

Feb 16, 2011

Clairecarfilemarketing.com

SEO Dashboard



Table of Contents

SEO Value

- ✓ [Amount of Keywords in Top Search Results](#)
- ✓ [Number of Unique Pages that Rank Organically](#)
- ✓ [Total Organic Clicks Per Month](#)
- ✓ [Value of Organic Clicks Per Month](#)
- ✓ [Organic Clicks Change](#)
- ✓ [Biggest Gains / Most Valuable Keywords](#)
- ✓ [Newly Ranked Organic Pages](#)
- ✓ [New Keywords / Top Sections](#)
- ✓ [Keyword Groups with the Biggest Gains](#)

Opportunity

- ✓ [Biggest Opportunities / Not Ranked Keywords](#)
- ✓ [Keyword Overlap in Your SEO & PPC campaigns](#)
- ✓ [Keyword Groups with the Most Potential](#)

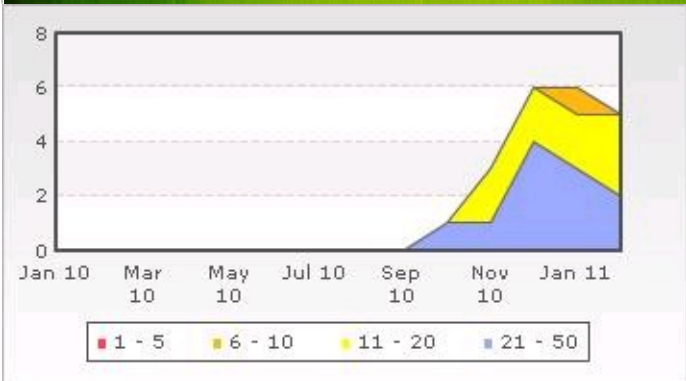
Competition

- ✓ [Traffic Share and Movers Shakers](#)
- ✓ [Competition](#)
- ✓ [Top Organic Competitors / Partners and their Best Keywords](#)

Appendix: Additional and Extended Details

- ✓ [Biggest Gains \(all\)](#)
- ✓ [Most Valuable Keywords \(all\)](#)
- ✓ [Newly Ranked Organic Pages \(all\)](#)
- ✓ [New Keywords \(all\)](#)
- ✓ [Top Sections \(all\)](#)
- ✓ [Keyword Groups with the Biggest Gains - Details](#)
- ✓ [Biggest Opportunities \(all\)](#)
- ✓ [Not Ranked Keywords \(all\)](#)
- ✓ [Keyword Overlap in Your SEO & PPC campaigns \(all\)](#)
- ✓ [Keyword Groups with the Most Potential - Details](#)

Amount of Keywords in Top Search Results



You show up in the top 50 search results on Google for 5 different keywords. *The largest portion of those are not on the first page, and that represents a huge amount of potential of over 407 clicks per month. That is comparable to \$63 in equivalent Adwords dollars.*

Number of Unique Pages that Rank Organically



3 of your pages appear in the top 50 of at least one search.

Total Organic Clicks Per Month



You should be getting 34 clicks per month from your organic placements on Google. *That's up 0.75 clicks or 2.29% over the past 2 months.*

Value of Organic Clicks Per Month



If you had to buy all those organic clicks via Google Adwords, they'd cost \$5.24. *That's an additional savings of \$5.24 over last month.*

You gained 34 clicks last month, worth \$5.

Biggest Gains

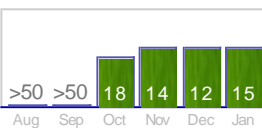
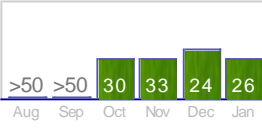
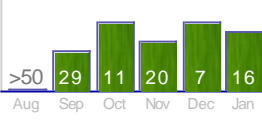
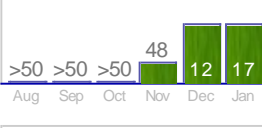
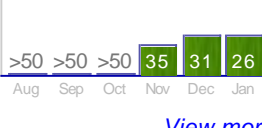
You moved up in ranks on 1 keywords last month. All those gains added up to about 0 clicks you wouldn't have received last month. In equivalent PPC dollars, all those new clicks are worth about \$0.

	Rank
▲ chartered marketer Estimated Clicks/Month stayed_the_same http://www.clairecarlilemarketing.com...	26(+5)

[View more](#) (p. 11)

Most Valuable Keywords

You gained ranks on 1 out of your top 5 most valuable keywords. Moving up the charts on those important keywords means about 0 visits to the site that wouldn't have come last month.

	Rank
cherry popping Rank: 15(-3) Est. Clicks/Mo: 10(-5) Est. Value/Mo: \$1.52(-\$0.833)	
popping cherry Rank: 26(-2) Est. Clicks/Mo: 2 Est. Value/Mo: \$0.28(-\$0.048)	
seo wales Rank: 16(-9) Est. Clicks/Mo: 0(-1) Est. Value/Mo: \$0(-\$2.726)	
internet wales Rank: 17(-5) Est. Clicks/Mo: 0 Est. Value/Mo: \$0	
chartered marketer Rank: 26(+5) Est. Clicks/Mo: 0 Est. Value/Mo: \$0	

[View more](#) (p. 12)

Newly Ranked Organic Pages

0 pages show up in Google search results that didn't last month. Combined, those new placements drive 0 clicks, which would be worth about \$0 if you paid for those same clicks in Google Adwords.

None

[View more](#) (p. 13)

New Keywords (You weren't ranked on before)

You now place in the top 50 search results on 0 keywords that you didn't even show up on last month. Those keywords drive 0 clicks worth an estimated \$0 per month in equivalent PPC dollars. All those new keywords represent a beachhead to an opportunity that could lead to as many as 0 clicks per month if you could be in the first position on each of the keywords.

Rank: n/a Searches/Mo: n/a Est. Value/Click: n/a
Estimated New Clicks/Month: n/a

[View more](#) (p. 14)

Top Site Sections Summary

The top 1 site sections draw 100% of all of your organic visitors. Together those sections combine for 12 clicks per month.

Clicks/Month

[clairecarlilemarketing.co](#)
[m/...](#)
Number of Keywords: 2
Est. Value/Mo: \$2 (-\$3)

Month	Clicks
Aug	0
Sep	0
Oct	12
Nov	20
Dec	18
Jan	12

[clairecarlilemarketing.co](#)
[m/...](#)
Number of Keywords: 1
Est. Value/Mo: \$0

Month	Clicks
Aug	0
Sep	0
Oct	0
Nov	0
Dec	0
Jan	0

[View more](#) (p. 14)

Keyword Groups with the Biggest Gains

Biggest Opportunities

You currently rank somewhere in the top 50 on 5 search phrases on Google. If you could land the number one spot for all of those searches, you'd get about 407 additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you'll get 407 clicks per month. That would cost you more than \$63 in equivalent PPC dollars.

cherry popping
Rank: 15 (-3) Searches/Mo: 4k Est. Value/Click: \$0.16
Est. Potential New Clicks/Month: 261

popping cherry
Rank: 26 (-2) Searches/Mo: 0 Est. Value/Click: \$0.16
Est. Potential New Clicks/Month: 146

seo wales
Rank: 16 (-9) Searches/Mo: 30 Est. Value/Click: \$3.68
Est. Potential New Clicks/Month: 0

internet wales
Rank: 17 (-5) Searches/Mo: 0 Est. Value/Click: \$2.81
Est. Potential New Clicks/Month: 0

chartered marketer
Rank: 26 (+5) Searches/Mo: 0 Est. Value/Click: \$0.37
Est. Potential New Clicks/Month: 0

[View more](#) (p. 15)

Keywords Not Ranked On But Should Be

[Empty box]

Searches/Mo.: n/a
Cost/Click: n/a Est. Potential Clicks/Mo.: n/a Avg. Competitor Rank: n/a

[View more](#) (p. 15)

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.*

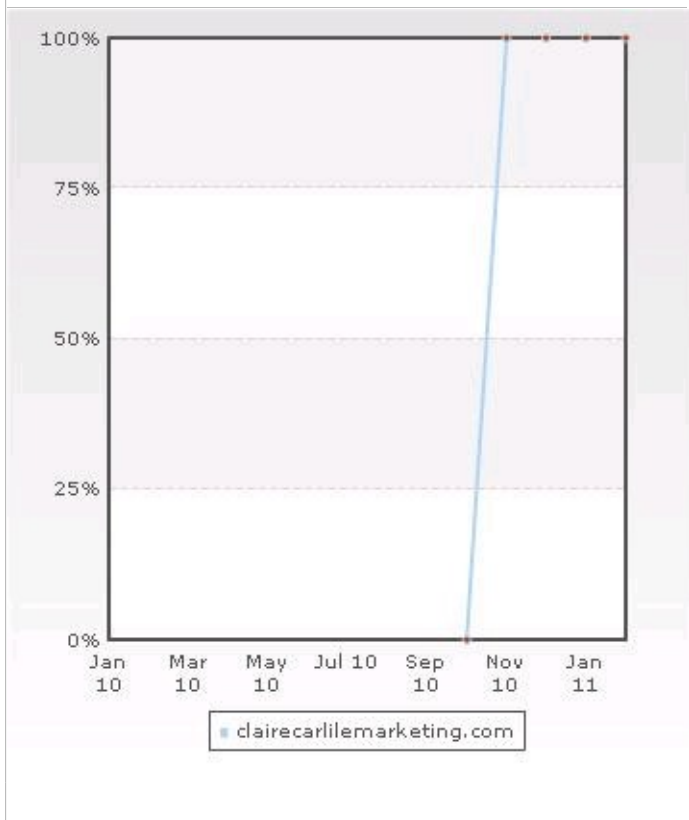
Est. Organic Clicks vs. Paid Clicks

None [View more](#) (p. 16)

Keyword Groups with the Most Potential

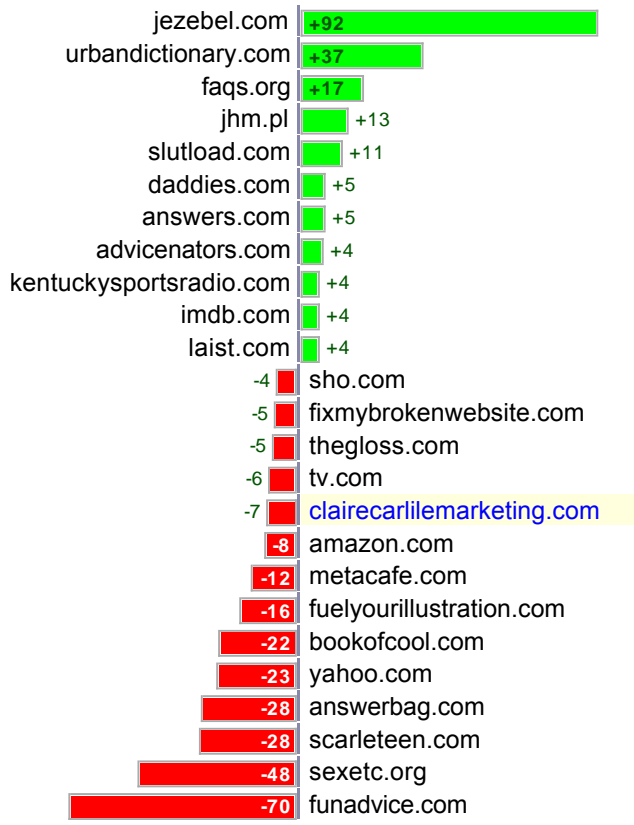
Traffic Share

Relative to your top 5 competitors, your site gained **100%** of the traffic share. During this time none of your competitors have made any significant moves.



Domains that Gained or Lost Clicks on your Keywords

This month, Jezebel.com gained 92 clicks by improving their position on organic searches that you also rank for.

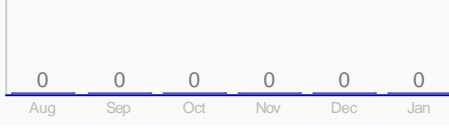


*competitors in bold

Competition: No data on clicks relative to your top 5 competitors

Top Organic Competitors and their Best Keywords

Top Organic Competitors and their Best Keywords		
SEO Clicks/mo ()	#Overlapping Keywords ()	Adwords Budget ()

Biggest Gains (all)	Clicks/Month														
<p>▲ chartered marketer 26(+5) Est. Clicks/Month unchanged Est. Value/Click: \$0.37 Estimated Value unchanged \$0 http://www.clairecarlilemarketing.com...</p>	 <table border="1"><thead><tr><th>Month</th><th>Clicks</th></tr></thead><tbody><tr><td>Aug</td><td>0</td></tr><tr><td>Sep</td><td>0</td></tr><tr><td>Oct</td><td>0</td></tr><tr><td>Nov</td><td>0</td></tr><tr><td>Dec</td><td>0</td></tr><tr><td>Jan</td><td>0</td></tr></tbody></table> <p>Download as CSV</p>	Month	Clicks	Aug	0	Sep	0	Oct	0	Nov	0	Dec	0	Jan	0
Month	Clicks														
Aug	0														
Sep	0														
Oct	0														
Nov	0														
Dec	0														
Jan	0														

Most Valuable Keywords (all)	Rank
<p>cherry popping Rank: 15(-3) Est. Clicks/Mo: 10(-5) Est. Value/Mo: \$2(-\$0.833)</p>	
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<p>chartered marketer Rank: 26(+5) Est. Clicks/Mo: 0 Est. Value/Mo: \$0</p>	 <p style="text-align: right;">Download as CSV</p>

Newly Ranked Organic Pages

None

[Download as CSV](#)

New Keywords (You weren't ranked on before)	Estimated New Click/Month
Rank: n/a Searches/Mo: n/a Est. Value/Click:	Download as CSV

Top Site Sections Summary	Estimated Clicks/Month														
<p>clairecarlilemarketing.com/... Number of Keywords: 2 Estimated Value/Mo: \$2 (-\$3) Top Keywords: cherry popping, popping cherry</p>	<table border="1"><thead><tr><th>Month</th><th>Estimated Clicks</th></tr></thead><tbody><tr><td>Aug</td><td>0</td></tr><tr><td>Sep</td><td>0</td></tr><tr><td>Oct</td><td>12</td></tr><tr><td>Nov</td><td>20</td></tr><tr><td>Dec</td><td>18</td></tr><tr><td>Jan</td><td>12</td></tr></tbody></table>	Month	Estimated Clicks	Aug	0	Sep	0	Oct	12	Nov	20	Dec	18	Jan	12
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Sep	0														
Oct	12														
Nov	20														
Dec	18														
Jan	12														
<p>clairecarlilemarketing.com/... Number of Keywords: 1 Estimated Value/Mo: \$0 Top Keywords: chartered marketer</p>	<table border="1"><thead><tr><th>Month</th><th>Estimated Clicks</th></tr></thead><tbody><tr><td>Aug</td><td>0</td></tr><tr><td>Sep</td><td>0</td></tr><tr><td>Oct</td><td>0</td></tr><tr><td>Nov</td><td>0</td></tr><tr><td>Dec</td><td>0</td></tr><tr><td>Jan</td><td>0</td></tr></tbody></table>	Month	Estimated Clicks	Aug	0	Sep	0	Oct	0	Nov	0	Dec	0	Jan	0
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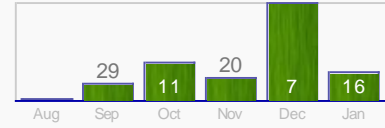
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Keyword Groups with the Biggest Gains - Details

Biggest Opportunities (all) Rank

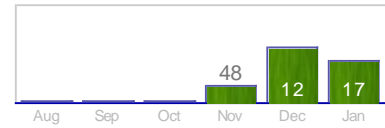
cherry popping (15)

Searches/Mo: 4k Est. Value/Click: \$0.16 Est. Potential New Clicks/Month: 261
 Other Keywords for URL: cherry popping, popping cherry



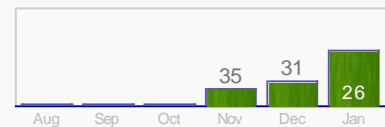
popping cherry (26)

Searches/Mo: 0 Est. Value/Click: \$0.16 Est. Potential New Clicks/Month: 146
 Other Keywords for URL: cherry popping, popping cherry



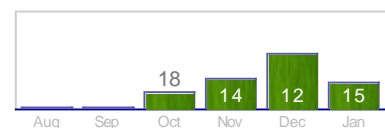
seo wales (16)

Searches/Mo: 30 Est. Value/Click: \$3.68 Est. Potential New Clicks/Month: 0
 Other Keywords for URL: seo wales, internet wales



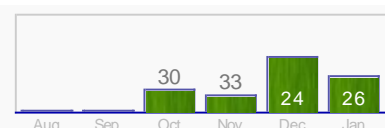
internet wales (17)

Searches/Mo: 0 Est. Value/Click: \$2.81 Est. Potential New Clicks/Month: 0
 Other Keywords for URL: seo wales, internet wales



chartered marketer (26)

Searches/Mo: 0 Est. Value/Click: \$0.37 Est. Potential New Clicks/Month: 0
 Other Keywords for URL: chartered marketer



[Download as CSV](#)

Keywords Not Ranked On But Should Be Estimated Clicks/Month

None

[Download as CSV](#)

Keyword Overlap in Your SEO & PPC campaigns ■ Est. Organic Clicks vs. ■ Paid Clicks

None

[Download as CSV](#)

Keyword Groups with the Most Potential - Details