



Emarketer.com

SEO Dashboard

Feb 16, 2011

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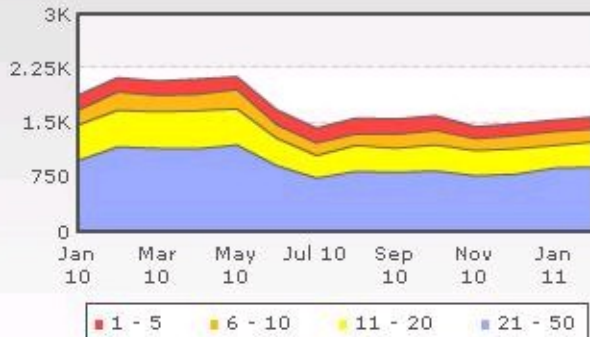
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Amount of Keywords in Top Search Results



You show up in the top 50 search results on Google for 2k different keywords. That's up by 2.47% or 38 keywords from last month.

Number of Unique Pages that Rank Organically



580 of your pages appear in the top 50 of at least one search. That's 27 more pages on your site showing up in searches this month than last month.

Total Organic Clicks Per Month



You should be getting 31k clicks per month from your organic placements on Google. That's up 27k clicks or 687% from last month.

Value of Organic Clicks Per Month



If you had to buy all those organic clicks via Google Adwords, they'd cost \$31k. That's an additional savings of \$22k over last month.

You gained 26,706 clicks last month, worth \$21,511.

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Biggest Gains

You moved up in ranks on 845 keywords last month. All those gains added up to about 1k clicks you wouldn't have received last month. In equivalent PPC dollars, all those new clicks are worth about \$1k.

	Rank
▲ verizon net Estimated Clicks/Month gained: 504 http://www.emarketer.com/blog/index.p...	24(+3)
▲ elf yourself Estimated Clicks/Month gained: 237 http://www.emarketer.com/blog/index.p...	15(+7)
▲ hewlett packard Estimated Clicks/Month gained: 25 http://www.emarketer.com/brandmeasure...	10(+4)
▲ social shopping Estimated Clicks/Month gained: 24 http://www.emarketer.com/article.aspx...	5
▲ internet market research Estimated Clicks/Month gained: 24 http://www.emarketer.com/	1(+3)
▲ rakuten Estimated Clicks/Month gained: 24 http://www.emarketer.com/blog/index.p...	15(+6)
▲ shopper marketing Estimated Clicks/Month gained: 15 http://www.emarketer.com/article.aspx...	10(+40)
▲ lisa phillips Estimated Clicks/Month gained: 11 http://www.emarketer.com/blog/index.p...	9(+9)
▲ quiero Estimated Clicks/Month gained: 10 http://www.emarketer.com/blog/index.p...	10(+1)
▲ online advertisement Estimated Clicks/Month gained: 10 http://www.emarketer.com/article.aspx...	5
▲ corporate blog Estimated Clicks/Month gained: 9 http://www3.emarketer.com/article.asp...	5(+41)

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Most Valuable Keywords

You gained ranks on 35 out of your top 100 most valuable keywords. Moving up the charts on those important keywords means about 814 visits to the site that wouldn't have come last month.

	Rank
verizon net Rank: 24(+3) Est. Clicks/Mo: 2k(+504) Est. Value/Mo: \$2k(+\$518)	
emarketer Rank: 1 Est. Clicks/Mo: 342(-85) Est. Value/Mo: \$711(-\$172.305)	
dealyard Rank: 9(-2) Est. Clicks/Mo: 12(-2) Est. Value/Mo: \$216(-\$36.1)	
sephora Rank: 37(-1) Est. Clicks/Mo: 471(-26) Est. Value/Mo: \$123(-\$6.802)	
online advertising statistics Rank: 1 Est. Clicks/Mo: 36(-21) Est. Value/Mo: \$121(-\$75.09)	
internet advertising statistics Rank: 1 Est. Clicks/Mo: 49(-8) Est. Value/Mo: \$114(-\$22.982)	
email marketing data Rank: 1 Est. Clicks/Mo: 11(-7) Est. Value/Mo: \$101(-\$68.807)	
online market research Rank: 3(-1) Est. Clicks/Mo: 41(-47) Est. Value/Mo: \$98(-\$113.069)	
advertising email marketing online Rank: 1 Est. Clicks/Mo: 11(-14) Est. Value/Mo: \$93(-\$125.098)	

[View more](#) (p. 19)



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Newly Ranked Organic Pages

174 pages show up in Google search results that didn't last month. Combined, those new placements drive 567 clicks, which would be worth about \$5k if you paid for those same clicks in Google Adwords.

<http://www.emarketer.com/blog/index.php/time-spent-watching-tv-tops-internet/>

Keywords (rank): emarketer (7), watching television (18), american now (18), watching tv (31), television watching (34)

Est. Total Clicks/Mo: 345 Est. SEO Value: **\$640**

<http://www.emarketer.com/article.aspx?r=1008126>

Keywords (rank): ad spending (3), e marketer (3), newspapers ad (8), online ad (19), advertising newspapers (35)

Est. Total Clicks/Mo: 45 Est. SEO Value: **\$70**

<http://www.emarketer.com/article.aspx?r=1008144>

Keywords (rank): online ad spending (1), online ad spend (1), online advertising spending (2), online advertisement (5), break records (8)

Est. Total Clicks/Mo: 21 Est. SEO Value: **\$69**

<http://www.emarketer.com/article.aspx?r=1008068>

Keywords (rank): trends of the future (8), online buying trends (8), online advertising trends (9), future marketing trends (15), ad buying (22)

Est. Total Clicks/Mo: 12 Est. SEO Value: **\$27**

http://www.emarketer.com/reports/all/emarketer_2000485

Keywords (rank): video game advertising (4), video game ad (18), game advertising (21)

Est. Total Clicks/Mo: 7 Est. SEO Value: **\$22**

<http://www.emarketer.com/article.aspx?r=1008083>

Keywords (rank): shopper marketing (10)

Est. Total Clicks/Mo: 16 Est. SEO Value: **\$16**

<http://www.emarketer.com/article.aspx?r=1008151>

Keywords (rank): future shopping (2), social shopping (5)

Est. Total Clicks/Mo: 27 Est. SEO Value: **\$15**

<http://www3.emarketer.com/article.aspx?r=1008158>

Keywords (rank): corporate blog (5)

Est. Total Clicks/Mo: 10 Est. SEO Value: **\$15**

http://www.emarketer.com/reports/all/emarketer_2000665

Keywords (rank): book and magazine publishing (38), e publishing (40), publishing newspapers (42), e pubs (43), content publishing (49)

Est. Total Clicks/Mo: 15 Est. SEO Value: **\$12**

<http://www.emarketer.com/article.aspx?r=1008137>

Keywords (rank): behaviorial targeting (23), behavioral marketing (24), behavioral targeting (25)

Est. Total Clicks/Mo: 3 Est. SEO Value: **\$8.33**

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



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New Keywords (You weren't ranked on before)

You now place in the top 50 search results on 370 keywords that you didn't even show up on last month. Those keywords drive 162 clicks worth an estimated \$258 per month in equivalent PPC dollars. All those new keywords represent a beachhead to an opportunity that could lead to as many as 10k clicks per month if you could be in the first position on each of the keywords.

social shopping

Rank: 5 Searches/Mo: 0 Est. Value/Click: \$0.62
Estimated New Clicks/Month: 24

online advertisement

Rank: 5 Searches/Mo: 1k Est. Value/Click: \$3.56
Estimated New Clicks/Month: 10

e pubs

Rank: 43 Searches/Mo: 0 Est. Value/Click: \$0.88
Estimated New Clicks/Month: 8

new members

Rank: 5 Searches/Mo: 870 Est. Value/Click: \$0.61
Estimated New Clicks/Month: 7

market research

Rank: 49 Searches/Mo: 33k Est. Value/Click: \$1.21
Estimated New Clicks/Month: 6

internet search marketing

Rank: 8 Searches/Mo: 870 Est. Value/Click: \$5.48
Estimated New Clicks/Month: 5

with media

Rank: 3 Searches/Mo: 480 Est. Value/Click: \$0.08
Estimated New Clicks/Month: 5

sephoras

Rank: 14 Searches/Mo: 990 Est. Value/Click: \$0.97
Estimated New Clicks/Month: 4

continues

Rank: 26 Searches/Mo: 8k Est. Value/Click: \$0.72
Estimated New Clicks/Month: 4

out of home

Rank: 10 Searches/Mo: 480 Est. Value/Click: \$0.94
Estimated New Clicks/Month: 4

reach local

Rank: 48 Searches/Mo: 0 Est. Value/Click: \$2.19
Estimated New Clicks/Month: 3

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

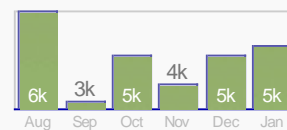
Top Site Sections Summary

The top 1 site sections draw 100% of all of your organic visitors. Together those sections combine for 6k clicks per month.

Clicks/Month

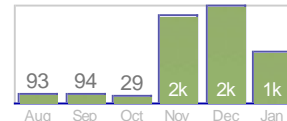
[emarketer.com/blog/index.p...](#)

Number of Keywords: 431
Est. Value/Mo: \$5k (+\$273)



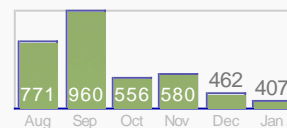
[emarketer.com/article.aspx](#)

Number of Keywords: 212
Est. Value/Mo: \$2k (-\$2k)



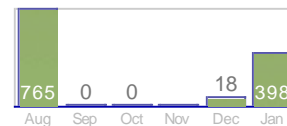
[emarketer.com/articles.asp...](#)

Number of Keywords: 13
Est. Value/Mo: \$807 (-\$134)



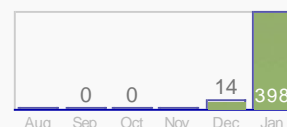
[www3.emarketer.com](#)

Number of Keywords: 23
Est. Value/Mo: \$790 (+\$750)



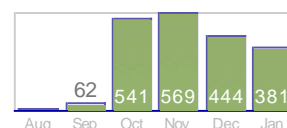
[www3.emarketer.com/artic...](#)

Number of Keywords: 23
Est. Value/Mo: \$790 (+\$762)



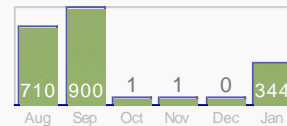
[emarketer.com/browserses...](#)

Number of Keywords: 3
Est. Value/Mo: \$767 (-\$140)



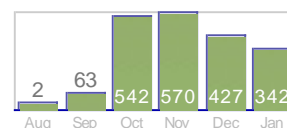
[totalaccess.emarketer.com](#)

Number of Keywords: 3
Est. Value/Mo: \$718 (+\$717)



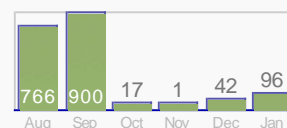
[emarketer.com/aboutus.as...](#)

Number of Keywords: 1
Est. Value/Mo: \$711 (-\$172)



[www2.emarketer.com/artic...](#)

Number of Keywords: 19
Est. Value/Mo: \$129 (+\$76)



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



Keyword Groups with the Biggest Gains

Biggest Opportunities

You currently rank somewhere in the top 50 on 2k search phrases on Google. If you could land the number one spot for all of those searches, you'd get about 309k additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you'll get 288k clicks per month. That would cost you more than \$231k in equivalent PPC dollars.

verizon net

Rank: 24 (+3) Searches/Mo: 1M Est. Value/Click: \$0.98
Est. Potential New Clicks/Month: 161,554

sephora

Rank: 37 (-1) Searches/Mo: 550k Est. Value/Click: \$0.26
Est. Potential New Clicks/Month: 52,899

coke rewards

Rank: 50 (-4) Searches/Mo: 90k Est. Value/Click: \$1.02
Est. Potential New Clicks/Month: 10,678

walgreens com

Rank: 24 (-1) Searches/Mo: 110k Est. Value/Click: \$0.42
Est. Potential New Clicks/Month: 14,618

digitas

Rank: 20 (-3) Searches/Mo: 18k Est. Value/Click: \$1.05
Est. Potential New Clicks/Month: 2,013

internet advertising

Rank: 40 (-1) Searches/Mo: 18k Est. Value/Click: \$3.2
Est. Potential New Clicks/Month: 636

google.canada

Rank: 37 (-3) Searches/Mo: 0 Est. Value/Click: \$0.67
Est. Potential New Clicks/Month: 2,948

elf yourself

Rank: 15 (+7) Searches/Mo: 0 Est. Value/Click: \$0.1
Est. Potential New Clicks/Month: 14,826

e pubs

Rank: 43 Searches/Mo: 0 Est. Value/Click: \$0.88
Est. Potential New Clicks/Month: 1,616

market research

Rank: 49 Searches/Mo: 33k Est. Value/Click: \$1.21
Est. Potential New Clicks/Month: 1,168

reach local

Rank: 48 Searches/Mo: 0 Est. Value/Click: \$2.19
Est. Potential New Clicks/Month: 637

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 81M searches per month where you are not contesting your competitors. Look at the keywords, and decide whether it makes sense to counter them.

comscore

Cost/Click: \$1.62 Est. Potential Clicks/Mo.: 2k
 Avg. Competitor Rank: 10

Searches/Mo.: 15k

clickz

Cost/Click: \$6.09 Est. Potential Clicks/Mo.: 195
 Avg. Competitor Rank: 7

Searches/Mo.: 2k

internet advertising companies

Cost/Click: \$7.40 Est. Potential Clicks/Mo.: 23
 Avg. Competitor Rank: 15

Searches/Mo.: 2k

web marketing

Cost/Click: \$6.63 Est. Potential Clicks/Mo.: 160
 Avg. Competitor Rank: 12

Searches/Mo.: 22k

iab

Cost/Click: \$0.88 Est. Potential Clicks/Mo.: 867
 Avg. Competitor Rank: 9

Searches/Mo.: 8k

internet advertising company

Cost/Click: \$7.34 Est. Potential Clicks/Mo.: 32
 Avg. Competitor Rank: 15

Searches/Mo.: 2k

email advertising

Cost/Click: \$8.60 Est. Potential Clicks/Mo.: 115
 Avg. Competitor Rank: 13

Searches/Mo.: 4k

online marketing services

Cost/Click: \$6.88 Est. Potential Clicks/Mo.: 36
 Avg. Competitor Rank: 16

Searches/Mo.: 4k

marketing

Cost/Click: \$3.67 Est. Potential Clicks/Mo.: 521
 Avg. Competitor Rank: 17

Searches/Mo.: 201k

internet advertising agency

Cost/Click: \$6.35 Est. Potential Clicks/Mo.: 16
 Avg. Competitor Rank: 19

Searches/Mo.: 1k

online marketing

Cost/Click: \$5.20 Est. Potential Clicks/Mo.: 92

Searches/Mo.: 27k



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Avg. Competitor Rank: 30

online marketing service

Searches/Mo.: 2k

Cost/Click: \$5.03 Est. Potential Clicks/Mo.: 32

Avg. Competitor Rank: 15

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[View more](#) (p. 32)

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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

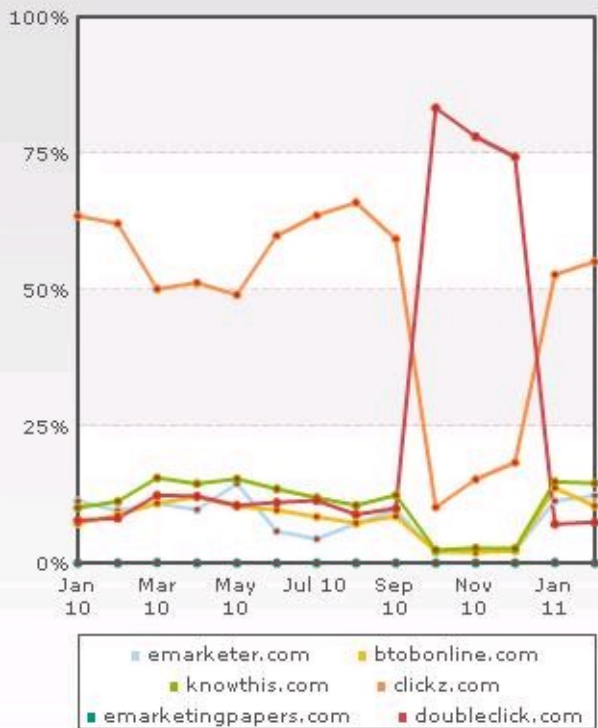
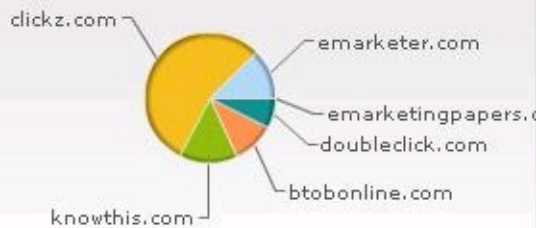
[View more](#) (p. 35)

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Keyword Groups with the Most Potential

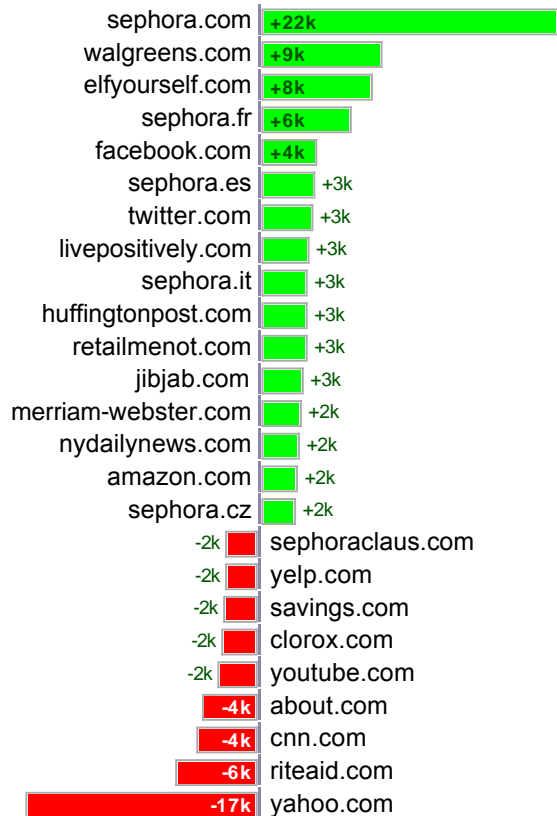
Traffic Share

Relative to your top 5 competitors, your site gained 6.2% of the traffic share. At the same time, clickz.com has exploded and ripped traffic from btobonline.com and doubleclick.com.



Domains that Gained or Lost Clicks on your Keywords

This month, Sephora.com gained 22k clicks by improving their position on organic searches that you also rank for.



*competitors in bold

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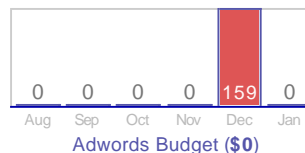
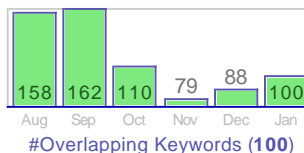
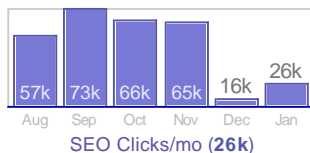
Competition: You Gained 6% in Share of Clicks Relative to your Top 5 Competitors

Top Organic Competitors and their Best Keywords

Just 1 out of your top ten organic competitors spends anything on Google Adwords. Combined, your organic competitors get about 99% of their traffic from unpaid search. The biggest mover was clickz.com. They picked up 119k organic clicks overall and they increased the number of keywords they overlap with you.

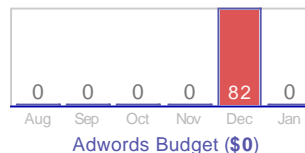
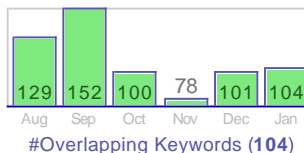
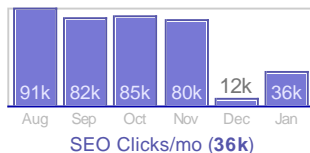
btobonline.com

b2b marketing (1),
business to business marketing (2),
b2b (3), b of a online (5),
mcmaster carr (11)



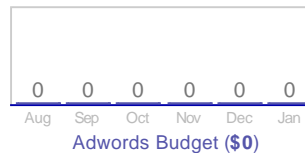
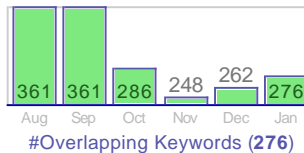
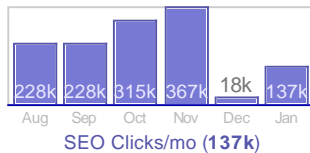
knowthis.com

generating sales leads (1),
new product development process (2),
internet marketing advertising (2),
marketing plan (3), marketing (7)



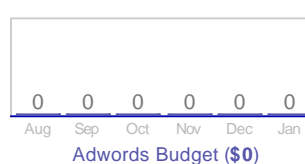
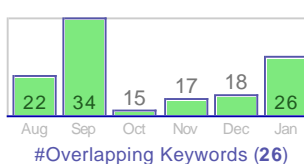
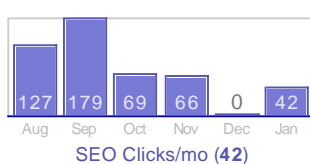
clickz.com

clickz (1), merchantcircle (11),
pandora's jewelry (13),
google's adsense (22), scottrade (44)



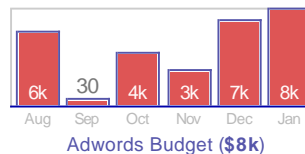
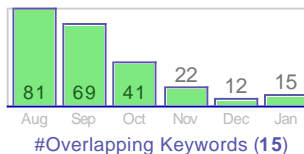
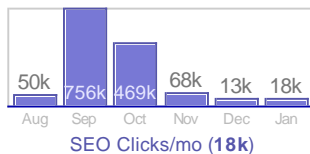
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email marketing research (7),
online marketing research (9),
crm solution software (20),
internet marketing research (22),
email marketing services software (27)



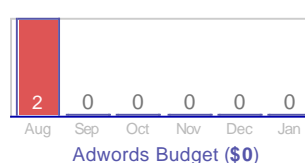
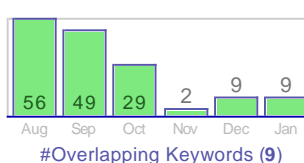
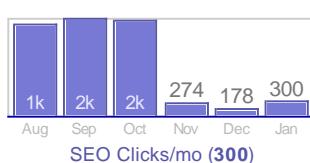
doubleclick.com

doubleclick (1), double click (1),
internet advertising companies (3),
internet advertising company (3),
google account (22)



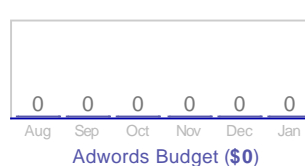
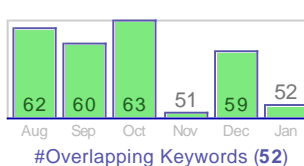
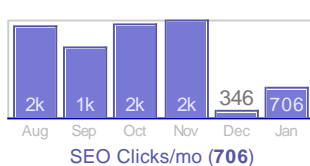
blitzlocal.com

small business online advertising (2),
local online marketing (3),
local search advertising (3),
small business internet advertising (4),
local internet advertising (5)



allaboutmarketresearch.com

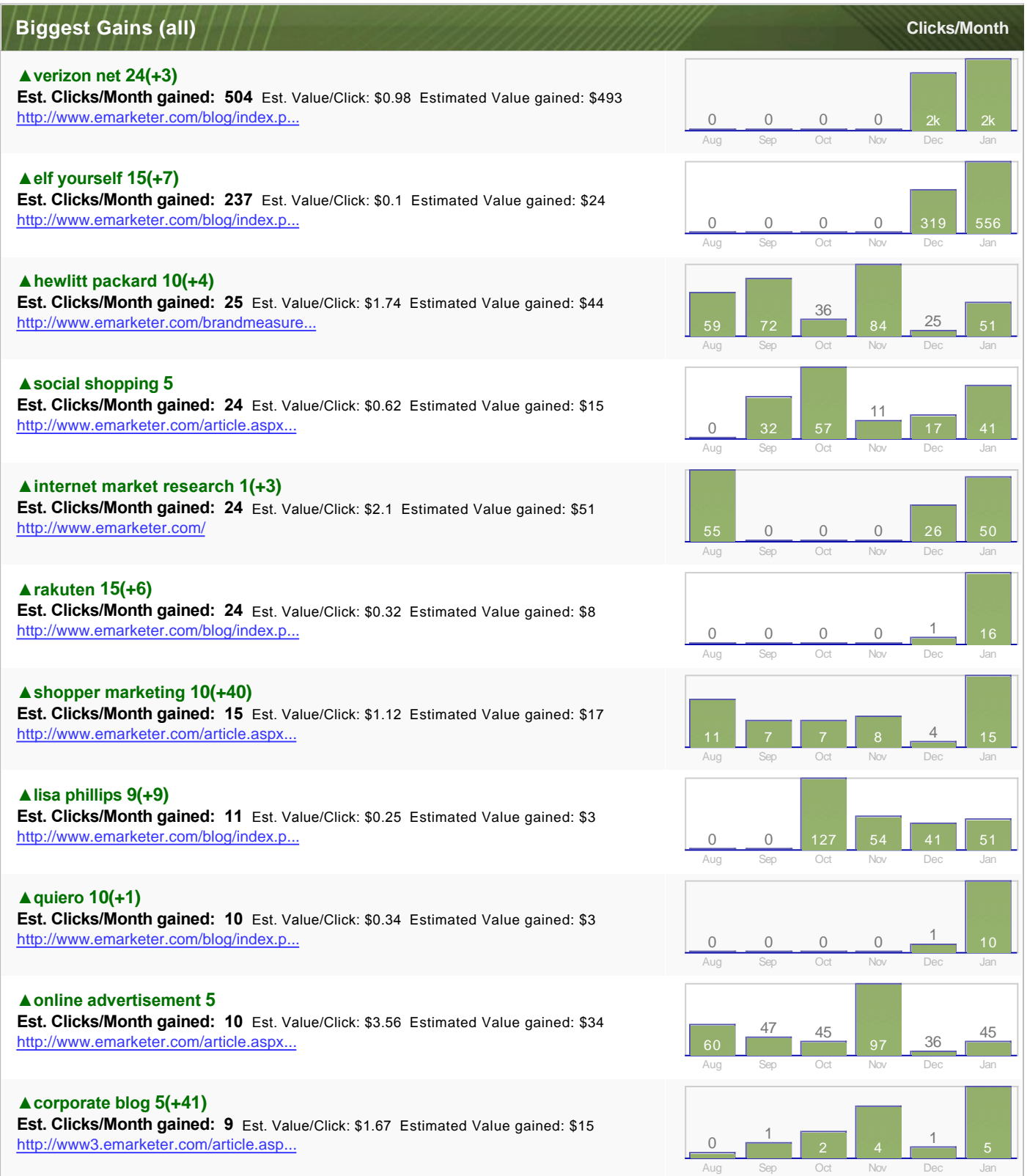
market research pharma (1),
internet marketing research (3),
internet market research (2),
market research panels (2),
internet usage statistics (6)



Emarketer.com: SEO Dashboard



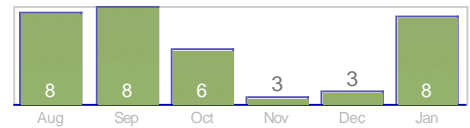
Emarketer.com: SEO Dashboard



Emarketer.com: SEO Dashboard

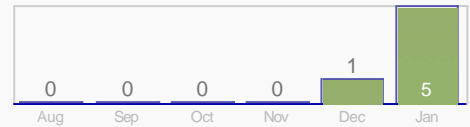
▲ advertising statistics 2(+1)

Est. Clicks/Month gained: 9 Est. Value/Click: \$1.3 Estimated Value gained: \$12
<http://www.emarketer.com/>



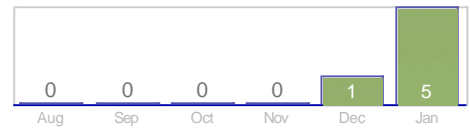
▲ e pubs 43

Est. Clicks/Month gained: 8 Est. Value/Click: \$0.88 Estimated Value gained: \$7
<http://www.emarketer.com/reports/all/...>



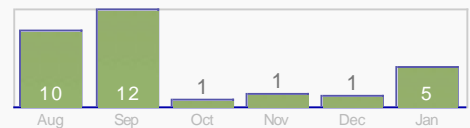
▲ new members 5

Est. Clicks/Month gained: 7 Est. Value/Click: \$0.61 Estimated Value gained: \$4
<http://www.emarketer.com/blog/index.p...>



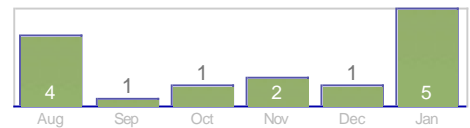
▲ market research 49

Est. Clicks/Month gained: 6 Est. Value/Click: \$1.21 Estimated Value gained: \$7
<http://www.emarketer.com/>



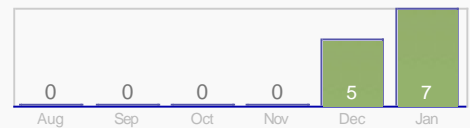
▲ internet search marketing 8

Est. Clicks/Month gained: 5 Est. Value/Click: \$5.48 Estimated Value gained: \$29
<http://www.emarketer.com/>



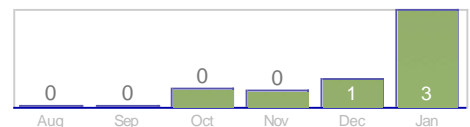
▲ with media 3

Est. Clicks/Month gained: 5 Est. Value/Click: \$0.08 Estimated Value gained: \$0
<http://www.emarketer.com/article.aspx...>



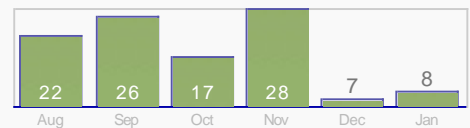
▲ online ad spend 1(+4)

Est. Clicks/Month gained: 5 Est. Value/Click: \$2.78 Estimated Value gained: \$13
<http://www.emarketer.com/article.aspx...>



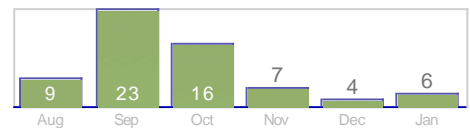
▲ cpg marketing 4(+6)

Est. Clicks/Month gained: 4 Est. Value/Click: \$2.55 Estimated Value gained: \$11
<http://www.emarketer.com/report.aspx?...>



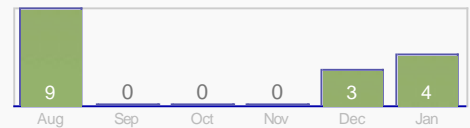
▲ free daily newsletters 3(+8)

Est. Clicks/Month gained: 4 Est. Value/Click: \$1.75 Estimated Value gained: \$7
<http://www.emarketer.com/newsletter.aspx>



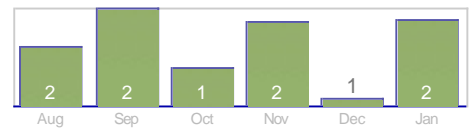
▲ sephoras 14

Est. Clicks/Month gained: 4 Est. Value/Click: \$0.97 Estimated Value gained: \$4
<http://www.emarketer.com/blog/index.p...>



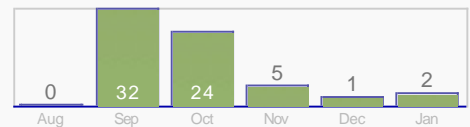
▲ continues 26

Est. Clicks/Month gained: 4 Est. Value/Click: \$0.72 Estimated Value gained: \$3
<http://www.emarketer.com/article.aspx...>



▲ african americans online 1(+1)

Est. Clicks/Month gained: 4 Est. Value/Click: \$1.38 Estimated Value gained: \$5
<http://www.emarketer.com/report.aspx?...>

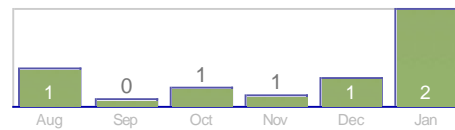


Emarketer.com: SEO Dashboard

▲ mobile branding 1(+7)

Est. Clicks/Month gained: 4 Est. Value/Click: \$1.55 Estimated Value gained: \$6

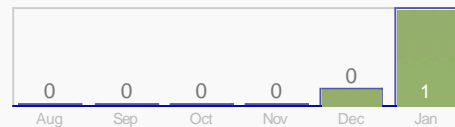
<http://www.emarketer.com/report.aspx?...>



▲ ad spending 3(+4)

Est. Clicks/Month gained: 4 Est. Value/Click: \$3.88 Estimated Value gained: \$15

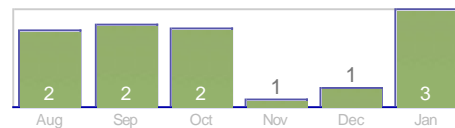
<http://www.emarketer.com/article.aspx...>



▲ out of home 10

Est. Clicks/Month gained: 4 Est. Value/Click: \$0.94 Estimated Value gained: \$3

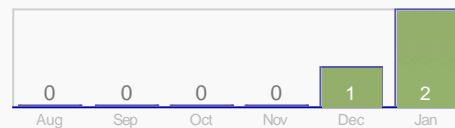
<http://www.emarketer.com/article.aspx...>



▲ reach local 48

Est. Clicks/Month gained: 3 Est. Value/Click: \$2.19 Estimated Value gained: \$7

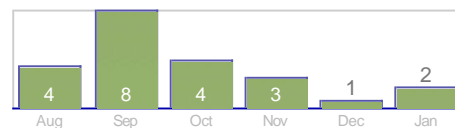
<http://www1.emarketer.com/article.aspx...>



▲ catch up with 7

Est. Clicks/Month gained: 3 Est. Value/Click: \$0.08 Estimated Value gained: \$0

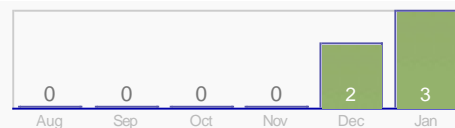
<http://www.emarketer.com/article.aspx...>



▲ staggering 25

Est. Clicks/Month gained: 3 Est. Value/Click: \$0.7 Estimated Value gained: \$2

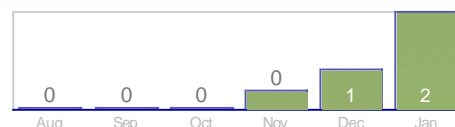
<http://www.emarketer.com/blog/index.p...>



▲ watching tv 31

Est. Clicks/Month gained: 3 Est. Value/Click: \$0.55 Estimated Value gained: \$2

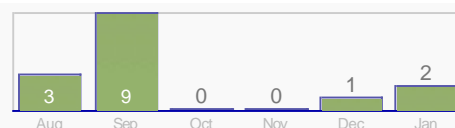
<http://www.emarketer.com/blog/index.p...>



▲ mobile gaming 14

Est. Clicks/Month gained: 3 Est. Value/Click: \$0.94 Estimated Value gained: \$3

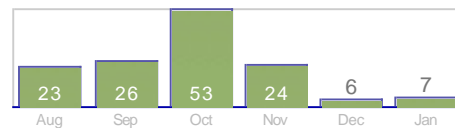
<http://www.emarketer.com/article.aspx...>



▲ business to business email marketing 11

Est. Clicks/Month gained: 3 Est. Value/Click: \$12 Estimated Value gained: \$31

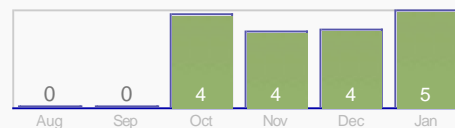
<http://www.emarketer.com/>



▲ online will 26

Est. Clicks/Month gained: 3 Est. Value/Click: \$1.2 Estimated Value gained: \$3

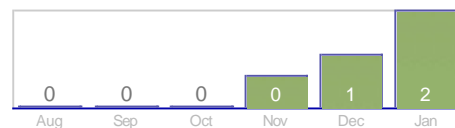
<http://www.emarketer.com/blog/index.p...>



▲ keynote systems 20

Est. Clicks/Month gained: 3 Est. Value/Click: \$1.62 Estimated Value gained: \$4

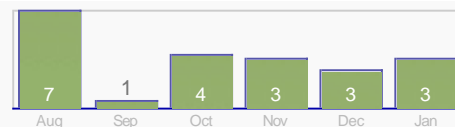
<http://www.emarketer.com/article.aspx...>



▲ future shopping 2

Est. Clicks/Month gained: 3 Est. Value/Click: \$0.83 Estimated Value gained: \$2

<http://www.emarketer.com/article.aspx...>

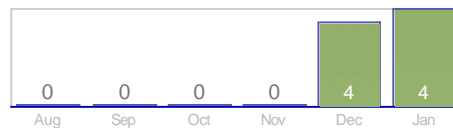


Emarketer.com: SEO Dashboard

▲ marketing to seniors 13

Est. Clicks/Month gained: 2 Est. Value/Click: \$2.33 Estimated Value gained: \$6

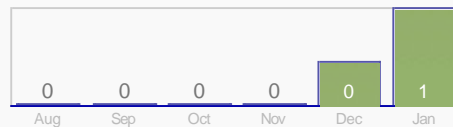
<http://www.emarketer.com/article.aspx...>



▲ e publishing 40(+9)

Est. Clicks/Month gained: 2 Est. Value/Click: \$0.96 Estimated Value gained: \$2

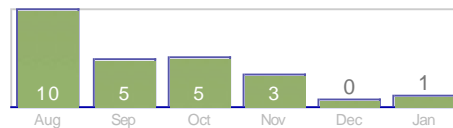
<http://www.emarketer.com/reports/all/...>



▲ jump in 34

Est. Clicks/Month gained: 2 Est. Value/Click: \$0.24 Estimated Value gained: \$1

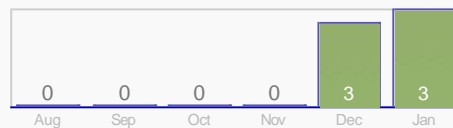
<http://www.emarketer.com/article.aspx...>



▲ disney memories 11(+12)

Est. Clicks/Month gained: 2 Est. Value/Click: \$0.88 Estimated Value gained: \$2

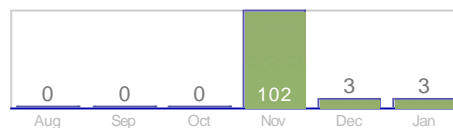
<http://www.emarketer.com/blog/index.p...>



▲ behavioral targeting 25

Est. Clicks/Month gained: 2 Est. Value/Click: \$3.69 Estimated Value gained: \$7

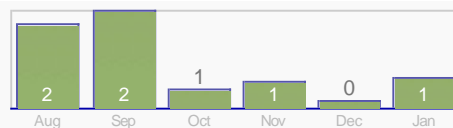
<http://www.emarketer.com/article.aspx...>



▲ loyalty programs 32

Est. Clicks/Month gained: 2 Est. Value/Click: \$3.61 Estimated Value gained: \$6

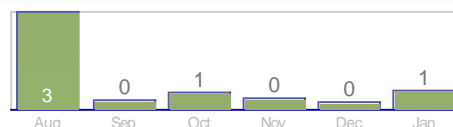
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▲ market statistics 3(+3)

Est. Clicks/Month gained: 2 Est. Value/Click: \$0.84 Estimated Value gained: \$1

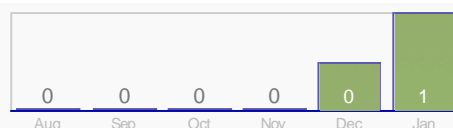
<http://www.emarketer.com/>



▲ japan games 20

Est. Clicks/Month gained: 2 Est. Value/Click: \$0.28 Estimated Value gained: \$0

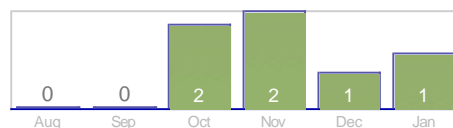
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▲ saphora 36(+6)

Est. Clicks/Month gained: 2 Est. Value/Click: \$0.73 Estimated Value gained: \$1

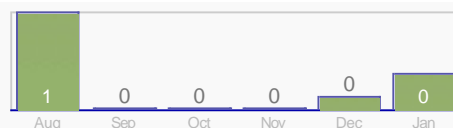
<http://www.emarketer.com/blog/index.p...>



▲ sephoria 34(+8)

Est. Clicks/Month gained: 2 Est. Value/Click: \$0.55 Estimated Value gained: \$1

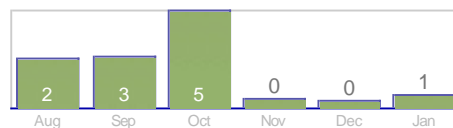
<http://www.emarketer.com/blog/index.p...>



▲ hispanic media 8(+16)

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.94 Estimated Value gained: \$1

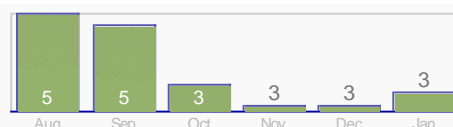
<http://www.emarketer.com/reports/all/...>



▲ branded content 15

Est. Clicks/Month gained: 1 Est. Value/Click: \$2.47 Estimated Value gained: \$4

<http://www.emarketer.com/article.aspx...>



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▲ number 10 31(+18)

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.5 Estimated Value gained: \$1

<http://www.emarketer.com/blog/index.p...>

▲ banner ad 32

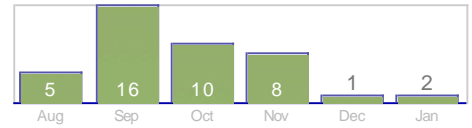
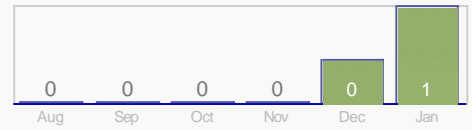
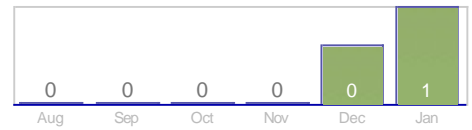
Est. Clicks/Month gained: 1 Est. Value/Click: \$1.71 Estimated Value gained: \$2

<http://www.emarketer.com/article.aspx...>

▲ break records 8

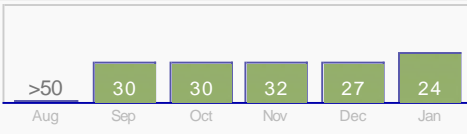
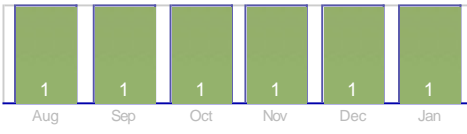
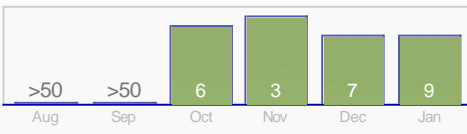
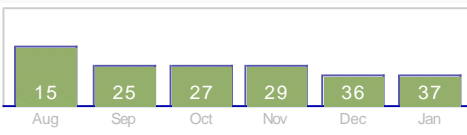
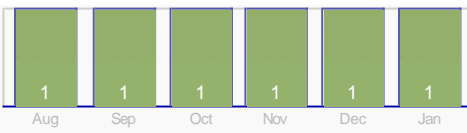
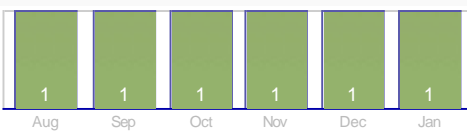
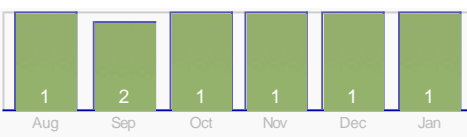
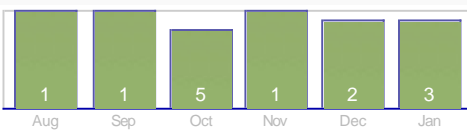
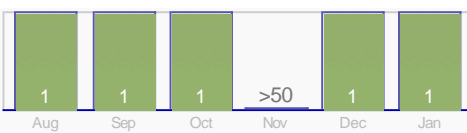
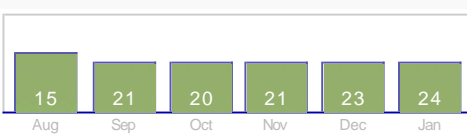
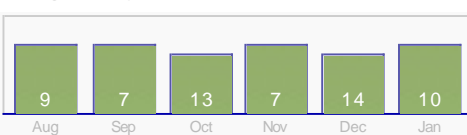
Est. Clicks/Month gained: 1 Est. Value/Click: \$0.48 Estimated Value gained: \$1

<http://www.emarketer.com/article.aspx...>



[Download as CSV](#)

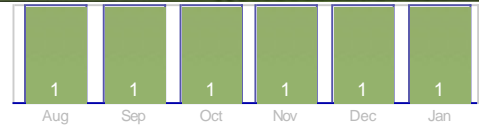
Emarketer.com: SEO Dashboard

Most Valuable Keywords (all)	Rank
verizon net Rank: 24(+3) Est. Clicks/Mo: 2k(+504) Est. Value/Mo: \$2k(+\$518)	
emarketer Rank: 1 Est. Clicks/Mo: 342(-85) Est. Value/Mo: \$711(-\$172.305)	
dealyard Rank: 9(-2) Est. Clicks/Mo: 12(-2) Est. Value/Mo: \$216(-\$36.1)	
sephora Rank: 37(-1) Est. Clicks/Mo: 471(-26) Est. Value/Mo: \$123(-\$6.802)	
online advertising statistics Rank: 1 Est. Clicks/Mo: 36(-21) Est. Value/Mo: \$121(-\$75.09)	
internet advertising statistics Rank: 1 Est. Clicks/Mo: 49(-8) Est. Value/Mo: \$114(-\$22.982)	
email marketing data Rank: 1 Est. Clicks/Mo: 11(-7) Est. Value/Mo: \$101(-\$68.807)	
online market research Rank: 3(-1) Est. Clicks/Mo: 41(-47) Est. Value/Mo: \$98(-\$113.069)	
advertising email marketing online Rank: 1 Est. Clicks/Mo: 11(-14) Est. Value/Mo: \$93(-\$125.098)	
walgreens com Rank: 24(-1) Est. Clicks/Mo: 221(-19) Est. Value/Mo: \$92(-\$6.965)	
hewlett packard Rank: 10(+4) Est. Clicks/Mo: 51(+25) Est. Value/Mo: \$88(+\$40)	

Emarketer.com: SEO Dashboard

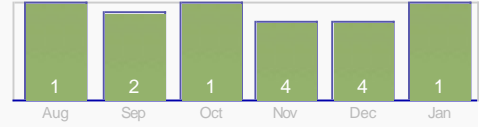
email marketing research

Rank: 1 Est. Clicks/Mo: 15(-3) Est. Value/Mo: \$86(-\$15.072)



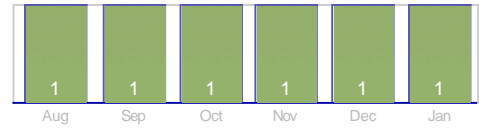
internet market research

Rank: 1(+3) Est. Clicks/Mo: 41(+24) Est. Value/Mo: \$86(+\$51)



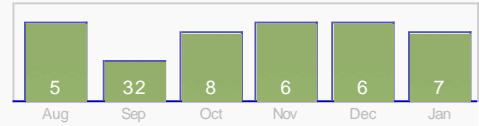
online marketing analysis

Rank: 1 Est. Clicks/Mo: 20(-8) Est. Value/Mo: \$81(-\$12.411)



emarketing

Rank: 7(-1) Est. Clicks/Mo: 32(-35) Est. Value/Mo: \$75(-\$84.505)



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Newly Ranked Organic Pages

<http://www.emarketer.com/blog/index.php/time-spent-watching-tv-tops-internet/>

Estimated SEO Value: **\$640** Estimated Total Clicks/Mo: 345

Keywords (rank): emarketer (7), watching television (18), american now (18), watching tv (31), television watching (34)

<http://www.emarketer.com/article.aspx?r=1008126>

Estimated SEO Value: **\$70** Estimated Total Clicks/Mo: 45

Keywords (rank): ad spending (3), e marketer (3), newspapers ad (8), online ad (19), advertising newspapers (35)

<http://www.emarketer.com/article.aspx?r=1008144>

Estimated SEO Value: **\$69** Estimated Total Clicks/Mo: 21

Keywords (rank): online ad spending (1), online ad spend (1), online advertising spending (2), online advertisement (5), break records (8)

<http://www.emarketer.com/article.aspx?r=1008068>

Estimated SEO Value: **\$27** Estimated Total Clicks/Mo: 12

Keywords (rank): trends of the future (8), online buying trends (8), online advertising trends (9), future marketing trends (15), ad buying (22)

http://www.emarketer.com/reports/all/emarketer_2000485

Estimated SEO Value: **\$22** Estimated Total Clicks/Mo: 7

Keywords (rank): video game advertising (4), video game ad (18), game advertising (21)

<http://www.emarketer.com/article.aspx?r=1008083>

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

Keywords (rank): shopper marketing (10)

<http://www.emarketer.com/article.aspx?r=1008151>

Estimated SEO Value: **\$15** Estimated Total Clicks/Mo: 27

Keywords (rank): future shopping (2), social shopping (5)

<http://www3.emarketer.com/article.aspx?r=1008158>

Estimated SEO Value: **\$15** Estimated Total Clicks/Mo: 10

Keywords (rank): corporate blog (5)

http://www.emarketer.com/reports/all/emarketer_2000665

Estimated SEO Value: **\$12** Estimated Total Clicks/Mo: 15

Keywords (rank): book and magazine publishing (38), e publishing (40), publishing newspapers (42), e pubs (43), content publishing (49)

<http://www.emarketer.com/article.aspx?r=1008137>

Estimated SEO Value: **\$8.33** Estimated Total Clicks/Mo: 3

Keywords (rank): behavioral targeting (23), behavioral marketing (24), behavioral targeting (25)

<http://www1.emarketer.com/article.aspx?r=1007875>

Estimated SEO Value: **\$6.66** Estimated Total Clicks/Mo: 3

Keywords (rank): reach local (48)

<http://www.emarketer.com/article.aspx?r=1008115>

Estimated SEO Value: **\$6.12** Estimated Total Clicks/Mo: 3

Keywords (rank): marketing to seniors online (9), marketing to seniors (13), seniors marketing (17), online health information (23)

<http://www.emarketer.com/article.aspx?r=1008147>

Estimated SEO Value: **\$5.85** Estimated Total Clicks/Mo: 2

Keywords (rank): untapped potential (13), loyalty programs (32)

<http://www.emarketer.com/article.aspx?r=1008104>

Estimated SEO Value: **\$4.33** Estimated Total Clicks/Mo: 3



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Keywords (rank): build banner (9), how to banner (12), build an ad (20), banner ad (32), ad banner (41)

<http://www.emarketer.com/pressrelease.aspx?r=1008125>

Estimated SEO Value: **\$4.32** Estimated Total Clicks/Mo: 3
Keywords (rank): digital market research (3)

<http://www.emarketer.com/blog/index.php/twitters-100-million-member-number/>

Estimated SEO Value: **\$4.16** Estimated Total Clicks/Mo: 8
Keywords (rank): new members (5), number 100 (24), s 100 (50)

<http://www.emarketer.com/article.aspx?r=1008091>

Estimated SEO Value: **\$3.26** Estimated Total Clicks/Mo: 1
Keywords (rank): branded content (15)

<http://www.emarketer.com/article.aspx?r=1008130>

Estimated SEO Value: **\$3.1** Estimated Total Clicks/Mo: 4
Keywords (rank): out of home (10)

http://www.emarketer.com/reports/all/emarketer_2000672

Estimated SEO Value: **\$2.42** Estimated Total Clicks/Mo: 1
Keywords (rank): retail e commerce (10), retail forecasts (15), retail US (26)

http://www.emarketer.com/reports/all/emarketer_2000390

Estimated SEO Value: **\$2.32** Estimated Total Clicks/Mo: 1
Keywords (rank): uk online advertising (9)

<http://www.emarketer.com/article.aspx?r=1008159>

Estimated SEO Value: **\$2.31** Estimated Total Clicks/Mo: 3
Keywords (rank): mobile gaming (14)

<http://www.emarketer.com/blog/index.php/mobile-ecommerce-investments-pay-2011/>

Estimated SEO Value: **\$2.22** Estimated Total Clicks/Mo: 1
Keywords (rank): pay by mobile (14), mobile e commerce (24)

<http://www.emarketer.com/article.aspx?r=1008099>

Estimated SEO Value: **\$2.05** Estimated Total Clicks/Mo: 1
Keywords (rank): american express green card (43)

http://www.emarketer.com/report.aspx?code=emarketer_2000710

Estimated SEO Value: **\$2** Estimated Total Clicks/Mo: 1
Keywords (rank): advertising spending (15), total advertising (48)

<http://www.emarketer.com/blog/index.php/tag/priority-club/>

Estimated SEO Value: **\$1.77** Estimated Total Clicks/Mo: 1
Keywords (rank): priority club visa (33)

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New Keywords (You weren't ranked on before)	Estimated New Click/Month
social shopping Rank: 5 Searches/Mo: 0 Est. Value/Click: \$0.62 http://www.emarketer.com/article.aspx?r=1008151	24 new clicks/month
online advertisement Rank: 5 Searches/Mo: 1k Est. Value/Click: \$3.56 http://www.emarketer.com/article.aspx?r=1008144	10 new clicks/month
e pubs Rank: 43 Searches/Mo: 0 Est. Value/Click: \$0.88 http://www.emarketer.com/reports/all/emarketer_2000665	8 new clicks/month
new members Rank: 5 Searches/Mo: 870 Est. Value/Click: \$0.61 http://www.emarketer.com/blog/index.php/twitters-100-million-member-number/	7 new clicks/month
market research Rank: 49 Searches/Mo: 33k Est. Value/Click: \$1.21 http://www.emarketer.com/	6 new clicks/month
internet search marketing Rank: 8 Searches/Mo: 870 Est. Value/Click: \$5.48 http://www.emarketer.com/	5 new clicks/month
with media Rank: 3 Searches/Mo: 480 Est. Value/Click: \$0.08 http://www.emarketer.com/article.aspx?r=1008138	5 new clicks/month
sephoras Rank: 14 Searches/Mo: 990 Est. Value/Click: \$0.97 http://www.emarketer.com/blog/index.php/sephora-bets-big-bet-mobile-web/	4 new clicks/month
continues Rank: 26 Searches/Mo: 8k Est. Value/Click: \$0.72 http://www.emarketer.com/article.aspx?r=1008087	4 new clicks/month
out of home Rank: 10 Searches/Mo: 480 Est. Value/Click: \$0.94 http://www.emarketer.com/article.aspx?r=1008130	4 new clicks/month
reach local Rank: 48 Searches/Mo: 0 Est. Value/Click: \$2.19 http://www1.emarketer.com/article.aspx?r=1007875	3 new clicks/month
catch up with Rank: 7 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.emarketer.com/article.aspx?r=1008093	3 new clicks/month
staggering Rank: 25 Searches/Mo: 10k Est. Value/Click: \$0.7 http://www.emarketer.com/blog/index.php/staggering-mobile-stats-bric-countries/	3 new clicks/month
watching tv Rank: 31 Searches/Mo: 15k Est. Value/Click: \$0.55 http://www.emarketer.com/blog/index.php/time-spent-watching-tv-tops-internet/	3 new clicks/month

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mobile gaming Rank: 14 Searches/Mo: 870 Est. Value/Click: \$0.94 http://www.emarketer.com/article.aspx?r=1008159	3 new clicks/month
business to business email... Rank: 11 Searches/Mo: 990 Est. Value/Click: \$12 http://www.emarketer.com/	3 new clicks/month
online will Rank: 26 Searches/Mo: 2k Est. Value/Click: \$1.2 http://www.emarketer.com/blog/index.php/promises-promises-online-video-ads-deliver-year/	3 new clicks/month
keynote systems Rank: 20 Searches/Mo: 40k Est. Value/Click: \$1.62 http://www.emarketer.com/article.aspx?r=1008010	3 new clicks/month
future shopping Rank: 2 Searches/Mo: 0 Est. Value/Click: \$0.83 http://www.emarketer.com/article.aspx?r=1008151	3 new clicks/month
marketing to seniors Rank: 13 Searches/Mo: 990 Est. Value/Click: \$2.33 http://www.emarketer.com/article.aspx?r=1008115	2 new clicks/month
jump in Rank: 34 Searches/Mo: 18k Est. Value/Click: \$0.24 http://www.emarketer.com/article.aspx?r=1008088	2 new clicks/month
behavioral targeting Rank: 25 Searches/Mo: 2k Est. Value/Click: \$3.69 http://www.emarketer.com/article.aspx?r=1008137	2 new clicks/month
loyalty programs Rank: 32 Searches/Mo: 3k Est. Value/Click: \$3.61 http://www.emarketer.com/article.aspx?r=1008147	2 new clicks/month
japan games Rank: 20 Searches/Mo: 990 Est. Value/Click: \$0.28 http://www.emarketer.com/article.aspx?r=1008140	2 new clicks/month
branded content Rank: 15 Searches/Mo: 570 Est. Value/Click: \$2.47 http://www.emarketer.com/article.aspx?r=1008091	1 new click/month
banner ad Rank: 32 Searches/Mo: 3k Est. Value/Click: \$1.71 http://www.emarketer.com/article.aspx?r=1008104	1 new click/month
break records Rank: 8 Searches/Mo: 240 Est. Value/Click: \$0.48 http://www.emarketer.com/article.aspx?r=1008144	1 new click/month
online commerce Rank: 13 Searches/Mo: 570 Est. Value/Click: \$1.25 http://www.emarketer.com/	1 new click/month
attitude is everything Rank: 40 Searches/Mo: 3k Est. Value/Click: \$0.43 http://www.emarketer.com/reports/all/emarketer_2000546	1 new click/month

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market research analyst Rank: 42 Searches/Mo: 2k Est. Value/Click: \$1.2 http://www.emarketer.com/	1 new click/month
world cup streaming video Rank: 42 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.emarketer.com/blog/index.php/tag/online-streaming-video/	1 new click/month
watching television Rank: 18 Searches/Mo: 2k Est. Value/Click: \$0.64 http://www.emarketer.com/blog/index.php/time-spent-watching-tv-tops-internet/	1 new click/month
the marketing mix Rank: 25 Searches/Mo: 390 Est. Value/Click: \$0.75 http://www.emarketer.com/report.aspx?code=emarketer_2000742	1 new click/month
online demographics Rank: 12 Searches/Mo: 210 Est. Value/Click: \$1.51 http://www.emarketer.com/report.aspx?code=emarketer_2000688	1 new click/month
pay by mobile Rank: 14 Searches/Mo: 0 Est. Value/Click: \$2.01 http://www.emarketer.com/blog/index.php/mobile-ecommerce-investments-pay-2011/	1 new click/month
shopping statistics Rank: 16 Searches/Mo: 0 Est. Value/Click: \$1.28 http://www.emarketer.com/	1 new click/month
american express green card Rank: 43 Searches/Mo: 2k Est. Value/Click: \$2.96 http://www.emarketer.com/article.aspx?r=1008099	1 new click/month
the norm Rank: 21 Searches/Mo: 570 Est. Value/Click: \$0.08 http://www.emarketer.com/article.aspx?r=1008032	1 new click/month
double digit growth Rank: 7 Searches/Mo: 210 Est. Value/Click: \$0.57 http://www.emarketer.com/article.aspx?r=1008087	1 new click/month
catchup Rank: 41 Searches/Mo: 2k Est. Value/Click: \$0.7 http://www.emarketer.com/article.aspx?r=1008093	1 new click/month
it return on investment Rank: 6 Searches/Mo: 0 Est. Value/Click: \$2.04 http://www.emarketer.com/article.aspx?r=1008175	1 new click/month
vision critical Rank: 39 Searches/Mo: 0 Est. Value/Click: \$1.23 http://www.emarketer.com/article.aspx?r=1007995	1 new click/month
coupons by mail Rank: 43 Searches/Mo: 0 Est. Value/Click: \$0.62 http://www3.emarketer.com/article.aspx?r=1007385	1 new click/month
corporate blogs Rank: 32 Searches/Mo: 990 Est. Value/Click: \$2.13 http://www.emarketer.com/article.aspx?r=1007996	1 new click/month



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build banner Rank: 9 Searches/Mo: 0 Est. Value/Click: \$1.65 http://www.emarketer.com/article.aspx?r=1008104	1 new click/month
sports market report Rank: 14 Searches/Mo: 390 Est. Value/Click: \$0.96 http://www.emarketer.com/reports/all/emarketer_2000456	1 new click/month
internet video Rank: 48 Searches/Mo: 7k Est. Value/Click: \$1.37 http://www.emarketer.com/reports/all/em_video_internet_nov06	1 new click/month
growth market Rank: 9 Searches/Mo: 240 Est. Value/Click: \$1.38 http://www.emarketer.com/article.aspx?r=1008156	1 new click/month
customer feedback Rank: 46 Searches/Mo: 5k Est. Value/Click: \$1.79 http://www.emarketer.com/blog/index.php/practices-dealing-effectively-customer-feedback-social-me...	1 new click/month
b2b leads Rank: 34 Searches/Mo: 1k Est. Value/Click: \$3.05 http://www2.emarketer.com/article.aspx?r=1007752	1 new click/month

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Top Site Sections Summary

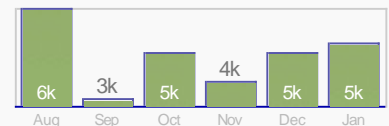
Estimated Clicks/Month

emarketer.com/blog/index.ph...

Number of Keywords: 431

Estimated Value/Mo: \$5k (+\$273)

Top Keywords: verizon net, elf yourself, sephora, emarketer, emarketer

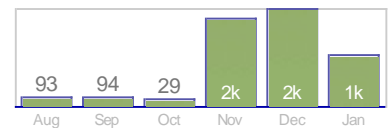


emarketer.com/article.aspx

Number of Keywords: 212

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

Top Keywords: emarketer, emarketer, e marketer, e marketer, e marketer

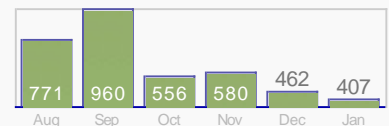


emarketer.com/articles.aspx

Number of Keywords: 13

Estimated Value/Mo: \$807 (-\$134)

Top Keywords: emarketer, e marketer, marketing statistics, market articles, statistics articles

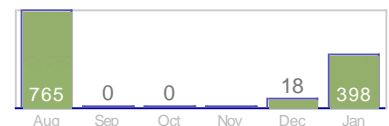


www3.emarketer.com

Number of Keywords: 23

Estimated Value/Mo: \$790 (+\$750)

Top Keywords: emarketer, e marketer, corporate blog, mobile sites, affluents

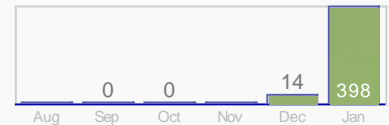


www3.emarketer.com/article...

Number of Keywords: 23

Estimated Value/Mo: \$790 (+\$762)

Top Keywords: emarketer, e marketer, corporate blog, mobile sites, affluents

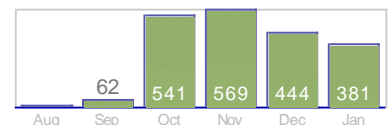


emarketer.com/browseresearc...

Number of Keywords: 3

Estimated Value/Mo: \$767 (-\$140)

Top Keywords: emarketer, e marketer, www emarketeers com



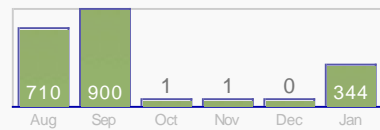
Emarketer.com: SEO Dashboard

totalaccess.emarketer.com

Number of Keywords: 3

Estimated Value/Mo: \$718 (+\$717)

Top Keywords: emarketer, total access, totalaccess

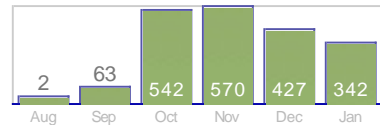


emarketer.com/aboutus.aspx

Number of Keywords: 1

Estimated Value/Mo: \$711 (-\$172)

Top Keywords: emarketer

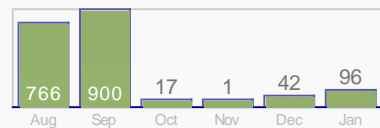


www2.emarketer.com/article...

Number of Keywords: 19

Estimated Value/Mo: \$129 (+\$76)

Top Keywords: e marketer, e marketer, milk bone, b2b leads, b2b vs b2c

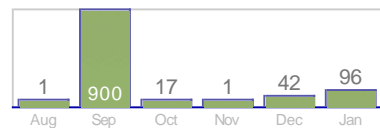


www2.emarketer.com

Number of Keywords: 19

Estimated Value/Mo: \$129 (+\$76)

Top Keywords: e marketer, e marketer, milk bone, b2b leads, b2b vs b2c

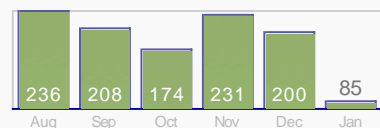


emarketer.com/report.aspx

Number of Keywords: 135

Estimated Value/Mo: \$206 (-\$275)

Top Keywords: cpg marketing, mobile branding, african americans online, media spending, multi channel retailing

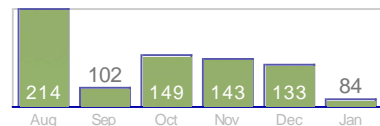


emarketer.com/reports

Number of Keywords: 305

Estimated Value/Mo: \$182 (-\$195)

Top Keywords: e pubs, e publishing, video game advertising, multi channel retailing, internet video advertising

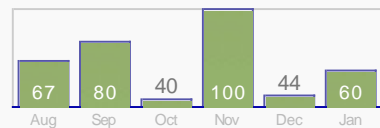


emarketer.com/brandmeasurem...

Number of Keywords: 16

Estimated Value/Mo: \$102 (+\$27)

Top Keywords: hewlett packard, amy fuller, online measurement, measurement online, online publishers association

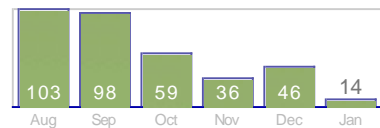


emarketer.com/newsletter.aspx

Number of Keywords: 15

Estimated Value/Mo: \$27 (-\$57)

Top Keywords: free daily newsletters, daily newsletter, free newsletter, free newsletter articles, marketing newsletter

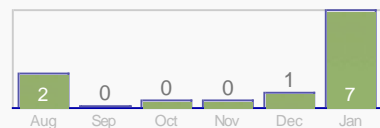


emarketer.com/results.aspx

Number of Keywords: 20

Estimated Value/Mo: \$24 (+\$24)

Top Keywords: video game advertising, b2b advertising, leichtman research group, outdoor advertising magazine, lesbians websites



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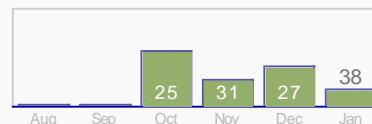
Keyword Groups with the Biggest Gains - Details

Biggest Opportunities (all)

Rank

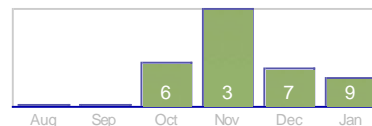
verizon net (24)

Searches/Mo: 1M Est. Value/Click: \$0.98 Est. Potential New Clicks/Month: 162k
Other Keywords for URL: verizon net, lsanca1.dsl.verizon.net



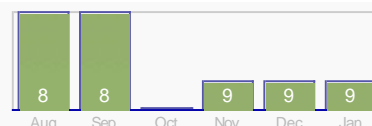
sephora (37)

Searches/Mo: 550k Est. Value/Click: \$0.26 Est. Potential New Clicks/Month: 53k
Other Keywords for URL: sephora, saphora, sephoria, sepora, spehora



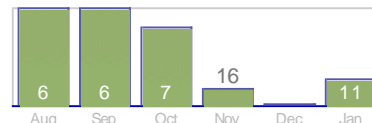
coke rewards (50)

Searches/Mo: 90k Est. Value/Click: \$1.02 Est. Potential New Clicks/Month: 11k
Other Keywords for URL: coke rewards, my coke, mycoke, my rewards



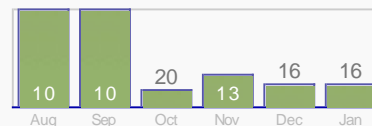
walgreens com (24)

Searches/Mo: 110k Est. Value/Click: \$0.42 Est. Potential New Clicks/Month: 15k
Other Keywords for URL: walgreens.com, walgreens online



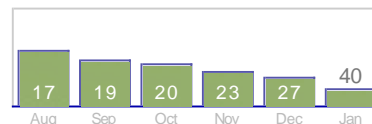
digitas (20)

Searches/Mo: 18k Est. Value/Click: \$1.05 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: digitas



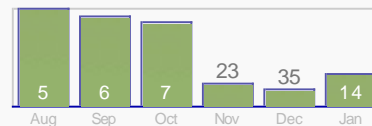
internet advertising (40)

Searches/Mo: 18k Est. Value/Click: \$3.2 Est. Potential New Clicks/Month: 636
Other Keywords for URL: emarketer, marketer, internet advertising statistics, advertising statistics, internet market research



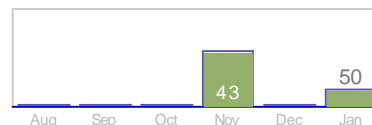
google.canada (37)

Searches/Mo: 0 Est. Value/Click: \$0.67 Est. Potential New Clicks/Month: 3k
Other Keywords for URL: google.canada, search canadian, purchase decisions



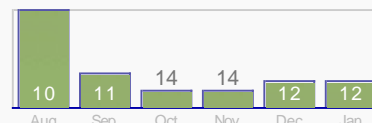
elf yourself (15)

Searches/Mo: 0 Est. Value/Click: \$0.1 Est. Potential New Clicks/Month: 15k
Other Keywords for URL: elf yourself, elfyourself, office moms



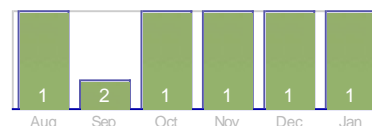
e pubs (43)

Searches/Mo: 0 Est. Value/Click: \$0.88 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: e pubs, e publishing, content publishing, publishing newspapers, book and magazine publishing



market research (49)

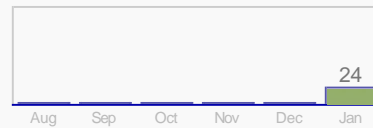
Searches/Mo: 33k Est. Value/Click: \$1.21 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: emarketer, marketer, internet advertising statistics, advertising statistics, internet market research



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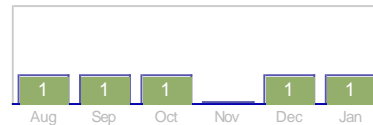
reach local (48)

Searches/Mo: 0 Est. Value/Click: \$2.19 Est. Potential New Clicks/Month: 637
Other Keywords for URL: reach local



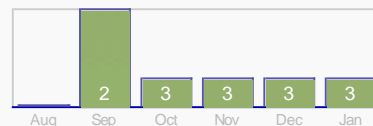
complimentary (45)

Searches/Mo: 33k Est. Value/Click: \$0.81 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: complimentary



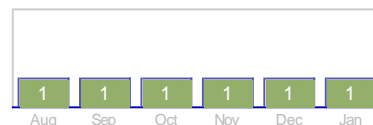
millennials (47)

Searches/Mo: 12k Est. Value/Click: \$0.97 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: millennials, off brand



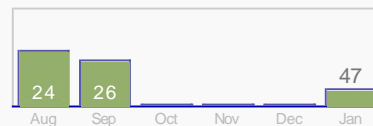
e publishing (40)

Searches/Mo: 8k Est. Value/Click: \$0.96 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: e pubs, e publishing, content publishing, publishing newspapers, book and magazine publishing



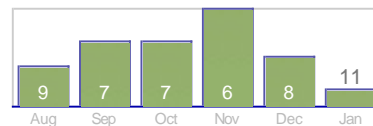
dealyard (9)

Searches/Mo: 870 Est. Value/Click: \$18 Est. Potential New Clicks/Month: 56
Other Keywords for URL: dealyard, leverages, sales affiliate programs, retail affiliate programs, organic affiliate



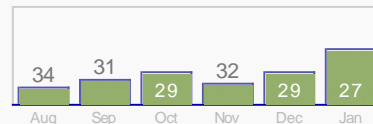
evenflo (24)

Searches/Mo: 27k Est. Value/Click: \$0.67 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: evenflo, study marketing, marketing to parents, evenflo baby gear, study online marketing



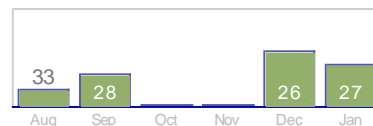
prefer (37)

Searches/Mo: 27k Est. Value/Click: \$0.45 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: emarketer, e marketer, prefer, keynote systems, mobile users



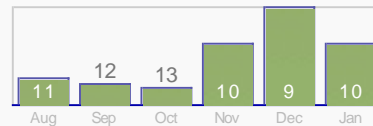
hewlett packard (10)

Searches/Mo: 5k Est. Value/Click: \$1.74 Est. Potential New Clicks/Month: 439
Other Keywords for URL: hewlett packard, hewlett packard online



mycoke (39)

Searches/Mo: 5k Est. Value/Click: \$0.89 Est. Potential New Clicks/Month: 714
Other Keywords for URL: coke rewards, my coke, mycoke, my rewards



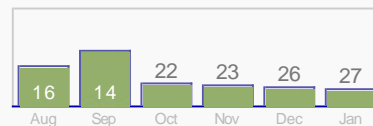
local advertising (25)

Searches/Mo: 4k Est. Value/Click: \$2.42 Est. Potential New Clicks/Month: 257
Other Keywords for URL: local advertising, push advertising, local advertisers, big media, advertising dollars



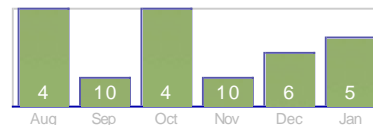
en masse (38)

Searches/Mo: 0 Est. Value/Click: \$0.51 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: en masse, moms online, en masse marketing



american express small business (24)

Searches/Mo: 2k Est. Value/Click: \$4.79 Est. Potential New Clicks/Month: 115
Other Keywords for URL: american express small business, open forum, american express small business network, american open, study american



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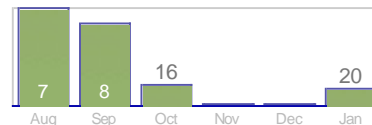
local online advertising (44)

Searches/Mo: 1k Est. Value/Click: \$4.36 Est. Potential New Clicks/Month: 118
Other Keywords for URL: local online advertising, advertising local online



marketing sherpa (37)

Searches/Mo: 2k Est. Value/Click: \$1.89 Est. Potential New Clicks/Month: 259
Other Keywords for URL: marketing sherpa, marketingsherpa, problems marketing



american express green card (43)

Searches/Mo: 2k Est. Value/Click: \$2.96 Est. Potential New Clicks/Month: 162
Other Keywords for URL: american express green card



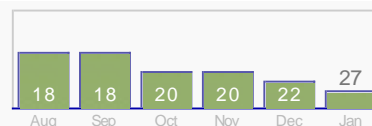
sephora (36)

Searches/Mo: 8k Est. Value/Click: \$0.73 Est. Potential New Clicks/Month: 634
Other Keywords for URL: sephora, saphora, sephoria, sepora, spehora



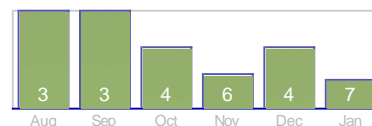
online email marketing (42)

Searches/Mo: 3k Est. Value/Click: \$6.85 Est. Potential New Clicks/Month: 67
Other Keywords for URL: emarketer, marketer, internet advertising statistics, advertising statistics, internet market research



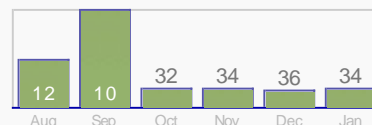
total access (29)

Searches/Mo: 2k Est. Value/Click: \$2.18 Est. Potential New Clicks/Month: 209
Other Keywords for URL: emarketer, total access, totalaccess



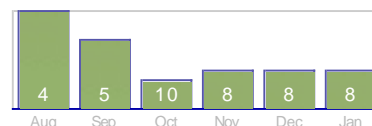
internet marketing advertising (10)

Searches/Mo: 4k Est. Value/Click: \$4.29 Est. Potential New Clicks/Month: 105
Other Keywords for URL: emarketer, marketer, internet advertising statistics, advertising statistics, internet market research



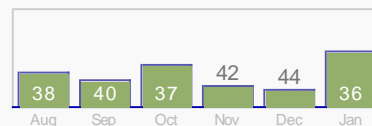
say yes (45)

Searches/Mo: 50k Est. Value/Click: \$1.05 Est. Potential New Clicks/Month: 406
Other Keywords for URL: canadians, say yes



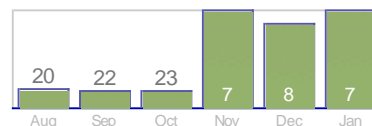
internet marketing online (47)

Searches/Mo: 4k Est. Value/Click: \$3 Est. Potential New Clicks/Month: 142
Other Keywords for URL: emarketer, marketer, internet advertising statistics, advertising statistics, internet market research



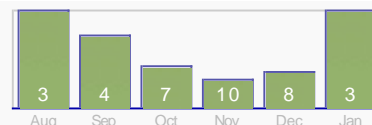
rakuten (15)

Searches/Mo: 7k Est. Value/Click: \$0.32 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: rakuten, softbank, rakuten japan, rakten, japan ecommerce



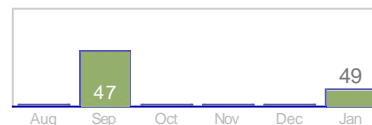
chlorox (49)

Searches/Mo: 2k Est. Value/Click: \$3.58 Est. Potential New Clicks/Month: 117
Other Keywords for URL: chlorox



canadians (48)

Searches/Mo: 5k Est. Value/Click: \$0.67 Est. Potential New Clicks/Month: 610
Other Keywords for URL: canadians, say yes



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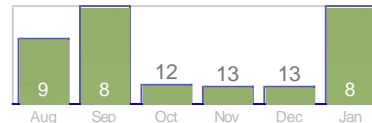
free newsletter (28)

Searches/Mo: 33k Est. Value/Click: \$2.71 Est. Potential New Clicks/Month: 141
 Other Keywords for URL: free daily newsletters, daily newsletter, free newsletter, free newsletter articles, marketing newsletter



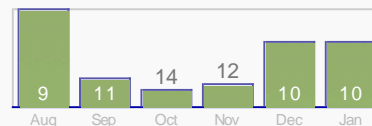
behavioral targeting (25)

Searches/Mo: 2k Est. Value/Click: \$3.69 Est. Potential New Clicks/Month: 101
 Other Keywords for URL: behavioral targeting, behavioral marketing, behavioral targeting



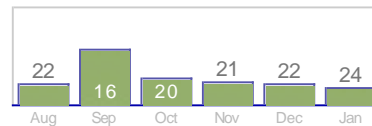
mobile marketing association (40)

Searches/Mo: 2k Est. Value/Click: \$1.34 Est. Potential New Clicks/Month: 269
 Other Keywords for URL: mobile marketing association



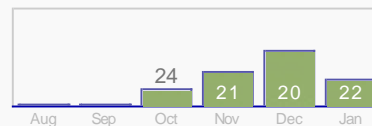
advertising ideas (38)

Searches/Mo: 4k Est. Value/Click: \$1.52 Est. Potential New Clicks/Month: 222
 Other Keywords for URL: advertising ideas, ideas advertising



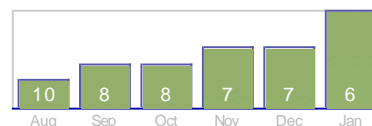
online publishers association (25)

Searches/Mo: 480 Est. Value/Click: \$5.1 Est. Potential New Clicks/Month: 65
 Other Keywords for URL: online publishers association



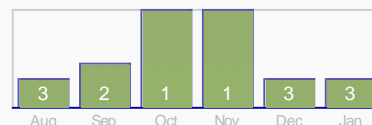
mobile advertising companies (45)

Searches/Mo: 0 Est. Value/Click: \$4.85 Est. Potential New Clicks/Month: 67
 Other Keywords for URL: mobile advertising companies, bigstep, big step, ad scale, scale step



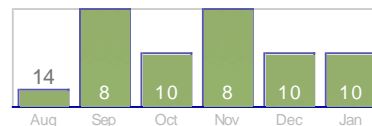
loyalty programs (32)

Searches/Mo: 3k Est. Value/Click: \$3.61 Est. Potential New Clicks/Month: 90
 Other Keywords for URL: loyalty programs, untapped potential



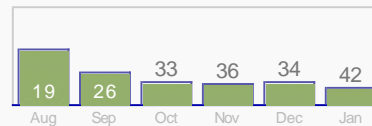
adult internet business (38)

Searches/Mo: 240 Est. Value/Click: \$32 Est. Potential New Clicks/Month: 10
 Other Keywords for URL: full length tv shows, internet adult tv, adult internet business, adult tv online, internet tv adult



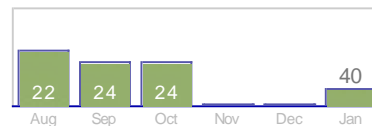
e marketing (12)

Searches/Mo: 7k Est. Value/Click: \$2.2 Est. Potential New Clicks/Month: 141
 Other Keywords for URL: emarketer, marketer, internet advertising statistics, advertising statistics, internet market research



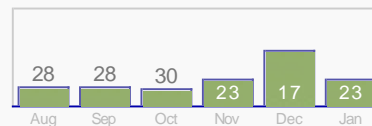
my coke (19)

Searches/Mo: 4k Est. Value/Click: \$0.91 Est. Potential New Clicks/Month: 330
 Other Keywords for URL: coke rewards, my coke, mycoke, my rewards



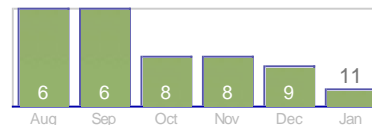
webinar best practices (9)

Searches/Mo: 570 Est. Value/Click: \$6.29 Est. Potential New Clicks/Month: 46
 Other Keywords for URL: webinar best practices, email best practices, email marketing in



emarketing (7)

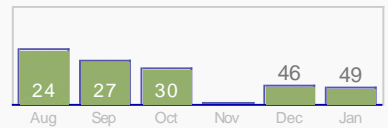
Searches/Mo: 3k Est. Value/Click: \$2.36 Est. Potential New Clicks/Month: 121
 Other Keywords for URL: emarketer, marketer, internet advertising statistics, advertising statistics, internet market research



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frontier online (33)

Searches/Mo: 870 Est. Value/Click: \$1.81 Est. Potential New Clicks/Month: 147
 Other Keywords for URL: frontier online, online mobile shopping, mobile online shopping, frontier shopping, mobile phones online shopping



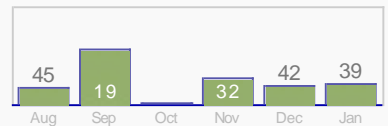
satisfy (33)

Searches/Mo: 22k Est. Value/Click: \$0.43 Est. Potential New Clicks/Month: 607
 Other Keywords for URL: satisfy



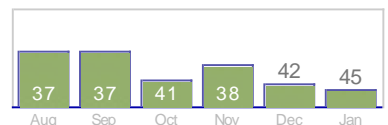
market research analyst (42)

Searches/Mo: 2k Est. Value/Click: \$1.2 Est. Potential New Clicks/Month: 218
 Other Keywords for URL: emarketer, marketer, internet advertising statistics, advertising statistics, internet market research



internet search marketing (8)

Searches/Mo: 870 Est. Value/Click: \$5.48 Est. Potential New Clicks/Month: 46
 Other Keywords for URL: emarketer, marketer, internet advertising statistics, advertising statistics, internet market research



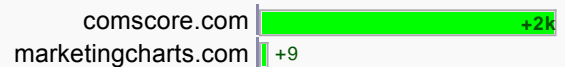
[Download as CSV](#)

Keywords Not Ranked On But Should Be

Estimated Clicks/Month

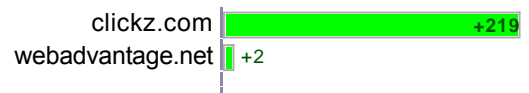
comscore

Searches/Month: 15k
 Cost/Click: \$1.62 Est. Potential Clicks/Month: 2k
 Avg. Competitor Rank: 10



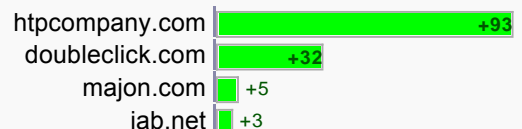
clickz

Searches/Month: 2k
 Cost/Click: \$6.09 Est. Potential Clicks/Month: 195
 Avg. Competitor Rank: 7



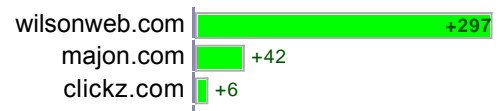
internet advertising companies

Searches/Month: 2k
 Cost/Click: \$7.40 Est. Potential Clicks/Month: 23
 Avg. Competitor Rank: 15



web marketing

Searches/Month: 22k
 Cost/Click: \$6.63 Est. Potential Clicks/Month: 160
 Avg. Competitor Rank: 12



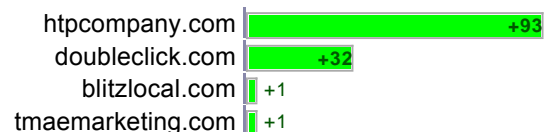
iab

Searches/Month: 8k
 Cost/Click: \$0.88 Est. Potential Clicks/Month: 867
 Avg. Competitor Rank: 9



internet advertising company

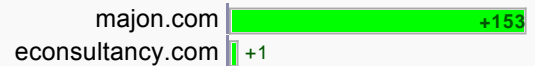
Searches/Month: 2k
 Cost/Click: \$7.34 Est. Potential Clicks/Month: 32
 Avg. Competitor Rank: 15



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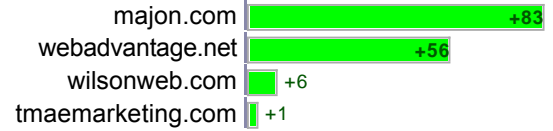
email advertising

Searches/Month: 4k
 Cost/Click: \$8.60 Est. Potential Clicks/Month: 115
 Avg. Competitor Rank: 13



online marketing services

Searches/Month: 4k
 Cost/Click: \$6.88 Est. Potential Clicks/Month: 36
 Avg. Competitor Rank: 16



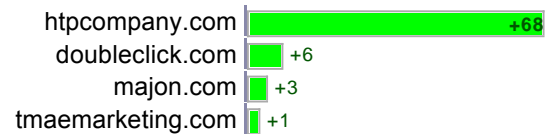
marketing

Searches/Month: 201k
 Cost/Click: \$3.67 Est. Potential Clicks/Month: 521
 Avg. Competitor Rank: 17



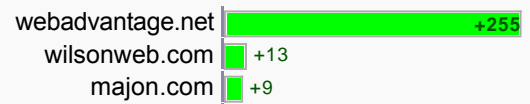
internet advertising agency

Searches/Month: 1k
 Cost/Click: \$6.35 Est. Potential Clicks/Month: 36
 Avg. Competitor Rank: 19



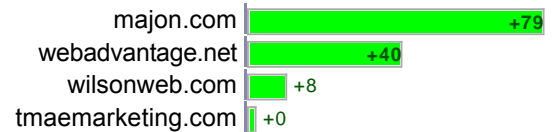
online marketing

Searches/Month: 27k
 Cost/Click: \$5.20 Est. Potential Clicks/Month: 92
 Avg. Competitor Rank: 30



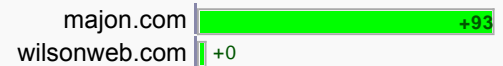
online marketing service

Searches/Month: 2k
 Cost/Click: \$5.03 Est. Potential Clicks/Month: 32
 Avg. Competitor Rank: 15



targeted email marketing

Searches/Month: 2k
 Cost/Click: \$11.00 Est. Potential Clicks/Month: 62
 Avg. Competitor Rank: 17



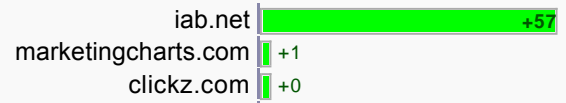
b2b marketing

Searches/Month: 10k
 Cost/Click: \$4.85 Est. Potential Clicks/Month: 201
 Avg. Competitor Rank: 5



internet advertising bureau

Searches/Month: 870
 Cost/Click: \$2.74 Est. Potential Clicks/Month: 38
 Avg. Competitor Rank: 13



nielsen

Searches/Month: 22k
 Cost/Click: \$0.71 Est. Potential Clicks/Month: 3k
 Avg. Competitor Rank: 2



mcmaster carr

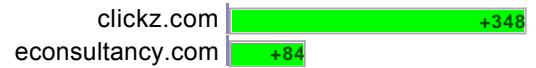
Searches/Month: 201k
 Cost/Click: \$2.88 Est. Potential Clicks/Month: 2k
 Avg. Competitor Rank: 11



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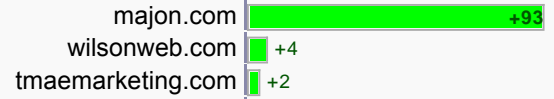
marketing's

Searches/Month: 30
 Cost/Click: \$2.71 Est. Potential Clicks/Month: 216
 Avg. Competitor Rank: 21



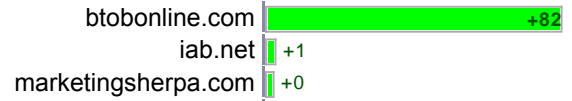
website marketing services

Searches/Month: 2k
 Cost/Click: \$6.43 Est. Potential Clicks/Month: 33
 Avg. Competitor Rank: 12



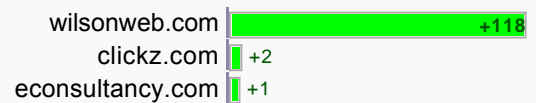
btob

Searches/Month: 990
 Cost/Click: \$1.91 Est. Potential Clicks/Month: 55
 Avg. Competitor Rank: 14



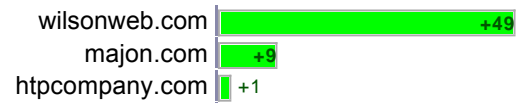
ecommerce marketing

Searches/Month: 4k
 Cost/Click: \$5.73 Est. Potential Clicks/Month: 41
 Avg. Competitor Rank: 16



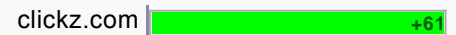
internet web site marketing

Searches/Month: 2k
 Cost/Click: \$7.07 Est. Potential Clicks/Month: 27
 Avg. Competitor Rank: 8



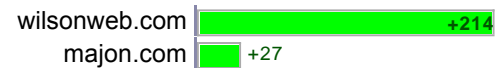
merchantcircle

Searches/Month: 0
 Cost/Click: \$96.00 Est. Potential Clicks/Month: 61
 Avg. Competitor Rank: 11



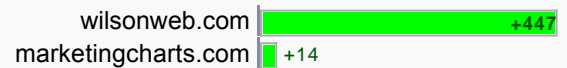
website marketing

Searches/Month: 12k
 Cost/Click: \$6.04 Est. Potential Clicks/Month: 120
 Avg. Competitor Rank: 9



viral marketing

Searches/Month: 12k
 Cost/Click: \$2.83 Est. Potential Clicks/Month: 230
 Avg. Competitor Rank: 14



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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