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# Idealaunch.com

SEO Dashboard

Feb 16, 2011



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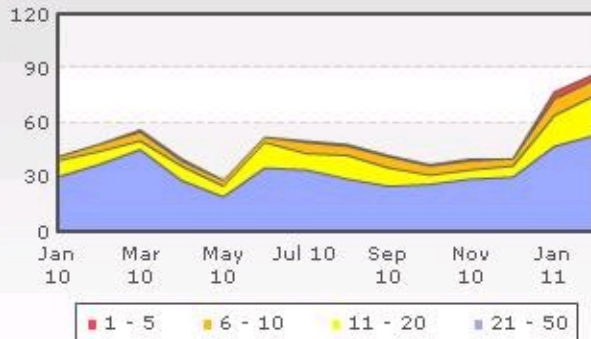
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## Amount of Keywords in Top Search Results



**You show up in the top 50 search results on Google for 87 different keywords.** That's up by 13% or 10 keywords from last month.

## Number of Unique Pages that Rank Organically



**53 of your pages appear in the top 50 of at least one search.** That's 8 more pages on your site showing up in searches this month than last month.

## Total Organic Clicks Per Month



**You should be getting 108 clicks per month from your organic placements on Google.**

## Value of Organic Clicks Per Month



**If you had to buy all those organic clicks via Google Adwords, they'd cost \$160.** And that's taking into account the conversion rate bump you get when you can use a choose your landing page

# Idealaunch.com: SEO Dashboard

## Biggest Gains

You moved up in ranks on 42 keywords last month. All those gains added up to about 2.22 clicks you wouldn't have received last month. In equivalent PPC dollars, all those new clicks are worth about \$3.29.

	Rank
▲ brainstorming web Estimated Clicks/Month stayed_the_same <a href="http://www.idealaunch.com/blog/content-...">http://www.idealaunch.com/blog/content-...</a>	20(+7)
▲ print solutions magazine Estimated Clicks/Month stayed_the_same <a href="http://www.idealaunch.com/blog/content-...">http://www.idealaunch.com/blog/content-...</a>	17
▲ twiz Estimated Clicks/Month stayed_the_same <a href="http://www.idealaunch.com/blog/content-...">http://www.idealaunch.com/blog/content-...</a>	34
▲ holiday ads Estimated Clicks/Month stayed_the_same <a href="http://www.idealaunch.com/blog/content-...">http://www.idealaunch.com/blog/content-...</a>	28
▲ holiday advertising Estimated Clicks/Month stayed_the_same <a href="http://www.idealaunch.com/blog/content-...">http://www.idealaunch.com/blog/content-...</a>	27
▲ createing Estimated Clicks/Month stayed_the_same <a href="http://www.idealaunch.com/content-mar-...">http://www.idealaunch.com/content-mar-...</a>	16
▲ website analysis tools Estimated Clicks/Month stayed_the_same <a href="http://www.idealaunch.com/free-seo-to-...">http://www.idealaunch.com/free-seo-to-...</a>	37
▲ advertising sms Estimated Clicks/Month stayed_the_same <a href="http://www.idealaunch.com/blog/content-...">http://www.idealaunch.com/blog/content-...</a>	32
▲ behavior test Estimated Clicks/Month stayed_the_same <a href="http://www.idealaunch.com/blog/content-...">http://www.idealaunch.com/blog/content-...</a>	45
▲ marketing tips free Estimated Clicks/Month stayed_the_same <a href="http://www.idealaunch.com/content-mar-...">http://www.idealaunch.com/content-mar-...</a>	31
▲ retro marketing Estimated Clicks/Month stayed_the_same <a href="http://www.idealaunch.com/blog/content-...">http://www.idealaunch.com/blog/content-...</a>	45

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

## Most Valuable Keywords

You gained ranks on 4 out of your top 20 most valuable keywords. Moving up the charts on those important keywords means about -1.11 visits to the site that wouldn't have come last month.

	Rank
<b>content marketing</b> Rank: 18(-3) Est. Clicks/Mo: 4(-6) Est. Value/Mo: \$12(-\$17.598)	
<b>byron white</b> Rank: 11(-3) Est. Clicks/Mo: 10(-5) Est. Value/Mo: \$3(-\$1.621)	
<b>website optimization tips</b> Rank: 29(-11) Est. Clicks/Mo: 1(-1) Est. Value/Mo: \$2.78(-\$6.235)	
<b>marketing content</b> Rank: 11(-1) Est. Clicks/Mo: 1 Est. Value/Mo: \$2.13(-\$1.241)	
<b>marketing webinar</b> Rank: 25(-10) Est. Clicks/Mo: 0(-2) Est. Value/Mo: \$1.78(-\$10.75)	
<b>improve conversion</b> Rank: 17(+1) Est. Clicks/Mo: 1(-1) Est. Value/Mo: \$1.39(-\$3.582)	
<b>webinar marketing</b> Rank: 29(-4) Est. Clicks/Mo: 0 Est. Value/Mo: \$1.39(-\$3.228)	
<b>website analysis tools</b> Rank: 37 Est. Clicks/Mo: 0 Est. Value/Mo: \$1.21	
<b>brainstorming web</b> Rank: 20(+7) Est. Clicks/Mo: 1 Est. Value/Mo: \$1.04(+\$0.46)	

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# Idealaunch.com: SEO Dashboard

## Newly Ranked Organic Pages

**21 pages show up in Google search results that didn't last month.** Combined, those new placements drive 1.8 clicks, which would be worth about \$32.1 if you paid for those same clicks in Google Adwords.

<http://www.idealaunch.com/blog/content/best-and-worst-holiday-ads-of-2010/>

Keywords (rank): holiday advertising (27), holiday ads (28)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.65**

<http://www.idealaunch.com/blog/content/todays-advertising-medium-sms-marketing/>

Keywords (rank): sms content (17), advertising sms (32)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.28**

<http://www.idealaunch.com/blog/content/twiz-how-to-use-twitter-effectively-for-business-advocacy-...>

Keywords (rank): twiz (34)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.18**

<http://www.idealaunch.com/content-marketing-tips/>

Keywords (rank): createing (16)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.17**

<http://www.idealaunch.com/content-marketing-resources/>

Keywords (rank): marketing tips free (31)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.07**

<http://www.idealaunch.com/blog/content/retro-content-marketing-i-hate-the-post-office/>

Keywords (rank): retro marketing (45)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.03**

<http://www.idealaunch.com/blog/content/content-marketing-organization-behavior-test/>

Keywords (rank): behavior test (45)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.03**

<http://www.idealaunch.com/blog/content/portland-street-or-bust-print-solutions-magazine-feature/>

Keywords (rank): print solutions magazine (17)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.03**

<http://www.idealaunch.com/blog/content/what-is-content-marketing/>

Keywords (rank):

Est. Total Clicks/Mo: 0

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

<http://www.idealaunch.com/blog/content/how-to-use-content-marketing-for-good/>

Keywords (rank): good marketing skills (11)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0**

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



# Idealaunch.com: SEO Dashboard

## New Keywords (You weren't ranked on before)

You now place in the top 50 search results on 28 keywords that you didn't even show up on last month. Those keywords drive 1.76 clicks worth an estimated \$2.83 per month in equivalent PPC dollars. All those new keywords represent a beachhead to an opportunity that could lead to as many as 157 clicks per month if you could be in the first position on each of the keywords.

### print solutions magazine

Rank: 17 Searches/Mo: 90 Est. Value/Click: \$0.08  
**Estimated New Clicks/Month: 0**

### twiz

Rank: 34 Searches/Mo: 300 Est. Value/Click: \$0.55  
**Estimated New Clicks/Month: 0**

### holiday ads

Rank: 28 Searches/Mo: 120 Est. Value/Click: \$1.34  
**Estimated New Clicks/Month: 0**

### holiday advertising

Rank: 27 Searches/Mo: 90 Est. Value/Click: \$2.45  
**Estimated New Clicks/Month: 0**

### createing

Rank: 16 Searches/Mo: 30 Est. Value/Click: \$1.15  
**Estimated New Clicks/Month: 0**

### website analysis tools

Rank: 37 Searches/Mo: 120 Est. Value/Click: \$9.63  
**Estimated New Clicks/Month: 0**

### advertising sms

Rank: 32 Searches/Mo: 90 Est. Value/Click: \$2.5  
**Estimated New Clicks/Month: 0**

### behavior test

Rank: 45 Searches/Mo: 90 Est. Value/Click: \$0.59  
**Estimated New Clicks/Month: 0**

### marketing tips free

Rank: 31 Searches/Mo: 30 Est. Value/Click: \$1.74  
**Estimated New Clicks/Month: 0**

### retro marketing

Rank: 45 Searches/Mo: 30 Est. Value/Click: \$1.8  
**Estimated New Clicks/Month: 0**

### who what where why when

Rank: 48 Searches/Mo: 30 Est. Value/Click: \$0.38  
**Estimated New Clicks/Month: 0**

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

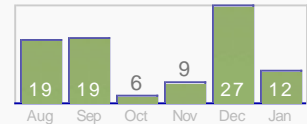
## Top Site Sections Summary

The top 1 site sections draw 46% of all of your organic visitors. Together those sections combine for 14 clicks per month.

### Clicks/Month

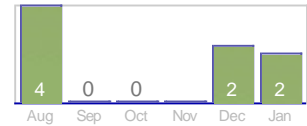
#### [idealaunch.com/blog/content...](#)

Number of Keywords: 50  
**Est. Value/Mo: \$10 (-\$16)**



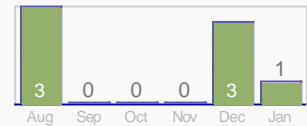
#### [idealaunch.com/contentgrader](#)

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



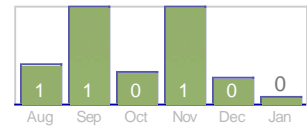
#### [idealaunch.com/content-mark...](#)

Number of Keywords: 5  
**Est. Value/Mo: \$4 (-\$14)**



#### [idealaunch.com/content-mark...](#)

Number of Keywords: 6  
**Est. Value/Mo: \$0 (-\$1)**



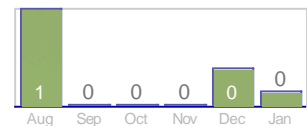
#### [idealaunch.com/free-seo-tools](#)

Number of Keywords: 4  
**Est. Value/Mo: \$1 (+\$1)**



#### [idealaunch.com/content-mark...](#)

Number of Keywords: 1  
**Est. Value/Mo: \$0 (-\$1)**



#### [idealaunch.com/about-us](#)

Number of Keywords: 1  
**Est. Value/Mo: \$0 (-\$1)**



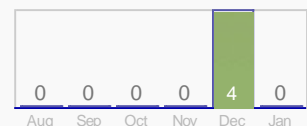
#### [idealaunch.com/content-mark...](#)

Number of Keywords: 1  
**Est. Value/Mo: \$0**



#### [idealaunch.com/pagegrade](#)

Number of Keywords: 3  
**Est. Value/Mo: \$0**



[View more](#) (p. 25)



## Keyword Groups with the Biggest Gains

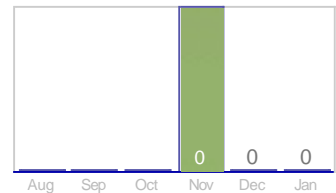
### Keyword Group: **Keyword**

Positions Gained: -2 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: %  
Unique Pages Ranked: 2

**Keywords:**

None

#### Est. Clicks per Month



[Additional Details](#) (p. 26)

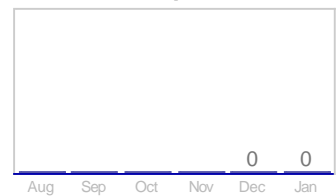
### Keyword Group: **Development**

Positions Gained: 0 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: %  
Unique Pages Ranked: 1

**Keywords:**

None

#### Est. Clicks per Month



[Additional Details](#) (p. 27)

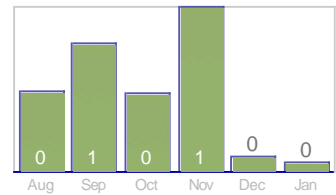
### Keyword Group: **Writer**

Positions Gained: -4 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: -20%  
Unique Pages Ranked: 1

**Keywords:**

- writer: hiring writers (-4)

#### Est. Clicks per Month



[Additional Details](#) (p. 28)

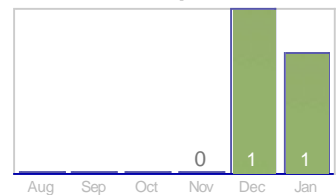
### Keyword Group: **Foil**

Positions Gained: -7 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: -28%  
Unique Pages Ranked: 1

**Keywords:**

- foil > characters: foil character (-7)

#### Est. Clicks per Month



[Additional Details](#) (p. 29)



# Idealaunch.com: SEO Dashboard

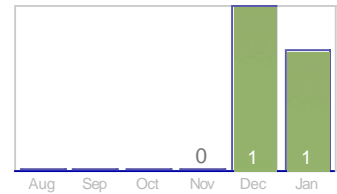
## Keyword Group: Charact

Positions Gained: -7 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: -28%  
Unique Pages Ranked: 1

### Keywords:

- charact > foil: foil character (-7)

### Est. Clicks per Month



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## Biggest Opportunities

You currently rank somewhere in the top 50 on 87 search phrases on Google. If you could land the number one spot for all of those searches, you'd get about 1k additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you'll get 1k clicks per month. That would cost you more than \$2k in equivalent PPC dollars.

### short term goals

Rank: 41 (-1) Searches/Mo: 2k Est. Value/Click: \$0.72  
Est. Potential New Clicks/Month: 269

### website analysis tools

Rank: 37 Searches/Mo: 120 Est. Value/Click: \$9.63  
Est. Potential New Clicks/Month: 20

### content marketing

Rank: 18 (-3) Searches/Mo: 870 Est. Value/Click: \$3.08  
Est. Potential New Clicks/Month: 58

### marketing webinar

Rank: 25 (-10) Searches/Mo: 120 Est. Value/Click: \$6.56  
Est. Potential New Clicks/Month: 19

## 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 3k searches per month where you are not contesting your competitors. Look at the keywords, and decide whether it makes sense to counter them.

### torrid

Cost/Click: \$36.00 Est. Potential Clicks/Mo.: 3k  
Avg. Competitor Rank: 8

**Searches/Mo.: 135k**

### crucial

Cost/Click: \$52.00 Est. Potential Clicks/Mo.: 2k  
Avg. Competitor Rank: 6

**Searches/Mo.: 60k**

### pandering

Cost/Click: \$21.00 Est. Potential Clicks/Mo.: 745  
Avg. Competitor Rank: 1

**Searches/Mo.: 4k**

### inconvenience.

Cost/Click: \$1.22 Est. Potential Clicks/Mo.: 10k  
Avg. Competitor Rank: 1

**Searches/Mo.: 60k**



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## website optimization tips

Rank: 29 (-11) Searches/Mo: 390 Est. Value/Click: \$4.23  
Est. Potential New Clicks/Month: 27

## webinar marketing

Rank: 29 (-4) Searches/Mo: 120 Est. Value/Click: \$6.86  
Est. Potential New Clicks/Month: 14

## webinar registration

Rank: 41 (+7) Searches/Mo: 90 Est. Value/Click: \$5.97  
Est. Potential New Clicks/Month: 15

## marketing webinars

Rank: 43 Searches/Mo: 150 Est. Value/Click: \$3.57  
Est. Potential New Clicks/Month: 24

## business to business marketing agency

Rank: 35 (+15) Searches/Mo: 90 Est. Value/Click: \$6.55  
Est. Potential New Clicks/Month: 11

## foil character

Rank: 45 (-7) Searches/Mo: 1k Est. Value/Click: \$0.29  
Est. Potential New Clicks/Month: 211

## b2b websites

Rank: 44 (-10) Searches/Mo: 210 Est. Value/Click: \$1.65  
Est. Potential New Clicks/Month: 34

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## wikipedia

Cost/Click: \$0.78 Est. Potential Clicks/Mo.: 41k  
Avg. Competitor Rank: 13

**Searches/Mo.: 5M**

## inconvenience

Cost/Click: \$1.06 Est. Potential Clicks/Mo.: 10k  
Avg. Competitor Rank: 1

**Searches/Mo.: 60k**

## match

Cost/Click: \$7.72 Est. Potential Clicks/Mo.: 5k  
Avg. Competitor Rank: 15

**Searches/Mo.: 823k**

## chase

Cost/Click: \$6.21 Est. Potential Clicks/Mo.: 6k  
Avg. Competitor Rank: 35

**Searches/Mo.: 5M**

## thefreedictionary com

Cost/Click: \$1.28 Est. Potential Clicks/Mo.: 886  
Avg. Competitor Rank: 8

**Searches/Mo.: 5k**

## face

Cost/Click: \$1.19 Est. Potential Clicks/Mo.: 22k  
Avg. Competitor Rank: 16

**Searches/Mo.: 4M**

## altimers

Cost/Click: \$6.54 Est. Potential Clicks/Mo.: 519  
Avg. Competitor Rank: 2

**Searches/Mo.: 4k**

## fml

Cost/Click: \$1.29 Est. Potential Clicks/Mo.: 8k  
Avg. Competitor Rank: 11

**Searches/Mo.: 673k**

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## Keyword Overlap in Your SEO & PPC campaigns

You rank somewhere in the top 50 organic search results on 6 keywords that you also buy (possibly by broad match) on Google Adwords. By working to improve your position on those keywords alone, you could save up to 987 per month on paid search -- or you could pick up an additional 298 clicks per month on the same keywords.

■ Est. Organic Clicks vs. ■ Paid Clicks

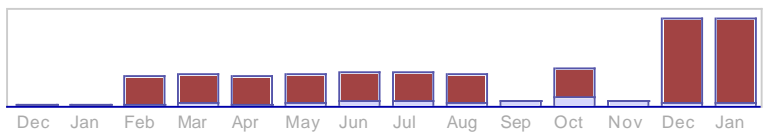
### content business

Organic Rank: 35 (-4) Searches/Month:0  
Cost/Click: \$3.51 Est. Paid Clicks Per Month: 60  
**Est. Potential Monthly Savings: \$343**



### marketing content

Organic Rank: 11 (-1) Searches/Month:60  
Cost/Click: \$4.7 Est. Paid Clicks Per Month: 36  
**Est. Potential Monthly Savings: \$171**



### website content creation

Organic Rank: 27 (-14) Searches/Month:30  
Cost/Click: \$3.97 Est. Paid Clicks Per Month: 3.02  
**Est. Potential Monthly Savings: \$12**



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# Idealaunch.com: SEO Dashboard

## Keyword Groups with the Most Potential

### Keyword Group: White

Unique Pages Ranked: 1 Searches Per Month: 29

**Potential Clicks with Incremental Gain:** 10.0 **Value of Incremental Gain:** \$3.1

**Potential Clicks Gained at Top Positions:** 138.0 **Value of Gain at Top Positions:** \$42.0

#### Keywords:

- white: byron white (11)

#### Est. Share of Clicks

<a href="#">idealaunch.com</a>	10 (+5)
<a href="#">worldwebinarnetwo...</a>	0 (+0)
<a href="#">acquirecontent.com</a>	0 (+0)
<a href="#">contentwritersonl...</a>	0 (+0)
<a href="#">attractionmarketi...</a>	0 (+0)
<a href="#">onlineintellect.com</a>	0 (+0)

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### Keyword Group: Marketing

Unique Pages Ranked: 7 Searches Per Month: 76

**Potential Clicks with Incremental Gain:** 4.5 **Value of Incremental Gain:** \$14.0

**Potential Clicks Gained at Top Positions:** 271.0

**Value of Gain at Top Positions:** \$765.0

#### Keywords:

- marketing: marketing evolution, Idea Marketers, internet marketing minnesota, marketing...
- marketing > content market > content: content marketing (18), marketing content (...)
- marketing > webinars: marketing webinar (25), webinar marketing (29), marketing webin...
- marketing > business: business to business marketing agency (35), business to busines...

#### Est. Share of Clicks

<a href="#">idealaunch.com</a>	11 (+19)
<a href="#">attractionmarketi...</a>	0 (+1)
<a href="#">worldwebinarnetwo...</a>	0 (+0)
<a href="#">onlineintellect.com</a>	0 (+0)
<a href="#">acquirecontent.com</a>	0 (+0)
<a href="#">contentwritersonl...</a>	0 (+0)

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### Keyword Group: Content Market

Unique Pages Ranked: 5 Searches Per Month: 36

**Potential Clicks with Incremental Gain:** 3.5 **Value of Incremental Gain:** \$9.7

**Potential Clicks Gained at Top Positions:** 83.0 **Value of Gain at Top Positions:** \$212.0

#### Keywords:

- content market > content: content marketing (18), marketing content (11), mobile con...

#### Est. Share of Clicks

<a href="#">idealaunch.com</a>	10 (+16)
<a href="#">worldwebinarnetwo...</a>	0 (+0)
<a href="#">acquirecontent.com</a>	0 (+0)
<a href="#">contentwritersonl...</a>	0 (+0)
<a href="#">attractionmarketi...</a>	0 (+0)
<a href="#">onlineintellect.com</a>	0 (+0)

[Additional Details](#) (p. 41)



# Idealaunch.com: SEO Dashboard

## Keyword Group: Content

Unique Pages Ranked: 5 Searches Per Month: 85

**Potential Clicks with Incremental Gain: 4.2 Value of Incremental Gain: \$11.0**

**Potential Clicks Gained at Top Positions: 233.0**

**Value of Gain at Top Positions: \$422.0**

### Keywords:

- content: content writers, website content creation (27), license content, content testi...
- content > content marketing: content marketing (18), marketing content (11), mobile...
- content > seo: seo content, seo content creation
- content > web: web content writing services, creating web content (31)

### Est. Share of Clicks

<a href="#">idealaunch.com</a>	10 (+20)
<a href="#">acquirecontent.com</a>	1 (+1)
<a href="#">contentwritersonl...</a>	1 (+1)
<a href="#">attractionmarketi...</a>	0 (+0)
<a href="#">onlineintellect.com</a>	0 (+0)
<a href="#">worldwebinarnetwo...</a>	0 (+0)

[Additional Details](#) (p. 42)

## Keyword Group: Seo

Unique Pages Ranked: 4 Searches Per Month: 37

**Potential Clicks with Incremental Gain: 1.7 Value of Incremental Gain: \$1.3**

**Potential Clicks Gained at Top Positions: 113.0**

**Value of Gain at Top Positions: \$123.0**

### Keywords:

- seo: seo content, seo copywriting service, seo content creation

### Est. Share of Clicks

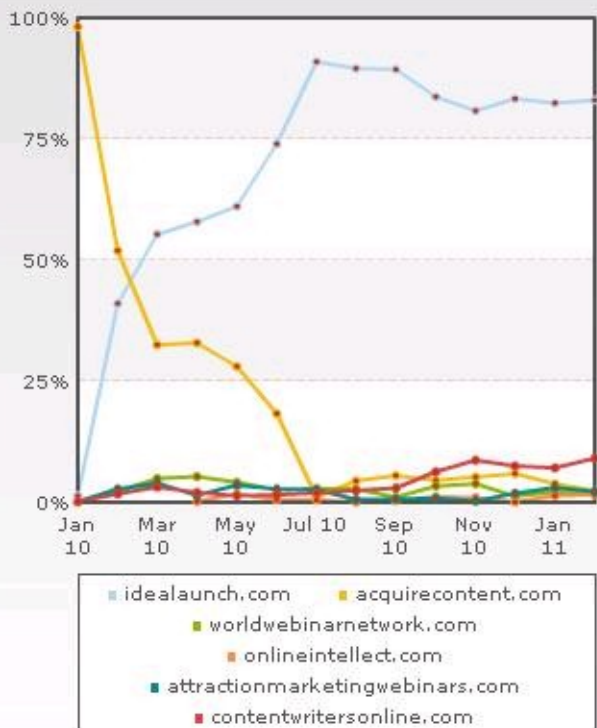
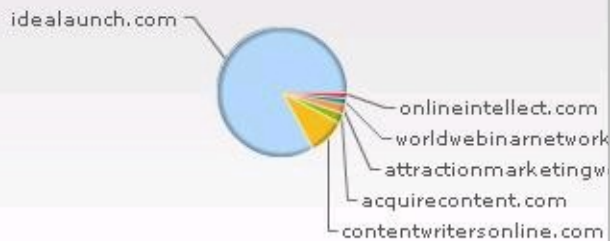
<a href="#">idealaunch.com</a>	2 (+0)
<a href="#">contentwritersonl...</a>	0 (+0)
<a href="#">attractionmarketi...</a>	0 (+0)
<a href="#">onlineintellect.com</a>	0 (+0)
<a href="#">worldwebinarnetwo...</a>	0 (+0)
<a href="#">acquirecontent.com</a>	0 (+0)

[Additional Details](#) (p. 43)

# Idealaunch.com: SEO Dashboard

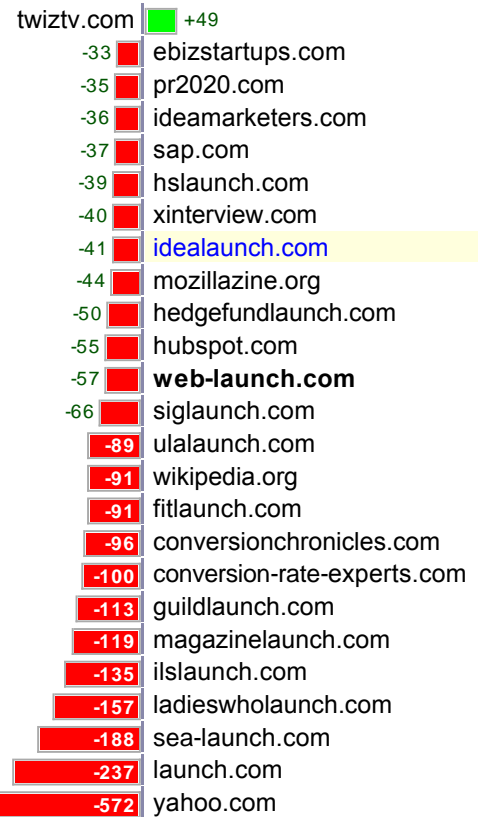
## Traffic Share

Relative to your top 5 competitors, your site gained **0.65% of the traffic share**. At the same time, *contentwritersonline.com* has taken traffic from *acquirecontent.com* and *attractionmarketingwebinars.com*.



## Domains that Gained or Lost Clicks on your Keywords

This month, **Web-launch.com** lost 57 clicks after losing position on organic searches that you also rank for. But, perhaps most interesting was the gains made by **Twiztv.com**. That site is not considered a direct competitor, but they gained 49 clicks on your keywords, which is a 0 percent growth on your keywords. They are either doing something right or getting pretty lucky.



\*competitors in **bold**

Competition: You Gained 1% in Share of Clicks Relative to your Top 5 Competitors



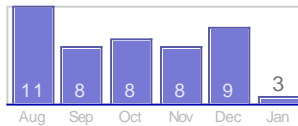
# Idealaunch.com: SEO Dashboard

## Top Organic Competitors and their Best Keywords

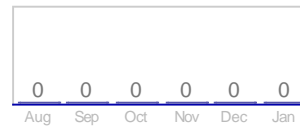
Just 2 out of your top ten organic competitors spends anything on Google Adwords. Combined, your organic competitors get about 100% of their traffic from unpaid search. The biggest mover was seocontentcoach.com. They picked up 300 organic clicks overall.

### acquirecontent.com

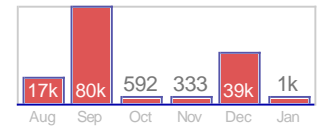
license content (6), reference content (41)



SEO Clicks/mo (3)



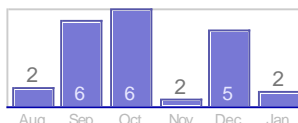
#Overlapping Keywords (0)



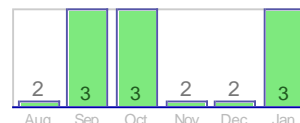
Adwords Budget (\$1k)

### worldwebinarnetwork.com

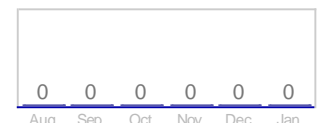
marketing webinars (41), marketing webinar (43), networking seminar (48), webinar marketing (49)



SEO Clicks/mo (2)



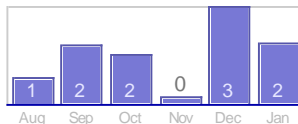
#Overlapping Keywords (3)



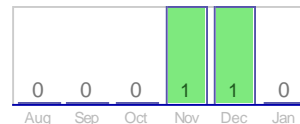
Adwords Budget (\$0)

### onlineintellect.com

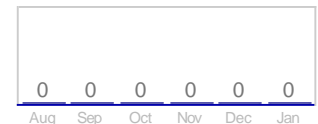
minnesota internet (37), internet marketing minnesota (40)



SEO Clicks/mo (2)



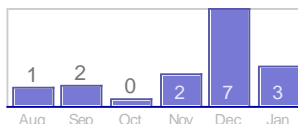
#Overlapping Keywords (0)



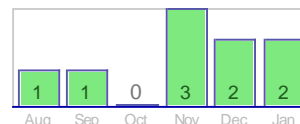
Adwords Budget (\$0)

### attractionmarketingwebinars.com

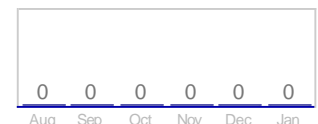
mlm training system (17), network marketing videos (26), marketing webinars (30), marketing webinar (33)



SEO Clicks/mo (3)



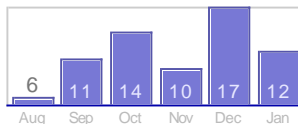
#Overlapping Keywords (2)



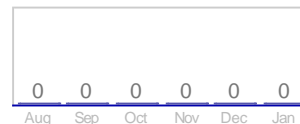
Adwords Budget (\$0)

### contentwritersonline.com

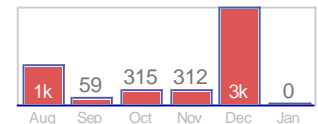
professional copywriting (13), copy writing services (25), content writers (31), copywriting service (31), copywriting services (38)



SEO Clicks/mo (12)



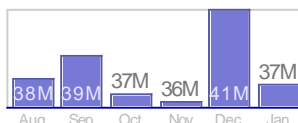
#Overlapping Keywords (0)



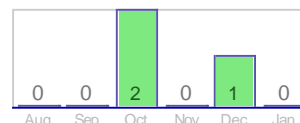
Adwords Budget (\$0)

### thefreedictionary.com

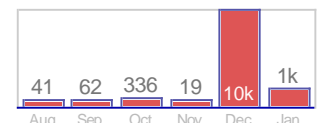
crucial (6), torrid (8), wikipedia (13), match (15), chase (35)



SEO Clicks/mo (37M)



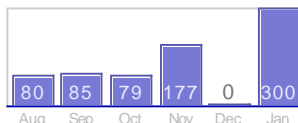
#Overlapping Keywords (0)



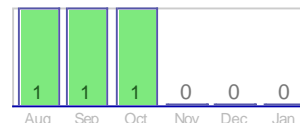
Adwords Budget (\$1k)

### seocontentcoach.com

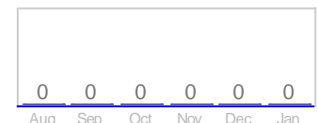
seo content (2)



SEO Clicks/mo (300)

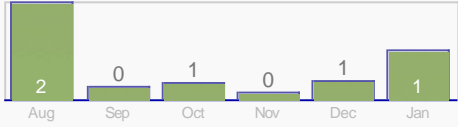
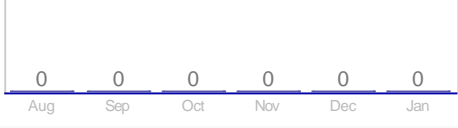
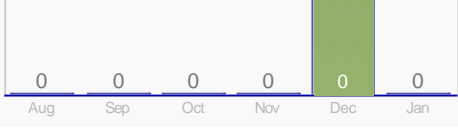
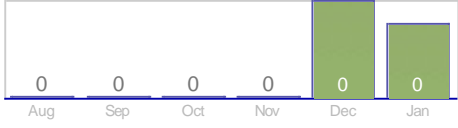
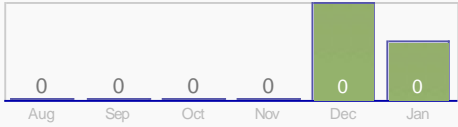
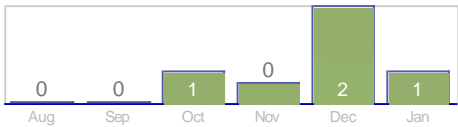
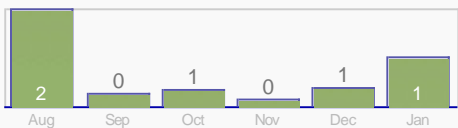
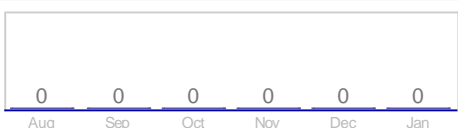
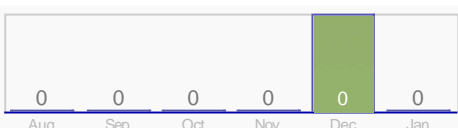
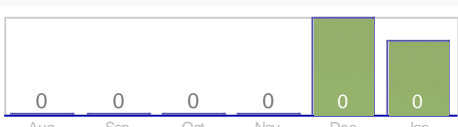
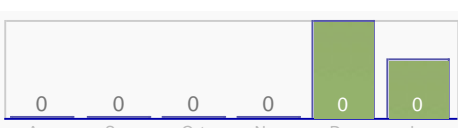


#Overlapping Keywords (0)



Adwords Budget (\$0)

# Idealaunch.com: SEO Dashboard

Biggest Gains (all)	Clicks/Month														
<p><b>▲ brainstorming web 20(+7)</b>  <b>Est. Clicks/Month unchanged</b> Est. Value/Click: \$0.99 Estimated Value unchanged \$0  <a href="http://www.idealaunch.com/blog/conten...">http://www.idealaunch.com/blog/conten...</a></p>	 <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>2</td><td>0</td><td>1</td><td>0</td><td>1</td><td>1</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	2	0	1	0	1	1
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	2	0	1	0	1	1									
<p><b>▲ print solutions magazine 17</b>  <b>Est. Clicks/Month unchanged</b> Est. Value/Click: \$0.08 Estimated Value unchanged \$0  <a href="http://www.idealaunch.com/blog/conten...">http://www.idealaunch.com/blog/conten...</a></p>	 <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	0	0									
<p><b>▲ twiz 34</b>  <b>Est. Clicks/Month unchanged</b> Est. Value/Click: \$0.55 Estimated Value unchanged \$0  <a href="http://www.idealaunch.com/blog/conten...">http://www.idealaunch.com/blog/conten...</a></p>	 <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	0	0									
<p><b>▲ holiday ads 28</b>  <b>Est. Clicks/Month unchanged</b> Est. Value/Click: \$1.34 Estimated Value unchanged \$0  <a href="http://www.idealaunch.com/blog/conten...">http://www.idealaunch.com/blog/conten...</a></p>	 <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	0	0									
<p><b>▲ holiday advertising 27</b>  <b>Est. Clicks/Month unchanged</b> Est. Value/Click: \$2.45 Estimated Value unchanged \$0  <a href="http://www.idealaunch.com/blog/conten...">http://www.idealaunch.com/blog/conten...</a></p>	 <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	0	0									
<p><b>▲ createing 16</b>  <b>Est. Clicks/Month unchanged</b> Est. Value/Click: \$1.15 Estimated Value unchanged \$0  <a href="http://www.idealaunch.com/content-mar...">http://www.idealaunch.com/content-mar...</a></p>	 <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>1</td><td>0</td><td>2</td><td>1</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	1	0	2	1
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	1	0	2	1									
<p><b>▲ website analysis tools 37</b>  <b>Est. Clicks/Month unchanged</b> Est. Value/Click: \$9.63 Estimated Value unchanged \$1  <a href="http://www.idealaunch.com/free-seo-to...">http://www.idealaunch.com/free-seo-to...</a></p>	 <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>2</td><td>0</td><td>1</td><td>0</td><td>1</td><td>1</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	2	0	1	0	1	1
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	2	0	1	0	1	1									
<p><b>▲ advertising sms 32</b>  <b>Est. Clicks/Month unchanged</b> Est. Value/Click: \$2.5 Estimated Value unchanged \$0  <a href="http://www.idealaunch.com/blog/conten...">http://www.idealaunch.com/blog/conten...</a></p>	 <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	0	0									
<p><b>▲ behavior test 45</b>  <b>Est. Clicks/Month unchanged</b> Est. Value/Click: \$0.59 Estimated Value unchanged \$0  <a href="http://www.idealaunch.com/blog/conten...">http://www.idealaunch.com/blog/conten...</a></p>	 <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	0	0									
<p><b>▲ marketing tips free 31</b>  <b>Est. Clicks/Month unchanged</b> Est. Value/Click: \$1.74 Estimated Value unchanged \$0  <a href="http://www.idealaunch.com/content-mar...">http://www.idealaunch.com/content-mar...</a></p>	 <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	0	0									
<p><b>▲ retro marketing 45</b>  <b>Est. Clicks/Month unchanged</b> Est. Value/Click: \$1.8 Estimated Value unchanged \$0  <a href="http://www.idealaunch.com/blog/conten...">http://www.idealaunch.com/blog/conten...</a></p>	 <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	0	0									



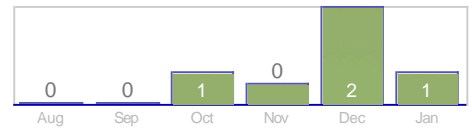


# Idealaunch.com: SEO Dashboard

## ▲ who what where why when 48

**Est. Clicks/Month unchanged** Est. Value/Click: \$0.38 Estimated Value unchanged \$0

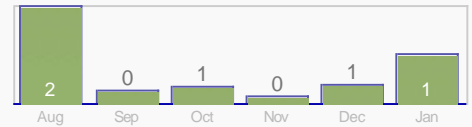
<http://www.idealaunch.com/blog/conten...>



## ▲ high search rankings 9

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

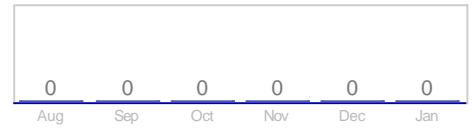
<http://www.idealaunch.com/blog/conten...>



## ▲ launch comk 28(+16)

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

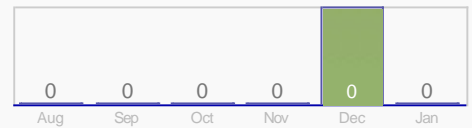
<http://www.idealaunch.com/>



## ▲ custom e mail 31

**Est. Clicks/Month unchanged** Est. Value/Click: \$2.5 Estimated Value unchanged \$0

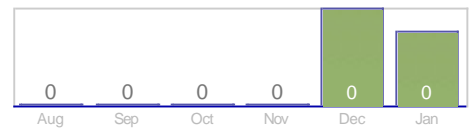
<http://www.idealaunch.com/blog/conten...>



## ▲ email content checker 38

**Est. Clicks/Month unchanged** Est. Value/Click: \$1.18 Estimated Value unchanged \$0

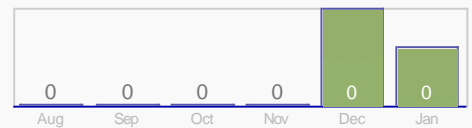
<http://www.idealaunch.com/>



## ▲ good marketing skills 11

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

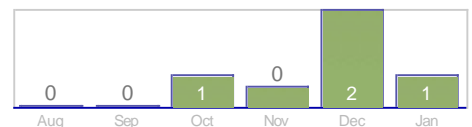
<http://www.idealaunch.com/blog/conten...>



## ▲ 3seo.+com 27

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

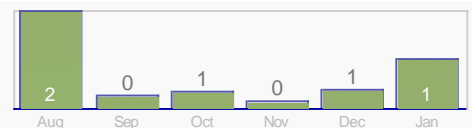
<http://www.idealaunch.com/blog/conten...>



## ▲ customized e mail 40

**Est. Clicks/Month unchanged** Est. Value/Click: \$2.76 Estimated Value unchanged \$0

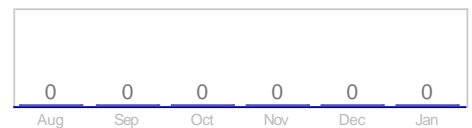
<http://www.idealaunch.com/blog/conten...>



## ▲ improve conversions 36

**Est. Clicks/Month unchanged** Est. Value/Click: \$3.06 Estimated Value unchanged \$0

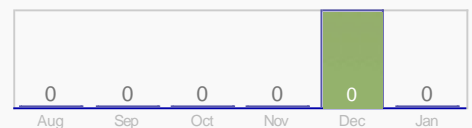
<http://www.idealaunch.com/blog/conten...>



## ▲ optimal landing page 32

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

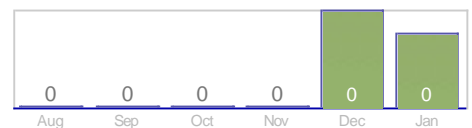
<http://www.idealaunch.com/content-mar...>



## ▲ sms content 17

**Est. Clicks/Month unchanged** Est. Value/Click: \$1.43 Estimated Value unchanged \$0

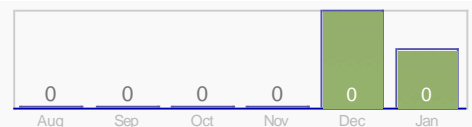
<http://www.idealaunch.com/blog/conten...>



## ▲ 5 custom 41

**Est. Clicks/Month unchanged** Est. Value/Click: \$0.81 Estimated Value unchanged \$0

<http://www.idealaunch.com/blog/conten...>

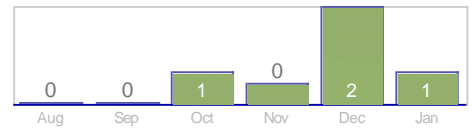


# Idealaunch.com: SEO Dashboard

## ▲ old west style 41

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

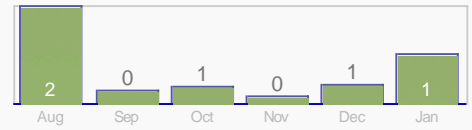
<http://www.idealaunch.com/blog/conten...>



## ▲ business to business marketing solution 42

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

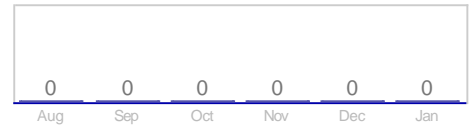
<http://www.idealaunch.com/>



## ▲ improving conversion 46

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

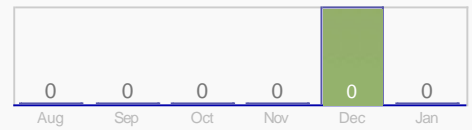
<http://www.idealaunch.com/blog/conten...>



## ▲ content company 40(+1)

**Est. Clicks/Month unchanged** Est. Value/Click: \$2.21 Estimated Value unchanged \$0

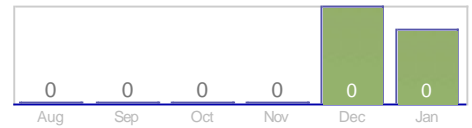
<http://www.idealaunch.com/>



## ▲ business to business marketing agency 35(+15)

**Est. Clicks/Month unchanged** Est. Value/Click: \$6.55 Estimated Value unchanged \$0

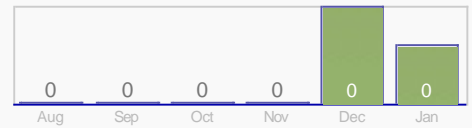
<http://www.idealaunch.com/>



## ▲ webinar registration 41(+7)

**Est. Clicks/Month unchanged** Est. Value/Click: \$5.97 Estimated Value unchanged \$0

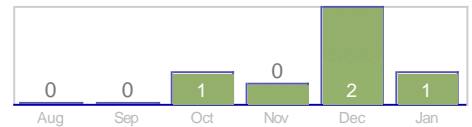
<http://www.idealaunch.com/content-mar...>



## ▲ improve conversion 17(+1)

**Est. Clicks/Month lost: -1** Est. Value/Click: \$2.41 Estimated Value lost: -\$4

<http://www.idealaunch.com/blog/conten...>



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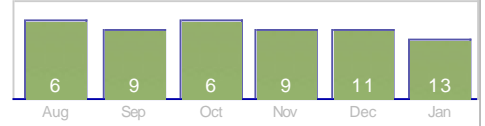
Most Valuable Keywords (all)	Rank
<b>content marketing</b> Rank: 18(-3) Est. Clicks/Mo: 4(-6) Est. Value/Mo: \$12(-\$17.598)	
<b>byron white</b> Rank: 11(-3) Est. Clicks/Mo: 10(-5) Est. Value/Mo: \$3(-\$1.621)	
<b>website optimization tips</b> Rank: 29(-11) Est. Clicks/Mo: 1(-1) Est. Value/Mo: \$3(-\$6.235)	
<b>marketing content</b> Rank: 11(-1) Est. Clicks/Mo: 1 Est. Value/Mo: \$2(-\$1.241)	
<b>marketing webinar</b> Rank: 25(-10) Est. Clicks/Mo: 0(-2) Est. Value/Mo: \$2(-\$10.75)	
<b>improve conversion</b> Rank: 17(+1) Est. Clicks/Mo: 1(-1) Est. Value/Mo: \$1(-\$3.582)	
<b>webinar marketing</b> Rank: 29(-4) Est. Clicks/Mo: 0 Est. Value/Mo: \$1(-\$3.228)	
<b>website analysis tools</b> Rank: 37 Est. Clicks/Mo: 0 Est. Value/Mo: \$1	
<b>brainstorming web</b> Rank: 20(+7) Est. Clicks/Mo: 1 Est. Value/Mo: \$1(+\$0.46)	
<b>short term goals</b> Rank: 41(-1) Est. Clicks/Mo: 1 Est. Value/Mo: \$1(-\$0.243)	
<b>business to business marketing agency</b> Rank: 35(+15) Est. Clicks/Mo: 0 Est. Value/Mo: \$1(-\$0.265)	



# Idealaunch.com: SEO Dashboard

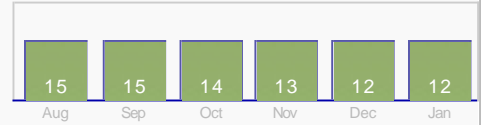
## enhance website

Rank: 13(-2) Est. Clicks/Mo: 0 Est. Value/Mo: \$1(-\$0.325)



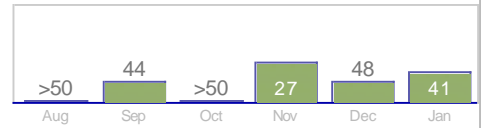
## business content

Rank: 12 Est. Clicks/Mo: 0(-2) Est. Value/Mo: \$1(-\$4.707)



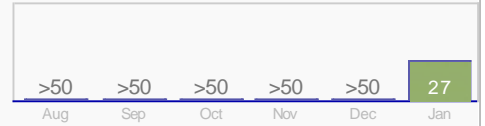
## webinar registration

Rank: 41(+7) Est. Clicks/Mo: 0 Est. Value/Mo: \$0(-\$0.331)



## holiday advertising

Rank: 27 Est. Clicks/Mo: 0 Est. Value/Mo: \$0



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## Newly Ranked Organic Pages

<http://www.idealaunch.com/blog/content/best-and-worst-holiday-ads-of-2010/>

Estimated SEO Value: **\$0.65** Estimated Total Clicks/Mo: 0  
Keywords (rank): holiday advertising (27), holiday ads (28)

<http://www.idealaunch.com/blog/content/todays-advertising-medium-sms-marketing/>

Estimated SEO Value: **\$0.28** Estimated Total Clicks/Mo: 0  
Keywords (rank): sms content (17), advertising sms (32)

<http://www.idealaunch.com/blog/content/twiz-how-to-use-twitter-effectively-for-business-advocacy-...>

Estimated SEO Value: **\$0.18** Estimated Total Clicks/Mo: 0  
Keywords (rank): twiz (34)

<http://www.idealaunch.com/content-marketing-tips/>

Estimated SEO Value: **\$0.17** Estimated Total Clicks/Mo: 0  
Keywords (rank): createing (16)

<http://www.idealaunch.com/content-marketing-resources/>

Estimated SEO Value: **\$0.07** Estimated Total Clicks/Mo: 0  
Keywords (rank): marketing tips free (31)

<http://www.idealaunch.com/blog/content/retro-content-marketing-i-hate-the-post-office/>

Estimated SEO Value: **\$0.03** Estimated Total Clicks/Mo: 0  
Keywords (rank): retro marketing (45)

<http://www.idealaunch.com/blog/content/content-marketing-organization-behavior-test/>

Estimated SEO Value: **\$0.03** Estimated Total Clicks/Mo: 0  
Keywords (rank): behavior test (45)

<http://www.idealaunch.com/blog/content/portland-street-or-bust-print-solutions-magazine-feature/>

Estimated SEO Value: **\$0.03** Estimated Total Clicks/Mo: 0  
Keywords (rank): print solutions magazine (17)

<http://www.idealaunch.com/blog/content/what-is-content-marketing/>

Estimated SEO Value: **\$0.01** Estimated Total Clicks/Mo: 0  
Keywords (rank):

<http://www.idealaunch.com/blog/content/how-to-use-content-marketing-for-good/>

Estimated SEO Value: **\$0** Estimated Total Clicks/Mo: 0  
Keywords (rank): good marketing skills (11)

<http://www.idealaunch.com/blog/content/creating-custom-email-content/>

Estimated SEO Value: **\$0** Estimated Total Clicks/Mo: 0  
Keywords (rank): custom e mail (31), customized e mail (40)

<http://www.idealaunch.com/content-marketing-tips/landing-page-optimization-technology-choices/>

Estimated SEO Value: **\$0** Estimated Total Clicks/Mo: 0  
Keywords (rank): optimal landing page (32)

<http://www.idealaunch.com/blog/content/googles-new-seo-score-card/>

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

<http://www.idealaunch.com/blog/content/maintaining-high-search-rankings/>

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



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Keywords (rank): high search rankings (9)

<http://www.idealaunch.com/blog/content/5-custom-content-tips-for-the-holidays/>

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

Keywords (rank): 5 custom (41)

<http://www.idealaunch.com/blog/content/4-effective-content-marketing-strategies/>

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

Keywords (rank):

<http://www.idealaunch.com/blog/content/how-to-improve-conversions-be-persistent/>

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

Keywords (rank): improve conversions (36)

<http://www.idealaunch.com/blog/content/improving-conversion-rates-6-ways-to-call-for-action/>

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

Keywords (rank): improving conversion (46)

<http://www.idealaunch.com/blog/content/successworks-seo-copywriting-a-series-4/>

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

Keywords (rank):

<http://www.idealaunch.com/blog/content/google-takes-aim-at-outlaw-seos-old-west-style/>

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

Keywords (rank): old west style (41)

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New Keywords (You weren't ranked on before)	Estimated New Click/Month
<b>print solutions magazine</b> Rank: 17 Searches/Mo: 90 Est. Value/Click: \$0.08 <a href="http://www.idealaunch.com/blog/content/portland-street-or-bust-print-solutions-magazine-feature/">http://www.idealaunch.com/blog/content/portland-street-or-bust-print-solutions-magazine-feature/</a>	0 new clicks/month
<b>twiz</b> Rank: 34 Searches/Mo: 300 Est. Value/Click: \$0.55 <a href="http://www.idealaunch.com/blog/content/twiz-how-to-use-twitter-effectively-for-business-advocacy-...">http://www.idealaunch.com/blog/content/twiz-how-to-use-twitter-effectively-for-business-advocacy-...</a>	0 new clicks/month
<b>holiday ads</b> Rank: 28 Searches/Mo: 120 Est. Value/Click: \$1.34 <a href="http://www.idealaunch.com/blog/content/best-and-worst-holiday-ads-of-2010/">http://www.idealaunch.com/blog/content/best-and-worst-holiday-ads-of-2010/</a>	0 new clicks/month
<b>holiday advertising</b> Rank: 27 Searches/Mo: 90 Est. Value/Click: \$2.45 <a href="http://www.idealaunch.com/blog/content/best-and-worst-holiday-ads-of-2010/">http://www.idealaunch.com/blog/content/best-and-worst-holiday-ads-of-2010/</a>	0 new clicks/month
<b>createing</b> Rank: 16 Searches/Mo: 30 Est. Value/Click: \$1.15 <a href="http://www.idealaunch.com/content-marketing-tips/">http://www.idealaunch.com/content-marketing-tips/</a>	0 new clicks/month
<b>website analysis tools</b> Rank: 37 Searches/Mo: 120 Est. Value/Click: \$9.63 <a href="http://www.idealaunch.com/free-seo-tools/">http://www.idealaunch.com/free-seo-tools/</a>	0 new clicks/month
<b>advertising sms</b> Rank: 32 Searches/Mo: 90 Est. Value/Click: \$2.5 <a href="http://www.idealaunch.com/blog/content/todays-advertising-medium-sms-marketing/">http://www.idealaunch.com/blog/content/todays-advertising-medium-sms-marketing/</a>	0 new clicks/month
<b>behavior test</b> Rank: 45 Searches/Mo: 90 Est. Value/Click: \$0.59 <a href="http://www.idealaunch.com/blog/content/content-marketing-organization-behavior-test/">http://www.idealaunch.com/blog/content/content-marketing-organization-behavior-test/</a>	0 new clicks/month
<b>marketing tips free</b> Rank: 31 Searches/Mo: 30 Est. Value/Click: \$1.74 <a href="http://www.idealaunch.com/content-marketing-resources/">http://www.idealaunch.com/content-marketing-resources/</a>	0 new clicks/month
<b>retro marketing</b> Rank: 45 Searches/Mo: 30 Est. Value/Click: \$1.8 <a href="http://www.idealaunch.com/blog/content/retro-content-marketing-i-hate-the-post-office/">http://www.idealaunch.com/blog/content/retro-content-marketing-i-hate-the-post-office/</a>	0 new clicks/month
<b>who what where why when</b> Rank: 48 Searches/Mo: 30 Est. Value/Click: \$0.38 <a href="http://www.idealaunch.com/blog/content/the-who-what-when-where-why-and-how-of-twitter/">http://www.idealaunch.com/blog/content/the-who-what-when-where-why-and-how-of-twitter/</a>	0 new clicks/month
<b>high search rankings</b> Rank: 9 Searches/Mo: 0 Est. Value/Click: \$0.08 <a href="http://www.idealaunch.com/blog/content/maintaining-high-search-rankings/">http://www.idealaunch.com/blog/content/maintaining-high-search-rankings/</a>	0 new clicks/month
<b>custom e mail</b> Rank: 31 Searches/Mo: 0 Est. Value/Click: \$2.5 <a href="http://www.idealaunch.com/blog/content/creating-custom-email-content/">http://www.idealaunch.com/blog/content/creating-custom-email-content/</a>	0 new clicks/month
<b>email content checker</b> Rank: 38 Searches/Mo: 0 Est. Value/Click: \$1.18 <a href="http://www.idealaunch.com/">http://www.idealaunch.com/</a>	0 new clicks/month



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<b>good marketing skills</b> Rank: 11 Searches/Mo: 0 Est. Value/Click: \$0.08 <a href="http://www.idealaunch.com/blog/content/how-to-use-content-marketing-for-good/">http://www.idealaunch.com/blog/content/how-to-use-content-marketing-for-good/</a>	0 new clicks/month
<b>customized e mail</b> Rank: 40 Searches/Mo: 0 Est. Value/Click: \$2.76 <a href="http://www.idealaunch.com/blog/content/creating-custom-email-content/">http://www.idealaunch.com/blog/content/creating-custom-email-content/</a>	0 new clicks/month
<b>business to business marke...</b> Rank: 42 Searches/Mo: 0 Est. Value/Click: \$0.08 <a href="http://www.idealaunch.com/">http://www.idealaunch.com/</a>	0 new clicks/month
<b>improving conversion</b> Rank: 46 Searches/Mo: 0 Est. Value/Click: \$0.08 <a href="http://www.idealaunch.com/blog/content/improving-conversion-rates-6-ways-to-call-for-action/">http://www.idealaunch.com/blog/content/improving-conversion-rates-6-ways-to-call-for-action/</a>	0 new clicks/month
<b>improve conversions</b> Rank: 36 Searches/Mo: 0 Est. Value/Click: \$3.06 <a href="http://www.idealaunch.com/blog/content/how-to-improve-conversions-be-persistent/">http://www.idealaunch.com/blog/content/how-to-improve-conversions-be-persistent/</a>	0 new clicks/month
<b>optimal landing page</b> Rank: 32 Searches/Mo: 0 Est. Value/Click: \$0.08 <a href="http://www.idealaunch.com/content-marketing-tips/landing-page-optimization-technology-choices/">http://www.idealaunch.com/content-marketing-tips/landing-page-optimization-technology-choices/</a>	0 new clicks/month
<b>sms content</b> Rank: 17 Searches/Mo: 0 Est. Value/Click: \$1.43 <a href="http://www.idealaunch.com/blog/content/todays-advertising-medium-sms-marketing/">http://www.idealaunch.com/blog/content/todays-advertising-medium-sms-marketing/</a>	0 new clicks/month
<b>5 custom</b> Rank: 41 Searches/Mo: 0 Est. Value/Click: \$0.81 <a href="http://www.idealaunch.com/blog/content/5-custom-content-tips-for-the-holidays/">http://www.idealaunch.com/blog/content/5-custom-content-tips-for-the-holidays/</a>	0 new clicks/month
<b>old west style</b> Rank: 41 Searches/Mo: 0 Est. Value/Click: \$0.08 <a href="http://www.idealaunch.com/blog/content/google-takes-aim-at-outlaw-seos-old-west-style/">http://www.idealaunch.com/blog/content/google-takes-aim-at-outlaw-seos-old-west-style/</a>	0 new clicks/month
<b>3seo.+com</b> Rank: 27 Searches/Mo: 0 Est. Value/Click: n/a <a href="http://www.idealaunch.com/blog/content/successworks-seo-copywriting-a-series-3/">http://www.idealaunch.com/blog/content/successworks-seo-copywriting-a-series-3/</a>	n/a new clicks/month

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Top Site Sections Summary	Estimated Clicks/Month														
<a href="#">idealaunch.com/blog/content...</a> Number of Keywords: 50 <b>Estimated Value/Mo: \$10 (-\$16)</b> Top Keywords: short term goals, brainstorming web, foil character, website optimization tips, improve conversion	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>19</td><td>19</td><td>6</td><td>9</td><td>27</td><td>12</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	19	19	6	9	27	12
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	19	19	6	9	27	12									
<a href="#">idealaunch.com/contentgrader</a> Number of Keywords: 2 <b>Estimated Value/Mo: \$0</b> Top Keywords:	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>4</td><td>0</td><td>0</td><td>0</td><td>2</td><td>2</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	4	0	0	0	2	2
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	4	0	0	0	2	2									
<a href="#">idealaunch.com/content-mark...</a> Number of Keywords: 5 <b>Estimated Value/Mo: \$4 (-\$14)</b> Top Keywords: marketing webinar, webinar marketing, webinar registration	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>3</td><td>0</td><td>0</td><td>0</td><td>3</td><td>1</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	3	0	0	0	3	1
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	3	0	0	0	3	1									
<a href="#">idealaunch.com/content-mark...</a> Number of Keywords: 6 <b>Estimated Value/Mo: \$0 (-\$1)</b> Top Keywords: createing, hiring writers, improving conversions, optimal landing page	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>1</td><td>1</td><td>0</td><td>1</td><td>0</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	1	1	0	1	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	1	1	0	1	0	0									
<a href="#">idealaunch.com/free-seo-tools</a> Number of Keywords: 4 <b>Estimated Value/Mo: \$1 (+\$1)</b> Top Keywords: website analysis tools	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	0	0									
<a href="#">idealaunch.com/content-mark...</a> Number of Keywords: 1 <b>Estimated Value/Mo: \$0 (-\$1)</b> Top Keywords: marketing webinars	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>1</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	1	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	1	0	0	0	0	0									
<a href="#">idealaunch.com/about-us</a> Number of Keywords: 1 <b>Estimated Value/Mo: \$0 (-\$1)</b> Top Keywords:	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>15</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	15	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	15	0									
<a href="#">idealaunch.com/content-mark...</a> Number of Keywords: 1 <b>Estimated Value/Mo: \$0</b> Top Keywords: marketing tips free	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	0	0									
<a href="#">idealaunch.com/pagegrader</a> Number of Keywords: 3 <b>Estimated Value/Mo: \$0</b> Top Keywords: page strength	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>4</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	4	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	4	0									

[Download as CSV](#)



## Keyword Groups with the Biggest Gains - Details

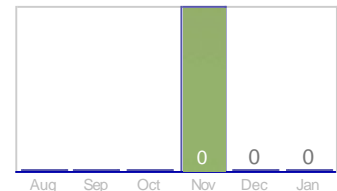
### Keyword Group: **Keyword**

Positions Gained: -2 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: %  
Unique Pages Ranked: 2

#### Keywords:

None

#### Est. Clicks per Month



### Biggest Opportunities Within This Group

None

### Clicks Gained or **Lost** on these Keywords

- 1 **slideshare.net**
- 1 **marketing-jive.com**
- 1 **softnik.com**
- 1 **abnormalmarketing...**
- 1 **marketing-magic.biz**
- 1 **mikenetpc.com**
- 1 **seogadget.co.uk**
- 1 **searchengineland.com**
- 1 **meetstaci.com**
- 2 **seofaststart.com**
- 2 **abraxasweb.com**
- 2 **shimonsandler.com**
- 3 **searchengineguide...**
- 4 **keywordstrategy.org**
- 6 **searchenginewatch...**

*\*competitors in bold*

### Pages That Rank

<http://www.idealaunch.com/blog/content/content-marketing-organization-behavior-test>

short term goals(41), brainstorming web(20), foil character(45)

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

<http://www.idealaunch.com/pagegrader>

page strength(8)

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

# Idealaunch.com: SEO Dashboard

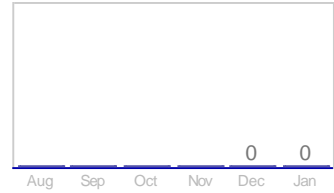
## Keyword Group: Development

Positions Gained: 0 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: %  
Unique Pages Ranked: 1

### Keywords:

None

### Est. Clicks per Month



## Biggest Opportunities Within This Group

None

## Clicks Gained or **Lost** on these Keywords

contentmarketingi...	+0
sjmaro.com	+0
ezinemark.com	+0
ezau.com	+0
coyner.com	+0
jivesoftware.com	+0
buzzle.com	+0
continuumbooks.com	+0
ichild.co.uk	+0
amazon.com	+0
ieee.org	+0
typepad.com	+0
springboarding.com	+0
microchip.com	+0
rebang.com	+0

*\*competitors in **bold***

## Pages That Rank

<http://www.idealaunch.com/content-marketing-tips/tips-to-improve-conversion-rates>

createing(16), hiring writers(38), improving conversions(30)

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

# Idealaunch.com: SEO Dashboard

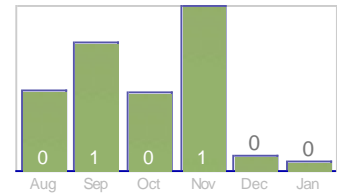
## Keyword Group: **Writer**

Positions Gained: -4 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: -20%  
Unique Pages Ranked: 1

### Keywords:

- writer: hiring writers (-4)

### Est. Clicks per Month



## Biggest Opportunities Within This Group

### **writer**

>[hiring writers (38)]

Est. Potential New Clicks/Month: 15 Searches/Mo: 90 Average Value/Click: \$1.07

## Clicks Gained or **Lost** on these Keywords

freelancewritingg...	+9
wordsofvalue.com	+2
suite101.com	+1
pegr.com	+1
-1	<b>articlewriterforh...</b>
-1	freelancewriting.com
-1	<b>hireawriter.net</b>
-1	docsymmetry.com
-1	thewritersforhire...
-2	about.com
-3	ezeinearticles.com
-3	hiringwriters.com
-3	rfleming.com
-3	creativevpartner...
-4	rentaghostwriter.com

*\*competitors in **bold***

## Pages That Rank

<http://www.idealaunch.com/content-marketing-tips/tips-to-improve-conversion-rates>

createing(16), hiring writers(38), improving conversions(30)

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

# Idealaunch.com: SEO Dashboard

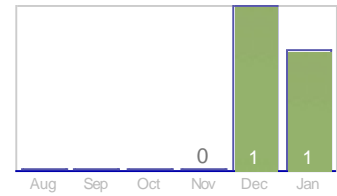
## Keyword Group: Foil

Positions Gained: -7 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: -28%  
Unique Pages Ranked: 1

### Keywords:

- foil > characters: foil character (-7)

### Est. Clicks per Month



## Biggest Opportunities Within This Group

### foil > characters

>[foil character (45)]

Est. Potential New Clicks/Month: 211 Searches/Mo: 1k Average Value/Click: \$0.29

## Clicks Gained or Lost on these Keywords



\*competitors in **bold**

## Pages That Rank

<http://www.idealaunch.com/blog/content/content-marketing-organization-behavior-test>

short term goals(41), brainstorming web(20), foil character(45)

Est. Clicks per Month: 1 Potential Incremental Gain: 211 clicks/mo.

# Idealaunch.com: SEO Dashboard

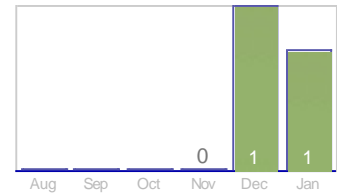
## Keyword Group: Charact

Positions Gained: -7 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: -28%  
Unique Pages Ranked: 1

### Keywords:

- charact > foil: foil character (-7)

### Est. Clicks per Month



## Biggest Opportunities Within This Group

### charact > foil

>[foil character (45)]

Est. Potential New Clicks/Month: 211 Searches/Mo: 1k Average Value/Click: \$0.29

## Clicks Gained or Lost on these Keywords



\*competitors in **bold**

## Pages That Rank

<http://www.idealaunch.com/blog/content/content-marketing-organization-behavior-test>

short term goals(41), brainstorming web(20), foil character(45)

Est. Clicks per Month: 1 Potential Incremental Gain: 211 clicks/mo.

# Idealaunch.com: SEO Dashboard

## Biggest Opportunities (all)

Rank

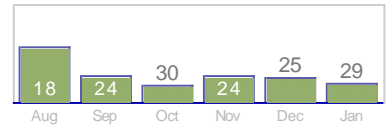
### short term goals (41)

Searches/Mo: 2k Est. Value/Click: \$0.72 Est. Potential New Clicks/Month: 269  
Other Keywords for URL: short term goals



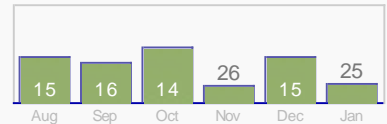
### website analysis tools (37)

Searches/Mo: 120 Est. Value/Click: \$9.63 Est. Potential New Clicks/Month: 20  
Other Keywords for URL: website analysis tools



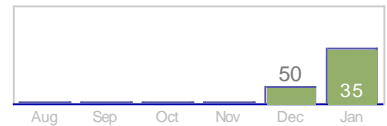
### content marketing (18)

Searches/Mo: 870 Est. Value/Click: \$3.08 Est. Potential New Clicks/Month: 58  
Other Keywords for URL: byron white, content marketing, marketing content, business content, business to business marketing agency



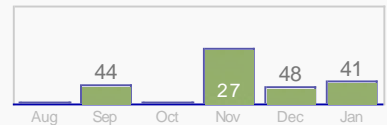
### marketing webinar (25)

Searches/Mo: 120 Est. Value/Click: \$6.56 Est. Potential New Clicks/Month: 19  
Other Keywords for URL: marketing webinar, webinar marketing, webinar registration



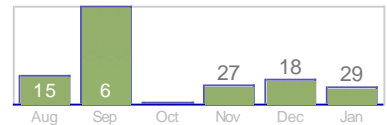
### website optimization tips (29)

Searches/Mo: 390 Est. Value/Click: \$4.23 Est. Potential New Clicks/Month: 27  
Other Keywords for URL: website optimization tips



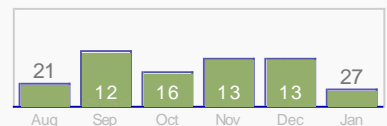
### webinar marketing (29)

Searches/Mo: 120 Est. Value/Click: \$6.86 Est. Potential New Clicks/Month: 14  
Other Keywords for URL: marketing webinar, webinar marketing, webinar registration



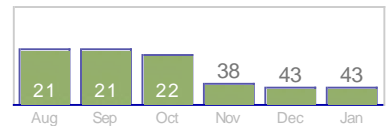
### webinar registration (41)

Searches/Mo: 90 Est. Value/Click: \$5.97 Est. Potential New Clicks/Month: 15  
Other Keywords for URL: marketing webinar, webinar marketing, webinar registration



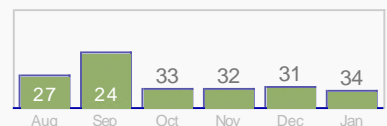
### marketing webinars (43)

Searches/Mo: 150 Est. Value/Click: \$3.57 Est. Potential New Clicks/Month: 24  
Other Keywords for URL: marketing webinars



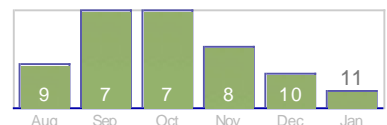
### business to business marketing agency (35)

Searches/Mo: 90 Est. Value/Click: \$6.55 Est. Potential New Clicks/Month: 11  
Other Keywords for URL: byron white, content marketing, marketing content, business content, business to business marketing agency



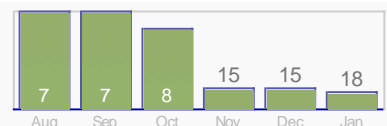
### foil character (45)

Searches/Mo: 1k Est. Value/Click: \$0.29 Est. Potential New Clicks/Month: 211  
Other Keywords for URL: foil character



### b2b websites (44)

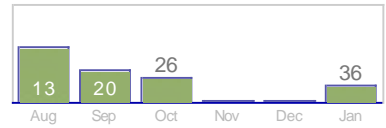
Searches/Mo: 210 Est. Value/Click: \$1.65 Est. Potential New Clicks/Month: 34  
Other Keywords for URL: b2b websites



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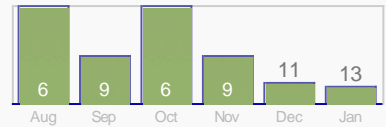
## patrick byrne overstock (34)

Searches/Mo: 90 Est. Value/Click: \$3.22 Est. Potential New Clicks/Month: 15  
Other Keywords for URL: patrick byrne overstock



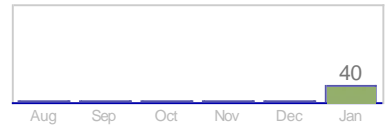
## brainstorming web (20)

Searches/Mo: 300 Est. Value/Click: \$0.99 Est. Potential New Clicks/Month: 48  
Other Keywords for URL: brainstorming web, creating web content



## byron white (11)

Searches/Mo: 870 Est. Value/Click: \$0.31 Est. Potential New Clicks/Month: 138  
Other Keywords for URL: byron white, content marketing, marketing content, business content, business to business marketing agency



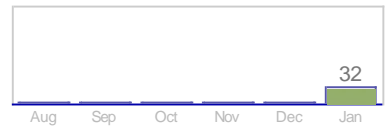
## holiday advertising (27)

Searches/Mo: 90 Est. Value/Click: \$2.45 Est. Potential New Clicks/Month: 15  
Other Keywords for URL: holiday ads, holiday advertising



## improve conversion (17)

Searches/Mo: 120 Est. Value/Click: \$2.41 Est. Potential New Clicks/Month: 14  
Other Keywords for URL: improve conversion



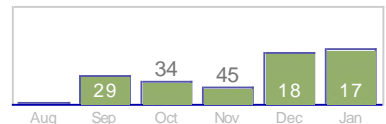
## twiz (34)

Searches/Mo: 300 Est. Value/Click: \$0.55 Est. Potential New Clicks/Month: 49  
Other Keywords for URL: twiz



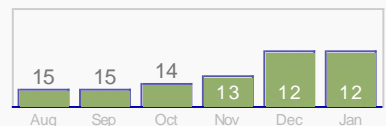
## advertising sms (32)

Searches/Mo: 90 Est. Value/Click: \$2.5 Est. Potential New Clicks/Month: 11  
Other Keywords for URL: advertising sms, sms content



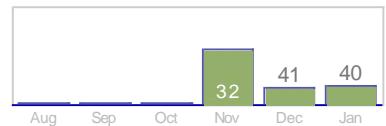
## marketing content (11)

Searches/Mo: 60 Est. Value/Click: \$3.14 Est. Potential New Clicks/Month: 6  
Other Keywords for URL: byron white, content marketing, marketing content, business content, business to business marketing agency



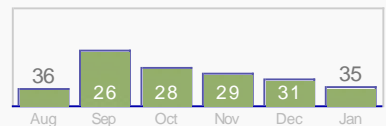
## holiday ads (28)

Searches/Mo: 120 Est. Value/Click: \$1.34 Est. Potential New Clicks/Month: 14  
Other Keywords for URL: holiday ads, holiday advertising



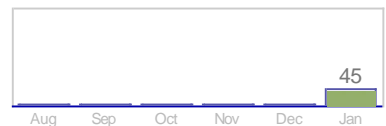
## hiring writers (38)

Searches/Mo: 90 Est. Value/Click: \$1.07 Est. Potential New Clicks/Month: 15  
Other Keywords for URL: hiring writers



## enhance website (13)

Searches/Mo: 30 Est. Value/Click: \$2.78 Est. Potential New Clicks/Month: 5  
Other Keywords for URL: enhance website, website content creation



## website content creation (27)

Searches/Mo: 30 Est. Value/Click: \$3.62 Est. Potential New Clicks/Month: 3  
Other Keywords for URL: enhance website, website content creation

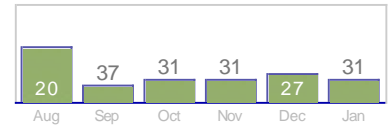




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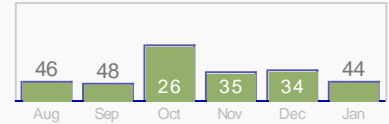
## business content (12)

Searches/Mo: 30 Est. Value/Click: \$2.32 Est. Potential New Clicks/Month: 5  
Other Keywords for URL: byron white, content marketing, marketing content, business content, business to business marketing agency



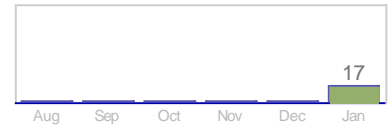
## hungry i (50)

Searches/Mo: 300 Est. Value/Click: \$0.5 Est. Potential New Clicks/Month: 21  
Other Keywords for URL: hungry i



## behavior test (45)

Searches/Mo: 90 Est. Value/Click: \$0.59 Est. Potential New Clicks/Month: 15  
Other Keywords for URL: behavior test



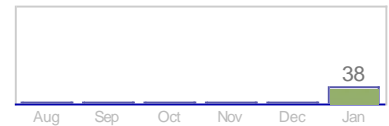
## retro marketing (45)

Searches/Mo: 30 Est. Value/Click: \$1.8 Est. Potential New Clicks/Month: 5  
Other Keywords for URL: retro marketing



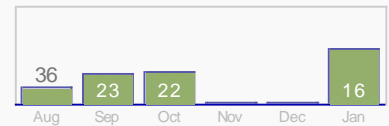
## marketing tips free (31)

Searches/Mo: 30 Est. Value/Click: \$1.74 Est. Potential New Clicks/Month: 5  
Other Keywords for URL: marketing tips free



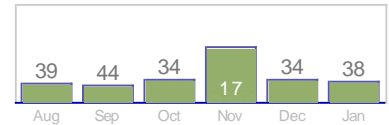
## creating web content (31)

Searches/Mo: 30 Est. Value/Click: \$1.66 Est. Potential New Clicks/Month: 5  
Other Keywords for URL: brainstorming web, creating web content



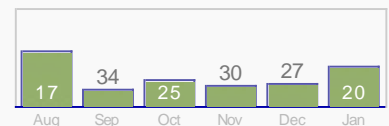
## createing (16)

Searches/Mo: 30 Est. Value/Click: \$1.15 Est. Potential New Clicks/Month: 5  
Other Keywords for URL: createing



## who what where why when (48)

Searches/Mo: 30 Est. Value/Click: \$0.38 Est. Potential New Clicks/Month: 5  
Other Keywords for URL: who what where why when, who what where when how



## print solutions magazine (17)

Searches/Mo: 90 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 14  
Other Keywords for URL: print solutions magazine



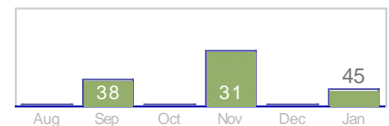
## who what where when how (50)

Searches/Mo: 30 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 2  
Other Keywords for URL: who what where why when, who what where when how



## mind share marketing (28)

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



## email content checker (38)

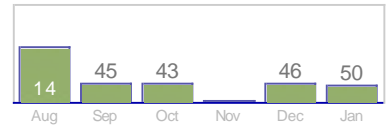
Searches/Mo: 0 Est. Value/Click: \$1.18 Est. Potential New Clicks/Month: 0  
Other Keywords for URL: byron white, content marketing, marketing content, business content, business to business marketing agency



# Idealaunch.com: SEO Dashboard

## good marketing skills (11)

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



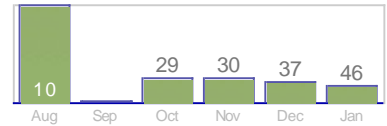
## content company (40)

Searches/Mo: 0 Est. Value/Click: \$2.21 Est. Potential New Clicks/Month: 0  
Other Keywords for URL: byron white, content marketing, marketing content, business content, business to business marketing agency



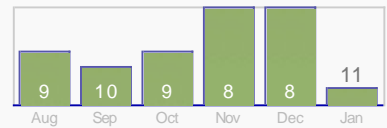
## contribute to the company (21)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0  
Other Keywords for URL: contribute to the company



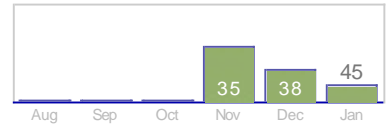
## searchingeasy (7)

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



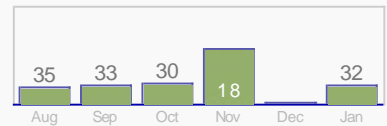
## content business (35)

Searches/Mo: 0 Est. Value/Click: \$2.19 Est. Potential New Clicks/Month: 0  
Other Keywords for URL: byron white, content marketing, marketing content, business content, business to business marketing agency



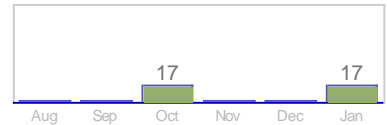
## page strength (8)

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



## high search rankings (9)

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



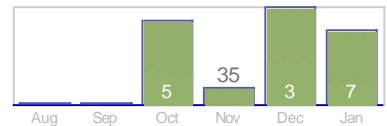
## launch comk (28)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0  
Other Keywords for URL: byron white, content marketing, marketing content, business content, business to business marketing agency



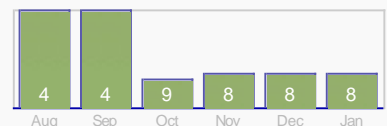
## custom e mail (31)

Searches/Mo: 0 Est. Value/Click: \$2.5 Est. Potential New Clicks/Month: 0  
Other Keywords for URL: customized e mail, custom e mail



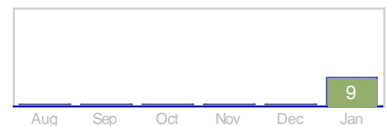
## customized e mail (40)

Searches/Mo: 0 Est. Value/Click: \$2.76 Est. Potential New Clicks/Month: 0  
Other Keywords for URL: customized e mail, custom e mail



## business to business marketing solution (42)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0  
Other Keywords for URL: byron white, content marketing, marketing content, business content, business to business marketing agency



## improving conversion (46)

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



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## improving conversions (30)

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



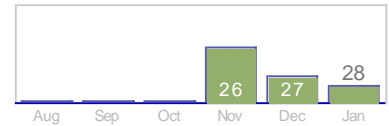
## improve conversions (36)

Searches/Mo: 0 Est. Value/Click: \$3.06 Est. Potential New Clicks/Month: 0  
Other Keywords for URL: improve conversions



## optimal landing page (32)

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



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## Keywords Not Ranked On But Should Be

Estimated Clicks/Month

### torrid

Searches/Month: 135k  
Cost/Click: \$36.00 Est. Potential Clicks/Month: 3k  
Avg. Competitor Rank: 8

thefreedictionary... +3k

### crucial

Searches/Month: 60k  
Cost/Click: \$52.00 Est. Potential Clicks/Month: 2k  
Avg. Competitor Rank: 6

thefreedictionary... +2k

### pandering

Searches/Month: 4k  
Cost/Click: \$21.00 Est. Potential Clicks/Month: 745  
Avg. Competitor Rank: 1

thefreedictionary... +745

### inconvenience.

Searches/Month: 60k  
Cost/Click: \$1.22 Est. Potential Clicks/Month: 10k  
Avg. Competitor Rank: 1

thefreedictionary... +10k

### wikipedia

Searches/Month: 5M  
Cost/Click: \$0.78 Est. Potential Clicks/Month: 41k  
Avg. Competitor Rank: 13

thefreedictionary... +41k

### inconvenience

Searches/Month: 60k  
Cost/Click: \$1.06 Est. Potential Clicks/Month: 10k  
Avg. Competitor Rank: 1

thefreedictionary... +10k

### match

Searches/Month: 823k  
Cost/Click: \$7.72 Est. Potential Clicks/Month: 5k  
Avg. Competitor Rank: 15

thefreedictionary... +5k

### chase

Searches/Month: 5M  
Cost/Click: \$6.21 Est. Potential Clicks/Month: 6k  
Avg. Competitor Rank: 35


thefreedictionary... +6k



# Idealaunch.com: SEO Dashboard

## thefreedictionary com

Searches/Month: 5k  
Cost/Click: \$1.28 Est. Potential Clicks/Month: 886  
Avg. Competitor Rank: 8

thefreedictionary...  +886

## face

Searches/Month: 4M  
Cost/Click: \$1.19 Est. Potential Clicks/Month: 22k  
Avg. Competitor Rank: 16

thefreedictionary...  +22k

## altimers

Searches/Month: 4k  
Cost/Click: \$6.54 Est. Potential Clicks/Month: 519  
Avg. Competitor Rank: 2

thefreedictionary...  +519

## fml

Searches/Month: 673k  
Cost/Click: \$1.29 Est. Potential Clicks/Month: 8k  
Avg. Competitor Rank: 11

thefreedictionary...  +8k

## received

Searches/Month: 27k  
Cost/Click: \$1.29 Est. Potential Clicks/Month: 4k  
Avg. Competitor Rank: 1

thefreedictionary...  +4k

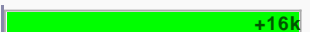
## goggle

Searches/Month: 368k  
Cost/Click: \$1.17 Est. Potential Clicks/Month: 11k  
Avg. Competitor Rank: 6

thefreedictionary...  +11k

## leave

Searches/Month: 201k  
Cost/Click: \$0.79 Est. Potential Clicks/Month: 16k  
Avg. Competitor Rank: 2

thefreedictionary...  +16k

## guaranteed

Searches/Month: 22k  
Cost/Click: \$3.20 Est. Potential Clicks/Month: 2k  
Avg. Competitor Rank: 2

thefreedictionary...  +2k

## fiance

Searches/Month: 50k  
Cost/Click: \$5.99 Est. Potential Clicks/Month: 826  
Avg. Competitor Rank: 6

thefreedictionary...  +826

## inception definition

Searches/Month: 10k  
Cost/Click: \$0.63 Est. Potential Clicks/Month: 2k  
Avg. Competitor Rank: 2

thefreedictionary...  +2k

## www gmail com

Searches/Month: 823k  
Cost/Click: \$7.38 Est. Potential Clicks/Month: 2k  
Avg. Competitor Rank: 27

thefreedictionary...  +2k

## envoy

Searches/Month: 12k  
Cost/Click: \$5.04 Est. Potential Clicks/Month: 2k  
Avg. Competitor Rank: 1

thefreedictionary...  +2k



# Idealaunch.com: SEO Dashboard

## prostrate

Searches/Month: 7k  
Cost/Click: \$4.12 Est. Potential Clicks/Month: 1k  
Avg. Competitor Rank: 1

thefreedictionary...  +1k


## overwhelmed

Searches/Month: 12k  
Cost/Click: \$1.85 Est. Potential Clicks/Month: 2k  
Avg. Competitor Rank: 1

thefreedictionary...  +2k

## unfortunately

Searches/Month: 60k  
Cost/Click: \$1.01 Est. Potential Clicks/Month: 5k  
Avg. Competitor Rank: 2

thefreedictionary...  +5k

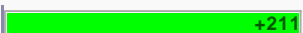
## convenient

Searches/Month: 33k  
Cost/Click: \$1.30 Est. Potential Clicks/Month: 6k  
Avg. Competitor Rank: 1

thefreedictionary...  +6k

## friend

Searches/Month: 22k  
Cost/Click: \$56.00 Est. Potential Clicks/Month: 211  
Avg. Competitor Rank: 12

thefreedictionary...  +211

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# Idealaunch.com: SEO Dashboard

## Keyword Overlap in Your SEO & PPC campaigns

■ Est. Organic Clicks vs. ■ Paid Clicks

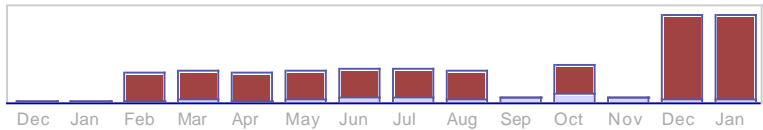
### content business

Organic Rank: 35 (-4) Searches/Month:0  
Cost/Click: \$3.51 Est. Paid Clicks Per Month: 60  
**Est. Potential Monthly Savings: \$343**



### marketing content

Organic Rank: 11 (-1) Searches/Month:60  
Cost/Click: \$4.7 Est. Paid Clicks Per Month: 36  
**Est. Potential Monthly Savings: \$171**



### website content creation

Organic Rank: 27 (-14) Searches/Month:30  
Cost/Click: \$3.97 Est. Paid Clicks Per Month: 3.02  
**Est. Potential Monthly Savings: \$12**



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## Keyword Groups with the Most Potential - Details

### Keyword Group: **White**

Unique Pages Ranked: 1    Searches Per Month: 29

**Potential Clicks with Incremental Gain: 10.0 Value of Incremental Gain: \$10.0**

**Potential Clicks Gained at Top Positions: 138.0 Value of Gain at Top Positions: \$42.0**

#### Keywords:

- white: byron white (11)

#### Est. Share of Clicks

<a href="#">idealaunch.com</a>	10 (+5)
<a href="#">worldwebinar.net</a>	0 (+0)
<a href="#">acquirecontent.com</a>	0 (+0)
<a href="#">contentwriterson.com</a>	0 (+0)
<a href="#">attractionmarket.com</a>	0 (+0)
<a href="#">onlineintellect.com</a>	0 (+0)

### Biggest Opportunities Within This Group

#### **white**

>[byron white (11)]

**Est. Potential New Clicks/Month: 138** Searches/Mo: 870 Average Value/Click: \$0.31

### Clicks Gained or **Lost** on these Keywords

None

*\*competitors in bold*

### Pages That Rank

None

# Idealaunch.com: SEO Dashboard

## Keyword Group: Marketing

Unique Pages Ranked: 7 Searches Per Month: 76

Potential Clicks with Incremental Gain: 4.5 Value of Incremental Gain: \$4.5

Potential Clicks Gained at Top Positions: 271.0 Value of Gain at Top Positions: \$765.0

### Keywords:

- **marketing**: marketing evolution, Idea Marketers, internet marketing minnesota, marketing...
- **marketing > content market > content**: content marketing (18), marketing content (...)
- **marketing > webinars**: marketing webinar (25), webinar marketing (29), marketing webin...
- **marketing > business**: business to business marketing agency (35), business to busines...

### Est. Share of Clicks

<a href="#">idealaunch.com</a>	11 (+19)
<a href="#">attractionmarketi...</a>	0 (+1)
<a href="#">worldwebinarnetwo...</a>	0 (+0)
<a href="#">onlineintellect.com</a>	0 (+0)
<a href="#">acquirecontent.com</a>	0 (+0)
<a href="#">contentwritersonl...</a>	0 (+0)

## Biggest Opportunities Within This Group

### marketing > content market > content

>[marketing content (11), content marketing (18)]

Est. Potential New Clicks/Month: 64 Searches/Mo: 930 Average Value/Click: \$3.11

### marketing > webinars

>[marketing webinars (43), webinar marketing (29), marketing webinar (25)]

Est. Potential New Clicks/Month: 58 Searches/Mo: 390 Average Value/Click: \$5.66

### marketing > business

>[business to business marketing solution (42), business to business marketing agency (35)]

Est. Potential New Clicks/Month: 11 Searches/Mo: 90 Average Value/Click: \$3.32

### marketing

>[good marketing skills (11), mind share marketing (28), retro marketing (45), marketing tips free (31)]

Est. Potential New Clicks/Month: 10 Searches/Mo: 60 Average Value/Click: \$0.93

## Clicks Gained or Lost on these Keywords

seochat.com	+51
<b>seocontentcoach.com</b>	+29
seocontentsolutio...	+21
searchenginewatch...	+17
gnc-web-creations...	+14
<b>pardhi.com</b>	+11
the-content-write...	+10
-10	chrisbrogan.com
-10	b-eye-network.com
-10	techsoup.org
-10	contentmarketingi...
-12	dialog.com
-13	alltop.com
-16	purecontent.com
-19	hubspot.com

\*competitors in **bold**

## Pages That Rank

<http://www.idealaunch.com>

byron white(11), content marketing(18), marketing content(11)

Est. Clicks per Month: 10(-18) Potential Incremental Gain: 72 clicks/mo.

<http://www.idealaunch.com/blog/content/content-marketing-organization-behavior-test>

short term goals(41), brainstorming web(20), foil character(45)

Est. Clicks per Month: 0(-1) Potential Incremental Gain: 13 clicks/mo.

<http://www.idealaunch.com/about-us>

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





# Idealaunch.com: SEO Dashboard

## Keyword Group: Content Market

Unique Pages Ranked: 5 Searches Per Month: 36

Potential Clicks with Incremental Gain: 3.5 Value of Incremental Gain: \$3.5

Potential Clicks Gained at Top Positions: 83.0 Value of Gain at Top Positions: \$212.0

### Keywords:

- content market > content: content marketing (18), marketing content (11), mobile con...

### Est. Share of Clicks

<a href="#">idealaunch.com</a>	10 (+16)
<a href="#">worldwebinarnetwo...</a>	0 (+0)
<a href="#">acquirecontent.com</a>	0 (+0)
<a href="#">contentwritersonl...</a>	0 (+0)
<a href="#">attractionmarketi...</a>	0 (+0)
<a href="#">onlineintellect.com</a>	0 (+0)

## Biggest Opportunities Within This Group

### content market > content

>[marketing content (11), content marketing (18)]

Est. Potential New Clicks/Month: 64 Searches/Mo: 930 Average Value/Click: \$3.11

## Clicks Gained or Lost on these Keywords

amazon.com	+2
-2	cuny.edu
-2	oppapers.com
-3	wordpress.com
-5	reference.com
-6	exampleessays.com
-6	academon.com
-7	megaessays.com
-7	tengrrl.com
-7	enotes.com
-15	youngwritersonlin...
-25	wikispaces.com
-28	wordreference.com
-31	echeat.com
-33	ask.com

\*competitors in **bold**

## Pages That Rank

<http://www.idealaunch.com/blog/content/content-marketing-organization-behavior-test>

short term goals(41), brainstorming web(20), foil character(45)

Est. Clicks per Month: 1 Potential Incremental Gain: 211 clicks/mo.

# Idealaunch.com: SEO Dashboard

## Keyword Group: Content

Unique Pages Ranked: 5 Searches Per Month: 85

Potential Clicks with Incremental Gain: 4.2 Value of Incremental Gain: \$4.2

Potential Clicks Gained at Top Positions: 233.0 Value of Gain at Top Positions: \$422.0

### Keywords:

- **content**: content writers, website content creation (27), license content, content testi...
- **content > content marketing**: content marketing (18), marketing content (11), mobile...
- **content > seo**: seo content, seo content creation
- **content > web**: web content writing services, creating web content (31)

### Est. Share of Clicks

<a href="#">idealaunch.com</a>	10 (+20)
<a href="#">acquirecontent.com</a>	1 (+1)
<a href="#">contentwritersonl...</a>	1 (+1)
<a href="#">attractionmarketi...</a>	0 (+0)
<a href="#">onlineintellect.com</a>	0 (+0)
<a href="#">worldwebinarnew...</a>	0 (+0)

## Biggest Opportunities Within This Group

### content > content marketing

>[marketing content (11), content marketing (18)]

Est. Potential New Clicks/Month: 64 Searches/Mo: 930 Average Value/Click: \$3.11

### content

>[content company (40), email content checker (38), content business (35), sms content (17), website content creation (27)]

Est. Potential New Clicks/Month: 8 Searches/Mo: 60 Average Value/Click: \$2.16

### content > web

>[creating web content (31)]

Est. Potential New Clicks/Month: 5 Searches/Mo: 30 Average Value/Click: \$1.66

## Clicks Gained or Lost on these Keywords

-1	<a href="#">blender.org</a>
-1	<a href="#">idealaunch.com</a>
-1	<a href="#">ezinearticles.com</a>
-2	<a href="#">buzzle.com</a>
-2	<a href="#">ezinemark.com</a>
-2	<a href="#">redevolution.com</a>
-2	<a href="#">thecontentwriters...</a>
-2	<a href="#">articleauthors.net</a>
-3	<a href="#">pr.com</a>
-3	<a href="#">thecontentauthori...</a>
-3	<a href="#">seodesignsolution...</a>
-3	<a href="#">squidoo.com</a>
-3	<a href="#">jmbcommunications...</a>
-4	<a href="#">mccordweb.com</a>
-4	<a href="#">masternewmedia.org</a>

\*competitors in bold

## Pages That Rank

<http://www.idealaunch.com/blog/content/content-marketing-organization-behavior-test>

short term goals(41), brainstorming web(20), foil character(45)

Est. Clicks per Month: 0(-1) Potential Incremental Gain: 3 clicks/mo.



# Idealaunch.com: SEO Dashboard

## Keyword Group: **Seo**

Unique Pages Ranked: 4 Searches Per Month: 37

**Potential Clicks with Incremental Gain:** 1.7 **Value of Incremental Gain:** \$1.7

**Potential Clicks Gained at Top Positions:** 113.0 **Value of Gain at Top Positions:** \$123.0

### Keywords:

- **seo:** seo content, seo copywriting service, seo content creation

### Est. Share of Clicks

<a href="#">idealaunch.com</a>	2 (+0)
<a href="#">contentwritersonl...</a>	0 (+0)
<a href="#">attractionmarketi...</a>	0 (+0)
<a href="#">onlineintellect.com</a>	0 (+0)
<a href="#">worldwebinarnetwo...</a>	0 (+0)
<a href="#">acquirecontent.com</a>	0 (+0)

## Biggest Opportunities Within This Group

None

## Clicks Gained or **Lost** on these Keywords

seoachat.com	+52
<b>seocontentcoach.com</b>	+29
seocontentsolutio...	+21
searchenginewatch...	+17
gnc-web-creations...	+14
interactmedia.com	+12
<b>pardhi.com</b>	+11
the-content-write...	+10
seocontentwriters...	+9
icopywriter.com	+8
customizedcontent...	+6
buzzle.com	+6
hubspot.com	+5
ferreemoney.com	+5
topsemtips.com	+5

*\*competitors in bold*

## Pages That Rank

<http://www.idealaunch.com/contentgrader>

Est. Clicks per Month: 2 Potential Incremental Gain: 39 clicks/mo.

<http://www.idealaunch.com/blog/content/content-marketing-organization-behavior-test>

short term goals(41), brainstorming web(20), foil character(45)

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

<http://www.idealaunch.com/free-seo-tools>

website analysis tools(37)

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

