-kills-free-business-listings/2177/ | 3 new clicks/month |
| smx Rank: 33 Searches/Mo: 4k Est. Value/Click: \$0.48 http://www.smallbusinesssem.com/top-12-takeaways-from-smx-advanced-2007/772/ | 3 new clicks/month |
| word of mouth marketing Rank: 30 Searches/Mo: 2k Est. Value/Click: \$2.95 http://www.smallbusinesssem.com/word-of-mouth-marketing-small-business/1231/ | 2 new clicks/month |
| teeth hurt Rank: 24 Searches/Mo: 870 Est. Value/Click: \$0.81 http://www.smallbusinesssem.com/teeth-hurt-truelocal-suggests-mcdonalds-or-midas/685/ | 2 new clicks/month |
| get listed Rank: 20 Searches/Mo: 480 Est. Value/Click: \$1.36 http://www.smallbusinesssem.com/getlisted-local-u-hits-denver-next-week/3720/ | 2 new clicks/month |
| business listing Rank: 30 Searches/Mo: 2k Est. Value/Click: \$1.81 http://www.smallbusinesssem.com/citysearch-brings-back-free-business-listings-adds-twitter/2534/ | 2 new clicks/month |
| marketing businesses Rank: 13 Searches/Mo: 720 Est. Value/Click: \$2.38 http://www.smallbusinesssem.com/ | 1 new click/month |
| air force way Rank: 4 Searches/Mo: 0 Est. Value/Click: \$1.16 http://www.smallbusinesssem.com/reputation-management-the-air-force-way/1395/ | 1 new click/month |
| marketing business Rank: 23 Searches/Mo: 5k Est. Value/Click: \$2.09 http://www.smallbusinesssem.com/ | 1 new click/month |
| your site Rank: 28 Searches/Mo: 2k Est. Value/Click: \$1.47 http://www.smallbusinesssem.com/how-to-seo-your-site-in-less-than-60-minutes/593/ | 1 new click/month |

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| | |
|---|--------------------|
| free listing Rank: 25 Searches/Mo: 1k Est. Value/Click: \$0.74 http://www.smallbusinesssem.com/citysearch-brings-back-free-business-listings-adds-twitter/2534/ | 1 new click/month |
| free listings Rank: 28 Searches/Mo: 990 Est. Value/Click: \$0.81 http://www.smallbusinesssem.com/citysearch-brings-back-free-business-listings-adds-twitter/2534/ | 1 new click/month |
| gift for boss Rank: 28 Searches/Mo: 480 Est. Value/Click: \$0.95 http://www.smallbusinesssem.com/last-minute-gift-for-boss/2602/ | 1 new click/month |
| ses san jose Rank: 12 Searches/Mo: 150 Est. Value/Click: \$0.52 http://www.smallbusinesssem.com/local-search-ses-san-jose/1264/ | 1 new click/month |
| seo ebook Rank: 23 Searches/Mo: 570 Est. Value/Click: \$1.55 http://www.smallbusinesssem.com/articles/how-to-do-seo-ebook/ | 1 new click/month |
| seo conference Rank: 21 Searches/Mo: 480 Est. Value/Click: \$3.69 http://www.smallbusinesssem.com/an-seo-conference-in-my-backyard/1341/ | 1 new click/month |
| business url Rank: 7 Searches/Mo: 30 Est. Value/Click: \$1.85 http://www.smallbusinesssem.com/foursquare-adds-url-description-to-business-profile-pages/3898/ | 1 new click/month |
| rules of writing Rank: 20 Searches/Mo: 300 Est. Value/Click: \$0.69 http://www.smallbusinesssem.com/7-rules-for-writing-urls/2043/ | 1 new click/month |
| march madness contest Rank: 20 Searches/Mo: 0 Est. Value/Click: \$1.75 http://www.smallbusinesssem.com/march-madness-seo-contest-goes-gonzo/1138/ | 1 new click/month |
| business description Rank: 24 Searches/Mo: 0 Est. Value/Click: \$0.94 http://www.smallbusinesssem.com/foursquare-adds-url-description-to-business-profile-pages/3898/ | 1 new click/month |
| small business it Rank: 48 Searches/Mo: 2k Est. Value/Click: \$3.5 http://www.smallbusinesssem.com/ | 1 new click/month |
| new layouts Rank: 33 Searches/Mo: 990 Est. Value/Click: \$0.58 http://www.smallbusinesssem.com/google-places-isnt-testing-new-layouts-get-used-to-variety/3888/ | 1 new click/month |
| less than Rank: 39 Searches/Mo: 870 Est. Value/Click: \$1.11 http://www.smallbusinesssem.com/how-to-seo-your-site-in-less-than-60-minutes/593/ | 0 new clicks/month |
| google listing Rank: 43 Searches/Mo: 720 Est. Value/Click: \$2.43 http://www.smallbusinesssem.com/10-likely-elements-of-googles-local-search-algorithm/519/ | 0 new clicks/month |
| search engine marketing ca... Rank: 28 Searches/Mo: 720 Est. Value/Click: \$7.92 http://www.smallbusinesssem.com/planning-an-seo-campaign/1350/ | 0 new clicks/month |

Smallbusinesssem.com: SEO Dashboard

| | |
|---|--------------------|
| writing rules Rank: 36 Searches/Mo: 2k Est. Value/Click: \$0.74 http://www.smallbusinesssem.com/7-rules-for-writing-urls/2043/ | 0 new clicks/month |
| status report Rank: 44 Searches/Mo: 1k Est. Value/Click: \$1.02 http://www.smallbusinesssem.com/semmy-awards-status-report/3938/ | 0 new clicks/month |
| traffic google Rank: 37 Searches/Mo: 720 Est. Value/Click: \$1.18 http://www.smallbusinesssem.com/two-weeks-later-changes-in-google-local-traffic/3814/ | 0 new clicks/month |
| small business names Rank: 21 Searches/Mo: 390 Est. Value/Click: \$3.72 http://www.smallbusinesssem.com/articles/marketing-on-flickr/ | 0 new clicks/month |
| seo price Rank: 28 Searches/Mo: 0 Est. Value/Click: \$3.39 http://www.smallbusinesssem.com/small-business-seo-costs-expectations-realities/2081/ | 0 new clicks/month |
| wall street holidays Rank: 34 Searches/Mo: 390 Est. Value/Click: \$1.08 http://www.smallbusinesssem.com/wall-street-journal-and-me-on-holiday-marketing/1321/ | 0 new clicks/month |
| search engine marketing ca... Rank: 29 Searches/Mo: 480 Est. Value/Click: \$0.08 http://www.smallbusinesssem.com/planning-an-seo-campaign/1350/ | 0 new clicks/month |
| search study Rank: 25 Searches/Mo: 0 Est. Value/Click: \$1.18 http://www.smallbusinesssem.com/tmp-local-search-study-2008/1318/ | 0 new clicks/month |
| marketing a business Rank: 25 Searches/Mo: 480 Est. Value/Click: \$2.09 http://www.smallbusinesssem.com/ | 0 new clicks/month |
| ebook how to Rank: 11 Searches/Mo: 300 Est. Value/Click: \$0.54 http://www.smallbusinesssem.com/articles/how-to-do-seo-ebook/ | 0 new clicks/month |
| blogging traffic Rank: 16 Searches/Mo: 0 Est. Value/Click: \$2.68 http://www.smallbusinesssem.com/seo-benefits-of-blogging-more-search-traffic/2867/ | 0 new clicks/month |
| keyword suggestion Rank: 42 Searches/Mo: 2k Est. Value/Click: \$1.25 http://www.smallbusinesssem.com/bulkwords-keyword-suggestion-list-generator-tool/3115/ | 0 new clicks/month |
| online marketing consultant Rank: 45 Searches/Mo: 1k Est. Value/Click: \$2.4 http://www.smallbusinesssem.com/ | 0 new clicks/month |
| build links Rank: 35 Searches/Mo: 570 Est. Value/Click: \$1.9 http://www.smallbusinesssem.com/using-photos-to-build-inbound-links/1073/ | 0 new clicks/month |
| business search by address Rank: 49 Searches/Mo: 870 Est. Value/Click: \$2.09 http://www.smallbusinesssem.com/10-likely-elements-of-googles-local-search-algorithm/519/ | 0 new clicks/month |

Smallbusinesssem.com: SEO Dashboard

| | |
|--|--------------------|
| business minutes Rank: 19 Searches/Mo: 210 Est. Value/Click: \$1.2 http://www.smallbusinesssem.com/articles/how-to-do-seo-ebook/ | 0 new clicks/month |
| adwords expert Rank: 45 Searches/Mo: 1k Est. Value/Click: \$5.89 http://www.smallbusinesssem.com/calling-an-adwords-expert/780/ | 0 new clicks/month |
| pyramid business Rank: 26 Searches/Mo: 240 Est. Value/Click: \$1.24 http://www.smallbusinesssem.com/the-seo-success-pyramid/971/ | 0 new clicks/month |
| business and marketing Rank: 46 Searches/Mo: 870 Est. Value/Click: \$2.24 http://www.smallbusinesssem.com/ | 0 new clicks/month |
| business survey Rank: 46 Searches/Mo: 570 Est. Value/Click: \$1.35 http://www.smallbusinesssem.com/small-business-owners-adopting-social-media-in-2010/3264/ | 0 new clicks/month |
| small business Rank: 43 Searches/Mo: 720 Est. Value/Click: \$2.96 http://www.smallbusinesssem.com/ | 0 new clicks/month |

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Top Site Sections Summary

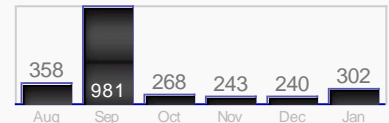
Estimated Clicks/Month

smallbusinesssem.com/articles

Number of Keywords: 74

Estimated Value/Mo: \$1k (+\$500)

Top Keywords: google local, local search marketing, google small business, google local search, search marketing local

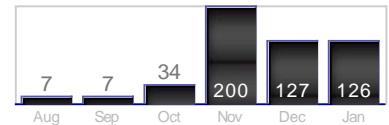


smallbusinesssem.com/small-...

Number of Keywords: 11

Estimated Value/Mo: \$609 (-\$139)

Top Keywords: small business seo, small business search engine optimization, seo cost, seo small business, business seo

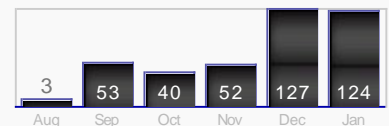


smallbusinesssem.com/google...

Number of Keywords: 3

Estimated Value/Mo: \$647 (-\$109)

Top Keywords: google products, google small business, small business products

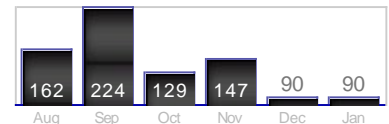


smallbusinesssem.com/how-to...

Number of Keywords: 19

Estimated Value/Mo: \$195 (+\$8)

Top Keywords: how to seo, website seo, seo site, seo website, less than

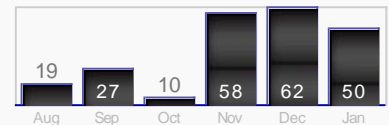


smallbusinesssem.com/google...

Number of Keywords: 1

Estimated Value/Mo: \$499 (-\$129)

Top Keywords: google small business



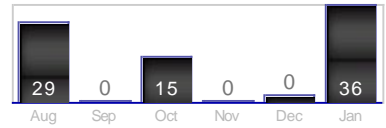
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[smallbusinesssem.com/warnin...](#)

Number of Keywords: 2

Estimated Value/Mo: \$10 (+\$10)

Top Keywords: matt mcgee, home business tools



[smallbusinesssem.com/4-crea...](#)

Number of Keywords: 2

Estimated Value/Mo: \$10 (+\$10)

Top Keywords: matt mcgee, 4 creative

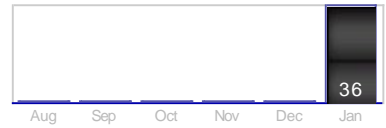


[smallbusinesssem.com/twite...](#)

Number of Keywords: 1

Estimated Value/Mo: \$10 (-\$1)

Top Keywords: matt mcgee

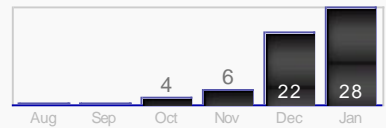


[smallbusinesssem.com/mercha...](#)

Number of Keywords: 2

Estimated Value/Mo: \$1k (+\$403)

Top Keywords: merchantcircle, marketing tactics

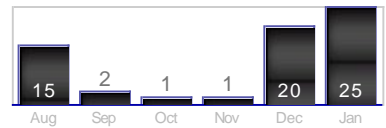


[smallbusinesssem.com/planni...](#)

Number of Keywords: 10

Estimated Value/Mo: \$69 (+\$4)

Top Keywords: seo campaign, search engine marketing campaign, search engine marketing campaigns, campaign planning, search engine optimization campaign

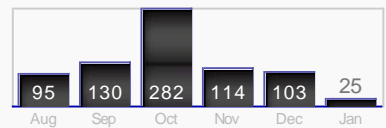


[smallbusinesssem.com/10-lik...](#)

Number of Keywords: 18

Estimated Value/Mo: \$43 (-\$63)

Top Keywords: local google, google business search, likely, google algorithm, search algorithm

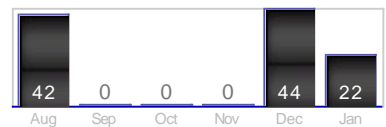


[smallbusinesssem.com/cheap...](#)

Number of Keywords: 1

Estimated Value/Mo: \$66 (-\$69)

Top Keywords: cheap seo

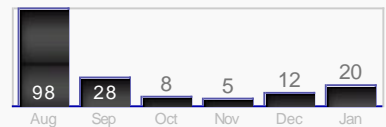


[smallbusinesssem.com/the-se...](#)

Number of Keywords: 7

Estimated Value/Mo: \$63 (+\$57)

Top Keywords: small business search engine optimization, pyramid of success, small business model, pyramid business, pyramid graphic

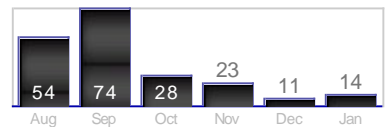


[smallbusinesssem.com/small-...](#)

Number of Keywords: 5

Estimated Value/Mo: \$26 (+\$7)

Top Keywords: business reputation, management small business, manage small business, company reputation management, companies reputation management

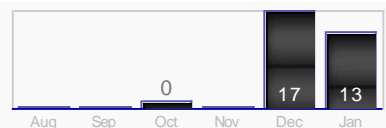


[smallbusinesssem.com/google...](#)

Number of Keywords: 2

Estimated Value/Mo: \$17 (-\$6)

Top Keywords: google photos, small business profiles



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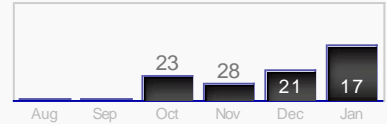
Keyword Groups with the Biggest Gains - Details

Biggest Opportunities (all)

Rank

merchancircle (17)

Searches/Mo: 0 Est. Value/Click: \$46 Est. Potential New Clicks/Month: 860
Other Keywords for URL: merchancircle, marketing tactics



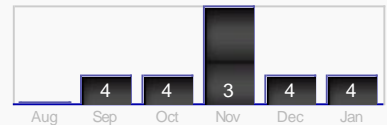
google products (21)

Searches/Mo: 0 Est. Value/Click: \$1.94 Est. Potential New Clicks/Month: 4k
Other Keywords for URL: google products, google small business, small business products



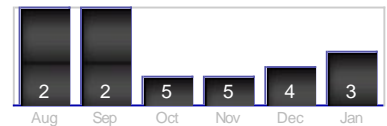
small business (46)

Searches/Mo: 110k Est. Value/Click: \$2.08 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: small business seo, matt mcgee, sem, small business, small business search engine optimization



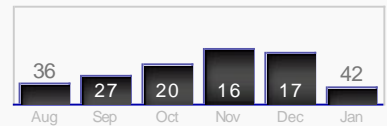
onebox. (50)

Searches/Mo: 0 Est. Value/Click: \$4.22 Est. Potential New Clicks/Month: 637
Other Keywords for URL: onebox.



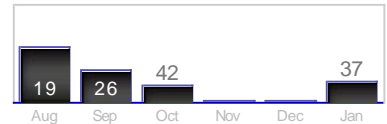
google local (18)

Searches/Mo: 22k Est. Value/Click: \$0.83 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: google local, google small business, google local search, local business search, google business search



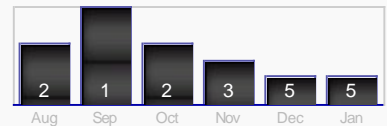
small business marketing (39)

Searches/Mo: 15k Est. Value/Click: \$3.18 Est. Potential New Clicks/Month: 515
Other Keywords for URL: small business seo, matt mcgee, sem, small business, small business search engine optimization



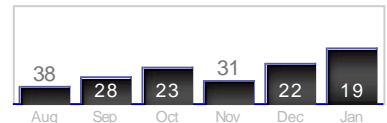
search marketing (49)

Searches/Mo: 12k Est. Value/Click: \$4.13 Est. Potential New Clicks/Month: 392
Other Keywords for URL: small business seo, matt mcgee, sem, small business, small business search engine optimization



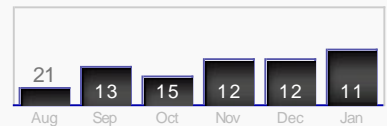
local search marketing (5)

Searches/Mo: 3k Est. Value/Click: \$8.3 Est. Potential New Clicks/Month: 163
Other Keywords for URL: local search marketing, search marketing local, local search, small business search, local guide



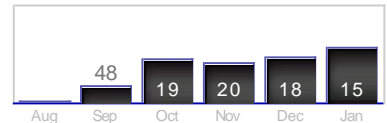
google photos (30)

Searches/Mo: 0 Est. Value/Click: \$1.32 Est. Potential New Clicks/Month: 948
Other Keywords for URL: google photos, small business profiles



google small business (4)

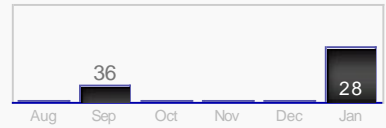
Searches/Mo: 2k Est. Value/Click: \$9.99 Est. Potential New Clicks/Month: 103
Other Keywords for URL: google products, google small business, small business products



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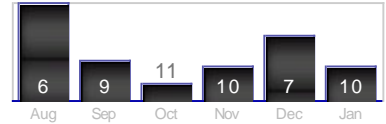
business search (24)

Searches/Mo: 8k Est. Value/Click: \$1.52 Est. Potential New Clicks/Month: 582
 Other Keywords for URL: small business seo, matt mcgee, sem, small business, small business search engine optimization



local search engine marketing (42)

Searches/Mo: 2k Est. Value/Click: \$8.5 Est. Potential New Clicks/Month: 102
 Other Keywords for URL: small business seo, matt mcgee, sem, small business, small business search engine optimization



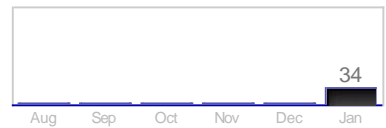
keyword discovery (23)

Searches/Mo: 4k Est. Value/Click: \$5.22 Est. Potential New Clicks/Month: 150
 Other Keywords for URL: keyword discovery



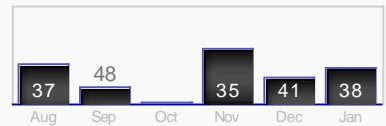
sem (29)

Searches/Mo: 27k Est. Value/Click: \$0.45 Est. Potential New Clicks/Month: 2k
 Other Keywords for URL: small business seo, matt mcgee, sem, small business, small business search engine optimization



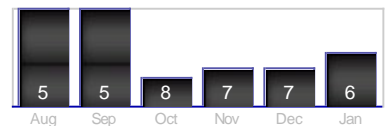
real estate seo (29)

Searches/Mo: 2k Est. Value/Click: \$6.3 Est. Potential New Clicks/Month: 117
 Other Keywords for URL: real estate seo, real estate search engine optimization, seo real estate



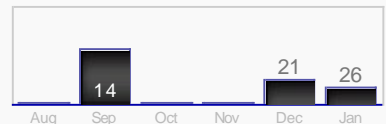
less than (32)

Searches/Mo: 15k Est. Value/Click: \$0.79 Est. Potential New Clicks/Month: 910
 Other Keywords for URL: how to seo, website seo, seo site, seo website, less than



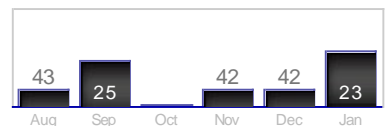
small business seo (3)

Searches/Mo: 4k Est. Value/Click: \$5.1 Est. Potential New Clicks/Month: 132
 Other Keywords for URL: small business seo, matt mcgee, sem, small business, small business search engine optimization



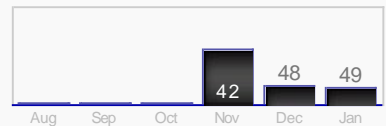
word of mouth marketing (30)

Searches/Mo: 2k Est. Value/Click: \$2.95 Est. Potential New Clicks/Month: 217
 Other Keywords for URL: word of mouth marketing, marketing it, word of mouth restaurant, word of mouth business



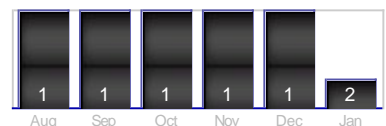
free business listings (26)

Searches/Mo: 0 Est. Value/Click: \$2.17 Est. Potential New Clicks/Month: 257
 Other Keywords for URL: free business listing, free business listings, small business listings, small business listing



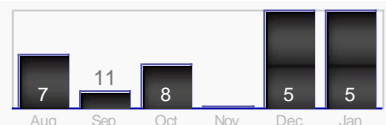
keyword generator (27)

Searches/Mo: 5k Est. Value/Click: \$1.31 Est. Potential New Clicks/Month: 389
 Other Keywords for URL: keyword generator, google keyword suggestion tool, keyword suggestion, keyword generator tool, keywords generator



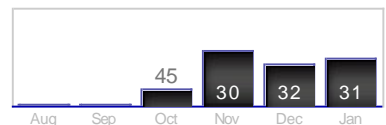
small business marketing consultant (20)

Searches/Mo: 1k Est. Value/Click: \$5.49 Est. Potential New Clicks/Month: 91
 Other Keywords for URL: small business seo, matt mcgee, sem, small business, small business search engine optimization



link o rama (48)

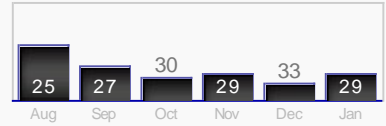
Searches/Mo: 0 Est. Value/Click: \$0.8 Est. Potential New Clicks/Month: 588
 Other Keywords for URL: link o rama, lonk o rama



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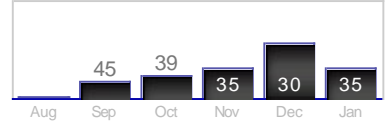
mktg (31)

Searches/Mo: 3k Est. Value/Click: \$1.7 Est. Potential New Clicks/Month: 258
Other Keywords for URL: mktg



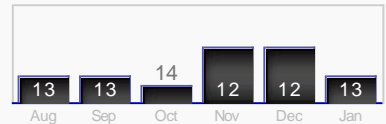
small businesses (36)

Searches/Mo: 33k Est. Value/Click: \$1.82 Est. Potential New Clicks/Month: 222
Other Keywords for URL: small business seo, matt mcgee, sem, small business, small business search engine optimization



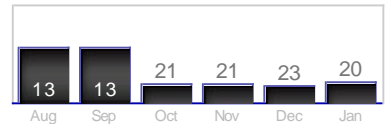
cheap seo (7)

Searches/Mo: 2k Est. Value/Click: \$3.03 Est. Potential New Clicks/Month: 121
Other Keywords for URL: cheap seo



local search (29)

Searches/Mo: 8k Est. Value/Click: \$0.8 Est. Potential New Clicks/Month: 421
Other Keywords for URL: local search marketing, search marketing local, local search, small business search, local guide



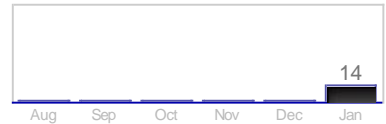
search engine marketing campaign (28)

Searches/Mo: 720 Est. Value/Click: \$7.92 Est. Potential New Clicks/Month: 40
Other Keywords for URL: seo campaign, search engine marketing campaign, search engine marketing campaigns, campaign planning, search engine optimization campaign



small business online marketing (21)

Searches/Mo: 990 Est. Value/Click: \$4.86 Est. Potential New Clicks/Month: 66
Other Keywords for URL: small business seo, matt mcgee, sem, small business, small business search engine optimization



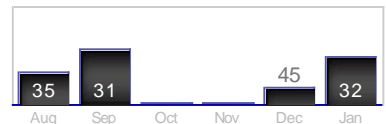
likely (39)

Searches/Mo: 15k Est. Value/Click: \$0.51 Est. Potential New Clicks/Month: 609
Other Keywords for URL: local google, google business search, likely, google algorithm, search algorithm



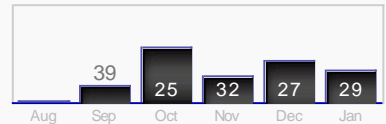
free business listing (14)

Searches/Mo: 0 Est. Value/Click: \$2.01 Est. Potential New Clicks/Month: 155
Other Keywords for URL: free business listing, free business listings, small business listings, small business listing



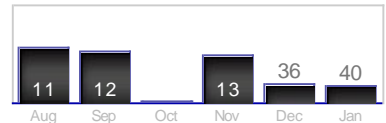
how to market your business (37)

Searches/Mo: 2k Est. Value/Click: \$1.92 Est. Potential New Clicks/Month: 152
Other Keywords for URL: how to market, how to market your business, how to market a business, market my business, how to market business



website seo (12)

Searches/Mo: 5k Est. Value/Click: \$2.85 Est. Potential New Clicks/Month: 98
Other Keywords for URL: how to seo, website seo, seo site, seo website, less than



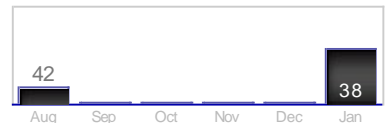
google algorithm (18)

Searches/Mo: 990 Est. Value/Click: \$2.22 Est. Potential New Clicks/Month: 119
Other Keywords for URL: local google, google business search, likely, google algorithm, search algorithm



ses chicago (41)

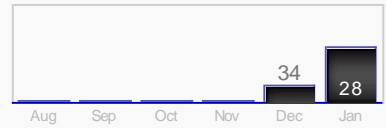
Searches/Mo: 0 Est. Value/Click: \$2.65 Est. Potential New Clicks/Month: 96
Other Keywords for URL: ses chicago, search term research



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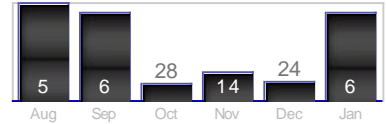
marketing for small business (30)

Searches/Mo: 2k Est. Value/Click: \$4.24 Est. Potential New Clicks/Month: 56
 Other Keywords for URL: small business seo, matt mcgee, sem, small business, small business search engine optimization



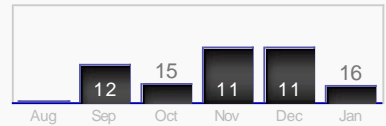
mcgee (27)

Searches/Mo: 10k Est. Value/Click: \$0.26 Est. Potential New Clicks/Month: 908
 Other Keywords for URL: small business seo, matt mcgee, sem, small business, small business search engine optimization



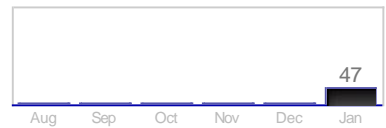
marketing tactics (20)

Searches/Mo: 2k Est. Value/Click: \$1.98 Est. Potential New Clicks/Month: 116
 Other Keywords for URL: merchantcircle, marketing tactics



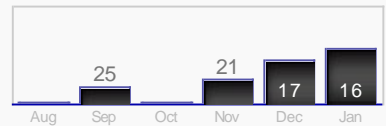
small business it (48)

Searches/Mo: 2k Est. Value/Click: \$3.5 Est. Potential New Clicks/Month: 61
 Other Keywords for URL: small business seo, matt mcgee, sem, small business, small business search engine optimization



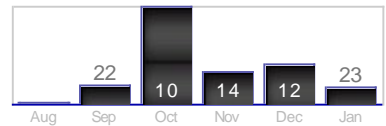
business listing (30)

Searches/Mo: 2k Est. Value/Click: \$1.81 Est. Potential New Clicks/Month: 116
 Other Keywords for URL: business listing, free listing, free listings, free business search, free business data



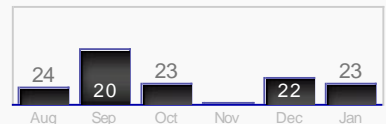
adwords expert (45)

Searches/Mo: 1k Est. Value/Click: \$5.89 Est. Potential New Clicks/Month: 35
 Other Keywords for URL: adwords expert



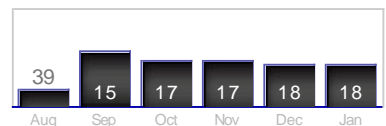
google onebox (18)

Searches/Mo: 0 Est. Value/Click: \$7.52 Est. Potential New Clicks/Month: 27
 Other Keywords for URL: google onebox



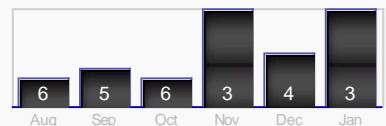
the long tail (22)

Searches/Mo: 12k Est. Value/Click: \$0.91 Est. Potential New Clicks/Month: 216
 Other Keywords for URL: the long tail, alive and well, long tail



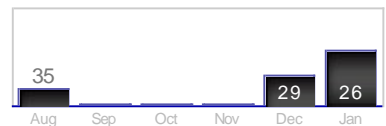
real estate search engine optimization (31)

Searches/Mo: 870 Est. Value/Click: \$3.98 Est. Potential New Clicks/Month: 49
 Other Keywords for URL: real estate seo, real estate search engine optimization, seo real estate



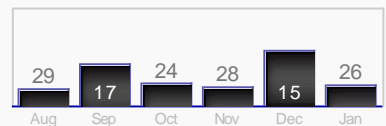
small business search engine optimization (6)

Searches/Mo: 870 Est. Value/Click: \$5.41 Est. Potential New Clicks/Month: 35
 Other Keywords for URL: small business search engine optimization, pyramid of success, small business model, pyramid business, pyramid graphic



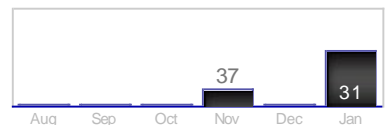
seo advice (18)

Searches/Mo: 1k Est. Value/Click: \$3.45 Est. Potential New Clicks/Month: 55
 Other Keywords for URL: seo advice, bad real estate agents, real estate agent advice, advice seo



smx (33)

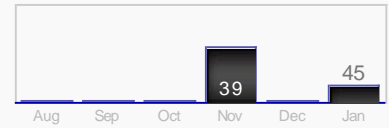
Searches/Mo: 4k Est. Value/Click: \$0.48 Est. Potential New Clicks/Month: 390
 Other Keywords for URL: smx, takeaways



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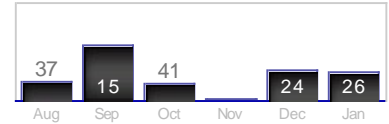
online marketing consulting (49)

Searches/Mo: 990 Est. Value/Click: \$2.81 Est. Potential New Clicks/Month: 64
 Other Keywords for URL: small business seo, matt mcgee, sem, small business, small business search engine optimization



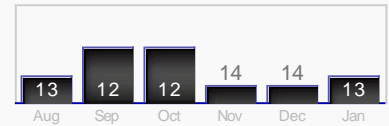
pyramid of success (25)

Searches/Mo: 2k Est. Value/Click: \$0.43 Est. Potential New Clicks/Month: 419
 Other Keywords for URL: small business search engine optimization, pyramid of success, small business model, pyramid business, pyramid graphic



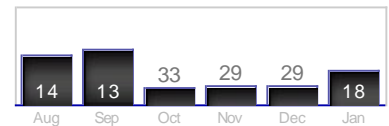
long tail (43)

Searches/Mo: 3k Est. Value/Click: \$0.66 Est. Potential New Clicks/Month: 269
 Other Keywords for URL: the long tail, alive and well, long tail



local google (14)

Searches/Mo: 0 Est. Value/Click: \$1.19 Est. Potential New Clicks/Month: 144
 Other Keywords for URL: local google, google business search, likely, google algorithm, search algorithm



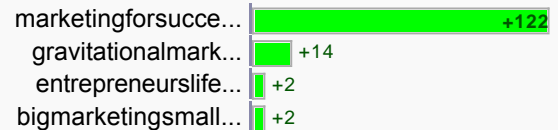
[Download as CSV](#)

Keywords Not Ranked On But Should Be

Estimated Clicks/Month

small business marketing ideas

Searches/Month: 4k
 Cost/Click: \$4.46 Est. Potential Clicks/Month: 52
 Avg. Competitor Rank: 11



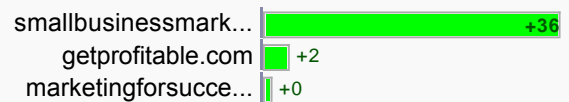
internet marketing for small business

Searches/Month: 2k
 Cost/Click: \$11.00 Est. Potential Clicks/Month: 48
 Avg. Competitor Rank: 6



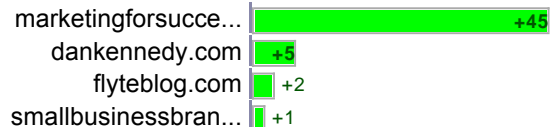
small business marketing consultants

Searches/Month: 390
 Cost/Click: \$6.21 Est. Potential Clicks/Month: 18
 Avg. Competitor Rank: 14



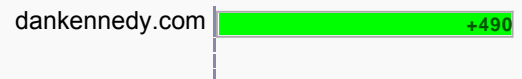
small business marketing strategies

Searches/Month: 2k
 Cost/Click: \$5.49 Est. Potential Clicks/Month: 11
 Avg. Competitor Rank: 22



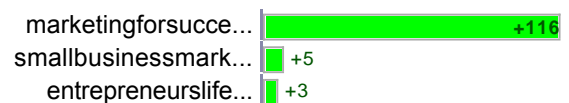
dan kennedy

Searches/Month: 8k
 Cost/Click: \$2.24 Est. Potential Clicks/Month: 490
 Avg. Competitor Rank: 2



business marketing

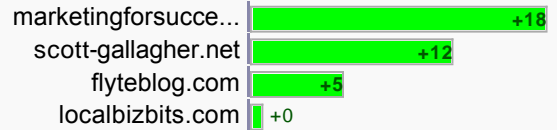
Searches/Month: 27k
 Cost/Click: \$4.41 Est. Potential Clicks/Month: 41
 Avg. Competitor Rank: 27



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small business web marketing

Searches/Month: 720
 Cost/Click: \$6.95 Est. Potential Clicks/Month: 9
 Avg. Competitor Rank: 11



marketing consulting

Searches/Month: 5k
 Cost/Click: \$5.38 Est. Potential Clicks/Month: 261
 Avg. Competitor Rank: 1



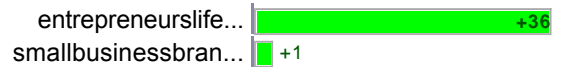
marketing consultant

Searches/Month: 60k
 Cost/Click: \$4.66 Est. Potential Clicks/Month: 285
 Avg. Competitor Rank: 1



small business advertising

Searches/Month: 4k
 Cost/Click: \$5.69 Est. Potential Clicks/Month: 24
 Avg. Competitor Rank: 17



small business branding

Searches/Month: 720
 Cost/Click: \$3.89 Est. Potential Clicks/Month: 41
 Avg. Competitor Rank: 2



marketing strategies

Searches/Month: 22k
 Cost/Click: \$2.88 Est. Potential Clicks/Month: 337
 Avg. Competitor Rank: 6



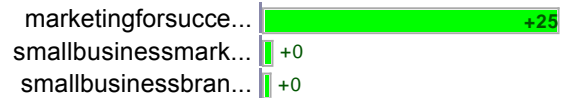
dan kennedy marketing

Searches/Month: 570
 Cost/Click: \$2.22 Est. Potential Clicks/Month: 51
 Avg. Competitor Rank: 2



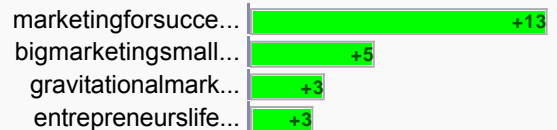
small business marketing services

Searches/Month: 570
 Cost/Click: \$7.69 Est. Potential Clicks/Month: 8
 Avg. Competitor Rank: 26



marketing ideas for small business

Searches/Month: 1k
 Cost/Click: \$4.38 Est. Potential Clicks/Month: 5
 Avg. Competitor Rank: 21



plentyoffish

Searches/Month: 823k
 Cost/Click: \$1.75 Est. Potential Clicks/Month: 392
 Avg. Competitor Rank: 45



contact google

Searches/Month: 7k
 Cost/Click: \$3.30 Est. Potential Clicks/Month: 151
 Avg. Competitor Rank: 5



Smallbusinesssem.com: SEO Dashboard

marketing strategies for small business

Searches/Month: 720
 Cost/Click: \$5.36 Est. Potential Clicks/Month: 9
 Avg. Competitor Rank: 9



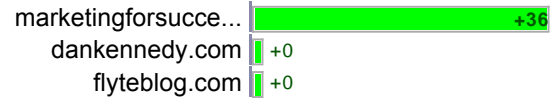
marketing ideas

Searches/Month: 10k
 Cost/Click: \$2.80 Est. Potential Clicks/Month: 51
 Avg. Competitor Rank: 16



business marketing strategies

Searches/Month: 990
 Cost/Click: \$4.56 Est. Potential Clicks/Month: 12
 Avg. Competitor Rank: 18



small business internet marketing

Searches/Month: 3k
 Cost/Click: \$9.72 Est. Potential Clicks/Month: 7
 Avg. Competitor Rank: 19



business branding

Searches/Month: 990
 Cost/Click: \$3.11 Est. Potential Clicks/Month: 46
 Avg. Competitor Rank: 1



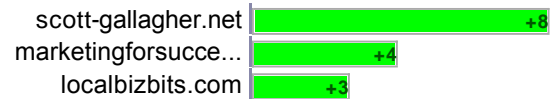
local business marketing

Searches/Month: 1k
 Cost/Click: \$5.07 Est. Potential Clicks/Month: 13
 Avg. Competitor Rank: 11



internet marketing small business

Searches/Month: 300
 Cost/Click: \$9.98 Est. Potential Clicks/Month: 5
 Avg. Competitor Rank: 5



charlie cook

Searches/Month: 4k
 Cost/Click: \$0.51 Est. Potential Clicks/Month: 164
 Avg. Competitor Rank: 7



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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