

Searchenginejournal.com

SEO Dashboard



Feb 15, 2011

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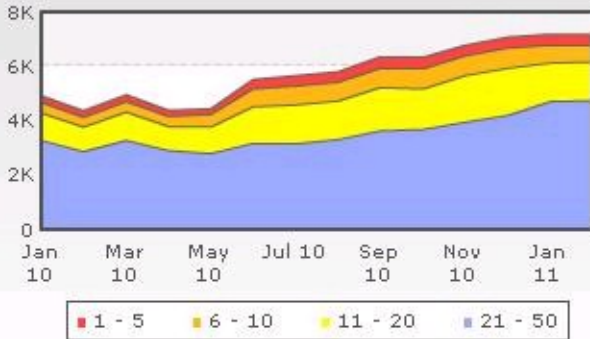
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Amount of Keywords in Top Search Results



You show up in the top 50 search results on Google for 7k different keywords. *The largest portion of those are not on the first page, and that represents a huge amount of potential of over 907k clicks per month. That is comparable to \$1M in equivalent Adwords dollars.*

Number of Unique Pages that Rank Organically



3k of your pages appear in the top 50 of at least one search. *That's 36 more pages on your site showing up in searches this month than last month.*

Total Organic Clicks Per Month



You should be getting 91k clicks per month from your organic placements on Google. *That's up 69k clicks or 318% from last month.*

Value of Organic Clicks Per Month



If you had to buy all those organic clicks via Google Adwords, they'd cost \$100k. *That's an additional savings of \$85k over last month.*

You gained 69,388 clicks last month, worth \$85,182.



Biggest Gains

You moved up in ranks on 3k keywords last month. All those gains added up to about 4k clicks you wouldn't have received last month. In equivalent PPC dollars, all those new clicks are worth about \$6k.

	Rank
▲ google keyword tool Estimated Clicks/Month gained: 1k http://www.searchenginejournal.com/go...	10
▲ katie perry Estimated Clicks/Month gained: 276 http://www.searchenginejournal.com/ka...	10(+1)
▲ google webmaster Estimated Clicks/Month gained: 126 http://www.searchenginejournal.com/go...	13(+22)
▲ reverse dictionary Estimated Clicks/Month gained: 120 http://www.searchenginejournal.com/us...	13
▲ top searches Estimated Clicks/Month gained: 104 http://www.searchenginejournal.com/re...	7
▲ askcom Estimated Clicks/Month gained: 99 http://www.searchenginejournal.com/ho...	5(+9)
▲ family watch dog Estimated Clicks/Month gained: 80 http://www.searchenginejournal.com/fa...	16
▲ santa tracker Estimated Clicks/Month gained: 80 http://www.searchenginejournal.com/no...	23(+14)
▲ google au Estimated Clicks/Month gained: 77 http://www.searchenginejournal.com/go...	10
▲ world cup scores Estimated Clicks/Month gained: 75 http://www.searchenginejournal.com/wo...	34
▲ mapquest directions Estimated Clicks/Month gained: 64 http://www.searchenginejournal.com/ma...	31(+8)

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

Most Valuable Keywords

You gained ranks on 8 out of your top 20 most valuable keywords. Moving up the charts on those important keywords means about 244 visits to the site that wouldn't have come last month.

	Rank
google keyword tool Rank: 10 Est. Clicks/Mo: 1k Est. Value/Mo: \$2k	10
adwords Rank: 29(-2) Est. Clicks/Mo: 278(-42) Est. Value/Mo: \$2k(-\$317.355)	29
google finance Rank: 30(-3) Est. Clicks/Mo: 710(-163) Est. Value/Mo: \$1k(-\$167.059)	30
google domain registration Rank: 5(-1) Est. Clicks/Mo: 142(-28) Est. Value/Mo: \$742(-\$140.473)	5
seo tips Rank: 7(-4) Est. Clicks/Mo: 164(-125) Est. Value/Mo: \$721(-\$551.653)	7
google alerts Rank: 16(-3) Est. Clicks/Mo: 327(-164) Est. Value/Mo: \$631(-\$491.479)	16
google news Rank: 47(-13) Est. Clicks/Mo: 241(-315) Est. Value/Mo: \$453(-\$604.467)	47
google webmaster tools Rank: 10 Est. Clicks/Mo: 522 Est. Value/Mo: \$370(-\$1.553)	10
norad santa tracker Rank: 17(+25) Est. Clicks/Mo: 48(+39) Est. Value/Mo: \$358(+\$308)	17

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



Newly Ranked Organic Pages

394 pages show up in Google search results that didn't last month. Combined, those new placements drive 3k clicks, which would be worth about \$13k if you paid for those same clicks in Google Adwords.

<http://www.searchenginejournal.com/google-keyword-tool-mysteries/26487/>

Keywords (rank): google keywords tools (8), google keyword tools (9), google key word tool (10), google keyword tool (10), keyword google (11)

Est. Total Clicks/Mo: 1k Est. SEO Value: **\$2k**

<http://www.searchenginejournal.com/norad-santa-tracker-2010/26597/>

Keywords (rank): norad santa (17), norad santa tracker (17), santa tracker (23), track santa (23)

Est. Total Clicks/Mo: 325 Est. SEO Value: **\$821**

<http://www.searchenginejournal.com/results-for-the-top-searches-for-2010/26869/>

Keywords (rank): top searches (7)

Est. Total Clicks/Mo: 104 Est. SEO Value: **\$100**

<http://www.searchenginejournal.com/bing-maps-launches-toyota-in-car-search/26908/>

Keywords (rank): toyota car (9), toyoto car (9), car search engine (14), car search engines (20), car maps (28)

Est. Total Clicks/Mo: 38 Est. SEO Value: **\$60**

<http://www.searchenginejournal.com/google-chrome-grows-to-10-market-share/26895/>

Keywords (rank): search engine market share (9), search engine share (14), search engine market (20), market 10 (24)

Est. Total Clicks/Mo: 28 Est. SEO Value: **\$53**

<http://www.searchenginejournal.com/google-image-search-is-getting-hyper/26223/>

Keywords (rank): google image (46)

Est. Total Clicks/Mo: 62 Est. SEO Value: **\$51**

<http://www.searchenginejournal.com/googles-irene-au-gives-quora-a-thumbs-up/26678/>

Keywords (rank): google au (10), searchthumbs (30), www google au (47)

Est. Total Clicks/Mo: 77 Est. SEO Value: **\$41**

<http://www.searchenginejournal.com/5-link-building-predictions-for-2011/26435/>

Keywords (rank): 5 link (4), building links (4), predictions for (32)

Est. Total Clicks/Mo: 20 Est. SEO Value: **\$29**

<http://www.searchenginejournal.com/google-to-microsoft-your-browser-needs-a-fix/26914/>

Keywords (rank): a fix (5), microsoft browser (5), microsoft fix (8), browser fix (9), fix browser (16)

Est. Total Clicks/Mo: 20 Est. SEO Value: **\$26**

<http://www.searchenginejournal.com/google-to-re-enter-chinese-search/26963/>

Keywords (rank): china search engine (5), chinese search engines (6), chinese search engine (8)

Est. Total Clicks/Mo: 37 Est. SEO Value: **\$22**

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

New Keywords (You weren't ranked on before)

You now place in the top 50 search results on 1k keywords that you didn't even show up on last month. Those keywords drive 3k clicks worth an estimated \$4k per month in equivalent PPC dollars. All those new keywords represent a beachhead to an opportunity that could lead to as many as 132k clicks per month if you could be in the first position on each of the keywords.

google keyword tool

Rank: 10 Searches/Mo: 60k Est. Value/Click: \$1.96
Estimated New Clicks/Month: 1k

reverse dictionary

Rank: 13 Searches/Mo: 18k Est. Value/Click: \$1.09
Estimated New Clicks/Month: 120

top searches

Rank: 7 Searches/Mo: 7k Est. Value/Click: \$1.07
Estimated New Clicks/Month: 104

family watch dog

Rank: 16 Searches/Mo: 12k Est. Value/Click: \$0.18
Estimated New Clicks/Month: 80

google au

Rank: 10 Searches/Mo: 7k Est. Value/Click: \$0.59
Estimated New Clicks/Month: 77

world cup scores

Rank: 34 Searches/Mo: 0 Est. Value/Click: \$0.56
Estimated New Clicks/Month: 75

google image

Rank: 46 Searches/Mo: 135k Est. Value/Click: \$0.92
Estimated New Clicks/Month: 22

local tv listings

Rank: 16 Searches/Mo: 15k Est. Value/Click: \$0.27
Estimated New Clicks/Month: 54

dots

Rank: 46 Searches/Mo: 110k Est. Value/Click: \$0.35
Estimated New Clicks/Month: 51

elmo videos

Rank: 12 Searches/Mo: 12k Est. Value/Click: \$0.61
Estimated New Clicks/Month: 22

nfc

Rank: 33 Searches/Mo: 40k Est. Value/Click: \$0.46
Estimated New Clicks/Month: 35

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

Top Site Sections Summary

Your organic traffic is spread fairly evenly across your top 9 site sections. Together those sections combine for 7k clicks per month. That's up by 792 visits or nearly 13% since last month.

Clicks/Month

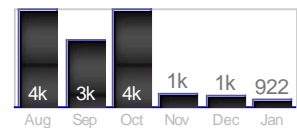
[searchenginejournal.com/g](#)

[oo...](#)
Number of Keywords: 27
Est. Value/Mo: \$2k (+\$2k)



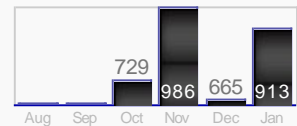
[searchenginejournal.com/g](#)

[oo...](#)
Number of Keywords: 4
Est. Value/Mo: \$2k (-\$129)



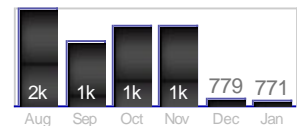
[searchenginejournal.com/k](#)

[at...](#)
Number of Keywords: 15
Est. Value/Mo: \$305 (-\$2)



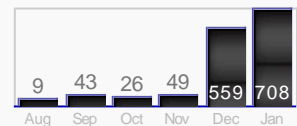
[searchenginejournal.com/g](#)

[oo...](#)
Number of Keywords: 2
Est. Value/Mo: \$258 (-\$3)



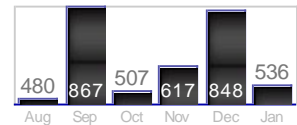
[searchenginejournal.com/g](#)

[oo...](#)
Number of Keywords: 11
Est. Value/Mo: \$563 (+\$146)



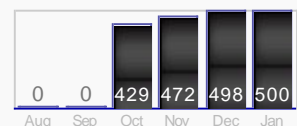
[searchenginejournal.com/2](#)

[0-...](#)
Number of Keywords: 214
Est. Value/Mo: \$441 (-\$156)



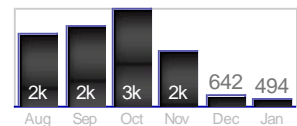
[searchenginejournal.com/m](#)

[y-...](#)
Number of Keywords: 5
Est. Value/Mo: \$43 (+\$2)



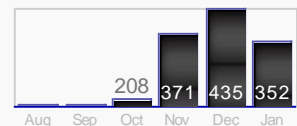
[searchenginejournal.com/g](#)

[oo...](#)
Number of Keywords: 2
Est. Value/Mo: \$75 (-\$54)



[searchenginejournal.com/g](#)

[oo...](#)
Number of Keywords: 35
Est. Value/Mo: \$3k (-\$622)



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



Keyword Groups with the Biggest Gains

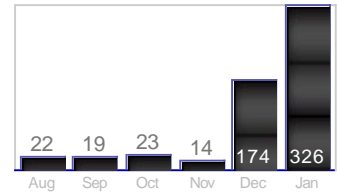
Keyword Group: Santa

Positions Gained: 42 → Est. Total Clicks/Mo: (+152) → Est. Percent Traffic Gain: 87%
 Unique Pages Ranked: 3

Keywords:

- santa: norad santa tracker (+25), track santa (+19), santa tracker (+14), norad santa (+...
- santa > clau > santa claus: santa claus tracking (+13)

Est. Clicks per Month



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

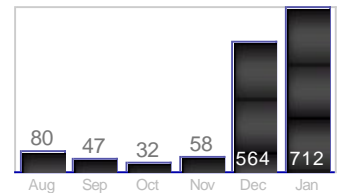
Keyword Group: Webmaster

Positions Gained: 132 → Est. Total Clicks/Mo: (+148) → Est. Percent Traffic Gain: 26%
 Unique Pages Ranked: 14

Keywords:

- webmaster: google webmasters (+48) - NEW, best webmaster tools (+23) - NEW, google webm...

Est. Clicks per Month



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

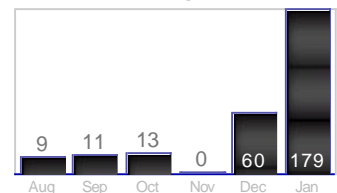
Keyword Group: Santa Tracker

Positions Gained: 39 → Est. Total Clicks/Mo: (+119) → Est. Percent Traffic Gain: 199%
 Unique Pages Ranked: 1

Keywords:

- santa tracker: norad santa tracker (+25), santa tracker (+14)

Est. Clicks per Month



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

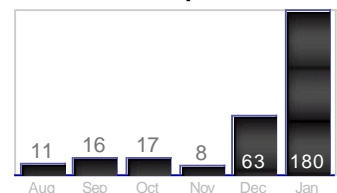
Keyword Group: Tracker

Positions Gained: 14 → Est. Total Clicks/Mo: (+117) → Est. Percent Traffic Gain: 186%
 Unique Pages Ranked: 4

Keywords:

- tracker: norad santa tracker (+25), santa tracker (+14), tracker engines (-2), ppc bid ...
- tracker > keyword tracker: free keyword tracker (+5), keyword tracker (+1)

Est. Clicks per Month



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



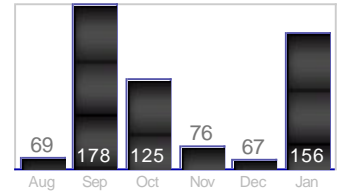
Keyword Group: Reverse

Positions Gained: 56 → Est. Total Clicks/Mo: (+89) → Est. Percent Traffic Gain: 132%
Unique Pages Ranked: 3

Keywords:

- reverse: reverse dictionary (+47) - **NEW**, reverse ip (+3), ip reverse (+3), search rever...
- reverse > ip address: reverse ip address (+8), reverse ip address search (+2)
- reverse > lookup: ip reverse lookup (+2), reverse dictionary lookup (+1), reverse dom...

Est. Clicks per Month



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

Biggest Opportunities

You currently rank somewhere in the top 50 on 7k search phrases on Google. If you could land the number one spot for all of those searches, you'd get about 907k additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you'll get 584k clicks per month. That would cost you more than \$769k in equivalent PPC dollars.

adwords

Rank: 29 (-2) Searches/Mo: 201k Est. Value/Click: \$7.58
Est. Potential New Clicks/Month: 19,291

google finance

Rank: 30 (-3) Searches/Mo: 450k Est. Value/Click: \$1.56
Est. Potential New Clicks/Month: 75,790

google news

Rank: 47 (-13) Searches/Mo: 450k Est. Value/Click: \$1.88
Est. Potential New Clicks/Month: 60,108

google ad words

Rank: 32 (+1) Searches/Mo: 22k Est. Value/Click: \$11
Est. Potential New Clicks/Month: 2,120

google alerts

Rank: 16 (-3) Searches/Mo: 74k Est. Value/Click: \$1.93
Est. Potential New Clicks/Month: 9,954

google image

Rank: 46 Searches/Mo: 135k Est. Value/Click: \$0.92
Est. Potential New Clicks/Month: 15,320

myspace login

Rank: 40 (-5) Searches/Mo: 823k Est. Value/Click: \$0.15
Est. Potential New Clicks/Month: 93,004

ad words

Rank: 28 (-2) Searches/Mo: 22k Est. Value/Click: \$6.51
Est. Potential New Clicks/Month: 2,113

norad santa tracker

Rank: 17 (+25) Searches/Mo: 0 Est. Value/Click: \$7.53
Est. Potential New Clicks/Month: 1,635

google keyword tool

Rank: 10 Searches/Mo: 60k Est. Value/Click: \$1.96
Est. Potential New Clicks/Month: 6,057

santa tracker

Rank: 23 (+14) Searches/Mo: 15k Est. Value/Click: \$1.39
Est. Potential New Clicks/Month: 8,283

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

Keywords Not Ranked On But Should Be

You and your competitors often show up in the same search results -- that's why they are competitors. But, sometimes they are showing up and you are not. Right now, there are about 203M searches per month where you are not contesting your competitors. Look at the keywords, and decide whether it makes sense to counter them.

search engine optimization

Searches/Mo.: 110k

Cost/Click: \$7.79 Est. Potential Clicks/Mo.: 716
 Avg. Competitor Rank: 20

keyword tool

Searches/Mo.: 74k

Cost/Click: \$2.76 Est. Potential Clicks/Mo.: 671
 Avg. Competitor Rank: 17

search engine marketing

Searches/Mo.: 33k

Cost/Click: \$9.11 Est. Potential Clicks/Mo.: 180
 Avg. Competitor Rank: 21

google adwords

Searches/Mo.: 135k

Cost/Click: \$17.00 Est. Potential Clicks/Mo.: 349
 Avg. Competitor Rank: 30

'SEO'

Searches/Mo.: 0

Cost/Click: \$3.73 Est. Potential Clicks/Mo.: 2k
 Avg. Competitor Rank: 12

seo

Searches/Mo.: 165k

Cost/Click: \$3.74 Est. Potential Clicks/Mo.: 1k
 Avg. Competitor Rank: 12

keyword discovery

Searches/Mo.: 4k

Cost/Click: \$8.70 Est. Potential Clicks/Mo.: 65 Avg. Competitor Rank: 7

adwords keyword tool

Searches/Mo.: 18k

Cost/Click: \$4.67 Est. Potential Clicks/Mo.: 172
 Avg. Competitor Rank: 24

google images

Searches/Mo.: 2M

Cost/Click: \$1.41 Est. Potential Clicks/Mo.: 6k
 Avg. Competitor Rank: 34

keywords

Searches/Mo.: 27k

Cost/Click: \$2.13 Est. Potential Clicks/Mo.: 320
 Avg. Competitor Rank: 21

search engine rankings

Searches/Mo.: 5k

Cost/Click: \$5.69 Est. Potential Clicks/Mo.: 49
 Avg. Competitor Rank: 14

search engine ranking

Searches/Mo.: 12k

Cost/Click: \$4.81 Est. Potential Clicks/Mo.: 50
 Avg. Competitor Rank: 19

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





Keyword Overlap in Your SEO & PPC campaigns

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

Est. Organic Clicks vs. Paid Clicks

None

[View more](#) (p. 43)

Keyword Groups with the Most Potential

Keyword Group: Google

Unique Pages Ranked: 327 Searches Per Month: 999k

Potential Clicks with Incremental Gain: 27.0k **Value of Incremental Gain:** \$38.0k

Potential Clicks Gained at Top Positions: 4.0M **Value of Gain at Top Positions:** \$4.0M

Keywords:

- google: google..com, google com, finance google com (14), google translate, google.desktop
- google > keyword: google keyword (15), google keywords (22), google keyword search (3...
- google > keyword > tool: google keyword selector tool (40), keyword google tool (41)...
- google > keyword > tool > keyword tools: google keyword tool (10) - **NEW**, google k...

Est. Share of Clicks

searchengineland.com	31k (+12k)
searchenginewatch...	11k (+3k)
seroundtable.com	5k (+1k)
searchenginejourn...	5k (+139)
seochat.com	4k (+636)
seobook.com	3k (+1k)

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

Keyword Group: Finance

Unique Pages Ranked: 7 Searches Per Month: 17k

Potential Clicks with Incremental Gain: 4.0k **Value of Incremental Gain:** \$9.0k

Potential Clicks Gained at Top Positions: 84.0k

Value of Gain at Top Positions: \$133.0k

Keywords:

- finance: finance google com (14), google finance (30), finance google (18), aol finance...

Est. Share of Clicks

searchenginejourn...	909 (+131)
searchenginewatch...	550 (+91)
searchengineland.com	26 (+368)
seroundtable.com	10 (+1)
seobook.com	0 (+0)
seochat.com	0 (+0)

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

Keyword Group: Com

Unique Pages Ranked: 230 Searches Per Month: 2M

Potential Clicks with Incremental Gain: 32.0k **Value of Incremental Gain:** \$23.0k

Potential Clicks Gained at Top Positions: 4.0M **Value of Gain at Top Positions:** \$3.0M

Keywords:

- com: google..com, google com, finance google com (14), ask com', ask com
- com > yahoo com > yahoo: my yahoo.com, yahoo com, yahoo com., local yahoo com (49) -...
- com > http www > http: http www yahoo com, http: www dbcreations com, http: www text...

Est. Share of Clicks

searchengineland.com	19k (+11k)
searchenginewatch...	6k (+27k)
seroundtable.com	2k (+282)
searchenginejourn...	657 (+75)
seobook.com	380 (+225)
seochat.com	296 (+20)

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



Keyword Group: Search

Unique Pages Ranked: 816 Searches Per Month: 222k

Potential Clicks with Incremental Gain: 2.0k Value of Incremental Gain: \$3.0k

Potential Clicks Gained at Top Positions: 309.0k

Value of Gain at Top Positions: \$411.0k

Keywords:

- search: google search, book search, search, blog search (20), gmail search (9)
- search > search engine > engine: search engines, search engine (26), search engine o...
- search > search engine > engine > list: search engines list (42), meta search engi...

Est. Share of Clicks

searchenginewatch...	14k (+11k)
searchengineland.com	3k (+1k)
seochat.com	3k (+1k)
searchenginejourn...	1k (+558)
seobook.com	1k (+2k)
seroundtable.com	573 (+479)

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

Keyword Group: TOOLS

Unique Pages Ranked: 130 Searches Per Month: 65k

Potential Clicks with Incremental Gain: 818.0 Value of Incremental Gain: \$1.0k

Potential Clicks Gained at Top Positions: 59.0k

Value of Gain at Top Positions: \$119.0k

Keywords:

- tools: google webmaster tools (10), internet marketing tools, tools, google tool bar, go...
- tools > keyword tools: google keyword tool (10) - **NEW**, keyword tool, google keywords...
- tools > seo: seo free tools (29), seo marketing tools, add seo site tool (17), seo mar...
- tools > seo > seo tool: seo tools (19), seo tool (29), seo tool bar (13), seo tools ...

Est. Share of Clicks

seobook.com	5k (+5k)
searchenginejourn...	2k (+1k)
seochat.com	1k (+1k)
searchengineland.com	1k (+552)
seroundtable.com	448 (+390)
searchenginewatch...	258 (+370)

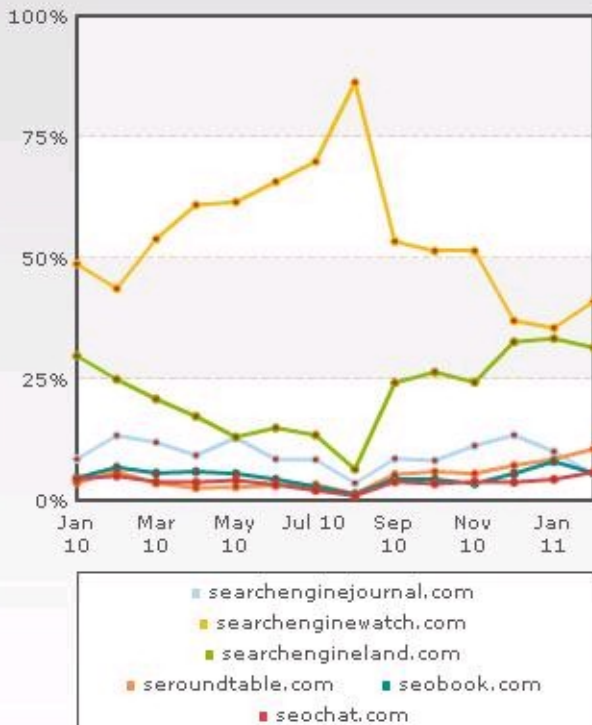
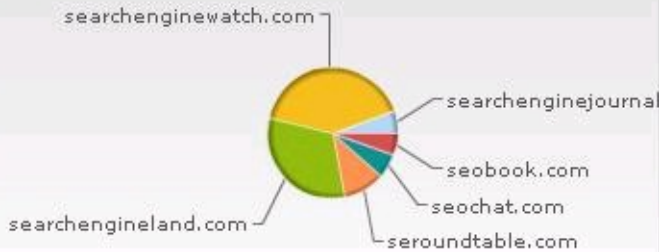
[Additional Details](#) (p. 48)



Searchenginejournal.com: SEO Dashboard

Traffic Share

Relative to your top 5 competitors, your site has **5.31% of the traffic share**. At the same time, searchengineland.com has exploded and ripped traffic from seobook.com and searchenginejournal.com.



Domains that Gained or Lost Clicks on your Keywords

This month, Searchengineland.com lost 7k clicks after losing position on organic searches that you also rank for. But, perhaps most interesting was the gains made by Myspace.com. That site is not considered a direct competitor, but they gained 54k clicks on your keywords, which is a 127 percent growth on your keywords. They are either doing something right or getting pretty lucky.

myspace.com	+54k
foxsports.com	+10k
mapquest.com	+10k
noradsanta.org	+9k
dots.com	+9k
googlelabs.com	+8k
fugue.com	+7k
searchenginejournal.com	-5k
blogspot.com	-6k
allrecipes.com	-6k
gmail.com	-6k
ginside.com	-6k
ghacks.net	-7k
youtube.com	-7k
myspace-login.org	-7k
searchengineland.com	-7k
livejournal.com	-7k
about.com	-11k
twitter.com	-18k
crunchbase.com	-20k
stanford.edu	-25k
blippr.com	-29k
yahoo.com	-36k
wikipedia.org	-39k
orkut.com	-165k

*competitors in **bold**

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

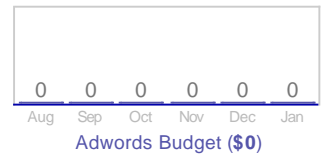
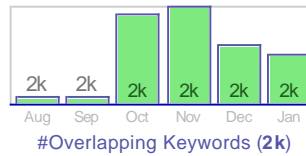
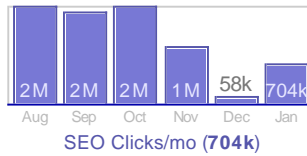


Top Organic Competitors and their Best Keywords

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

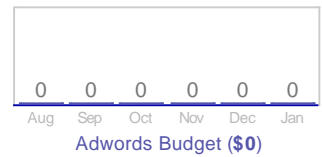
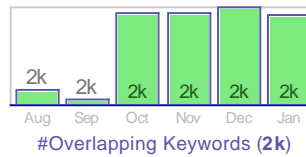
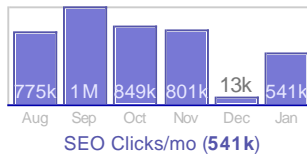
searchenginewatch.com

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



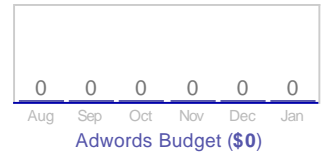
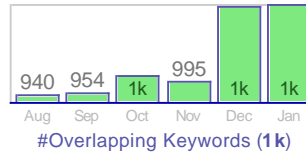
searchengineland.com

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



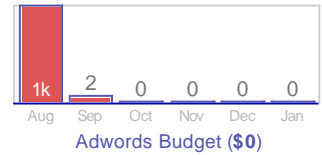
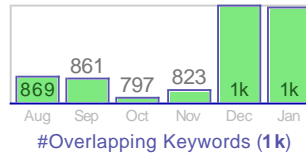
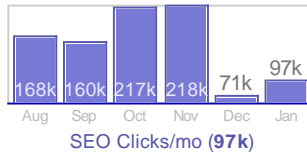
seroundtable.com

josef frank (6), google france (9), google adsense (20), buckyball (23), vancouver 2010 (44)



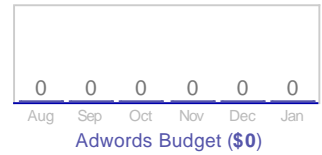
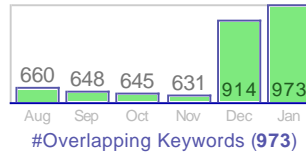
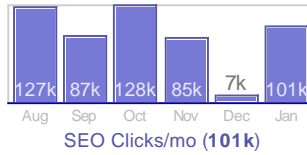
seobook.com

seo tools (1), link building (1), 'SEO' (6), seo (6), google keyword tool (7)



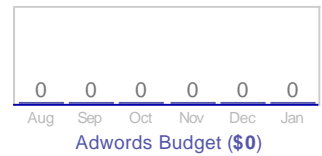
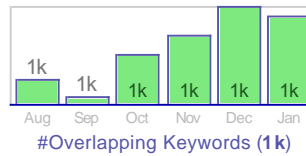
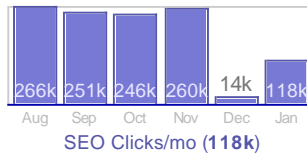
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seo optimization (4), 'SEO' (8), seo (8), google search (15), adsense (38)



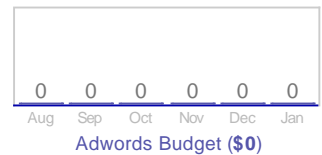
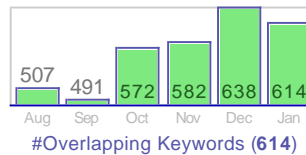
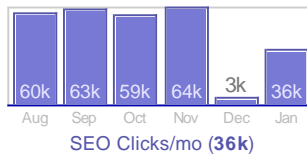
searchengineguide.com

weight loss camps for adults (1), search engine marketing (5), nada bluebook (9), search engines (9), google adwords (42)



pandia.com

google alerts (8), people finders (21), dogpile (25), people search (34), google images (46)

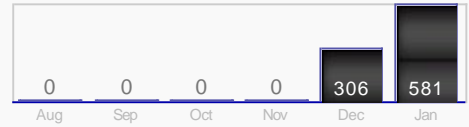


Biggest Gains (all)

Clicks/Month

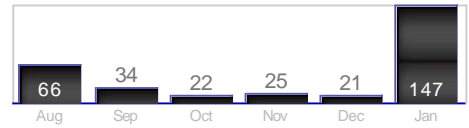
▲ google keyword tool 10

Est. Clicks/Month gained: 1k Est. Value/Click: \$1.96 Estimated Value gained: \$2k
<http://www.searchenginejournal.com/go...>



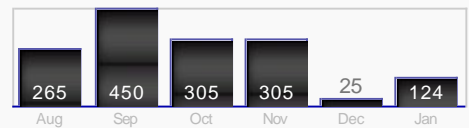
▲ katie perry 10(+1)

Est. Clicks/Month gained: 276 Est. Value/Click: \$0.08 Estimated Value gained: \$23
<http://www.searchenginejournal.com/ka...>



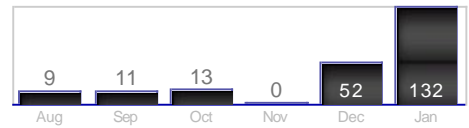
▲ google webmaster 13(+22)

Est. Clicks/Month gained: 126 Est. Value/Click: \$0.86 Estimated Value gained: \$108
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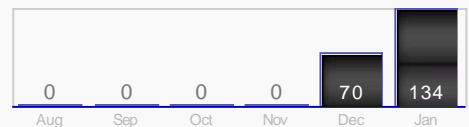
▲ reverse dictionary 13

Est. Clicks/Month gained: 120 Est. Value/Click: \$1.09 Estimated Value gained: \$131
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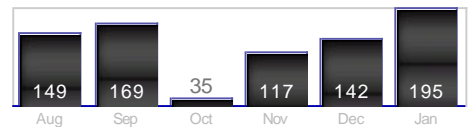
▲ top searches 7

Est. Clicks/Month gained: 104 Est. Value/Click: \$1.07 Estimated Value gained: \$111
<http://www.searchenginejournal.com/re...>



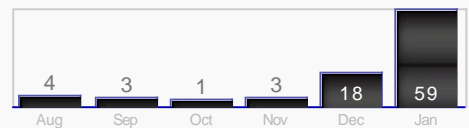
▲ askcom 5(+9)

Est. Clicks/Month gained: 99 Est. Value/Click: \$0.15 Estimated Value gained: \$15
<http://www.searchenginejournal.com/ho...>



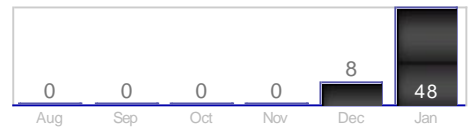
▲ family watch dog 16

Est. Clicks/Month gained: 80 Est. Value/Click: \$0.18 Estimated Value gained: \$15
<http://www.searchenginejournal.com/fa...>



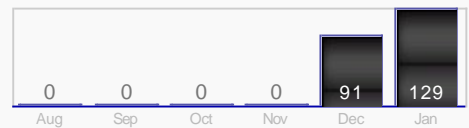
▲ santa tracker 23(+14)

Est. Clicks/Month gained: 80 Est. Value/Click: \$1.39 Estimated Value gained: \$111
<http://www.searchenginejournal.com/no...>



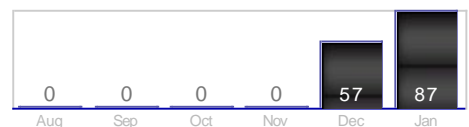
▲ google au 10

Est. Clicks/Month gained: 77 Est. Value/Click: \$0.59 Estimated Value gained: \$45
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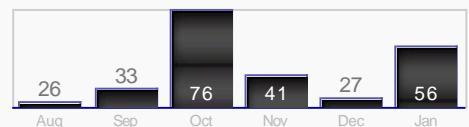
▲ world cup scores 34

Est. Clicks/Month gained: 75 Est. Value/Click: \$0.56 Estimated Value gained: \$42
<http://www.searchenginejournal.com/wo...>



▲ mapquest directions 31(+8)

Est. Clicks/Month gained: 64 Est. Value/Click: \$0.26 Estimated Value gained: \$17
<http://www.searchenginejournal.com/ma...>

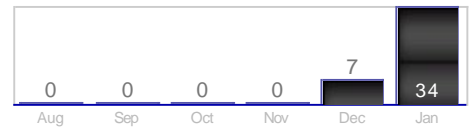


Searchenginejournal.com: SEO Dashboard

▲ google image 46

Est. Clicks/Month gained: **62** Est. Value/Click: \$0.92 Estimated Value gained: \$57

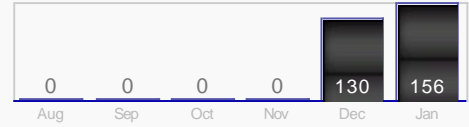
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▲ local tv listings 16

Est. Clicks/Month gained: **54** Est. Value/Click: \$0.27 Estimated Value gained: \$14

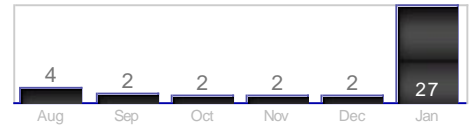
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▲ google japan 17(+3)

Est. Clicks/Month gained: **53** Est. Value/Click: \$0.98 Estimated Value gained: \$52

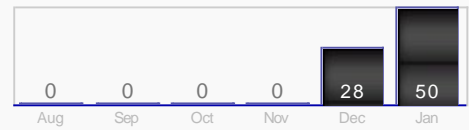
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▲ dots 46

Est. Clicks/Month gained: **51** Est. Value/Click: \$0.35 Estimated Value gained: \$18

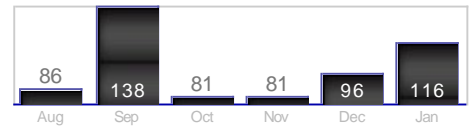
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▲ elmo videos 12

Est. Clicks/Month gained: **42** Est. Value/Click: \$0.61 Estimated Value gained: \$26

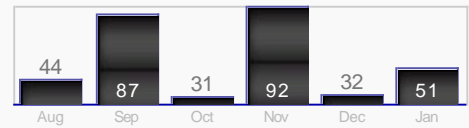
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▲ track santa 23(+19)

Est. Clicks/Month gained: **41** Est. Value/Click: \$0.71 Estimated Value gained: \$29

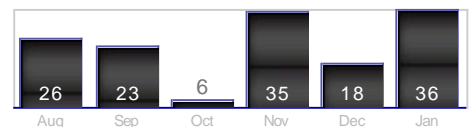
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▲ norad santa tracker 17(+25)

Est. Clicks/Month gained: **39** Est. Value/Click: \$7.53 Estimated Value gained: \$297

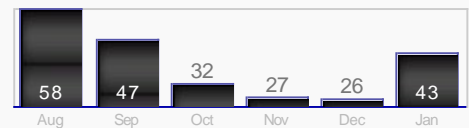
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▲ plagiarism checker 21(+4)

Est. Clicks/Month gained: **37** Est. Value/Click: \$0.4 Estimated Value gained: \$15

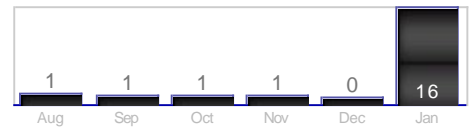
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▲ nfc 33

Est. Clicks/Month gained: **35** Est. Value/Click: \$0.46 Estimated Value gained: \$16

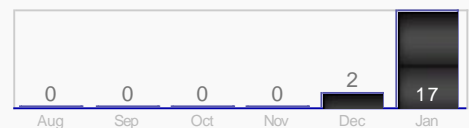
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▲ google keyword tools 9

Est. Clicks/Month gained: **34** Est. Value/Click: \$2.39 Estimated Value gained: \$80

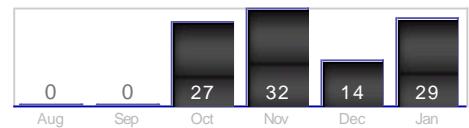
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▲ search youtube 21

Est. Clicks/Month gained: **31** Est. Value/Click: \$0.55 Estimated Value gained: \$17

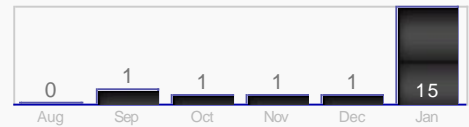
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▲ norad santa 17(+4)

Est. Clicks/Month gained: **29** Est. Value/Click: \$3.81 Estimated Value gained: \$112

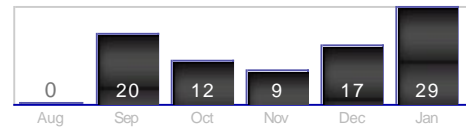
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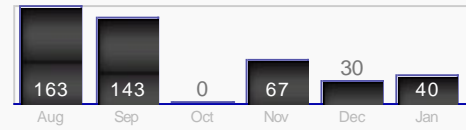
▲ microsoft exchange 27

Est. Clicks/Month gained: 29 Est. Value/Click: \$2.37 Estimated Value gained: \$68
<http://www.searchenginejournal.com/go...>



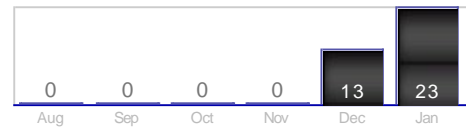
▲ word meanings 8(+4)

Est. Clicks/Month gained: 28 Est. Value/Click: \$0.25 Estimated Value gained: \$7
<http://www.searchenginejournal.com/vi...>



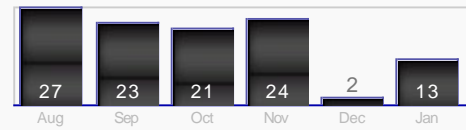
▲ similar sites 12(+12)

Est. Clicks/Month gained: 27 Est. Value/Click: \$0.08 Estimated Value gained: \$2
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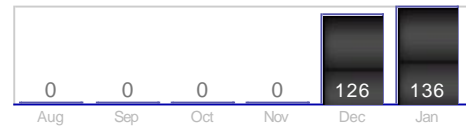
▲ finance google com 14(+3)

Est. Clicks/Month gained: 26 Est. Value/Click: \$2.21 Estimated Value gained: \$57
<http://www.searchenginejournal.com/go...>



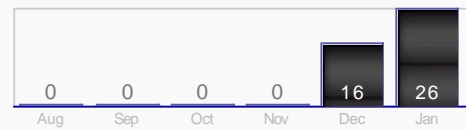
▲ search engine market share 9(+25)

Est. Clicks/Month gained: 25 Est. Value/Click: \$2.12 Estimated Value gained: \$53
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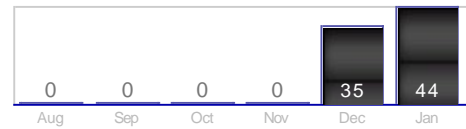
▲ specifically 24

Est. Clicks/Month gained: 24 Est. Value/Click: \$0.62 Estimated Value gained: \$15
<http://www.searchenginejournal.com/20...>



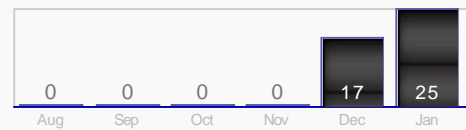
▲ map quest directions 34(+7)

Est. Clicks/Month gained: 22 Est. Value/Click: \$0.48 Estimated Value gained: \$10
<http://www.searchenginejournal.com/ma...>



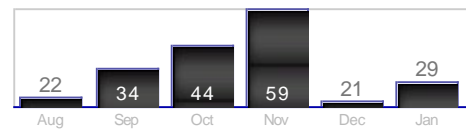
▲ google keywords tool 11

Est. Clicks/Month gained: 21 Est. Value/Click: \$2.73 Estimated Value gained: \$58
<http://www.searchenginejournal.com/go...>



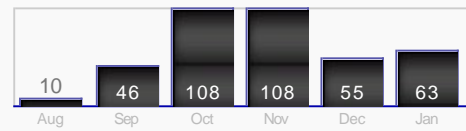
▲ toyota car 9

Est. Clicks/Month gained: 21 Est. Value/Click: \$1.03 Estimated Value gained: \$21
<http://www.searchenginejournal.com/bi...>



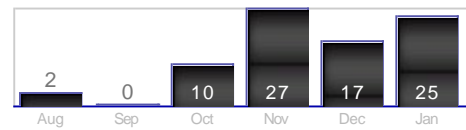
▲ blog search 20(+2)

Est. Clicks/Month gained: 20 Est. Value/Click: \$0.92 Estimated Value gained: \$18
<http://www.searchenginejournal.com/20...>



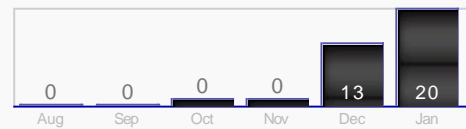
▲ test search 16

Est. Clicks/Month gained: 19 Est. Value/Click: \$0.74 Estimated Value gained: \$14
<http://www.searchenginejournal.com/ad...>



▲ flintstones 41

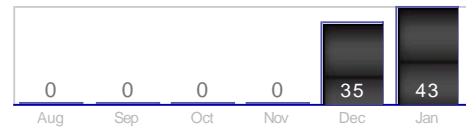
Est. Clicks/Month gained: 19 Est. Value/Click: \$0.25 Estimated Value gained: \$5
<http://www.searchenginejournal.com/go...>



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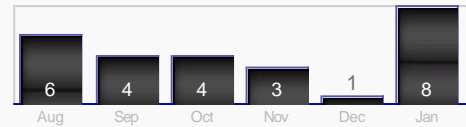
▲ google key word tool 10

Est. Clicks/Month gained: 18 Est. Value/Click: \$0.08 Estimated Value gained: \$1
<http://www.searchenginejournal.com/go...>



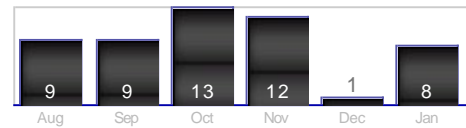
▲ google affiliate 9(+2)

Est. Clicks/Month gained: 18 Est. Value/Click: \$3.47 Estimated Value gained: \$63
<http://www.searchenginejournal.com/go...>



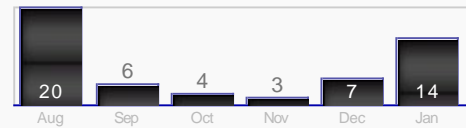
▲ digg com 47

Est. Clicks/Month gained: 18 Est. Value/Click: \$0.88 Estimated Value gained: \$16
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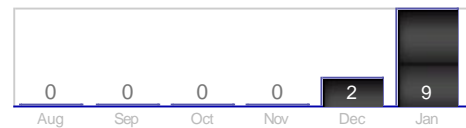
▲ video search engine 16(+9)

Est. Clicks/Month gained: 17 Est. Value/Click: \$0.38 Estimated Value gained: \$7
<http://www.searchenginejournal.com/vi...>



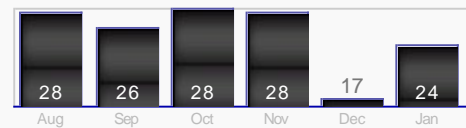
▲ family watchdog 18(+5)

Est. Clicks/Month gained: 16 Est. Value/Click: \$0.1 Estimated Value gained: \$2
<http://www.searchenginejournal.com/fa...>



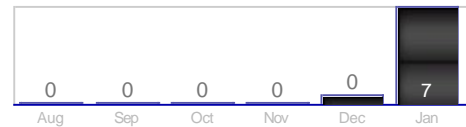
▲ how to use excel 22

Est. Clicks/Month gained: 16 Est. Value/Click: \$0.67 Estimated Value gained: \$10
<http://www.searchenginejournal.com/ho...>



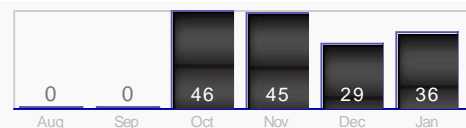
▲ china search engine 5(+36)

Est. Clicks/Month gained: 15 Est. Value/Click: \$0.56 Estimated Value gained: \$9
<http://www.searchenginejournal.com/go...>



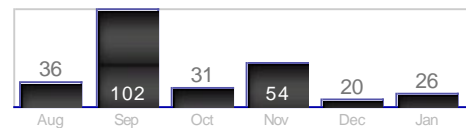
▲ chinese search engine 8(+20)

Est. Clicks/Month gained: 15 Est. Value/Click: \$0.84 Estimated Value gained: \$13
<http://www.searchenginejournal.com/go...>



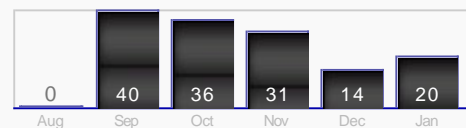
▲ michael jackson birthday 13(+6)

Est. Clicks/Month gained: 15 Est. Value/Click: \$0.63 Estimated Value gained: \$10
<http://www.searchenginejournal.com/mi...>



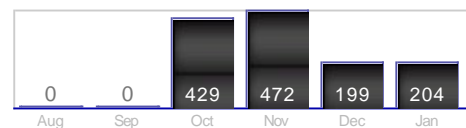
▲ building links 4(+30)

Est. Clicks/Month gained: 14 Est. Value/Click: \$1.91 Estimated Value gained: \$28
<http://www.searchenginejournal.com/5-...>



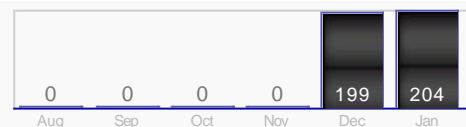
▲ googlenews 44

Est. Clicks/Month gained: 13 Est. Value/Click: \$2.76 Estimated Value gained: \$37
<http://www.searchenginejournal.com/ge...>



▲ google webmasters 12

Est. Clicks/Month gained: 12 Est. Value/Click: \$2.07 Estimated Value gained: \$25
<http://www.searchenginejournal.com/go...>



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▲ marketing jobs 38

Est. Clicks/Month gained: 12 Est. Value/Click: \$1.42 Estimated Value gained: \$17

<http://jobs.searchenginejournal.com/>

▲ google keywords 22(+10)

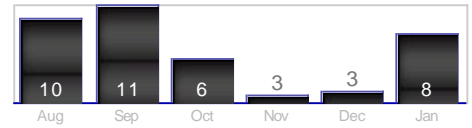
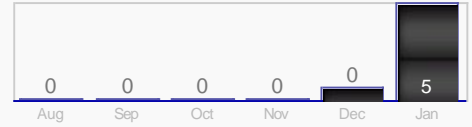
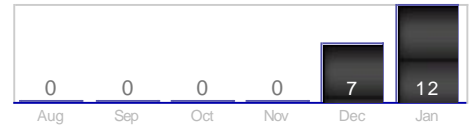
Est. Clicks/Month gained: 12 Est. Value/Click: \$1.58 Estimated Value gained: \$19

<http://www.searchenginejournal.com/go...>

▲ overwhelm 15

Est. Clicks/Month gained: 12 Est. Value/Click: \$1.01 Estimated Value gained: \$12

<http://www.searchenginejournal.com/an...>



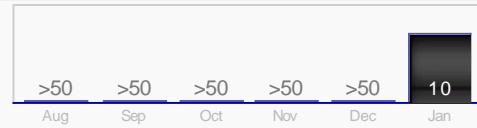
[Download as CSV](#)

Most Valuable Keywords (all)

Rank

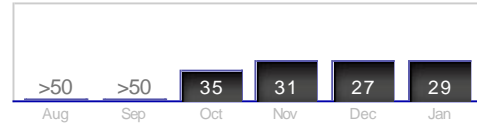
google keyword tool

Rank: 10 Est. Clicks/Mo: 1k Est. Value/Mo: \$2k



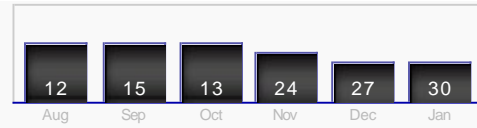
adwords

Rank: 29(-2) Est. Clicks/Mo: 278(-42) Est. Value/Mo: \$2k(-\$317.355)



google finance

Rank: 30(-3) Est. Clicks/Mo: 710(-163) Est. Value/Mo: \$1k(-\$167.059)



google domain registration

Rank: 5(-1) Est. Clicks/Mo: 142(-28) Est. Value/Mo: \$742(-\$140.473)



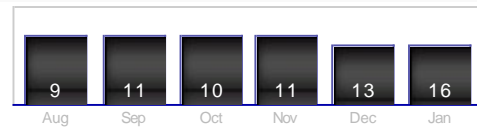
seo tips

Rank: 7(-4) Est. Clicks/Mo: 164(-125) Est. Value/Mo: \$721(-\$551.653)



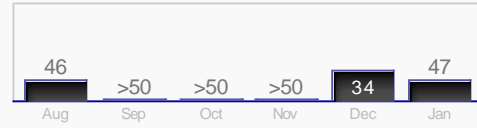
google alerts

Rank: 16(-3) Est. Clicks/Mo: 327(-164) Est. Value/Mo: \$631(-\$491.479)



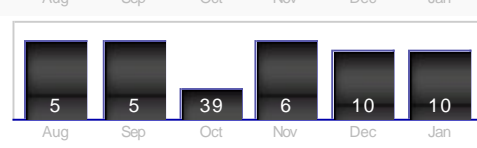
google news

Rank: 47(-13) Est. Clicks/Mo: 241(-315) Est. Value/Mo: \$453(-\$604.467)



google webmaster tools

Rank: 10 Est. Clicks/Mo: 522 Est. Value/Mo: \$370(-\$1.553)



norad santa tracker

Rank: 17(+25) Est. Clicks/Mo: 48(+39) Est. Value/Mo: \$358(+\$308)



finance google com

Rank: 14(+3) Est. Clicks/Mo: 156(+26) Est. Value/Mo: \$345(+\$31)



norad santa

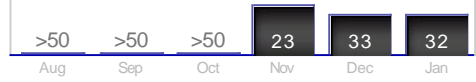
Rank: 17(+4) Est. Clicks/Mo: 87(+29) Est. Value/Mo: \$332(+\$112)



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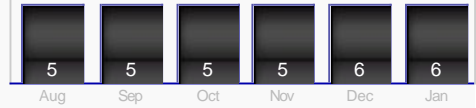
google ad words

Rank: 32(+1) Est. Clicks/Mo: 25(+1) Est. Value/Mo: \$265(+\$16)



booble

Rank: 6 Est. Clicks/Mo: 756 Est. Value/Mo: \$251



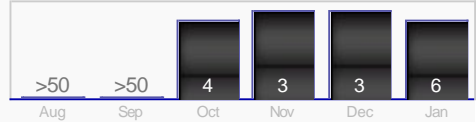
google web hosting

Rank: 19(+1) Est. Clicks/Mo: 31(-3) Est. Value/Mo: \$241(-\$37.893)



elmo video

Rank: 6(-3) Est. Clicks/Mo: 276(-77) Est. Value/Mo: \$227(-\$53.256)



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Newly Ranked Organic Pages

<http://www.searchenginejournal.com/google-keyword-tool-mysteries/26487/>

Estimated SEO Value: **\$2k** Estimated Total Clicks/Mo: 1k

Keywords (rank): google keywords tools (8), google keyword tools (9), google key word tool (10), google keyword tool (10), keyword google (11)

<http://www.searchenginejournal.com/norad-santa-tracker-2010/26597/>

Estimated SEO Value: **\$821** Estimated Total Clicks/Mo: 325

Keywords (rank): norad santa (17), norad santa tracker (17), santa tracker (23), track santa (23)

<http://www.searchenginejournal.com/results-for-the-top-searches-for-2010/26869/>

Estimated SEO Value: **\$100** Estimated Total Clicks/Mo: 104

Keywords (rank): top searches (7)

<http://www.searchenginejournal.com/bing-maps-launches-toyota-in-car-search/26908/>

Estimated SEO Value: **\$60** Estimated Total Clicks/Mo: 38

Keywords (rank): toyota car (9), toyoto car (9), car search engine (14), car search engines (20), car maps (28)

<http://www.searchenginejournal.com/google-chrome-grows-to-10-market-share/26895/>

Estimated SEO Value: **\$53** Estimated Total Clicks/Mo: 28

Keywords (rank): search engine market share (9), search engine share (14), search engine market (20), market 10 (24)

<http://www.searchenginejournal.com/google-image-search-is-getting-hyper/26223/>

Estimated SEO Value: **\$51** Estimated Total Clicks/Mo: 62

Keywords (rank): google image (46)

<http://www.searchenginejournal.com/googles-irene-au-gives-quora-a-thumbs-up/26678/>

Estimated SEO Value: **\$41** Estimated Total Clicks/Mo: 77

Keywords (rank): google au (10), searchthumbs (30), www google au (47)

<http://www.searchenginejournal.com/5-link-building-predictions-for-2011/26435/>

Estimated SEO Value: **\$29** Estimated Total Clicks/Mo: 20

Keywords (rank): 5 link (4), building links (4), predictions for (32)

<http://www.searchenginejournal.com/google-to-microsoft-your-browser-needs-a-fix/26914/>

Estimated SEO Value: **\$26** Estimated Total Clicks/Mo: 20

Keywords (rank): a fix (5), microsoft browser (5), microsoft fix (8), browser fix (9), fix browser (16)

<http://www.searchenginejournal.com/google-to-re-enter-chinese-search/26963/>

Estimated SEO Value: **\$22** Estimated Total Clicks/Mo: 37

Keywords (rank): china search engine (5), chinese search engines (6), chinese search engine (8)

<http://www.searchenginejournal.com/why-stumbleupon-sends-the-most-traffic/26982/>

Estimated SEO Value: **\$21** Estimated Total Clicks/Mo: 22

Keywords (rank): search engine journal (6), sends (23)

<http://www.searchenginejournal.com/exploring-website-demographics-with-quantcast-microsoft/7161/>

Estimated SEO Value: **\$21** Estimated Total Clicks/Mo: 8

Keywords (rank): website demographics (5)

<http://www.searchenginejournal.com/googles-earth-engine-imaging/26930/>

Estimated SEO Value: **\$21** Estimated Total Clicks/Mo: 13

Keywords (rank): google imaging (4), googles earth (8), imaging earth (12), earth imaging (15), search google earth (26)

<http://www.searchenginejournal.com/google-and-nfc-the-android-phone-credit-card/26903/>

Estimated SEO Value: **\$20** Estimated Total Clicks/Mo: 36

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Keywords (rank): credit card search engine (14), credit card search engines (16), credit phone (25), search engine technologies (32), nfc (33)

<http://www.searchenginejournal.com/googles-blogger-most-reliable-blog-service/26625/>

Estimated SEO Value: **\$16** Estimated Total Clicks/Mo: 7

Keywords (rank): blog service (19), google blogger (36)

<http://www.searchenginejournal.com/digg-social-out-of-social-media/9315/>

Estimated SEO Value: **\$14** Estimated Total Clicks/Mo: 18

Keywords (rank): digg com (47)

<http://www.searchenginejournal.com/google-apple-microsoft-and-the-future-of-tablets/26924/>

Estimated SEO Value: **\$14** Estimated Total Clicks/Mo: 8

Keywords (rank): microsoft future (4)

<http://www.searchenginejournal.com/ad-text-display-url-to-test/27028/>

Estimated SEO Value: **\$14** Estimated Total Clicks/Mo: 21

Keywords (rank): text display (4), test search (16), keywords free test (35)

<http://www.searchenginejournal.com/2011-the-year-for-smartphones-and-specifically-googles/26636/>

Estimated SEO Value: **\$13** Estimated Total Clicks/Mo: 24

Keywords (rank): spefically (23), specifically (24)

<http://www.searchenginejournal.com/bing-adds-local-tv-listings-feature/26950/>

Estimated SEO Value: **\$13** Estimated Total Clicks/Mo: 54

Keywords (rank): local tv listings (16), listing local tv (17), tv listings local (23), search engine listings (32)

<http://www.searchenginejournal.com/analysts-iphone/26885/>

Estimated SEO Value: **\$10** Estimated Total Clicks/Mo: 12

Keywords (rank): overwhelm (15)

<http://www.searchenginejournal.com/search-marketing-campaign-project-management-in-the-latin-mark...>

Estimated SEO Value: **\$10** Estimated Total Clicks/Mo: 1

Keywords (rank): marketing campaign search engine (12), project management market (32)

<http://www.searchenginejournal.com/how-to-conduct-foreign-language-ppc-campaigns/26989/>

Estimated SEO Value: **\$10** Estimated Total Clicks/Mo: 2

Keywords (rank): ppc campaigns (17), cpc campaigns (20)

<http://www.searchenginejournal.com/free-seo-report/26155/>

Estimated SEO Value: **\$10** Estimated Total Clicks/Mo: 4

Keywords (rank): create report (11), seo report (18), search engine reports (21), search engine report (22)

<http://www.searchenginejournal.com/how-to-use-excel-to-show-search-results-in-multiple-geographie...>

Estimated SEO Value: **\$10** Estimated Total Clicks/Mo: 16

Keywords (rank): how to use excel (22), how to use exel (24), how to use excell (25), use excel (39)

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New Keywords (You weren't ranked on before)	Estimated New Click/Month
google keyword tool Rank: 10 Searches/Mo: 60k Est. Value/Click: \$1.96 http://www.searchenginejournal.com/google-keyword-tool-mysteries/26487/	1k new clicks/month
reverse dictionary Rank: 13 Searches/Mo: 18k Est. Value/Click: \$1.09 http://www.searchenginejournal.com/using-reverse-dictionaries-for-keyword-research/12852/	120 new clicks/month
top searches Rank: 7 Searches/Mo: 7k Est. Value/Click: \$1.07 http://www.searchenginejournal.com/results-for-the-top-searches-for-2010/26869/	104 new clicks/month
family watch dog Rank: 16 Searches/Mo: 12k Est. Value/Click: \$0.18 http://www.searchenginejournal.com/family-watchdog-sex-offender-search/3036/	80 new clicks/month
google au Rank: 10 Searches/Mo: 7k Est. Value/Click: \$0.59 http://www.searchenginejournal.com/googles-irene-au-gives-quora-a-thumbs-up/26678/	77 new clicks/month
world cup scores Rank: 34 Searches/Mo: 0 Est. Value/Click: \$0.56 http://www.searchenginejournal.com/world-cup-scores-on-google-desktop/3544/	75 new clicks/month
google image Rank: 46 Searches/Mo: 135k Est. Value/Click: \$0.92 http://www.searchenginejournal.com/google-image-search-is-getting-hyper/26223/	62 new clicks/month
local tv listings Rank: 16 Searches/Mo: 15k Est. Value/Click: \$0.27 http://www.searchenginejournal.com/bing-adds-local-tv-listings-feature/26950/	54 new clicks/month
dots Rank: 46 Searches/Mo: 110k Est. Value/Click: \$0.35 http://www.searchenginejournal.com/google-dots-doodle-causes-frenzy/23998/	51 new clicks/month
elmo videos Rank: 12 Searches/Mo: 12k Est. Value/Click: \$0.61 http://www.searchenginejournal.com/katy-perry-elmo-youtube-sesame-street/24354/	42 new clicks/month
nfc Rank: 33 Searches/Mo: 40k Est. Value/Click: \$0.46 http://www.searchenginejournal.com/google-and-nfc-the-android-phone-credit-card/26903/	35 new clicks/month
google keyword tools Rank: 9 Searches/Mo: 3k Est. Value/Click: \$2.39 http://www.searchenginejournal.com/google-keyword-tool-mysteries/26487/	34 new clicks/month
search youtube Rank: 21 Searches/Mo: 60k Est. Value/Click: \$0.55 http://www.searchenginejournal.com/as-google-tops-november-search-ranking-youtube-gets-a-chunk-of...	31 new clicks/month
microsoft exchange Rank: 27 Searches/Mo: 27k Est. Value/Click: \$2.37 http://www.searchenginejournal.com/google-apps-provides-microsoft-exchange-backup/26131/	29 new clicks/month



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specifically Rank: 24 Searches/Mo: 0 Est. Value/Click: \$0.62 http://www.searchenginejournal.com/2011-the-year-for-smartphones-and-specifically-googles/26636/	24 new clicks/month
google keywords tool Rank: 11 Searches/Mo: 4k Est. Value/Click: \$2.73 http://www.searchenginejournal.com/google-keyword-tool-mysteries/26487/	21 new clicks/month
toyota car Rank: 9 Searches/Mo: 4k Est. Value/Click: \$1.03 http://www.searchenginejournal.com/bing-maps-launches-toyota-in-car-search/26908/	21 new clicks/month
test search Rank: 16 Searches/Mo: 0 Est. Value/Click: \$0.74 http://www.searchenginejournal.com/ad-text-display-url-to-test/27028/	19 new clicks/month
flintstones Rank: 41 Searches/Mo: 74k Est. Value/Click: \$0.25 http://www.searchenginejournal.com/google-doodle-flintstones/24493/	19 new clicks/month
google key word tool Rank: 10 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.searchenginejournal.com/google-keyword-tool-mysteries/26487/	18 new clicks/month
digg com Rank: 47 Searches/Mo: 0 Est. Value/Click: \$0.88 http://www.searchenginejournal.com/digg-social-out-of-social-media/9315/	18 new clicks/month
how to use excel Rank: 22 Searches/Mo: 7k Est. Value/Click: \$0.67 http://www.searchenginejournal.com/how-to-use-excel-to-show-search-results-in-multiple-geographie...	16 new clicks/month
googlenews Rank: 44 Searches/Mo: 22k Est. Value/Click: \$2.76 http://www.searchenginejournal.com/get-indexed-and-ranked-in-google-news/7630/	13 new clicks/month
google webmasters Rank: 12 Searches/Mo: 2k Est. Value/Click: \$2.07 http://www.searchenginejournal.com/google-webmaster-tools-a-comprehensive-guide/5712/	12 new clicks/month
marketing jobs Rank: 38 Searches/Mo: 135k Est. Value/Click: \$1.42 http://jobs.searchenginejournal.com/	12 new clicks/month
overwhelm Rank: 15 Searches/Mo: 15k Est. Value/Click: \$1.01 http://www.searchenginejournal.com/analysts-iphone/26885/	12 new clicks/month
text images Rank: 17 Searches/Mo: 4k Est. Value/Click: \$0.74 http://www.searchenginejournal.com/image-alt-text-vs-image-title-whats-the-difference/6930/	12 new clicks/month
google.desktop search Rank: 29 Searches/Mo: 0 Est. Value/Click: \$3.65 http://www.searchenginejournal.com/google-desktop-search-has-launched/956/	11 new clicks/month
google people search Rank: 44 Searches/Mo: 22k Est. Value/Click: \$0.49 http://www.searchenginejournal.com/yoogle-yahoo-google-people/6044/	11 new clicks/month

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bfads Rank: 49 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.searchenginejournal.com/black-friday-ads-online/14936/	11 new clicks/month
sesame street videos Rank: 45 Searches/Mo: 22k Est. Value/Click: \$0.39 http://www.searchenginejournal.com/katy-perry-elmo-youtube-sesame-street/24354/	11 new clicks/month
microsoft backup Rank: 11 Searches/Mo: 1k Est. Value/Click: \$1.54 http://www.searchenginejournal.com/google-apps-provides-microsoft-exchange-backup/26131/	10 new clicks/month
faring Rank: 15 Searches/Mo: 5k Est. Value/Click: \$0.42 http://www.searchenginejournal.com/google-vs-apple-how-is-android-faring/26248/	10 new clicks/month
www switchboard com Rank: 39 Searches/Mo: 15k Est. Value/Click: \$0.3 http://www.searchenginejournal.com/idearc-acquires-switchboardcom-from-infospace-for-225-million/...	9 new clicks/month
microsoft browser Rank: 5 Searches/Mo: 870 Est. Value/Click: \$2.21 http://www.searchenginejournal.com/google-to-microsoft-your-browser-needs-a-fix/26914/	9 new clicks/month
through the years Rank: 17 Searches/Mo: 8k Est. Value/Click: \$0.32 http://www.searchenginejournal.com/the-growth-of-seo-factors-through-the-years/26976/	9 new clicks/month
dwindle Rank: 14 Searches/Mo: 12k Est. Value/Click: \$0.6 http://www.searchenginejournal.com/googles-admob-staff-continues-to-dwindle/26947/	9 new clicks/month
google tools Rank: 33 Searches/Mo: 8k Est. Value/Click: \$1.3 http://www.searchenginejournal.com/google-keyword-tool-mysteries/26487/	9 new clicks/month
smo Rank: 30 Searches/Mo: 8k Est. Value/Click: \$0.68 http://www.searchenginejournal.com/social-media-optimization-13-rules-of-smo/3734/	9 new clicks/month
website demographics Rank: 5 Searches/Mo: 480 Est. Value/Click: \$2.77 http://www.searchenginejournal.com/exploring-website-demographics-with-quantcast-microsoft/7161/	8 new clicks/month
google video upload Rank: 17 Searches/Mo: 0 Est. Value/Click: \$1.37 http://www.searchenginejournal.com/google-video-upload-program-video-search-or-blogging/1569/	8 new clicks/month
microsoft future Rank: 4 Searches/Mo: 570 Est. Value/Click: \$2.06 http://www.searchenginejournal.com/google-apple-microsoft-and-the-future-of-tablets/26924/	8 new clicks/month
online holiday shopping Rank: 2 Searches/Mo: 150 Est. Value/Click: \$1.15 http://www.searchenginejournal.com/google-gives-online-holiday-shopping-details-for-2010/26952/	8 new clicks/month
lifestream Rank: 40 Searches/Mo: 10k Est. Value/Click: \$0.61 http://www.searchenginejournal.com/create-your-social-media-life-stream-at-wordpress-blog/20869/	7 new clicks/month

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olden days Rank: 10 Searches/Mo: 0 Est. Value/Click: \$0.45

<http://www.searchenginejournal.com/title-back-in-the-olden-days-of-ppc/23827/>

7 new clicks/month

car search engines Rank: 20 Searches/Mo: 2k Est. Value/Click: \$4

<http://www.searchenginejournal.com/bing-maps-launches-toyota-in-car-search/26908/>

7 new clicks/month

google pages Rank: 38 Searches/Mo: 8k Est. Value/Click: \$1.41

<http://www.searchenginejournal.com/site-speed-may-soon-affect-google-page-ranking/14671/>

7 new clicks/month

social sites Rank: 25 Searches/Mo: 4k Est. Value/Click: \$0.81

<http://www.searchenginejournal.com/125-social-bookmarking-sites-importance-of-user-generated-tags...>

6 new clicks/month

car search Rank: 47 Searches/Mo: 15k Est. Value/Click: \$1.38

<http://www.searchenginejournal.com/bing-maps-launches-toyota-in-car-search/26908/>

6 new clicks/month

video sites Rank: 48 Searches/Mo: 0 Est. Value/Click: \$0.57

<http://www.searchenginejournal.com/dofollow-video-sharing-sites/8763/>

6 new clicks/month

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Top Site Sections Summary

Estimated Clicks/Month

[searchenginejournal.com/go...](#)

Number of Keywords: 27

Estimated Value/Mo: \$2k (+\$2k)

Top Keywords: google keyword tool, google keyword, google keyword tools, google keywords tool, google key word tool

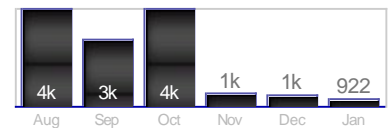


[searchenginejournal.com/go...](#)

Number of Keywords: 4

Estimated Value/Mo: \$2k (-\$129)

Top Keywords: google finance, finance google com, finance google, news google com

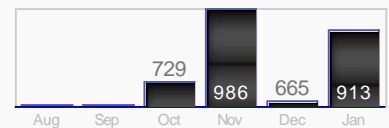


[searchenginejournal.com/kat...](#)

Number of Keywords: 15

Estimated Value/Mo: \$305 (-\$2)

Top Keywords: katie perry, elmo video, elmo videos, sesame street videos, sesame video

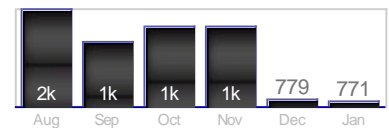


[searchenginejournal.com/go...](#)

Number of Keywords: 2

Estimated Value/Mo: \$258 (-\$3)

Top Keywords: booble, booble com

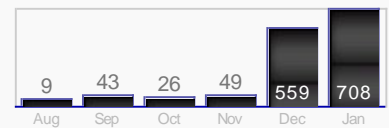


[searchenginejournal.com/go...](#)

Number of Keywords: 11

Estimated Value/Mo: \$563 (+\$146)

Top Keywords: google webmaster tools, google webmaster, google webmaster tool, google webmasters, webmasters tools



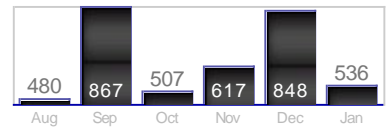
Searchenginejournal.com: SEO Dashboard

[searchenginejournal.com/20-...](#)

Number of Keywords: 214

Estimated Value/Mo: \$441 (-\$156)

Top Keywords: blog search, blog submission, blog directories, submit blog, submit your blog

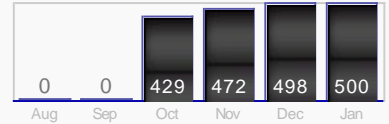


[searchenginejournal.com/my-...](#)

Number of Keywords: 5

Estimated Value/Mo: \$43 (+\$2)

Top Keywords: myyahoo, myyahoo., myyahoo com, myyahoo.com, myyahoo.+com

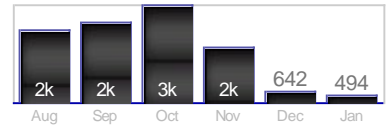


[searchenginejournal.com/goo...](#)

Number of Keywords: 2

Estimated Value/Mo: \$75 (-\$54)

Top Keywords: myspace login, myspace com login

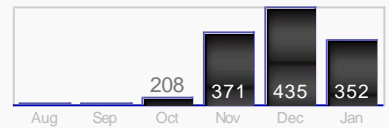


[searchenginejournal.com/goo...](#)

Number of Keywords: 35

Estimated Value/Mo: \$3k (-\$622)

Top Keywords: adwords, ad words, google ad words, adwords google, adwords search

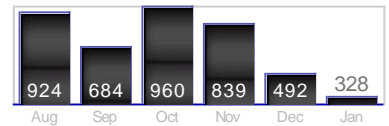


[searchenginejournal.com/fil...](#)

Number of Keywords: 4

Estimated Value/Mo: \$632 (-\$491)

Top Keywords: google alerts, filtered search engine, search alerts



[searchenginejournal.com/nor...](#)

Number of Keywords: 5

Estimated Value/Mo: \$915 (+\$915)

Top Keywords: santa tracker, norad santa, track santa, norad santa tracker, tracking search engine

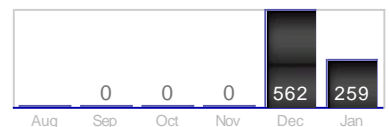


[searchenginejournal.com/get...](#)

Number of Keywords: 7

Estimated Value/Mo: \$499 (-\$570)

Top Keywords: google news, googlenews, google news search, indexed, get on google

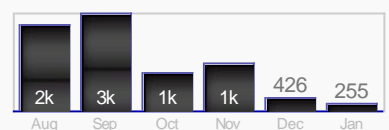


[searchenginejournal.com/55-...](#)

Number of Keywords: 48

Estimated Value/Mo: \$863 (-\$652)

Top Keywords: seo tips, seo optimization tips, search engine journal, your mother, search engine optimization tips

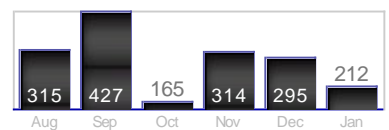


[searchenginejournal.com/fam...](#)

Number of Keywords: 15

Estimated Value/Mo: \$88 (-\$114)

Top Keywords: family watch dog, watchdog sex offenders, family watchdog, neighborhood watchdog, neighborhood watch dog

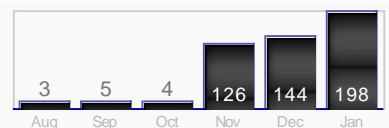


[searchenginejournal.com/han...](#)

Number of Keywords: 4

Estimated Value/Mo: \$193 (-\$81)

Top Keywords: google japan, japanese search engine, japanese search engines, googleplex pictures



[Download as CSV](#)



Keyword Groups with the Biggest Gains - Details

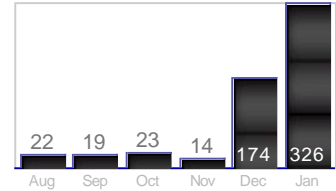
Keyword Group: **Santa**

Positions Gained: 42 → Est. Total Clicks/Mo: (+152) → Est. Percent Traffic Gain: 87%
 Unique Pages Ranked: 3

Keywords:

- santa: norad santa tracker (+25), track santa (+19), santa tracker (+14), norad santa (+...)
- santa > clau > santa claus: santa claus tracking (+13)

Est. Clicks per Month



Biggest Opportunities Within This Group

santa

>[search santa (23), search for santa (31), norad santa tracker (17), track santa (23), norad santa (17)]

Est. Potential New Clicks/Month: **16,569** Searches/Mo: 20k Average Value/Click: \$2.66

santa > clau > santa claus

>[santa claus tracking (36)]

Est. Potential New Clicks/Month: **24** Searches/Mo: 90 Average Value/Click: \$1.74

Clicks Gained or Lost on these Keywords

noradsanta.org	+12k
sfgate.com	+1k
santa-t.com	+733
cbsnews.com	+626
nowpublic.com	+595
huffingtonpost.com	+520
santaclaus.net	+438
thenextweb.com	+395
engadget.com	+385
bodog.com	+297
apple.com	+239
youtube.com	+235
zimbio.com	-254
gearlog.com	-273
blogspot.com	-314

*competitors in bold

Pages That Rank

<http://www.searchenginejournal.com/norad-santa-tracker-2010/26597> (NEW!)

santa tracker(23), norad santa(17), track santa(23)

Est. Clicks per Month: 325(+190) Potential Incremental Gain: 17k clicks/mo.

<http://www.searchenginejournal.com/track-santa-online/15734>

search for santa(31), search santa(23)

Est. Clicks per Month: 1(-5) Potential Incremental Gain: 56 clicks/mo.

<http://www.searchenginejournal.com/track-santa-claus-with-norad-google/8196>

santa claus tracking(36)

Est. Clicks per Month: 0 Potential Incremental Gain: 24 clicks/mo.



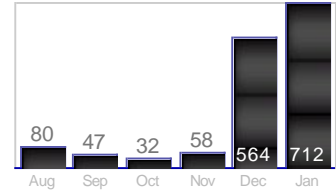
Keyword Group: **Webmaster**

Est. Clicks per Month

Positions Gained: 132 → Est. Total Clicks/Mo: (+148) → Est. Percent Traffic Gain: 26%
 Unique Pages Ranked: 14

Keywords:

- webmaster: google webmasters (+48) - **NEW**, best webmaster tools (+23) - **NEW**, google webm...



Biggest Opportunities Within This Group

webmaster

>[webmaster job outlook (42), webmaster tools 3 (25), webmaster guide (29), webmaster search engine (17), search webmaster (19)]
 Est. Potential New Clicks/Month: 8,354 Searches/Mo: 22k Average Value/Click: \$1.09

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

feedthebot.com	+287
seoptimise.com	+179
pqinternet.com	+173
searchenginejourn...	+148
sitepoint.com	+142
beussery.com	+81
wordpress.com	+64
davidnaylor.co.uk	+63
cubeonlinemarketi...	+60
magentocommerce.com	+56
-50	clickz.com
-52	expand2web.com
-55	webmasterworld.com
-59	wpmu.org
-74	programmableweb.com

*competitors in **bold**

Pages That Rank

<http://www.searchenginejournal.com/google-webmaster-tools-a-comprehensive-guide/5712>

google webmaster tools(10), google webmaster(13), google webmaster tool(8)

Est. Clicks per Month: 705(+149) Potential Incremental Gain: 8k clicks/mo.

<http://www.searchenginejournal.com/google-webmaster-central-blog-best-search-engine-corporate-blo...>

google webmaster central(22), webmaster central(36), corporate search engine(33)

Est. Clicks per Month: 4(+1) Potential Incremental Gain: 307 clicks/mo.

<http://www.searchenginejournal.com/find-google-employees-at-google-webmaster-help-forum/8494>

google webmaster forum(17), webmaster how to(38)

Est. Clicks per Month: 1 Potential Incremental Gain: 45 clicks/mo.



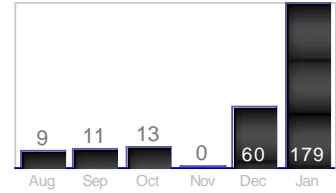
Keyword Group: **Santa Tracker**

Est. Clicks per Month

Positions Gained: 39 → Est. Total Clicks/Mo: (+119) → Est. Percent Traffic Gain: 199%
 Unique Pages Ranked: 1

Keywords:

- santa tracker: norad santa tracker (+25), santa tracker (+14)



Biggest Opportunities Within This Group

santa tracker

>[norad santa tracker (17), santa tracker (23)]

Est. Potential New Clicks/Month: **9,919** Searches/Mo: 15k Average Value/Click: \$4.46

Clicks Gained or Lost on these Keywords

noradsanta.org	+6k
sfgate.com	+952
huffingtonpost.com	+452
santaclaus.net	+430
nowpublic.com	+389
cbsnews.com	+307
classbrain.com	+242
cnet.com	+238
apple.com	+221
engadget.com	+213
blogspot.com	+198
theepochtimes.com	+173
mahalo.com	+168
-206	zimbio.com
-221	santaspeaking.com

*competitors in **bold**

Pages That Rank

<http://www.searchenginejournal.com/norad-santa-tracker-2010/26597> (NEW!)

santa tracker(23), norad santa(17), track santa(23)

Est. Clicks per Month: 179(+119) Potential Incremental Gain: 10k clicks/mo.



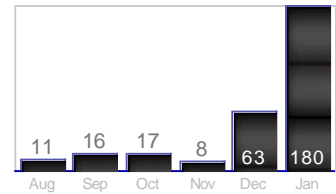
Keyword Group: **Tracker**

Positions Gained: 14 → Est. Total Clicks/Mo: (+117) → Est. Percent Traffic Gain: 186%
 Unique Pages Ranked: 4

Keywords:

- tracker: norad santa tracker (+25), santa tracker (+14), tracker engines (-2), ppc bid ...
- tracker > keyword tracker: free keyword tracker (+5), keyword tracker (+1)

Est. Clicks per Month



Biggest Opportunities Within This Group

tracker

>[tracker engines (39), ppc bid tracker (33), norad santa tracker (17), santa tracker (23)]
 Est. Potential New Clicks/Month: **9,922** Searches/Mo: 15k Average Value/Click: \$2.58

tracker > keyword tracker

>[free keyword tracker (31), keyword tracker (46)]
 Est. Potential New Clicks/Month: **148** Searches/Mo: 2k Average Value/Click: \$1.13

Clicks Gained or Lost on these Keywords

noradsanta.org	+7k
sfgate.com	+941
huffingtonpost.com	+452
santaclaus.net	+420
nowpublic.com	+375
cbsnews.com	+307
classbrain.com	+242
apple.com	+239
cnet.com	+239
engadget.com	+213
blogspot.com	+208
santa-t.com	+190
-197	associatedcontent...
-214	wordtracker.com
-221	santaspeaking.com

*competitors in **bold**

Pages That Rank

<http://www.searchenginejournal.com/norad-santa-tracker-2010/26597> (NEW!)

santa tracker(23), norad santa(17), track santa(23)

Est. Clicks per Month: 179(+119) Potential Incremental Gain: 10k clicks/mo.

[http://www.searchenginejournal.com/4-serp-trackers-reviewed-how-to-monitor-your-keyword-rankings/...](http://www.searchenginejournal.com/4-serp-trackers-reviewed-how-to-monitor-your-keyword-rankings/)

keyword tracker(46), free keyword tracker(31), keywords track(25)

Est. Clicks per Month: 1(-1) Potential Incremental Gain: 153 clicks/mo.

<http://www.searchenginejournal.com/ppc-track-phone-calls/8675>

track phone calls(15), track phone call(21), ppc bid tracker(33)

Est. Clicks per Month: 0 Potential Incremental Gain: 4 clicks/mo.



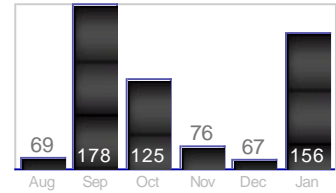
Keyword Group: **Reverse**

Positions Gained: 56 → Est. Total Clicks/Mo: (+89) → Est. Percent Traffic Gain: 132%
 Unique Pages Ranked: 3

Keywords:

- **reverse**: reverse dictionary (+47) - **NEW**, reverse ip (+3), ip reverse (+3), search rever...
- **reverse > ip address**: reverse ip address (+8), reverse ip address search (+2)
- **reverse > lookup**: ip reverse lookup (+2), reverse dictionary lookup (+1), reverse dom...

Est. Clicks per Month



Biggest Opportunities Within This Group

reverse

>[Reverse Search Engine (8), search reverse (33), reverse search engines (8), search reverse ip (10), onelook reverse (36)]

Est. Potential New Clicks/Month: **4,089** Searches/Mo: 32k Average Value/Click: \$0.55

reverse > lookup

>[reverse lookup domain (32), reverse dictionary lookup (15), ip reverse lookup (38), reverse domain lookup (14)]

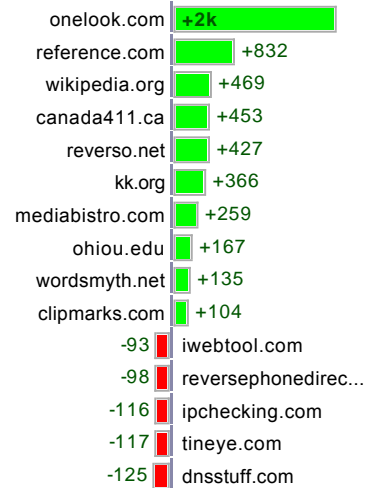
Est. Potential New Clicks/Month: **300** Searches/Mo: 2k Average Value/Click: \$1.41

reverse > ip address

>[reverse ip address search (22), reverse ip address (33)]

Est. Potential New Clicks/Month: **83** Searches/Mo: 870 Average Value/Click: \$0.66

Clicks Gained or Lost on these Keywords



*competitors in bold

Pages That Rank

<http://www.searchenginejournal.com/using-reverse-dictionaries-for-keyword-research/12852>

reverse dictionary(13), onelook reverse dictionary(24), reverse dictionary lookup(15)

Est. Clicks per Month: 122(+120) Potential Incremental Gain: 2k clicks/mo.

<http://www.searchenginejournal.com/a-look-into-reverse-image-search-tools/14666>

reverse search(22), search by image(18), reverse look(19)

Est. Clicks per Month: 20(-31) Potential Incremental Gain: 1k clicks/mo.

<http://www.searchenginejournal.com/reverse-domain-ip-checking-tools/14212/&sa=u&ei=zsurtlxnhoe8w...>

reverse ip(24), reverse ip lookup(45), ip search(38)

Est. Clicks per Month: 14 Potential Incremental Gain: 989 clicks/mo.

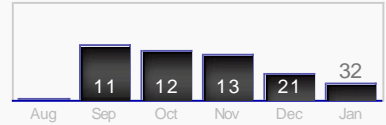


Biggest Opportunities (all)

Rank

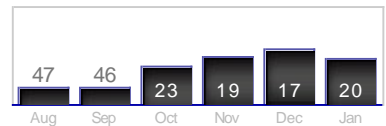
adwords (29)

Searches/Mo: 201k Est. Value/Click: \$7.58 Est. Potential New Clicks/Month: 19k
Other Keywords for URL: adwords, ad words, google ad words, adwords google, adwords search



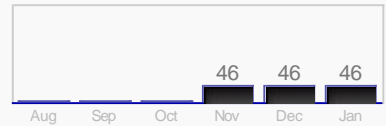
google finance (30)

Searches/Mo: 450k Est. Value/Click: \$1.56 Est. Potential New Clicks/Month: 76k
Other Keywords for URL: google finance, finance google com, finance google, news google com



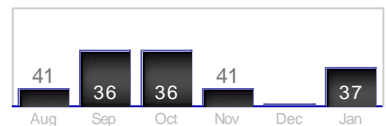
google news (47)

Searches/Mo: 450k Est. Value/Click: \$1.88 Est. Potential New Clicks/Month: 60k
Other Keywords for URL: google news, googlenews, google news search, indexed, get on google



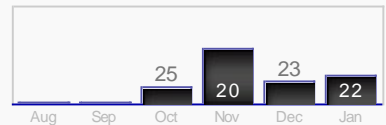
google ad words (32)

Searches/Mo: 22k Est. Value/Click: \$11 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: adwords, ad words, google ad words, adwords google, adwords search



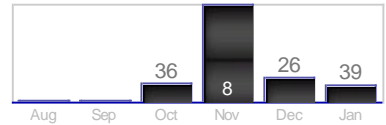
google alerts (16)

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



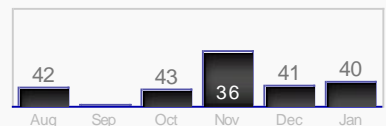
google image (46)

Searches/Mo: 135k Est. Value/Click: \$0.92 Est. Potential New Clicks/Month: 15k
Other Keywords for URL: google image



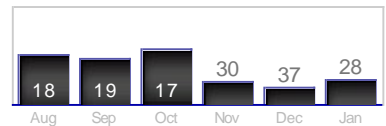
myspace login (40)

Searches/Mo: 823k Est. Value/Click: \$0.15 Est. Potential New Clicks/Month: 93k
Other Keywords for URL: myspace login, myspace com login



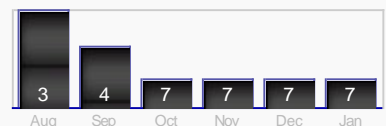
ad words (28)

Searches/Mo: 22k Est. Value/Click: \$6.51 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: adwords, ad words, google ad words, adwords google, adwords search



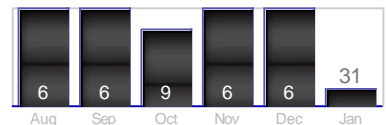
norad santa tracker (17)

Searches/Mo: 0 Est. Value/Click: \$7.53 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: santa tracker, norad santa, track santa, norad santa tracker, tracking search engine



google keyword tool (10)

Searches/Mo: 60k Est. Value/Click: \$1.96 Est. Potential New Clicks/Month: 6k
Other Keywords for URL: google keyword tool, google keyword, google keyword tools, google keywords tool, google key word tool



santa tracker (23)

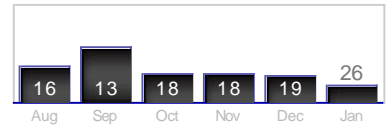
Searches/Mo: 15k Est. Value/Click: \$1.39 Est. Potential New Clicks/Month: 8k
Other Keywords for URL: santa tracker, norad santa, track santa, norad santa tracker, tracking search engine



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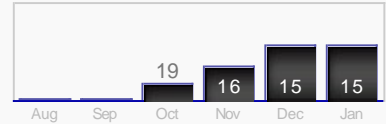
google bookmarks (46)

Searches/Mo: 33k Est. Value/Click: \$2.46 Est. Potential New Clicks/Month: 5k
Other Keywords for URL: google bookmarks



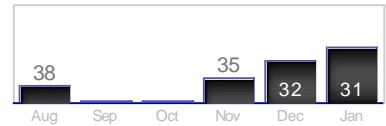
allrecipes com (46)

Searches/Mo: 246k Est. Value/Click: \$0.39 Est. Potential New Clicks/Month: 28k
Other Keywords for URL: allrecipes com, allrecipes.co, allrecipes.+com



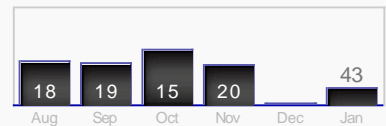
norad santa (17)

Searches/Mo: 0 Est. Value/Click: \$3.81 Est. Potential New Clicks/Month: 3k
Other Keywords for URL: santa tracker, norad santa, track santa, norad santa tracker, tracking search engine



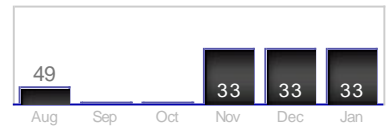
search engine (26)

Searches/Mo: 90k Est. Value/Click: \$1.74 Est. Potential New Clicks/Month: 6k
Other Keywords for URL: search engine, search engine journal, journal search, search news, news journal



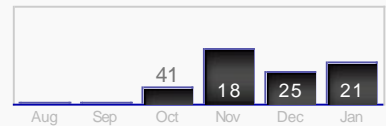
google web hosting (19)

Searches/Mo: 10k Est. Value/Click: \$7.71 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: google web hosting, google website hosting, web hosting google, webhost search, google web host



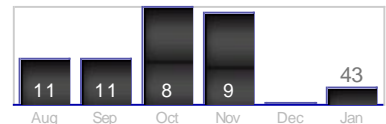
finance google com (14)

Searches/Mo: 0 Est. Value/Click: \$2.21 Est. Potential New Clicks/Month: 4k
Other Keywords for URL: google finance, finance google com, finance google, news google com



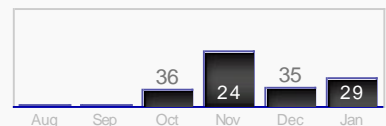
rasmussen college (24)

Searches/Mo: 22k Est. Value/Click: \$2.91 Est. Potential New Clicks/Month: 3k
Other Keywords for URL: rasmussen college, rasmusen college, college market



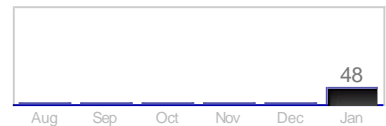
google japan (17)

Searches/Mo: 50k Est. Value/Click: \$0.98 Est. Potential New Clicks/Month: 7k
Other Keywords for URL: google japan, japanese search engine, japanese search engines, googleplex pictures



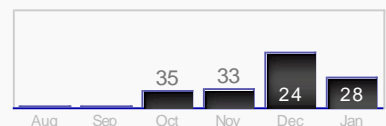
google uk (22)

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



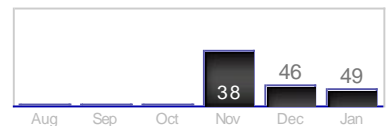
world cup scores (34)

Searches/Mo: 0 Est. Value/Click: \$0.56 Est. Potential New Clicks/Month: 10k
Other Keywords for URL: world cup scores, google desktop search engine, desktop search engine, world scores



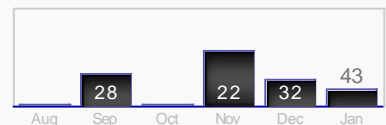
blog search (20)

Searches/Mo: 40k Est. Value/Click: \$0.92 Est. Potential New Clicks/Month: 6k
Other Keywords for URL: blog search, blog submission, blog directories, submit blog, submit your blog



thesaurus com (49)

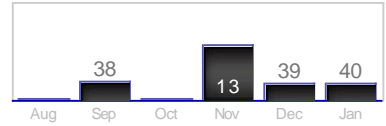
Searches/Mo: 110k Est. Value/Click: \$0.34 Est. Potential New Clicks/Month: 15k
Other Keywords for URL: thesaurus com, answers.com dictionary.com google



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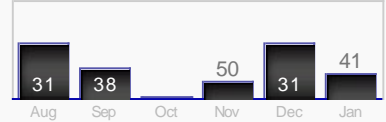
blog sites (24)

Searches/Mo: 22k Est. Value/Click: \$1.67 Est. Potential New Clicks/Month: 3k
Other Keywords for URL: blog sites, blogging sites, best blog sites, top blog sites, blogging site



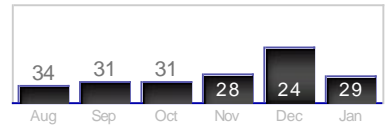
google webmaster tools (10)

Searches/Mo: 0 Est. Value/Click: \$0.71 Est. Potential New Clicks/Month: 6k
Other Keywords for URL: google webmaster tools, google webmaster, google webmaster tool, google webmasters, webmasters tools



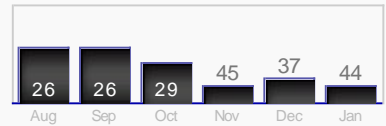
microsoft exchange (27)

Searches/Mo: 27k Est. Value/Click: \$2.37 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: microsoft exchange, microsoft backup, microsoft exchange backup, exchange backup, google backup



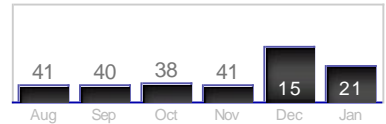
digg com (47)

Searches/Mo: 0 Est. Value/Click: \$0.88 Est. Potential New Clicks/Month: 5k
Other Keywords for URL: digg com



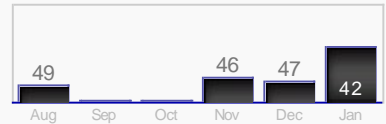
google sponsored links (37)

Searches/Mo: 2k Est. Value/Click: \$27 Est. Potential New Clicks/Month: 152
Other Keywords for URL: sponsored ads, google sponsored links, google sponsored link, google sponsored search, organic results



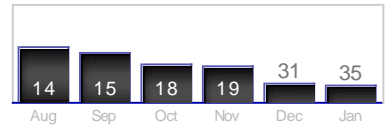
seo tips (7)

Searches/Mo: 12k Est. Value/Click: \$4.4 Est. Potential New Clicks/Month: 918
Other Keywords for URL: seo tips, seo optimization tips, search engine journal, your mother, search engine optimization tips



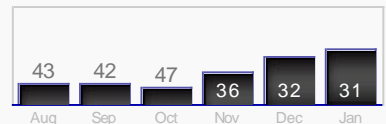
demand media (27)

Searches/Mo: 0 Est. Value/Click: \$2.95 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: demand media, media case, search study



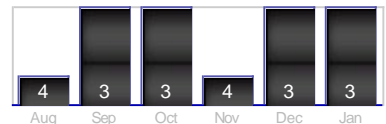
mapquest directions (31)

Searches/Mo: 165k Est. Value/Click: \$0.26 Est. Potential New Clicks/Month: 15k
Other Keywords for URL: mapquest directions, map quest directions, map quest direction, find mapquest, find map quest



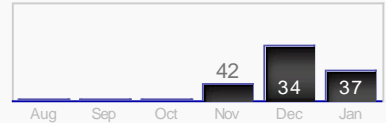
kayak travel (44)

Searches/Mo: 18k Est. Value/Click: \$2.34 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: kayak travel



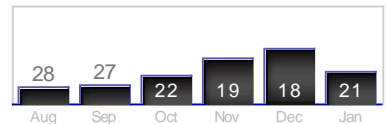
googlenews (44)

Searches/Mo: 22k Est. Value/Click: \$2.76 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: google news, googlenews, google news search, indexed, get on google



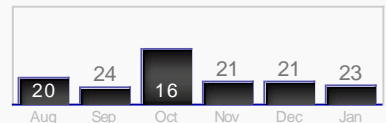
google alert (14)

Searches/Mo: 18k Est. Value/Click: \$1.39 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: google alert



7 deadly sins (42)

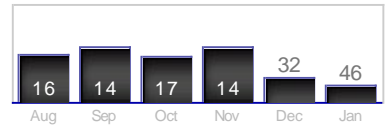
Searches/Mo: 74k Est. Value/Click: \$0.39 Est. Potential New Clicks/Month: 8k
Other Keywords for URL: 7 deadly sins, google local phone



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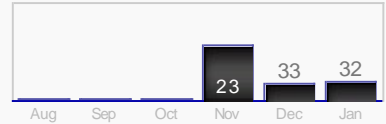
google search engine (37)

Searches/Mo: 110k Est. Value/Click: \$2.75 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: google search engine, seoquake, how to export, export excel, excel export



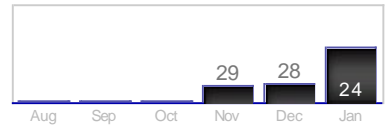
map quest directions (34)

Searches/Mo: 33k Est. Value/Click: \$0.48 Est. Potential New Clicks/Month: 7k
Other Keywords for URL: mapquest directions, map quest directions, map quest direction, find mapquest, find map quest



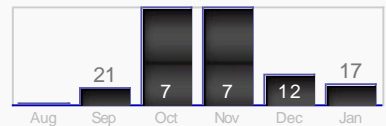
dots (46)

Searches/Mo: 110k Est. Value/Click: \$0.35 Est. Potential New Clicks/Month: 9k
Other Keywords for URL: dots, google doodle, yvonne bell, search googles, search engine google



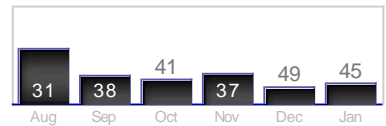
reminisce (47)

Searches/Mo: 60k Est. Value/Click: \$0.54 Est. Potential New Clicks/Month: 6k
Other Keywords for URL: reminisce



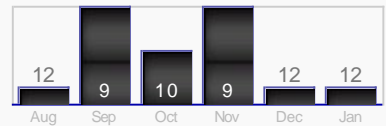
domain names search (31)

Searches/Mo: 4k Est. Value/Click: \$7.39 Est. Potential New Clicks/Month: 390
Other Keywords for URL: domain names search, search engine names, keyword name, search names, names search



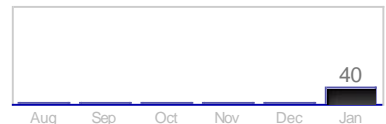
kpi's (30)

Searches/Mo: 2k Est. Value/Click: \$1.46 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: kpi's, kpis, kpi performance, key performance indicators kpi, key performance indicator kpi



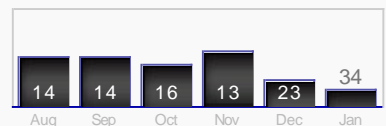
google desktop search (26)

Searches/Mo: 8k Est. Value/Click: \$3.69 Est. Potential New Clicks/Month: 769
Other Keywords for URL: google desktop search, google.desktop search, google desktop search engine, google desktop search network, desktop engine google search



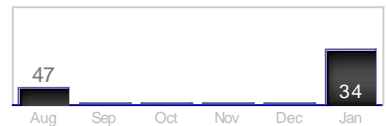
search engines list (42)

Searches/Mo: 50k Est. Value/Click: \$0.64 Est. Potential New Clicks/Month: 4k
Other Keywords for URL: blog search, blog submission, blog directories, submit blog, submit your blog



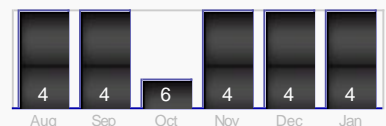
google.desktop search (29)

Searches/Mo: 0 Est. Value/Click: \$3.65 Est. Potential New Clicks/Month: 772
Other Keywords for URL: google desktop search, google.desktop search, google desktop search engine, google desktop search network, desktop engine google search



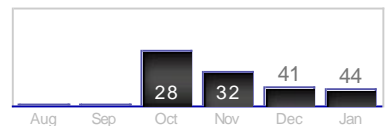
adwords (39)

Searches/Mo: 1k Est. Value/Click: \$24 Est. Potential New Clicks/Month: 116
Other Keywords for URL: adwords, ad words, google ad words, adwords google, adwords search



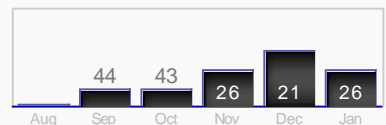
marketing jobs (38)

Searches/Mo: 135k Est. Value/Click: \$1.42 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: search engine journal, marketing jobs, search engine marketing jobs, journal search, search marketing jobs



blogger search (33)

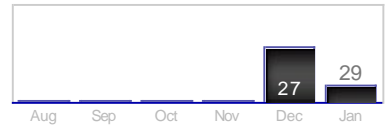
Searches/Mo: 7k Est. Value/Click: \$3.08 Est. Potential New Clicks/Month: 911
Other Keywords for URL: blogger search, rand fishkin



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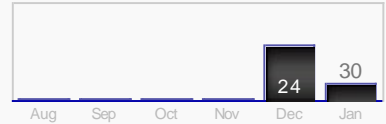
track santa (23)

Searches/Mo: 4k Est. Value/Click: \$0.71 Est. Potential New Clicks/Month: 4k
 Other Keywords for URL: santa tracker, norad santa, track santa, norad santa tracker, tracking search engine



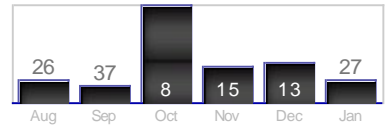
finance google (18)

Searches/Mo: 0 Est. Value/Click: \$1.59 Est. Potential New Clicks/Month: 2k
 Other Keywords for URL: google finance, finance google com, finance google, news google com



plagiarism checker (21)

Searches/Mo: 0 Est. Value/Click: \$0.4 Est. Potential New Clicks/Month: 7k
 Other Keywords for URL: plagiarism checker, online checkers, checkers online, plagiarism check, plagiarism search engine



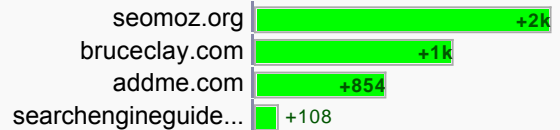
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Keywords Not Ranked On But Should Be

Estimated Clicks/Month

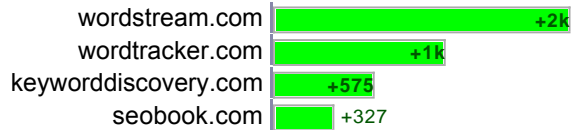
search engine optimization

Searches/Month: 110k
 Cost/Click: \$7.79 Est. Potential Clicks/Month: 716
 Avg. Competitor Rank: 20



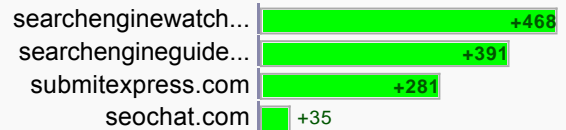
keyword tool

Searches/Month: 74k
 Cost/Click: \$2.76 Est. Potential Clicks/Month: 671
 Avg. Competitor Rank: 17



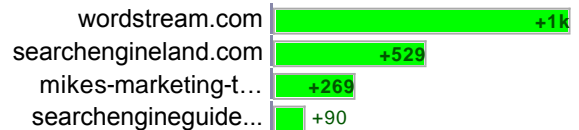
search engine marketing

Searches/Month: 33k
 Cost/Click: \$9.11 Est. Potential Clicks/Month: 180
 Avg. Competitor Rank: 21



google adwords

Searches/Month: 135k
 Cost/Click: \$17.00 Est. Potential Clicks/Month: 349
 Avg. Competitor Rank: 30



'SEO'

Searches/Month: 0
 Cost/Click: \$3.73 Est. Potential Clicks/Month: 2k
 Avg. Competitor Rank: 12



seo

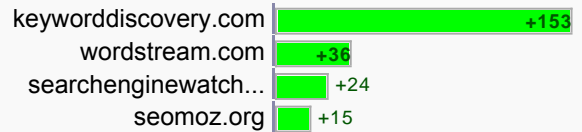
Searches/Month: 165k
 Cost/Click: \$3.74 Est. Potential Clicks/Month: 1k
 Avg. Competitor Rank: 12



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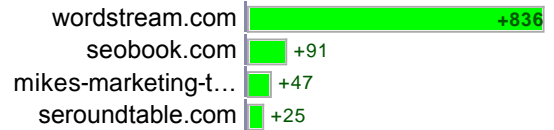
keyword discovery

Searches/Month: 4k
 Cost/Click: \$8.70 Est. Potential Clicks/Month: 65
 Avg. Competitor Rank: 7



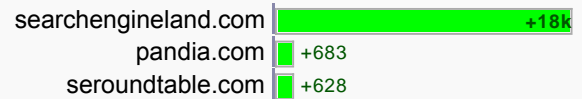
adwords keyword tool

Searches/Month: 18k
 Cost/Click: \$4.67 Est. Potential Clicks/Month: 172
 Avg. Competitor Rank: 24



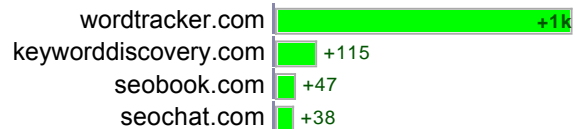
google images

Searches/Month: 2M
 Cost/Click: \$1.41 Est. Potential Clicks/Month: 6k
 Avg. Competitor Rank: 34



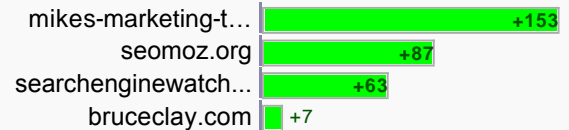
keywords

Searches/Month: 27k
 Cost/Click: \$2.13 Est. Potential Clicks/Month: 320
 Avg. Competitor Rank: 21



search engine rankings

Searches/Month: 5k
 Cost/Click: \$5.69 Est. Potential Clicks/Month: 49
 Avg. Competitor Rank: 14



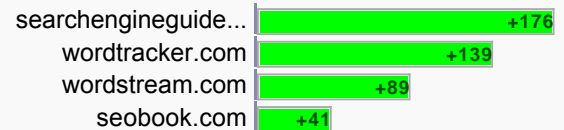
search engine ranking

Searches/Month: 12k
 Cost/Click: \$4.81 Est. Potential Clicks/Month: 50
 Avg. Competitor Rank: 19



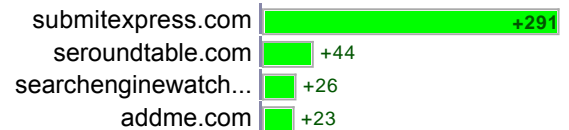
keyword research

Searches/Month: 10k
 Cost/Click: \$2.90 Est. Potential Clicks/Month: 76
 Avg. Competitor Rank: 13



submit site to google

Searches/Month: 7k
 Cost/Click: \$5.60 Est. Potential Clicks/Month: 114
 Avg. Competitor Rank: 17



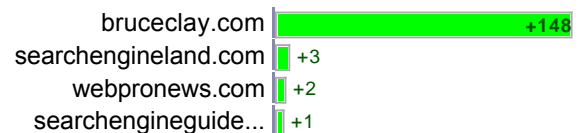
search engine keywords

Searches/Month: 3k
 Cost/Click: \$5.24 Est. Potential Clicks/Month: 18
 Avg. Competitor Rank: 15



bruce clay

Searches/Month: 1k
 Cost/Click: \$3.50 Est. Potential Clicks/Month: 104
 Avg. Competitor Rank: 11



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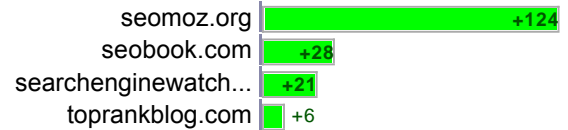
keyword search

Searches/Month: 8k
 Cost/Click: \$3.60 Est. Potential Clicks/Month: 98
 Avg. Competitor Rank: 12



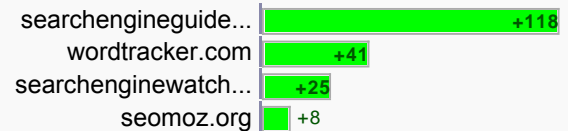
seo strategy

Searches/Month: 4k
 Cost/Click: \$4.46 Est. Potential Clicks/Month: 38
 Avg. Competitor Rank: 19



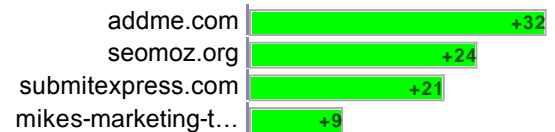
keywords for search engines

Searches/Month: 0
 Cost/Click: \$1.98 Est. Potential Clicks/Month: 32
 Avg. Competitor Rank: 18



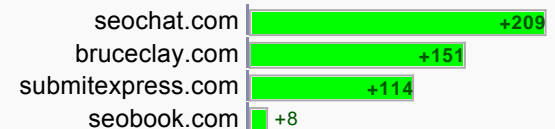
website search engine optimization

Searches/Month: 4k
 Cost/Click: \$9.59 Est. Potential Clicks/Month: 14
 Avg. Competitor Rank: 14



seo optimization

Searches/Month: 12k
 Cost/Click: \$5.78 Est. Potential Clicks/Month: 97
 Avg. Competitor Rank: 18



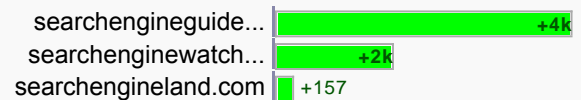
search engine optimization marketing

Searches/Month: 4k
 Cost/Click: \$10.00 Est. Potential Clicks/Month: 42
 Avg. Competitor Rank: 13



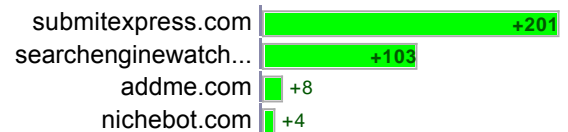
search engines

Searches/Month: 301k
 Cost/Click: \$1.07 Est. Potential Clicks/Month: 2k
 Avg. Competitor Rank: 18



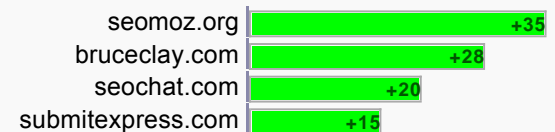
search engine placement

Searches/Month: 8k
 Cost/Click: \$7.17 Est. Potential Clicks/Month: 103
 Avg. Competitor Rank: 10



search engine optimizing

Searches/Month: 4k
 Cost/Click: \$7.27 Est. Potential Clicks/Month: 15
 Avg. Competitor Rank: 11



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Keyword Overlap in Your SEO & PPC campaigns

Est. Organic Clicks vs. Paid Clicks

None

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Keyword Groups with the Most Potential - Details

Keyword Group: Google

Unique Pages Ranked: 327 Searches Per Month: 999k
Potential Clicks with Incremental Gain: 27.0k Value of Incremental Gain: \$27.0k
Potential Clicks Gained at Top Positions: 4.0M Value of Gain at Top Positions: \$4.0M

Keywords:

- **google:** google..com, google com, finance google com (14), google translate, google.desktop
- **google > keyword:** google keyword (15), google keywords (22), google keyword search (3...)
- **google > keyword > tool:** google keyword selector tool (40), keyword google tool (41)...
- **google > keyword > tool > keyword tools:** google keyword tool (10) - **NEW**, google k...

Est. Share of Clicks

searchengineland.com	31k (+12k)
searchenginewatch...	11k (+3k)
seroundtable.com	5k (+1k)
searchenginejourn...	5k (+139)
seoachat.com	4k (+636)
seobook.com	3k (+1k)

Biggest Opportunities Within This Group

google

>[andrew goodman google (27), answers.com dictionary.com google (14), autolink google (36), blog directory google (21), change home page to google (36)]
Est. Potential New Clicks/Month: 234,622 Searches/Mo: 2M Average Value/Click: \$2.82

google > keyword > tool > keyword tools

>[google keywords tools (8), google keywords tool (11), google keyword tools (9), google keyword tool (10)]
Est. Potential New Clicks/Month: 6,426 Searches/Mo: 67k Average Value/Click: \$1.79

google > keyword

>[google keywords search (25), google keyword search (30), google keywords (22), google keyword (15)]
Est. Potential New Clicks/Month: 2,258 Searches/Mo: 28k Average Value/Click: \$2.25

google > ad word > words

>[ad words on google (19), ad words google (24), google ad words (32)]
Est. Potential New Clicks/Month: 2,176 Searches/Mo: 23k Average Value/Click: \$7.06

Clicks Gained or Lost on these Keywords

wunderman.com	+25
box.net	+17
leapfish.com	+14
optimum7.com	+13
twitter.com	+12
-11	contentadsprom.com
-12	sagerock.com
-13	ppchero.com
-13	yadvertisingblog.com
-14	microsoftadvertis...
-19	mccordweb.com
-20	programmableweb.com
-20	ogletreeseo.com
-21	webmasterworld.com
-27	portentinteractiv...

*competitors in bold

Pages That Rank

<http://www.searchenginejournal.com/playing-ppc-catch-up-microsoft-adcenter/20652>

adcenter(27), microsoft adcenter(36), microsoft ad center(25)

Est. Clicks per Month: 11(-5) Potential Incremental Gain: 843 clicks/mo.

<http://www.searchenginejournal.com/microsoft-vs-google-live-windows-adcenter-amazoncom/3355>

adcenter com(46), www dfwbuynewhomes com(14)

Est. Clicks per Month: 0 Potential Incremental Gain: 10 clicks/mo.

<http://www.searchenginejournal.com/msn-adcenter/4554>

msn ads(33), msn ppc(42), msn adcenter(48)

Est. Clicks per Month: 0(-2) Potential Incremental Gain: 0 clicks/mo.



Keyword Group: Finance

Unique Pages Ranked: 7 Searches Per Month: 17k

Potential Clicks with Incremental Gain: 4.0k **Value of Incremental Gain:** \$4.0k

Potential Clicks Gained at Top Positions: 84.0k **Value of Gain at Top Positions:** \$133.0k

Keywords:

- **finance:** finance google com (14), google finance (30), finance google (18), aol finance...

Est. Share of Clicks

searchenginejourn...	909 (+131)
searchenginewatch...	550 (+91)
searchengineland.com	26 (+368)
seroundtable.com	10 (+1)
seobook.com	0 (+0)
seochat.com	0 (+0)

Biggest Opportunities Within This Group

finance

>[finance now com (16), cuba finance (37), trends finance (40), finance video (44), finance trends (34)]

Est. Potential New Clicks/Month: 81,077 **Searches/Mo:** 451k **Average Value/Click:** \$2.38

Clicks Gained or Lost on these Keywords

-3	sitesubmiturl.com
-3	freewebsubmission...
-3	evrsoft.com
-3	askdavetaylor.com
-3	addpro.com
-3	wrensoft.com
-4	searchengineoptim...
-5	selfpromotion.com
-5	searchengines.net
-6	digitalpoint.com
-6	about.com
-6	2createawebsite.com
-7	wikihow.com
-7	mozilla.org
-8	chami.com

*competitors in **bold**

Pages That Rank

<http://www.searchenginejournal.com/20-essential-blog-directories-to-submit-your-blog-to/5998/&ei=...>

blog search(20), blog submission(1), blog directories(4)

Est. Clicks per Month: 1 **Potential Incremental Gain:** 28 clicks/mo.

<http://www.searchenginejournal.com/seo-firefox-plugin-sachio/12037>

add search engines to firefox(34), add search engine firefox(36)

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

<http://www.searchenginejournal.com/facebook-group-vs-facebook-fan-page-whats-better/7761/&sa=u&ei=...>

fan page(3), whats better(1), what is a search engine(18)

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



Searchenginejournal.com: SEO Dashboard

Keyword Group: **Com**

Unique Pages Ranked: 230 Searches Per Month: 2M
Potential Clicks with Incremental Gain: 32.0k Value of Incremental Gain: \$32.0k
Potential Clicks Gained at Top Positions: 4.0M Value of Gain at Top Positions: \$3.0M

Keywords:

- **com**: google..com, google com, finance google com (14), ask com', ask com
- **com > yahoo com > yahoo**: my yahoo.com, yahoo com, yahoo com., local yahoo com (49) -...
- **com > http www > http**: http www yahoo com, http: www dbcreations com, http: www text...

Est. Share of Clicks

searchengineland.com	19k (+11k)
searchenginewatch...	6k (+27k)
seroundtable.com	2k (+282)
searchenginejourn...	657 (+75)
seobook.com	380 (+225)
seochat.com	296 (+20)

Biggest Opportunities Within This Group

com

>[a9.com block view (36), a9.com yellow pages (48), accoona.+com (27), 180 solutions.com (42), allrecipes.+com (46)]

Est. Potential New Clicks/Month: 70,706 Searches/Mo: 397k Average Value/Click: \$0.74

com > switchboard

>[switchboard.+com (27), www switchboard com (39), switchboard com (27)]

Est. Potential New Clicks/Month: 9,636 Searches/Mo: 89k Average Value/Click: \$0.27

com > www googles

>[www google com domainpark (15), www google com adwords (15), www google adwords com (31), www googles com (22)]

Est. Potential New Clicks/Month: 226 Searches/Mo: 90 Average Value/Click: \$7.08

com > advertising

>[advertising.com adware (8), advertising.com aol (12), advertising com (21), advertise com (5)]

Est. Potential New Clicks/Month: 85 Searches/Mo: 9k Average Value/Click: \$1.17

Clicks Gained or Lost on these Keywords

-33	download3k.com
-37	blogspot.com
-39	oldversion.com
-40	bigblueball.com
-40	msn.com
-41	webprnews.com
-46	agilemobile.com
-48	communicationtube...
-49	mashable.com
-52	live.sg
-71	microsoft.com
-74	live.com
-76	searchenginewatch...
-90	aboutmessengers.com
-94	brothersoft.com

*competitors in **bold**

Pages That Rank

<http://www.searchenginejournal.com/msn-messenger-serving-sponsored-text-links/2380/&sa=u&ei=p3wvt...>

text msn messenger(42), text msn(34)

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

<http://www.searchenginejournal.com/yahoo-messenger-6-beta-outshines-msn-messenger/495>

download yahoo messenger 5.6(25), download yahoo messenger 6(33), download yahoo messenger 6.0(36)

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

<http://www.searchenginejournal.com/yahoo-launches-messenger-version-90/5919>

messenger version web(45)

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



Keyword Group: Search

Unique Pages Ranked: 816 Searches Per Month: 222k

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

Potential Clicks Gained at Top Positions: 309.0k Value of Gain at Top Positions: \$411.0k

Keywords:

- **search**: google search, book search, search, blog search (20), gmail search (9)
- **search > search engine > engine**: search engines, search engine (26), search engine o...
- **search > search engine > engine > list**: search engines list (42), meta search engi...

Est. Share of Clicks

searchenginewatch...	14k (+11k)
searchengineand.com	3k (+1k)
seoachat.com	3k (+1k)
searchenginejourn...	1k (+558)
seobook.com	1k (+2k)
seroundtable.com	573 (+479)

Biggest Opportunities Within This Group

search

>[accoona search (3), acoona search (28), acronyms search (28), add my site to search (32), add my url to google search (22)]

Est. Potential New Clicks/Month: **33,952** Searches/Mo: 477k Average Value/Click: \$1.56

search > search engine > engine

>[a9.com search engine (10), acoona search engine (4), acoona search engine (9), amateur search engine (11), area code search engine (47)]

Est. Potential New Clicks/Month: **20,566** Searches/Mo: 484k Average Value/Click: \$2.05

search > search engine > engine > list

>[list website on search engines (39), list website with search engines (31), search engine listing improvement (48), search engine listing tips (43), yahoo search engine listing (30)]

Est. Potential New Clicks/Month: **6,333** Searches/Mo: 72k Average Value/Click: \$1.63

search > top > top search

>[top searches (7)]

Est. Potential New Clicks/Month: **814** Searches/Mo: 7k Average Value/Click: \$1.07

Clicks Gained or Lost on these Keywords

slashdot.org	+29
blogspot.com	+29
betanews.com	+22
googlelabs.com	+17
-14	soft82.com
-16	9down.com
-17	snopes.com
-20	wired.com
-21	zdnet.com
-21	truthorfiction.com
-22	aol.com
-26	sherv.net
-29	microsoft.com
-30	chromium.org
-31	softpedia.com

*competitors in **bold**

Pages That Rank

<https://www.searchenginejournal.com/microsoft-beta-testing-new-search-engine/241>

microsoft beta testing(13), microsoft beta test(21), microsoft beta(43)

Est. Clicks per Month: 4(+1) Potential Incremental Gain: 134 clicks/mo.

<http://www.searchenginejournal.com/aols-new-local-search-beta/5033>

aol beta(30)

Est. Clicks per Month: 1 Potential Incremental Gain: 56 clicks/mo.

<http://www.searchenginejournal.com/google-takes-keyword-tool-out-of-beta/24457>

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

Keyword Group: **TOOLS**

Unique Pages Ranked: 130 Searches Per Month: 65k

Potential Clicks with Incremental Gain: 818.0 Value of Incremental Gain: \$818.0

Potential Clicks Gained at Top Positions: 59.0k Value of Gain at Top Positions: \$119.0k

Keywords:

- **tools**: google webmaster tools (10), internet marketing tools, tools, google tool bar, go...
- **tools > keyword tools**: google keyword tool (10) - **NEW**, keyword tool, google keywords...
- **tools > seo**: seo free tools (29), seo marketing tools, add seo site tool (17), seo mar...
- **tools > seo > seo tool**: seo tools (19), seo tool (29), seo tool bar (13), seo tools ...

Est. Share of Clicks

seobook.com	5k (+5k)
searchenginejourn...	2k (+1k)
seoachat.com	1k (+1k)
searchengineland.com	1k (+552)
seroundtable.com	448 (+390)
searchenginewatch...	258 (+370)

Biggest Opportunities Within This Group

tools

>[babelfish translation tool (11), del.icio.us tools (9), online questionnaire tool (30), search tools comparison (46), search tools consulting (28)]

Est. Potential New Clicks/Month: 9,456 Searches/Mo: 77k Average Value/Click: \$1.58

tools > keyword tools

>[related keyword tool (8), keyword tools overture (21), keyword tools google (34), search engine keyword tool (21), overture keywords tool (19)]

Est. Potential New Clicks/Month: 6,988 Searches/Mo: 83k Average Value/Click: \$1.5

tools > seo > seo tool

>[seo tool kit (15), seo tools com (26), seo tools review (47), cool seo tool (23), seo tool bar (13)]

Est. Potential New Clicks/Month: 1,230 Searches/Mo: 34k Average Value/Click: \$0.9

tools > keyword tools > free keyword > free keyword tool

>[free keyword tools (30), free keyword tool (41)]

Est. Potential New Clicks/Month: 370 Searches/Mo: 4k Average Value/Click: \$0.08

Clicks Gained or Lost on these Keywords

mac-forums.com	+2
ehow.co.uk	+1
-1	webmasterworld.com
-1	blogspot.com
-1	websitespromotion...
-1	mozillazine.org
-1	bblmedia.com
-1	addmyurl.net
-1	theregister.co.uk
-1	blog-zone.info
-1	sitesubmiturl.com
-1	freewebsubmission...
-1	1stsitefree.com
-2	webworldindex.com
-2	addme.com

**competitors in bold*

Pages That Rank

<http://www.searchenginejournal.com/20-essential-blog-directories-to-submit-your-blog-to/5998/&ei=...>

blog search(20), blog submission(1), **blog directories(4)**

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

<http://www.searchenginejournal.com/enhance-your-google-local-listings/5423>

search engine listing google(34), onlineinlocal com(19), add url to google local(37)

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