

Papajohns.com





AdWords Advisor Report (beta)

Jul 10, 2012

Papajohns.com: AdWords Advisor Report (beta)

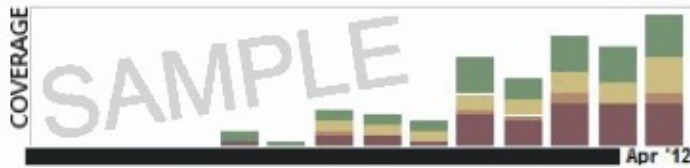
Table of Contents

-  [Top Keyword Recommendations](#)
-  [More To Come. We'd Love your Feedback.](#)

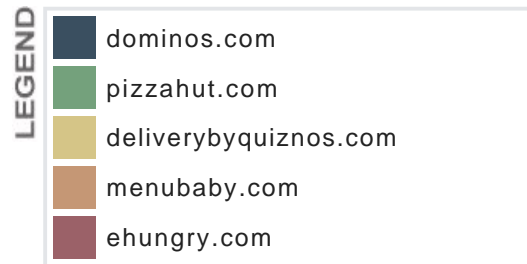
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Top Keyword Recommendations

We've sifted through all the ads your competitors have ever bought, **5k** in all, looking for patterns. By digging through your competitors' historical bidding record, we can see which keywords are their most successful.



These charts show the combined coverage of your competitors on the keyword over the last 14 months. Each color represents a single competitor, each column is a month. Graphs going up and to the right mean your competitors are betting more on a keyword over time.



80.4 Potential Clicks/Mo

Great Buy⁽⁹⁵⁾

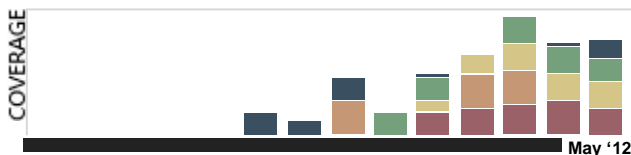
The order is mostly based on the strength of the buy rating, but also slightly prioritized by the size of the opportunity in potential clicks. The number in parentheses is a 0-100 scale to help differentiate the strength of a recommendation within a buy rating. Ex: "Great Buy (95)" is better than "Great Buy (93)".

Next, we figure out which keyword match type (phrase, broad, exact, modified broad) your competitors are buying and we filter out any that you already buy. When a keyword is large enough that we think it belongs in its own ad group we dig deeper to discover the best performing ad copy to give you a place to get started.

These are the top **50** keyword recommendations for you to add to your campaign. Combined, these recommendations represent **41k** new clicks per month for your campaign.

order food online (Exact Match)

\$0.62 Cost/Click | **\$6.96** Cost/Day | **4.4k** Impressions/Mo



334 Potential Clicks/Mo

Great Buy⁽⁹⁸⁾

Top Performing Ads:

{Keyword}

[dominos.com](#)

Pizza, Breadsticks, Wings, Drinks & More Now Available! Order Online

Quiznos Delivery

[deliverybyquiznos.com](#)

Toasty Quiznos Sandwiches Delivered Try Our Easy Group Ordering

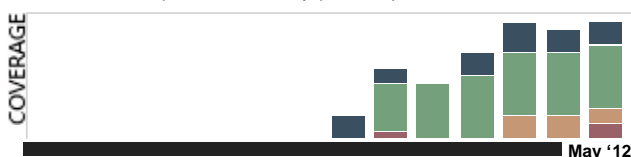
MenuBaby Online Ordering

[menubaby.com](#)

Online ordering for restaurants designed by real restaurateurs.

restaurant online ordering (Phrase Match)

\$0.99 Cost/Click | **\$0.94** Cost/Day | **880** Impressions/Mo



Exact Match Keywords You're not Showing Up On

restaurant online ordering software, restaurant online ordering

28.5 Potential Clicks/Mo

Good Buy⁽⁵⁸⁾



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order chinese (Phrase Match)

\$0.33 Cost/Click | \$0.71 Cost/Day | 860 Impressions/Mo



Exact Match Keywords You're not Showing Up On
order chinese food, order chinese food online

63.6 Potential Clicks/Mo

Good Buy⁽⁵⁶⁾

Top Performing Ads:

[Order Online Food](#)

[dominos.com](#)

Pizza, Breadsticks, Wings, Drinks & More Now Available! Order Online

1/1 Impressions

3 Avg. Position

[Quiznos Delivery](#)

[deliverybyquiznos.com](#)

Toasty Quiznos Sandwiches Delivered Try Our Easy Group Ordering

1/1 Impressions

5 Avg. Position

[MenuBaby Online Ordering](#)

[menubaby.com](#)

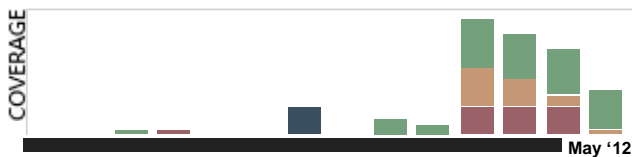
Online ordering for restaurants designed by real restaurateurs.

1/1 Impressions

6 Avg. Position

online ordering for restaurants (Exact Match)

\$1.15 Cost/Click | \$0.88 Cost/Day | 480 Impressions/Mo

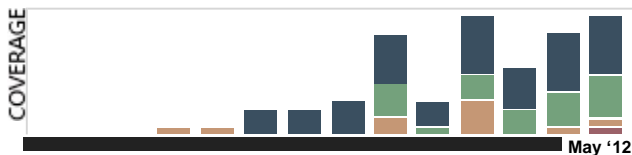


22.8 Potential Clicks/Mo

Good Buy⁽⁵³⁾

restaurant ordering (Phrase Match)

\$1.03 Cost/Click | \$0.17 Cost/Day | 1.3k Impressions/Mo



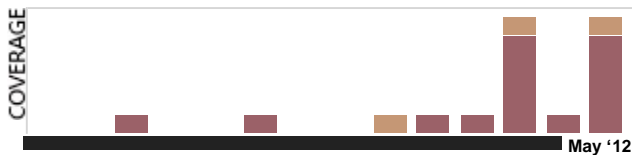
Exact Match Keywords You're not Showing Up On
restaurant ordering systems, restaurant ordering system, restaurant ordering, online restaurant ordering

5.1 Potential Clicks/Mo

Good Buy⁽⁵⁰⁾

dominoes pizza (Exact Match)

\$0.42 Cost/Click | \$63.65 Cost/Day | 74.0k Impressions/Mo



4,551 Potential Clicks/Mo

Buy⁽³⁹⁾

Top Performing Ads:

[Domino's? Pizza](#)

[dominos.com](#)

Pick Your Pizza, Crust, Toppings & Sides for Delivery - All Online! Order Now Coupons MenuGift Cards Locations

[Pizza Hut? Official Site](#)

[pizzahut.com](#)

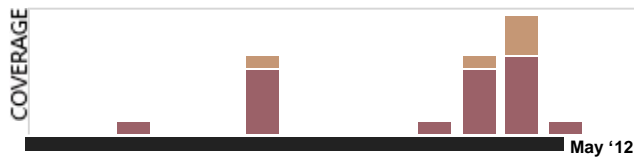
Order Pizza Hut? for Pickup or Delivery. On the Phone or Online. Order Online Now - \$10 Dinner Box - \$10 Tuscani Tuesdays



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domino's pizza (Exact Match)

\$0.40 Cost/Click | \$417.11 Cost/Day | 91 Impressions/Mo

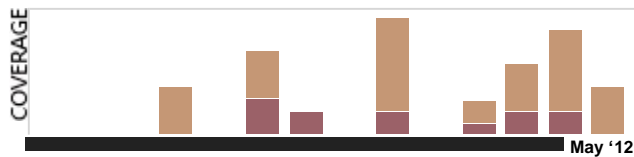


31,099 Potential Clicks/Mo

Buy⁽³⁹⁾

pizza hot (Phrase Match)

\$0.41 Cost/Click | \$6.95 Cost/Day | 8.1k Impressions/Mo



Exact Match Keywords You're not Showing Up On
pizza hot bag, pizza hot, pizza hot, pizza hot number

504 Potential Clicks/Mo

Buy⁽³⁹⁾

Top Performing Ads:

[Order Pizza Hut? Now](#)

[pizzahut.com](#)

Call Pizza Hut? to Order All of Your Favorites. Pickup or Delivery. Order Online Now \$10 Dinner Box\$.50 Wing Wednesdays New Cheesy Bites Pizza

1/2 Impressions

1 Avg. Position

[Pizza Hut? Menu](#)

[pizzahut.com](#)

Visit Pizzahut.com for a Complete Menu to Start Your Order Now! Order Online Now - \$10 Dinner Box - Sign Up for Hut Lovers Email Deals

1/2 Impressions

1 Avg. Position

[Domino's? Pizza](#)

[dominos.com](#)

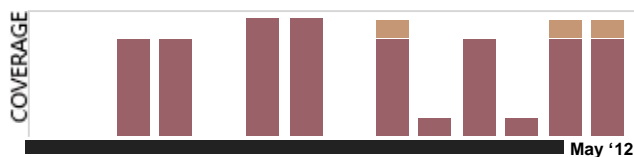
Pick Your Pizza, Crust, Toppings & Sides for Delivery - All Online! Order Now - Coupons - Menu - Gift Cards

1/1 Impressions

2 Avg. Position

domino's pizza menu (Exact Match)

\$0.43 Cost/Click | \$0.83 Cost/Day | 0 Impressions/Mo



57.9 Potential Clicks/Mo

Buy⁽³⁹⁾

Top Performing Ads:

[Domino's? Pizza](#)

[dominos.com](#)

Pick Your Pizza, Crust, Toppings & Sides for Delivery - All Online! Order Now Coupons MenuGift Cards Locations

[Pizza Hut? Menu](#)

[pizzahut.com](#)

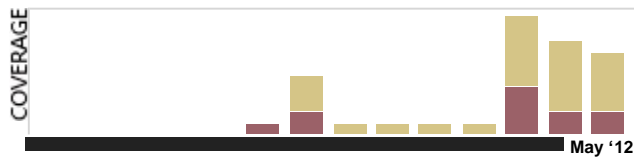
Visit Pizzahut.com for a Complete Menu to Start Your Order Now! Order Online Now - \$10 Dinner Box - Sign Up for Hut Lovers Email Deals



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sandwich delivery (Phrase Match)

\$0.74 Cost/Click | \$5.92 Cost/Day | 4.4k Impressions/Mo



Exact Match Keywords You're not Showing Up On

Red Sandwich Delivery Bag, sandwich delivery chicago, sandwich delivery services, sandwich delivery

240 Potential Clicks/Mo

Buy⁽³⁸⁾

Top Performing Ads:

[Quiznos Delivery](#)

[deliverybyquiznos.com](#)

Toasty Quiznos Sandwiches Delivered
Try Our Easy Group Ordering

3/3 Impressions

4.3 Avg. Position

[Domino's? Pizza Delivery](#)

[dominos.com](#)

Pizza, Breadsticks, Wings and More!
Now Available Online, Order Today.

2/3 Impressions

4.5 Avg. Position

[Domino's? Pizza Delivery](#)

[dominos.com](#)

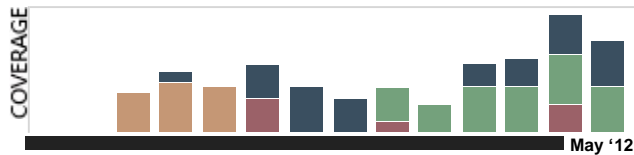
Pizza, Breadsticks, Wings and More!
Now Available Online, Order Today.
Order Now - Coupons - Menu - Gift Cards

1/3 Impressions

2 Avg. Position

online restaurant order (Exact Match)

\$0.33 Cost/Click | \$0.01 Cost/Day | 12 Impressions/Mo

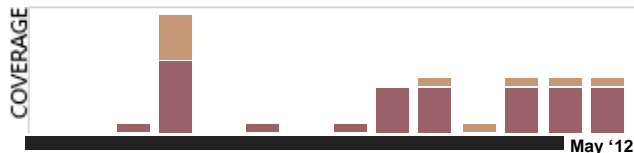


0.6 Potential Clicks/Mo

Good Buy⁽⁵⁸⁾

dominoe pizza (Exact Match)

\$0.09 Cost/Click | \$0.12 Cost/Day | 480 Impressions/Mo

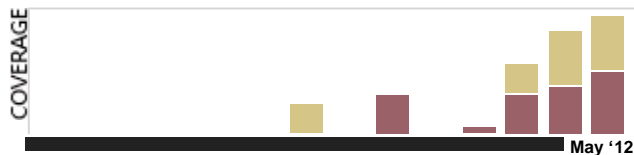


40.8 Potential Clicks/Mo

Buy⁽³⁸⁾

delivery los angeles (Exact Match)

\$0.61 Cost/Click | \$0.43 Cost/Day | 590 Impressions/Mo



21.3 Potential Clicks/Mo

Buy⁽³⁹⁾

online ordering software (Exact Match)

\$1.01 Cost/Click | \$0.15 Cost/Day | 140 Impressions/Mo



4.5 Potential Clicks/Mo

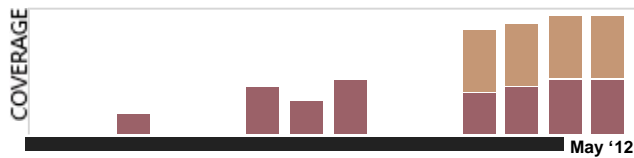
Buy⁽⁴³⁾



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dinner deal (Exact Match)

\$0.97 Cost/Click | \$0.29 Cost/Day | 73 Impressions/Mo



9 Potential Clicks/Mo

Buy⁽⁴⁰⁾

breakfast delivery (Phrase Match)

\$0.65 Cost/Click | \$14.63 Cost/Day | 8.1k Impressions/Mo



Exact Match Keywords You're not Showing Up On

breakfast delivery new york, breakfast delivery denver, breakfast delivery

679 Potential Clicks/Mo

Buy⁽³⁵⁾

Top Performing Ads:

[Quiznos Delivery](#)

[deliverybyquiznos.com](#)

Toasty Quiznos Sandwiches Delivered

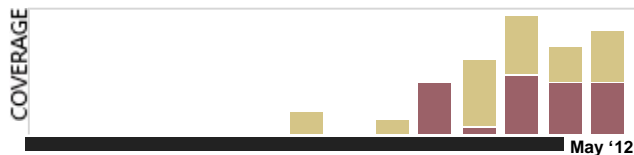
Try Our Easy Group Ordering

1/1 Impressions

1 Avg. Position

dallas food delivery (Exact Match)

\$0.41 Cost/Click | \$0.17 Cost/Day | 260 Impressions/Mo



12 Potential Clicks/Mo

Buy⁽³⁸⁾

restaurant deal (Exact Match)

\$0.47 Cost/Click | \$0.13 Cost/Day | 110 Impressions/Mo



8.1 Potential Clicks/Mo

Buy⁽³⁹⁾

order mexican food online (Exact Match)

\$0.18 Cost/Click | \$0.01 Cost/Day | 46 Impressions/Mo



2.4 Potential Clicks/Mo

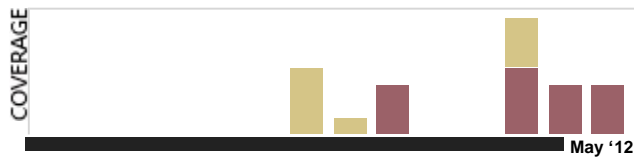
Buy⁽⁴³⁾



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places deliver (Phrase Match)

\$0.49 Cost/Click | \$0.23 Cost/Day | 390 Impressions/Mo



Exact Match Keywords You're not Showing Up On
places to deliver, places that deliver food

14.1 Potential Clicks/Mo

Buy (36)

+food +delivery +service (Modified Broad Match)

\$0.88 Cost/Click | \$67.60 Cost/Day | 27.1k Impressions/Mo



Exact Match Keywords You're not Showing Up On
food delivery services chicago, food delivery services nyc, food delivery services

2,301 Potential Clicks/Mo

Buy (33)

Top Performing Ads:

[Quiznos Delivery](#)

[deliverybyquiznos.com](#)

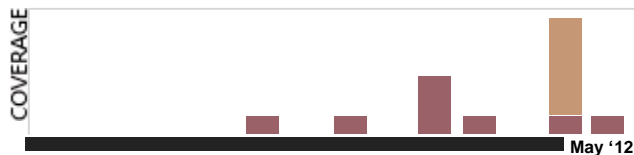
Toasty Quiznos Sandwiches Delivered
Try Our Easy Group Ordering

1/1 Impressions

8 Avg. Position

deep dish pizza (Exact Match)

\$0.40 Cost/Click | \$1.23 Cost/Day | 4.4k Impressions/Mo



91.2 Potential Clicks/Mo

Buy (33)

Top Performing Ads:

[Domino's? Pizza](#)

[dominos.com](#)

Pizza, Breadsticks, Wings and More!
Now Available Online, Order Today.
Order Now - Coupons - Menu - Gift Cards

delivery menus (Exact Match)

\$0.36 Cost/Click | \$0.07 Cost/Day | 73 Impressions/Mo



6 Potential Clicks/Mo

Buy (37)



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dominoes menu (Exact Match)

\$0.40 Cost/Click | \$0.29 Cost/Day | 1.3k Impressions/Mo



21.3 Potential Clicks/Mo

Buy⁽³⁴⁾

seattle food delivery (Phrase Match)

\$0.42 Cost/Click | \$0.47 Cost/Day | 590 Impressions/Mo



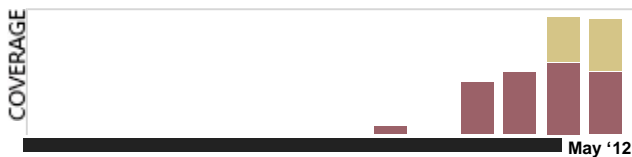
Exact Match Keywords You're not Showing Up On
seattle food delivery service, seattle food delivery services, seattle food delivery

33.6 Potential Clicks/Mo

Buy⁽³³⁾

food delivery seattle (Exact Match)

\$0.41 Cost/Click | \$0.48 Cost/Day | 590 Impressions/Mo

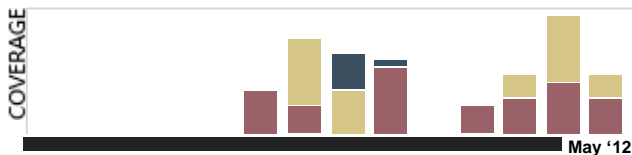


35.1 Potential Clicks/Mo

Buy⁽³²⁾

restaurant delivery services (Exact Match)

\$0.60 Cost/Click | \$0.04 Cost/Day | 91 Impressions/Mo

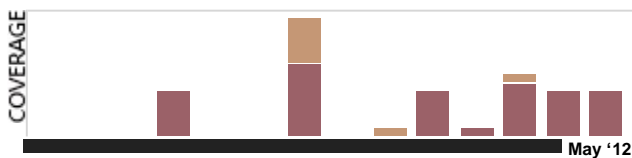


2.1 Potential Clicks/Mo

Buy⁽⁴⁰⁾

dominoes com (Exact Match)

\$0.68 Cost/Click | \$2.96 Cost/Day | 3.6k Impressions/Mo



131 Potential Clicks/Mo

Buy⁽³¹⁾

Top Performing Ads:

[Domino's? Pizza](#)

[dominos.com](#)

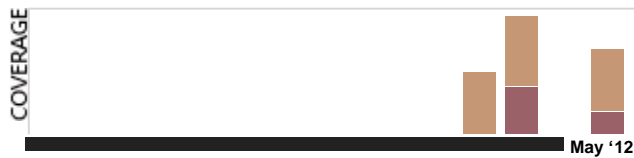
Pizza, Breadsticks, Wings and More
Now Available Online, Order Today.
Order Now Coupons MenuGift Cards
Locations Android App



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pizzahut.com coupons (Exact Match)

\$0.73 Cost/Click | \$0.41 Cost/Day | 260 Impressions/Mo



16.8 Potential Clicks/Mo

Buy⁽³³⁾

food delivery nyc (Exact Match)

\$0.64 Cost/Click | \$1.62 Cost/Day | 1.3k Impressions/Mo



75.9 Potential Clicks/Mo

Buy⁽³¹⁾

Top Performing Ads:

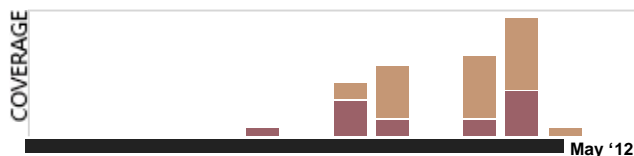
[Domino's? Official Site](#)

[dominos.com](#)

Order From the Official Domino's?
Site For Fast Local Delivery!

pizza delivery bags (Exact Match)

\$1.03 Cost/Click | \$0.71 Cost/Day | 320 Impressions/Mo



20.4 Potential Clicks/Mo

Buy⁽³²⁾

pizza pizza (Exact Match)

\$0.42 Cost/Click | \$2.34 Cost/Day | 3.6k Impressions/Mo



166 Potential Clicks/Mo

Buy⁽²⁹⁾

Top Performing Ads:

[Pizza Hut? Official Site](#)

[pizzahut.com](#)

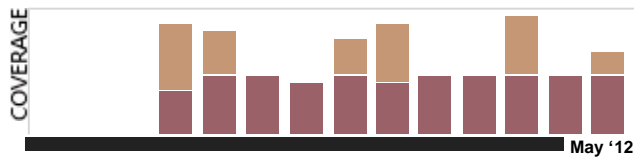
Order Pizza Hut? for Pickup or
Delivery. On the Phone or Online.
Order Online Now - \$10 Dinner Box -
Sign Up for Hut Lovers Email Deals



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pizza delivery in chicago (Exact Match)

\$1.12 Cost/Click | \$0.07 Cost/Day | 46 Impressions/Mo



1.8 Potential Clicks/Mo

Buy⁽³⁸⁾

restaurant delivery service (Exact Match)

\$0.70 Cost/Click | \$0.74 Cost/Day | 720 Impressions/Mo

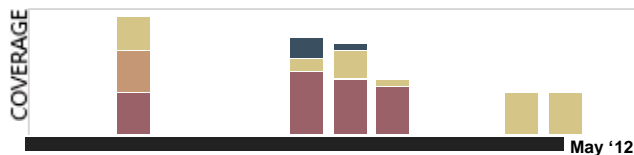


31.8 Potential Clicks/Mo

Buy⁽²⁹⁾

restaurant delivery (Exact Match)

\$0.00 Cost/Click | \$0.00 Cost/Day | 1.9k Impressions/Mo

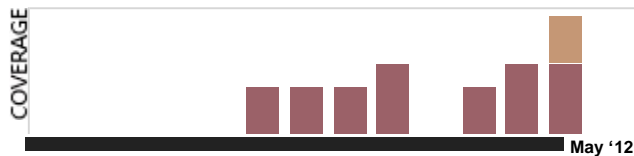


0 Potential Clicks/Mo

Good Buy⁽⁵¹⁾

pizza farmington (Phrase Match)

\$0.88 Cost/Click | \$0.16 Cost/Day | 2.9k Impressions/Mo



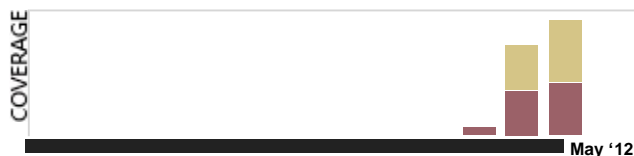
Exact Match Keywords You're not Showing Up On
olees pizza farmington ct, pizza farmington

5.4 Potential Clicks/Mo

Buy⁽³²⁾

los angeles delivery (Exact Match)

\$1.40 Cost/Click | \$0.69 Cost/Day | 210 Impressions/Mo

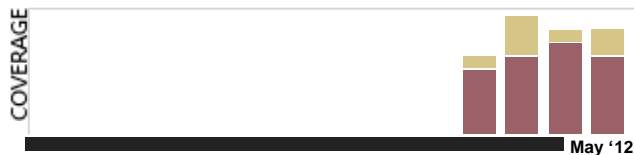


14.7 Potential Clicks/Mo

Buy⁽³⁰⁾

ny food delivery (Exact Match)

\$0.56 Cost/Click | \$0.05 Cost/Day | 58 Impressions/Mo



2.4 Potential Clicks/Mo

Buy⁽³⁴⁾

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deal restaurant (Exact Match)

\$0.96 Cost/Click | \$0.07 Cost/Day | 0 Impressions/Mo



2.1 Potential Clicks/Mo

Buy⁽³⁴⁾

catering delivery (Exact Match)

\$0.41 Cost/Click | \$0.03 Cost/Day | 91 Impressions/Mo

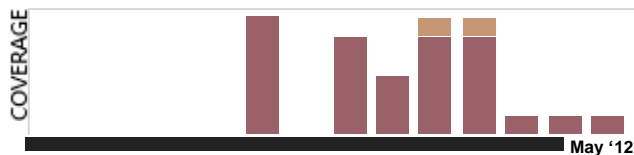


2.4 Potential Clicks/Mo

Buy⁽³³⁾

pizza aurora (Exact Match)

\$0.65 Cost/Click | \$0.14 Cost/Day | 73 Impressions/Mo

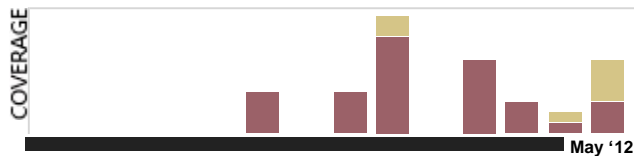


6.6 Potential Clicks/Mo

Buy⁽³⁰⁾

restaurant delivery orlando (Exact Match)

\$0.40 Cost/Click | \$0.08 Cost/Day | 73 Impressions/Mo

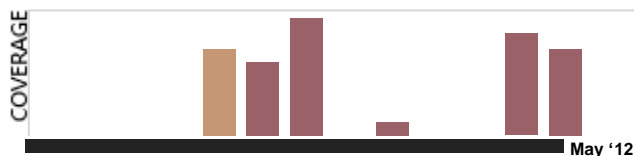


6.3 Potential Clicks/Mo

Buy⁽³⁰⁾

pizza chicago (Exact Match)

\$0.42 Cost/Click | \$2.06 Cost/Day | 2.9k Impressions/Mo



147 Potential Clicks/Mo

Buy⁽²⁶⁾

delivery insurance (Phrase Match)

\$1.20 Cost/Click | \$0.12 Cost/Day | 91 Impressions/Mo



Exact Match Keywords You're not Showing Up On
fast food delivery insurance, pizza delivery insurance

3 Potential Clicks/Mo

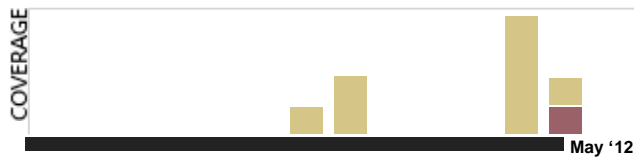
Buy⁽³²⁾



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chinese restaurant delivery (Exact Match)

\$0.65 Cost/Click | \$1.23 Cost/Day | 480 Impressions/Mo

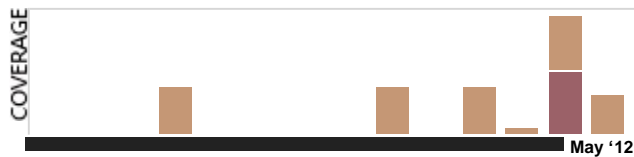


57 Potential Clicks/Mo

Buy⁽²⁶⁾

domino's pizza coupon (Exact Match)

\$0.40 Cost/Click | \$0.04 Cost/Day | 0 Impressions/Mo

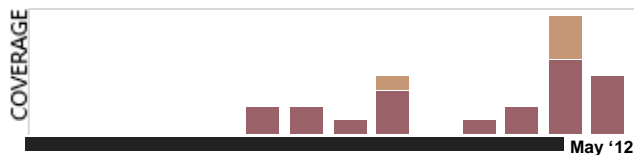


2.7 Potential Clicks/Mo

Buy⁽³²⁾

pizza oak park (Exact Match)

\$0.20 Cost/Click | \$0.02 Cost/Day | 73 Impressions/Mo

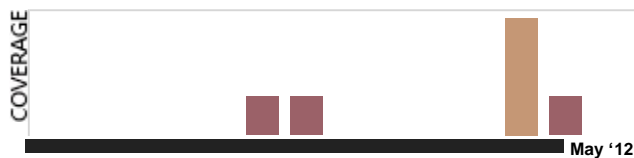


2.7 Potential Clicks/Mo

Buy⁽³²⁾

coupons restaurants (Phrase Match)

\$0.66 Cost/Click | \$1.75 Cost/Day | 2.9k Impressions/Mo



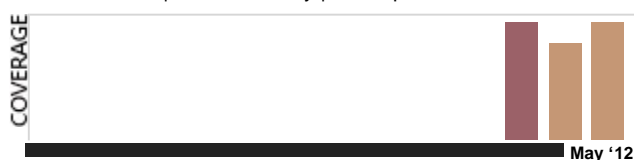
Exact Match Keywords You're not Showing Up On
coupons for restaurants in las vegas, half off coupons for restaurants, food coupons for restaurants, coupons restaurants

79.8 Potential Clicks/Mo

Buy⁽²⁶⁾

restaurants discounts (Exact Match)

\$0.60 Cost/Click | \$0.09 Cost/Day | 110 Impressions/Mo

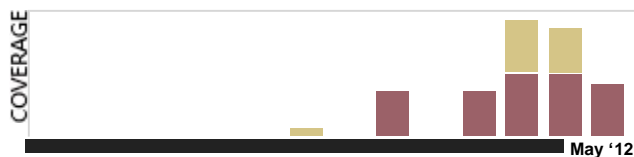


4.5 Potential Clicks/Mo

Buy⁽³⁰⁾

nyc food delivery (Exact Match)

\$0.89 Cost/Click | \$0.24 Cost/Day | 260 Impressions/Mo



8.1 Potential Clicks/Mo

Buy⁽²⁸⁾

[Download as CSV](#)



Papajohns.com: AdWords Advisor Report (beta)

More To Come. We'd Love your Feedback.

Hey,

Thanks for trying out our new Adwords Advisor report. Keep in mind this is an early beta, so nothing is set in stone.

This report should deliver **“actionable advice to improve your Adwords campaign”**. It is designed to save you time while making better decisions that ultimately yield better bottom-line results.

Our goal is to recommend improvements to your campaign that are as good or better than if you paid a consultant to come up with them. We want to back up our advice with **just enough** supporting data that you can decide whether to implement it, but not so much that it overwhelms or slows you down. It's a bit of a balancing act.

We're planning to add **more sections and features** in the coming weeks, so this is just preview of what's to come. But, we wanted show you what we have as soon as possible so that you can **give us your input** while it's still easy to make changes and prioritize what comes next.

This is where we need your help. We need your input to find that balance and to prioritize future sections and features. We've set up a page for you to [Suggest Ideas](#) and [Vote on New Features](#) and [Report Bugs](#).

We've also put together a [short survey](#) for you to report the quality of your experience.

Got more to say? As always, you can send questions or feedback directly to us at support@spyfu.com or hit us up on [Live Chat](#).

Did you love the report? We're dying to hear how it made you day a little better. [Send us a testimonial](#).

Thanks again for giving the report a try. Be sure to check back in the coming weeks as we implement your feedback and add new sections and features.

Cheers,

Mike Roberts, Founder

Psst. Want to share this beta? Internet karma coming your way:



P.S. - We'll also understand if you want to keep it a secret ;)

P.P.S. - But, what if you could share it *AND* still keep it a secret?

