



Domain Overview for: <https://www.rightathome.net>

# Monthly Domain Overview - <https://www.rightathome.net> M

### Organic Search (SEO)

ORGANIC KEYWORDS **7,071**

EST MONTHLY SEO CLICKS **30.8k**

EST MONTHLY SEO CLICK VALUE: **\$26k**

2,944 Keywords their top 2 competitors also rank for

11 YEARS 3 MOS History of rankings we've collected

### Inbound Clicks from Google - Organic vs. Paid

67% Organic Clicks

### Paid Search (AdWords)

PAID KEYWORDS **8,128**

EST MONTHLY PPC CLICKS **15.3k**

EST MONTHLY ADWORDS BUDGET: **\$49.2k**

1,935 AdWords their top 2 competitors also buy

11 YEARS 3 MOS of Adwords history: Every test they've run.

JUST MADE IT TO THE FIRST PAGE **358**

JUST FELL OFF FIRST PAGE **292**

SEO Keywords

**Top 50 AdWords**  
buy recommendations

**Worst performing keywords**  
to negative match out

## Competition

### Top Organic Competitors

- homeinstead.com
- comfortkeepers.com
- synergyhomecare.com
- visitingangels.com
- homewatchcaregivers.com

### Top Paid Competitors

- comfortkeepers.com
- brightstarcare.com
- kindred.com
- homeinstead.com
- topseniorcaregivers.com

## Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	Paid Keywords	Cost Per Click	Monthly Cost
1	right at home	2.97k	Senior care	\$3.30	\$1560.00
5	home caring	509	in home care	\$3.37	\$439.50
7	nurses home	551	home health care	\$3.12	\$2250.00
11	home caregivers	237	home care services	\$4.20	\$108.60
9	respite care	527	elderly care	\$3.94	\$376.20

## Competitor Shared Keywords

Shared Organic Keyword (Kombat)		Shared Paid Keyword (Kombat)	
<b>Overall Market Research</b> KEYWORD UNIVERSE: <b>23,378</b> <small>Keywords any domain ranks for</small> CORE STARTING KEYWORDS: <b>2,944</b> <small>Keywords all three rank for</small>		<b>Overall Market Research</b> KEYWORD UNIVERSE: <b>14,017</b> <small>Keywords any of the three domains buy</small> CORE STARTING KEYWORDS: <b>1,935</b> <small>Keywords all three domains buy</small>	
<b>Recommendations for https://www.rightathome.net</b> WEAKNESS: <b>3,045</b> <small>Keywords both competitors rank for, but not https://www...</small> EXCLUSIVE KEYWORDS: <b>2,126</b> <small>Competitors don't yet rank, but https://www... does</small>		<b>Recommendations for https://www.rightathome.net</b> BUY RECOMMENDATIONS: <b>804</b> <small>Keywords both competitors buy, but not https://www...</small> EXCLUSIVE KEYWORDS: <b>2,432</b> <small>Keywords neither competitor buys, but https://www... does</small>	

## Top AdWords Buy Recommendations

home care agencies in md	Great Buy	IMPRESSIONS /MO 30	COMPETITORS WHO BOUGHT ● ● ● ● ●
home health care agencies in delaware	Great Buy	IMPRESSIONS /MO 0	COMPETITORS WHO BOUGHT ● ● ● ● ●
in home nursing care	Great Buy	IMPRESSIONS /MO 990	COMPETITORS WHO BOUGHT ● ● ● ● ●
in home care services for elderly skokie	Great Buy	IMPRESSIONS /MO 0	COMPETITORS WHO BOUGHT ● ● ● ● ●
in home care services	Great Buy	IMPRESSIONS /MO 1K	COMPETITORS WHO BOUGHT ● ● ● ● ●

[SEE ALL RECOMMENDATIONS >](#)

# AdWords History

Previous Months
Ad Change Over Time
More Recent Months

2016 | 2017

Keywords	Clicks/Mo	Cost/Click	Coverage	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
elderly homecare	625	\$7.20	42%	Ad						Ad		Ad		Ad	Ad
<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid gray; padding: 5px; width: 30%;"> <p><b>Right at Home - Elder Care</b></p> <p><a href="http://rightathome.net/">http://rightathome.net/</a></p> <p>Quality In-Home Care for Elders. The Right Care, Right at Home</p> <p>Position: 1 <span>Screenshot</span> <span>Highlight</span></p> </div> <div style="border: 1px solid gray; padding: 5px; width: 30%;"> <p><b>Right at Home - Elder Care</b></p> <p><a href="http://rightathome.net/">http://rightathome.net/</a></p> <p>Quality In-Home Care for Elders. The Right Care, Right at Home</p> <p>Position: 1 <span>Screenshot</span> <span>Highlight</span></p> </div> <div style="border: 1px solid gray; padding: 5px; width: 30%;"> <p><b>Right at Home - Elder Care</b></p> <p><a href="http://rightathome.net/">http://rightathome.net/</a></p> <p>Quality In-Home Care for Elders. The Right Care, Right at Home</p> <p>Position: 1 <span>Screenshot</span> <span>Highlight</span></p> </div> </div>															
home health aides	2515	\$3.04	33%							Ad	Ad			Ad	Ad
senior caregiver	589	\$4.85	33%							Ad	Ad			Ad	Ad
login to see all results	2217	\$4.12	33%	Ad	Ad										
login to see all results	282	\$5.82	42%				Ad	Ad					Ad		
login to see all results	150	\$5.22	25%										Ad	Ad	Ad
login to see all results	192	\$3.35	67%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
login to see all results	2384	\$4.46	33%	Ad											
login to see all results	1192	\$4.55	33%						Ad	Ad					
login to see all results	326	\$5.82	33%						Ad						
login to see all results	435	\$0.93	50%				Ad	Ad				Ad	Ad		Ad
login to see all results	6170	\$2.42	33%						Ad	Ad		Ad	Ad		
login to see all results	128	\$3.01	67%	Ad	Ad	Ad	Ad	Ad							
login to see all results	310	\$6.10	25%												Ad

Learn how to use Ad History

**Top Ads** Select All / None

**Right at Home - Elder Care** Highlight

<http://rightathome.net/>

Quality In-Home Care for Elders. The Right Care, Right at Home

**6 of 12** Avg Ad Position **11%** of Ads Served

**31%** in Top of Page

**In-Home Nursing Care** Highlight

<http://rightathome.net/>

Quality In-Home Care for Seniors. Put Family First. Contact Us Today

**5 of 12** Avg Ad Position **9%** of Ads Served

**42%** in Top of Page

**In-Home Senior Caregivers** Highlight

<http://rightathome.net/>

Quality In-Home Caregiver Services. Put Family First. Contact Us

**4 of 10** Avg Ad Position **9%** of Ads Served

**50%** in Top of Page

**Home Health Aides** Highlight

<http://rightathome.net/>

login to see all results

# Organic Ranking History

Top 10 Keywords + Add

- 7 **in home senior care** >
- 10 **elderly care in the home** >
- 11 **'elder in home care'** >
- 11 **in home assistance** >
- 12 **caregivers service** >
- login to see more results >
- login to see more results >
- login to see more results >
- login to see more results >
- login to see more results >

Zoom 6m 1y 2y 5y All
Trendline 
Show Positions 10 50

Penguin 4.0 Phase 2

2008
2010
2012
2014
2016

FILTER KEYWORDS Default
 FILTER KEYWORDS Fell From Top 10
 FILTER KEYWORDS New Keywords
 FILTER KEYWORDS Gained Ranks
 FILTER KEYWORDS Lost Ranks

## Inbound Links (Backlinks)

Backlink	Domain Monthly Organic Clicks	Page Monthly Organic Clicks	Domain Strength	Ranked Keywords	Outbound Links
<a href="http://www.arcadiacachamber.org/womans-club-tribute-at-net-breakfast/">www.arcadiacachamber.org/womans-club-tribute-at-net-breakfast/</a>	800	1	27	1	20
<a href="http://www.meddeviceonline.com/doc/philips-launches-remote-care-solution-for-seniors-investigates-at-home-care-platforms-for-mci-patients-0...">www.meddeviceonline.com/doc/philips-launches-remote-care-solution-for-seniors-investigates-at-home-care-platforms-for-mci-patients-0...</a>	11.00k	1	40	2	20
<a href="http://www.ltcsocialmark.com/home-care-marketing-ltc-expert-publications-welcomes-latest-clients/">www.ltcsocialmark.com/home-care-marketing-ltc-expert-publications-welcomes-latest-clients/</a>	70	1	17	3	20
<a href="http://www.lifecarefunding.com/trusted-partners/">www.lifecarefunding.com/trusted-partners/</a>	770	1	28	2	20
<a href="http://runsignup.com/Race/IN/Fishers/ChooseToMoveRace">runsignup.com/Race/IN/Fishers/ChooseToMoveRace</a>	570.00k	2	56	1	20
<i>login to see all results</i>	80	1	19	1	20
<i>login to see all results</i>	65	2	14	1	20
<i>login to see all results</i>	250	1	25	2	20
<i>login to see all results</i>	110.00k	1	52	6	20
<i>login to see all results</i>	2	1	4	1	3