

Holisticsearch.co.uk



SEO Dashboard

Feb 18, 2011

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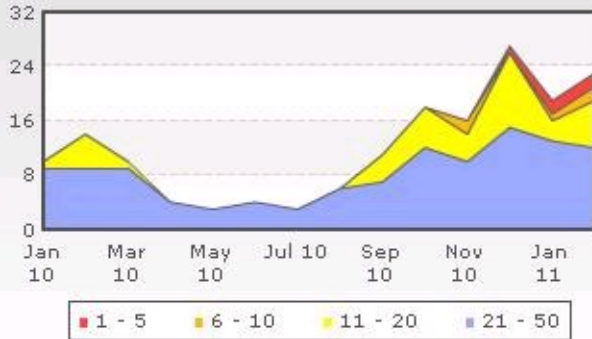
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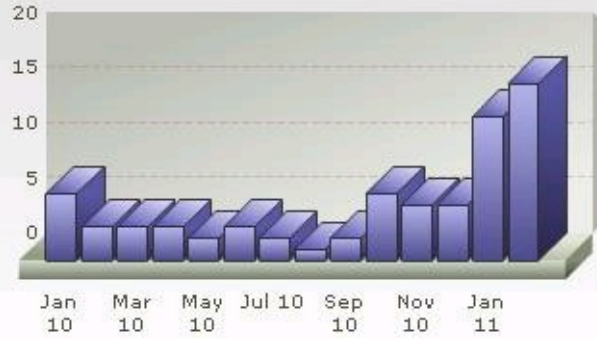
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Amount of Keywords in Top Search Results



You show up in the top 50 search results on Google for 23 different keywords. More importantly, you are in the top 20 on 11 which is up by 26% or 5 keywords since last month.

Number of Unique Pages that Rank Organically



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

Total Organic Clicks Per Month



You should be getting 24 clicks per month from your organic placements on Google. That's up 4.43 clicks or 22% from last month.

Value of Organic Clicks Per Month



If you had to buy all those organic clicks via Google Adwords, they'd cost \$35. That's an additional savings of \$14 over last month.

You gained 4 clicks last month, worth \$14.

Biggest Gains

You moved up in ranks on 16 keywords last month. All those gains added up to about 3.96 clicks you wouldn't have received last month. In equivalent PPC dollars, all those new clicks are worth about \$13.

	Rank
▲ lisa myers Estimated Clicks/Month gained: 2 http://www.holisticsearch.co.uk/2010/...	19
▲ search marketing consultant Estimated Clicks/Month gained: 1 http://holisticsearch.co.uk/	13
▲ search marketing consultants Estimated Clicks/Month gained: 1 http://holisticsearch.co.uk/	14
▲ paul reilly Estimated Clicks/Month stayed_the_same http://www.holisticsearch.co.uk/tag/p...	47
▲ search marketing blog Estimated Clicks/Month stayed_the_same http://holisticsearch.co.uk/	41
▲ marketing consultants uk Estimated Clicks/Month stayed_the_same http://holisticsearch.co.uk/	50
▲ uk search engine market share Estimated Clicks/Month stayed_the_same http://www.holisticsearch.co.uk/2010/...	14(+17)
▲ uk shares market Estimated Clicks/Month stayed_the_same http://www.holisticsearch.co.uk/2010/...	40
▲ holistic flowers Estimated Clicks/Month stayed_the_same http://www.holisticsearch.co.uk/2008/...	39
▲ market share uk Estimated Clicks/Month stayed_the_same http://www.holisticsearch.co.uk/2010/...	4
▲ holistic horizon Estimated Clicks/Month stayed_the_same http://www.holisticsearch.co.uk/2010/...	24

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

Most Valuable Keywords

You gained ranks on 3 out of your top 20 most valuable keywords. Moving up the charts on those important keywords means about -0.1 visits to the site that wouldn't have come last month.

	Rank
search marketing consultant Rank: 13 Est. Clicks/Mo: 1 Est. Value/Mo: \$6.5	
search marketing consultants Rank: 14 Est. Clicks/Mo: 1 Est. Value/Mo: \$4.41	
pete young Rank: 5 Est. Clicks/Mo: 3 Est. Value/Mo: \$2.06(-\$0.176)	
lisa myers Rank: 19 Est. Clicks/Mo: 2 Est. Value/Mo: \$1.48	
search marketing blog Rank: 41 Est. Clicks/Mo: 0 Est. Value/Mo: \$0.3	
paul reilly Rank: 47 Est. Clicks/Mo: 0 Est. Value/Mo: \$0.15	
marketing consultants uk Rank: 50 Est. Clicks/Mo: 0 Est. Value/Mo: \$0.04	
organic results Rank: 35(-9) Est. Clicks/Mo: 0 Est. Value/Mo: \$0.04(-\$0.172)	
uk search marketing Rank: 10 Est. Clicks/Mo: 0(-2) Est. Value/Mo: \$0(-\$6.487)	

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

Newly Ranked Organic Pages

9 pages show up in Google search results that didn't last month. Combined, those new placements drive 2.01 clicks, which would be worth about \$93 if you paid for those same clicks in Google Adwords.

<http://www.holisticsearch.co.uk/2010/09/04/think-visibility-lisa-myers-social-media-for-seo/>

Keywords (rank): lisa myers (19)

Est. Total Clicks/Mo: 2

Est. SEO Value: **\$1.33**

<http://www.holisticsearch.co.uk/tag/paul-reilly/>

Keywords (rank): paul reilly (47)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.14**

<http://www.holisticsearch.co.uk/2010/05/17/manchester-seo-announced-for-may-2/>

Keywords (rank):

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0**

<http://www.holisticsearch.co.uk/2010/09/15/google-me-looms-on-the-horizon-but-more-like-google-la...>

Keywords (rank): holistic horizon (24)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0**

<http://www.holisticsearch.co.uk/2010/10/07/paid-links-are-a-fundamental-part-of-ranking-in-compet...>

Keywords (rank):

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0**

<http://www.holisticsearch.co.uk/2010/09/09/industry-experts-stuck-in-dark-ages/>

Keywords (rank):

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0**

<http://www.holisticsearch.co.uk/2010/12/13/google-losing-uk-market-share-to-yahoo/>

Keywords (rank): market share uk (4), uk search engine market share (14), uk shares market (40)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0**

<http://www.holisticsearch.co.uk/2010/07/02/google-buys-ita-significant-impact-for-travel-sector/>

Keywords (rank): travel sector (22)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0**

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

New Keywords (You weren't ranked on before)

You now place in the top 50 search results on 13 keywords that you didn't even show up on last month. Those keywords drive 3.96 clicks worth an estimated \$13 per month in equivalent PPC dollars. All those new keywords represent a beachhead to an opportunity that could lead to as many as 166 clicks per month if you could be in the first position on each of the keywords.

lisa myers

Rank: 19 Searches/Mo: 480 Est. Value/Click: \$0.8
Estimated New Clicks/Month: 2

search marketing consultant

Rank: 13 Searches/Mo: 150 Est. Value/Click: \$5.33
Estimated New Clicks/Month: 1

search marketing consultants

Rank: 14 Searches/Mo: 90 Est. Value/Click: \$6.96
Estimated New Clicks/Month: 1

paul reilly

Rank: 47 Searches/Mo: 240 Est. Value/Click: \$0.96
Estimated New Clicks/Month: 0

search marketing blog

Rank: 41 Searches/Mo: 90 Est. Value/Click: \$3.85
Estimated New Clicks/Month: 0

marketing consultants uk

Rank: 50 Searches/Mo: 30 Est. Value/Click: \$2.47
Estimated New Clicks/Month: 0

uk shares market

Rank: 40 Searches/Mo: 0 Est. Value/Click: \$1.7
Estimated New Clicks/Month: 0

holistic flowers

Rank: 39 Searches/Mo: 0 Est. Value/Click: \$0.08
Estimated New Clicks/Month: 0

market share uk

Rank: 4 Searches/Mo: 0 Est. Value/Click: \$0.99
Estimated New Clicks/Month: 0

holistic horizon

Rank: 24 Searches/Mo: 0 Est. Value/Click: \$1.45
Estimated New Clicks/Month: 0

internet marketing seo consultant

Rank: 27 Searches/Mo: 0 Est. Value/Click: \$4.89
Estimated New Clicks/Month: 0

[View more](#) (p. 20)

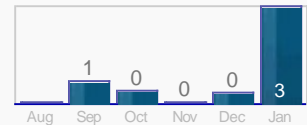
Top Site Sections Summary

The top 2 site sections draw 73% of all of your organic visitors. Together those sections combine for 5.15 clicks per month. That's up by 1.51 visits or nearly 42% since last month.

Clicks/Month

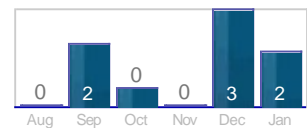
[holisticsearch.co.uk/200](#)

9/0...
 Number of Keywords: 2
Est. Value/Mo: \$2 (+\$2)



[holisticsearch.co.uk/201](#)

0/0...
 Number of Keywords: 11
Est. Value/Mo: \$2 (+\$1)



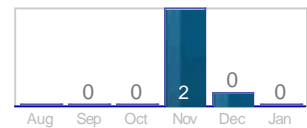
[holisticsearch.co.uk/tag/p](#)

a...
 Number of Keywords: 1
Est. Value/Mo: \$0



[holisticsearch.co.uk/200](#)

8/1...
 Number of Keywords: 1
Est. Value/Mo: \$0



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Keyword Groups with the Biggest Gains

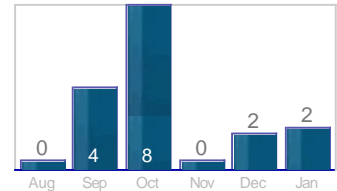
Keyword Group: Consultant

Positions Gained: 129 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: 19%
 Unique Pages Ranked: 2

Keywords:

- consultant: search marketing consultant (+47) - **NEW**, search marketing consultants (+46)...
- consultant > uk: marketing consultants uk (+10) - **NEW**, uk marketing consultant (+1), u...

Est. Clicks per Month



[Additional Details](#) (p. 22)

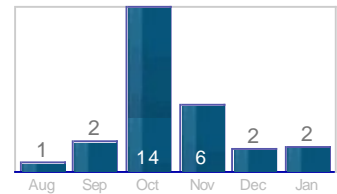
Keyword Group: Searches

Positions Gained: 173 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: 16%
 Unique Pages Ranked: 2

Keywords:

- searches: search marketing consultant (+47) - **NEW**, search marketing consultants (+46) - ...
- searches > uk: uk search engine market share (+17), uk search marketing

Est. Clicks per Month



[Additional Details](#) (p. 23)

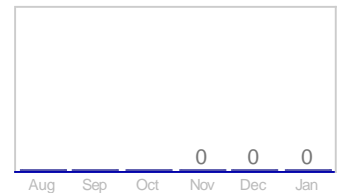
Keyword Group: Manchester

Positions Gained: 0 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: %
 Unique Pages Ranked: 1

Keywords:

None

Est. Clicks per Month



[Additional Details](#) (p. 24)

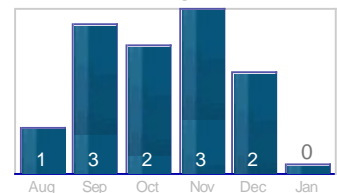
Keyword Group: Uk

Positions Gained: 99 → Est. Total Clicks/Mo: (-2) → Est. Percent Traffic Gain: -99%
 Unique Pages Ranked: 2

Keywords:

- uk: marketing consultants uk (+10) - **NEW**, uk marketing consultant (+1), uk search market...
- uk > share: market share uk (+56) - **NEW**, uk shares market (+20) - **NEW**, uk search engine...

Est. Clicks per Month



[Additional Details](#) (p. 25)

Biggest Opportunities

You currently rank somewhere in the top 50 on 23 search phrases on Google. If you could land the number one spot for all of those searches, you'd get about 183 additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you'll get 183 clicks per month. That would cost you more than \$373 in equivalent PPC dollars.

search marketing consultant

Rank: 13 Searches/Mo: 150 Est. Value/Click: \$5.33
Est. Potential New Clicks/Month: 23

search marketing consultants

Rank: 14 Searches/Mo: 90 Est. Value/Click: \$6.96
Est. Potential New Clicks/Month: 14

lisa myers

Rank: 19 Searches/Mo: 480 Est. Value/Click: \$0.8
Est. Potential New Clicks/Month: 77

paul reilly

Rank: 47 Searches/Mo: 240 Est. Value/Click: \$0.96
Est. Potential New Clicks/Month: 41

search marketing blog

Rank: 41 Searches/Mo: 90 Est. Value/Click: \$3.85
Est. Potential New Clicks/Month: 6

marketing consultants uk

Rank: 50 Searches/Mo: 30 Est. Value/Click: \$2.47
Est. Potential New Clicks/Month: 5

pete young

Rank: 5 Searches/Mo: 90 Est. Value/Click: \$0.66
Est. Potential New Clicks/Month: 12

organic results

Rank: 35 (-9) Searches/Mo: 30 Est. Value/Click: \$1.18
Est. Potential New Clicks/Month: 5

uk search marketing

Rank: 10 Searches/Mo: 0 Est. Value/Click: \$4.21
Est. Potential New Clicks/Month: 0

holistic flowers

Rank: 39 Searches/Mo: 0 Est. Value/Click: \$0.08
Est. Potential New Clicks/Month: 0

uk marketing consultant

Rank: 19 (+1) Searches/Mo: 0 Est. Value/Click: \$3.07
Est. Potential New Clicks/Month: 0

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

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

imk

Searches/Mo.: 870

Cost/Click: \$0.55 Est. Potential Clicks/Mo.: 30 Avg. Competitor Rank: 5

tilt

Searches/Mo.: 7k

Cost/Click: \$1.35 Est. Potential Clicks/Mo.: 19
 Avg. Competitor Rank: 22

media direct

Searches/Mo.: 720

Cost/Click: \$5.02 Est. Potential Clicks/Mo.: 3 Avg. Competitor Rank: 19

ppc agency

Searches/Mo.: 480

Cost/Click: \$8.07 Est. Potential Clicks/Mo.: 1 Avg. Competitor Rank: 23

adwords cpc

Searches/Mo.: 150

Cost/Click: \$10.00 Est. Potential Clicks/Mo.: 1
 Avg. Competitor Rank: 15

online marketing specialist

Searches/Mo.: 150

Cost/Click: \$5.17 Est. Potential Clicks/Mo.: 1 Avg. Competitor Rank: 29

search engine marketing specialists

Searches/Mo.: 390

Cost/Click: \$8.23 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 36

google cpc

Searches/Mo.: 240

Cost/Click: \$6.64 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 39

marketing specialists

Searches/Mo.: 150

Cost/Click: \$5.73 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 27

marketing student

Searches/Mo.: 30

Cost/Click: \$3.47 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 11

website evaluations

Searches/Mo.: 90

Cost/Click: \$3.42 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 35

rss feed setup

Searches/Mo.: 30

Cost/Click: \$0.73 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 12

[View more](#) (p. 27)

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. 30)

Keyword Groups with the Most Potential

Keyword Group: Searches

Unique Pages Ranked: 2 Searches Per Month: 437

Potential Clicks with Incremental Gain: 11.0 Value of Incremental Gain: \$50.0

Potential Clicks Gained at Top Positions: 2.0k Value of Gain at Top Positions: \$7.0k

Keywords:

- searches: local searches, search marketing blog (41) - **NEW**, gary search, search intelli...
- searches > engine: search engine marketing, search engine marketing specialists, sear...
- searches > consulting: search marketing consultant (13) - **NEW**, search marketing cons...
- searches > specialists: search marketing specialist, search marketing specialists

Est. Share of Clicks

holisticsearch.co.uk	2 (+0)
xyone.co.uk	0 (+37)
mercurymarketing...	0 (+0)
e-msg.co.uk	0 (+0)
damonsegal.co.uk	0 (+0)
closetnoc.net	0 (+0)

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

Keyword Group: Consultants

Unique Pages Ranked: 2 Searches Per Month: 28

Potential Clicks with Incremental Gain: 2.2 Value of Incremental Gain: \$11.0

Potential Clicks Gained at Top Positions: 134.0

Value of Gain at Top Positions: \$437.0

Keywords:

- consultants: search marketing consultant (13) - **NEW**, search marketing consultants (14)...

Est. Share of Clicks

holisticsearch.co.uk	2 (+0)
xyone.co.uk	0 (+0)
mercurymarketing...	0 (+0)
e-msg.co.uk	0 (+0)
damonsegal.co.uk	0 (+0)
closetnoc.net	0 (+0)

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

Keyword Group: Myers

Unique Pages Ranked: 1 Searches Per Month: 16

Potential Clicks with Incremental Gain: 1.5 Value of Incremental Gain: \$1.2

Potential Clicks Gained at Top Positions: 77.0 Value of Gain at Top Positions: \$61.0

Keywords:

- myers: lisa myers (19) - **NEW**

Est. Share of Clicks

holisticsearch.co.uk	2 (+2)
xyone.co.uk	0 (+0)
mercurymarketing...	0 (+0)
e-msg.co.uk	0 (+0)
damonsegal.co.uk	0 (+0)
closetnoc.net	0 (+0)

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

Keyword Group: Pete

Unique Pages Ranked: 2 Searches Per Month: 3

Potential Clicks with Incremental Gain: 0.7 Value of Incremental Gain: \$0.5

Potential Clicks Gained at Top Positions: 12.0 Value of Gain at Top Positions: \$8.1

Keywords:

- pete: pete young (5)

Est. Share of Clicks

holisticsearch.co.uk	3 (+0)
xyone.co.uk	0 (+0)
mercurymarketing....	0 (+0)
e-msg.co.uk	0 (+0)
damonsegal.co.uk	0 (+0)
closetnoc.net	0 (+0)

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

Keyword Group: Paul

Unique Pages Ranked: 1 Searches Per Month: 8

Potential Clicks with Incremental Gain: 0.1 Value of Incremental Gain: \$0.1

Potential Clicks Gained at Top Positions: 41.0 Value of Gain at Top Positions: \$39.0

Keywords:

- paul: paul reilly (47) - **NEW**

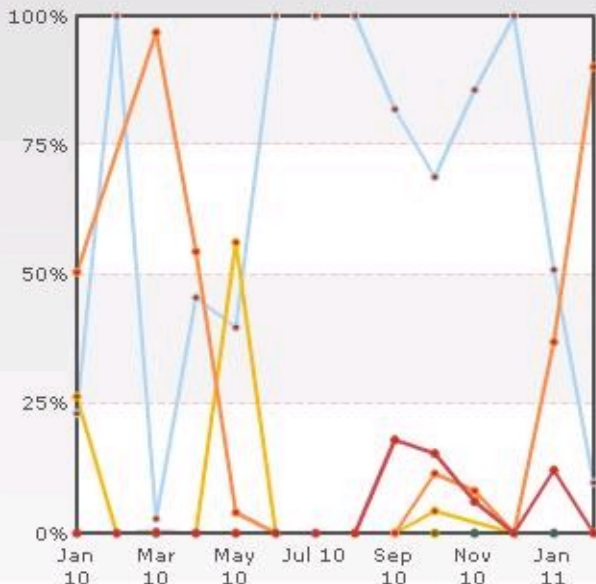
Est. Share of Clicks

holisticsearch.co.uk	0 (+0)
xyone.co.uk	0 (+0)
mercurymarketing....	0 (+0)
e-msg.co.uk	0 (+0)
damonsegal.co.uk	0 (+0)
closetnoc.net	0 (+0)

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

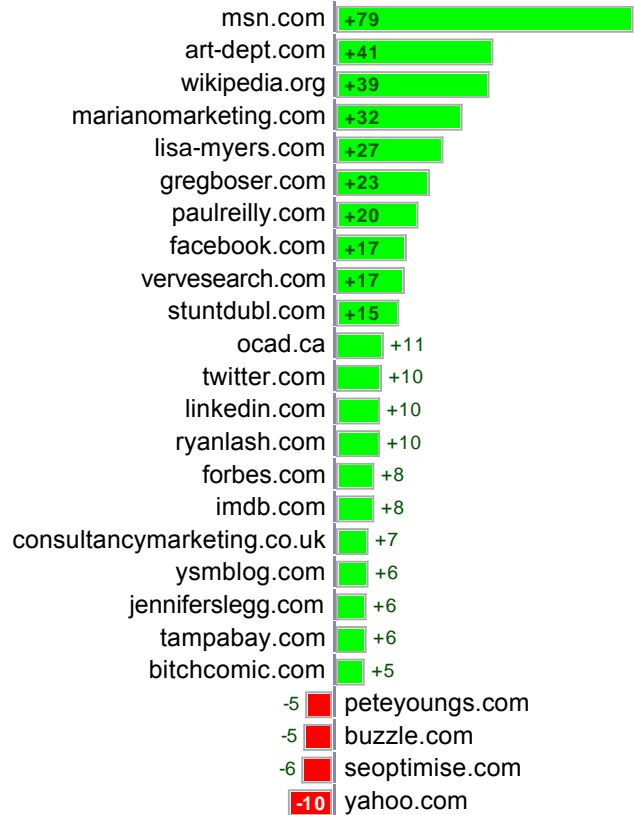
Traffic Share

Relative to your top 5 competitors, your site has **9.79% of the traffic share**. At the same time, *tilt.co.uk* has exploded and ripped traffic from holisticsearch.co.uk and search-engine-marketing-specialist.co.uk.



Domains that Gained or Lost Clicks on your Keywords

This month, Msn.com gained 79 clicks by improving their position on organic searches that you also rank for.



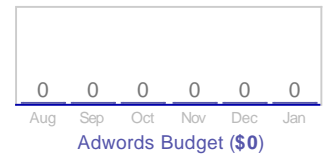
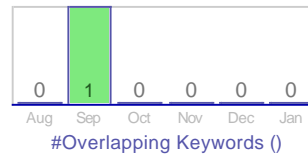
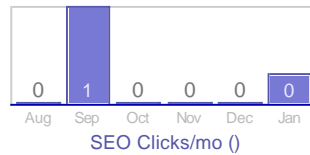
*competitors in bold

Competition: You Lost 41% in Share of Clicks Relative to your Top 5 Competitors

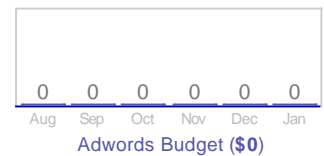
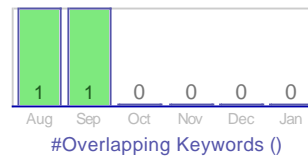
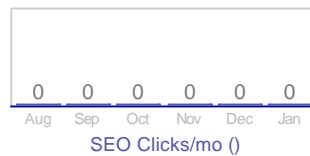
Top Organic Competitors and their Best Keywords

Combined, your organic competitors get about 100% of their traffic from unpaid search. The biggest mover was tilt.co.uk. They picked up 209 organic clicks overall.

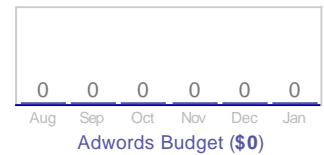
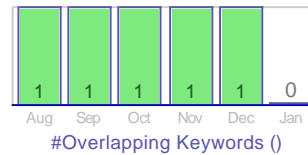
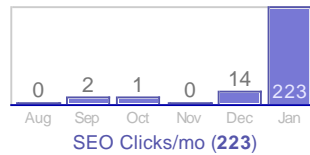
youramigo.co.uk
 bologna unterkunft (15),
 fold a way cardio stepper (37),
 mancini park hotel rome (40)



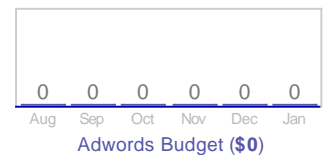
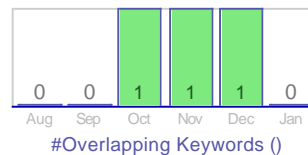
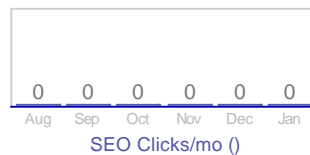
cabestan.co.uk
 ecrm white papers (40),
 ecrm white paper (41)



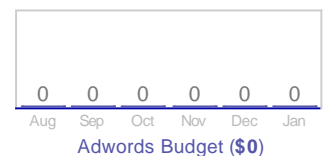
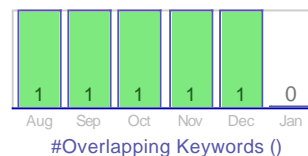
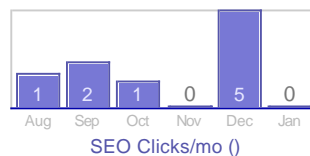
tilt.co.uk
 tilt (22), national letterbox marketing (36),
 uk marketing specialist (40)



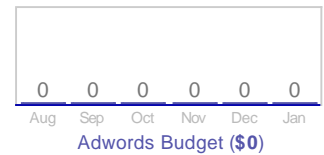
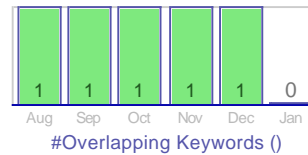
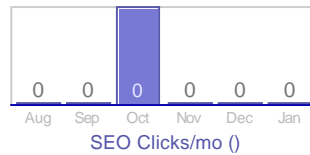
dotwhack.co.uk
 uk marketing specialist (32)



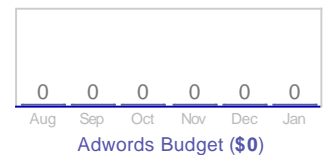
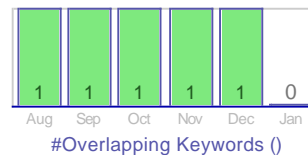
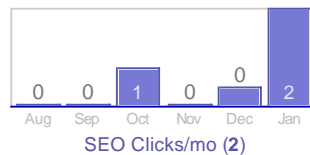
search-engine-marketing-specialist.co.uk
 uk marketing specialist (3)



e-msg.co.uk
 uk marketing specialist (19)



damonsegal.co.uk
 online marketing specialist (13),
 uk marketing specialist (29)



Biggest Gains (all)	Clicks/Month														
<p>▲ lisa myers 19 Est. Clicks/Month gained: 2 Est. Value/Click: \$0.8 Estimated Value gained: \$1 http://www.holisticsearch.co.uk/2010/...</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	0	0									
<p>▲ search marketing consultant 13 Est. Clicks/Month gained: 1 Est. Value/Click: \$5.33 Estimated Value gained: \$6 http://holisticsearch.co.uk/</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>1</td><td>1</td><td>1</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	1	1	1	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	1	1	1	0									
<p>▲ search marketing consultants 14 Est. Clicks/Month gained: 1 Est. Value/Click: \$6.96 Estimated Value gained: \$4 http://holisticsearch.co.uk/</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	0	0									
<p>▲ paul reilly 47 Est. Clicks/Month unchanged Est. Value/Click: \$0.96 Estimated Value unchanged \$0 http://www.holisticsearch.co.uk/tag/p...</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>1</td><td>1</td><td>1</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	1	1	1	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	1	1	1	0									
<p>▲ search marketing blog 41 Est. Clicks/Month unchanged Est. Value/Click: \$3.85 Estimated Value unchanged \$0 http://holisticsearch.co.uk/</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	0	0									
<p>▲ marketing consultants uk 50 Est. Clicks/Month unchanged Est. Value/Click: \$2.47 Estimated Value unchanged \$0 http://holisticsearch.co.uk/</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>1</td><td>1</td><td>1</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	1	1	1	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	1	1	1	0									
<p>▲ uk search engine market share 14(+17) Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0 http://www.holisticsearch.co.uk/2010/...</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	0	0									
<p>▲ uk shares market 40 Est. Clicks/Month unchanged Est. Value/Click: \$1.7 Estimated Value unchanged \$0 http://www.holisticsearch.co.uk/2010/...</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>1</td><td>1</td><td>1</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	1	1	1	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	1	1	1	0									
<p>▲ holistic flowers 39 Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0 http://www.holisticsearch.co.uk/2008/...</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	0	0									
<p>▲ market share uk 4 Est. Clicks/Month unchanged Est. Value/Click: \$0.99 Estimated Value unchanged \$0 http://www.holisticsearch.co.uk/2010/...</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>1</td><td>1</td><td>1</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	1	1	1	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	1	1	1	0									
<p>▲ holistic horizon 24 Est. Clicks/Month unchanged Est. Value/Click: \$1.45 Estimated Value unchanged \$0 http://www.holisticsearch.co.uk/2010/...</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Clicks	0	0	0	0	0	0
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Clicks	0	0	0	0	0	0									

▲ internet marketing seo consultant 27

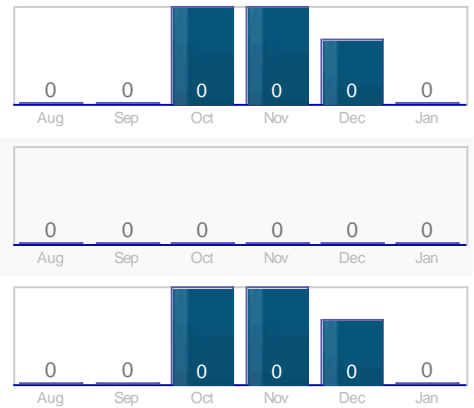
Est. Clicks/Month unchanged Est. Value/Click: \$4.89 Estimated Value unchanged \$0
<http://holisticsearch.co.uk/>

▲ travel sector 22


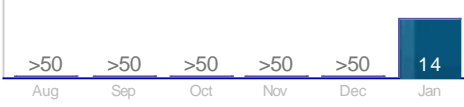
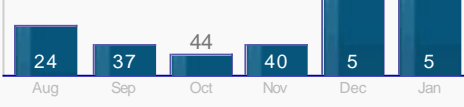




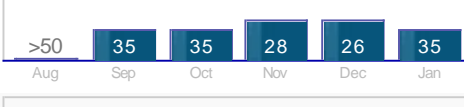
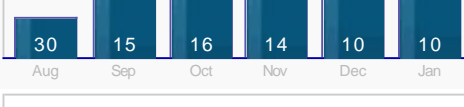

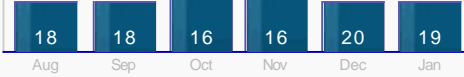
Est. Clicks/Month unchanged Est. Value/Click: \$0.59 Estimated Value unchanged \$0
<http://www.holisticsearch.co.uk/2010/...>

▲ uk marketing consultant 19(+1)

Est. Clicks/Month unchanged Est. Value/Click: \$3.07 Estimated Value unchanged \$0
<http://holisticsearch.co.uk/>



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Most Valuable Keywords (all)	Rank
<p>search marketing consultant Rank: 13 Est. Clicks/Mo: 1 Est. Value/Mo: \$6</p>	
<p>search marketing consultants Rank: 14 Est. Clicks/Mo: 1 Est. Value/Mo: \$4</p>	
<p>pete young Rank: 5 Est. Clicks/Mo: 3 Est. Value/Mo: \$2(-\$0.176)</p>	
<p>lisa myers Rank: 19 Est. Clicks/Mo: 2 Est. Value/Mo: \$1</p>	
<p>search marketing blog Rank: 41 Est. Clicks/Mo: 0 Est. Value/Mo: \$0</p>	
<p>paul reilly Rank: 47 Est. Clicks/Mo: 0 Est. Value/Mo: \$0</p>	
<p>marketing consultants uk Rank: 50 Est. Clicks/Mo: 0 Est. Value/Mo: \$0</p>	
<p>organic results Rank: 35(-9) Est. Clicks/Mo: 0 Est. Value/Mo: \$0(-\$0.172)</p>	
<p>uk search marketing Rank: 10 Est. Clicks/Mo: 0(-2) Est. Value/Mo: \$0(-\$6.487)</p>	
<p>holistic flowers Rank: 39 Est. Clicks/Mo: 0 Est. Value/Mo: \$0</p>	
<p>uk marketing consultant Rank: 19(+1) Est. Clicks/Mo: 0 Est. Value/Mo: \$0(-\$0.326)</p>	

market share uk

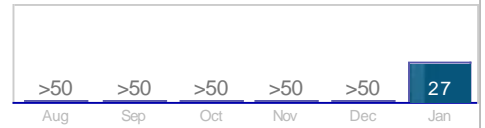
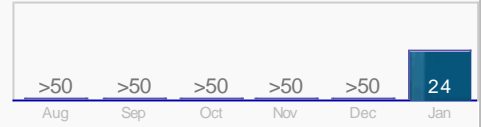
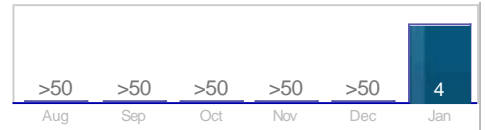
Rank: 4 Est. Clicks/Mo: 0 Est. Value/Mo: \$0

holistic horizon

Rank: 24 Est. Clicks/Mo: 0 Est. Value/Mo: \$0

internet marketing seo consultant

Rank: 27 Est. Clicks/Mo: 0 Est. Value/Mo: \$0



[Download as CSV](#)

Newly Ranked Organic Pages

<http://www.holisticsearch.co.uk/2010/09/04/think-visibility-lisa-myers-social-media-for-seo/>

Estimated SEO Value: **\$1.33** Estimated Total Clicks/Mo: 2

Keywords (rank): lisa myers (19)

<http://www.holisticsearch.co.uk/tag/paul-reilly/>

Estimated SEO Value: **\$0.14** Estimated Total Clicks/Mo: 0

Keywords (rank): paul reilly (47)

<http://www.holisticsearch.co.uk/2010/05/17/manchester-seo-announced-for-may-2/>

Estimated SEO Value: **\$0** Estimated Total Clicks/Mo: 0

Keywords (rank):

<http://www.holisticsearch.co.uk/2010/09/15/google-me-looms-on-the-horizon-but-more-like-google-la...>

Estimated SEO Value: **\$0** Estimated Total Clicks/Mo: 0

Keywords (rank): holistic horizon (24)

<http://www.holisticsearch.co.uk/2010/10/07/paid-links-are-a-fundamental-part-of-ranking-in-compet...>

Estimated SEO Value: **\$0** Estimated Total Clicks/Mo: 0

Keywords (rank):

<http://www.holisticsearch.co.uk/2010/09/09/industry-experts-stuck-in-dark-ages/>

Estimated SEO Value: **\$0** Estimated Total Clicks/Mo: 0

Keywords (rank):

<http://www.holisticsearch.co.uk/2010/12/13/google-losing-uk-market-share-to-yahoo/>

Estimated SEO Value: **\$0** Estimated Total Clicks/Mo: 0

Keywords (rank): market share uk (4), uk search engine market share (14), uk shares market (40)

<http://www.holisticsearch.co.uk/2010/07/02/google-buys-ita-significant-impact-for-travel-sector/>

Estimated SEO Value: **\$0** Estimated Total Clicks/Mo: 0

Keywords (rank): travel sector (22)

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New Keywords (You weren't ranked on before)	Estimated New Click/Month
lisa myers Rank: 19 Searches/Mo: 480 Est. Value/Click: \$0.8 http://www.holisticsearch.co.uk/2010/09/04/think-visibility-lisa-myers-social-media-for-seo/	2 new clicks/month
search marketing consultant Rank: 13 Searches/Mo: 150 Est. Value/Click: \$5.33 http://holisticsearch.co.uk/	1 new click/month
search marketing consultants Rank: 14 Searches/Mo: 90 Est. Value/Click: \$6.96 http://holisticsearch.co.uk/	1 new click/month
paul reilly Rank: 47 Searches/Mo: 240 Est. Value/Click: \$0.96 http://www.holisticsearch.co.uk/tag/paul-reilly/	0 new clicks/month
search marketing blog Rank: 41 Searches/Mo: 90 Est. Value/Click: \$3.85 http://holisticsearch.co.uk/	0 new clicks/month
marketing consultants uk Rank: 50 Searches/Mo: 30 Est. Value/Click: \$2.47 http://holisticsearch.co.uk/	0 new clicks/month
uk shares market Rank: 40 Searches/Mo: 0 Est. Value/Click: \$1.7 http://www.holisticsearch.co.uk/2010/12/13/google-losing-uk-market-share-to-yahoo/	0 new clicks/month
holistic flowers Rank: 39 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.holisticsearch.co.uk/2008/12/09/interflora-to-sue-marks-spencers-and-flowers-direct-ov...	0 new clicks/month
market share uk Rank: 4 Searches/Mo: 0 Est. Value/Click: \$0.99 http://www.holisticsearch.co.uk/2010/12/13/google-losing-uk-market-share-to-yahoo/	0 new clicks/month
holistic horizon Rank: 24 Searches/Mo: 0 Est. Value/Click: \$1.45 http://www.holisticsearch.co.uk/2010/09/15/google-me-looms-on-the-horizon-but-more-like-google-la...	0 new clicks/month
internet marketing seo con... Rank: 27 Searches/Mo: 0 Est. Value/Click: \$4.89 http://holisticsearch.co.uk/	0 new clicks/month
travel sector Rank: 22 Searches/Mo: 0 Est. Value/Click: \$0.59 http://www.holisticsearch.co.uk/2010/07/02/google-buys-ita-significant-impact-for-travel-sector/	0 new clicks/month

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Top Site Sections Summary

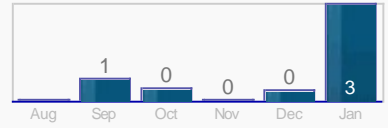
Estimated Clicks/Month

[holisticsearch.co.uk/2009/0...](#)

Number of Keywords: 2

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

Top Keywords: pete young

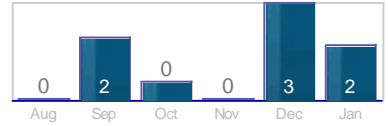


[holisticsearch.co.uk/2010/0...](#)

Number of Keywords: 11

Estimated Value/Mo: \$2 (+\$1)

Top Keywords: lisa myers, organic results, uk shares market, market share uk, holistic horizon



[holisticsearch.co.uk/tag/pa...](#)

Number of Keywords: 1

Estimated Value/Mo: \$0

Top Keywords: paul reilly

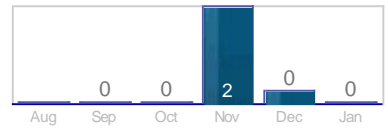


[holisticsearch.co.uk/2008/1...](#)

Number of Keywords: 1

Estimated Value/Mo: \$0

Top Keywords: holistic flowers



[Download as CSV](#)

Keyword Groups with the Biggest Gains - Details

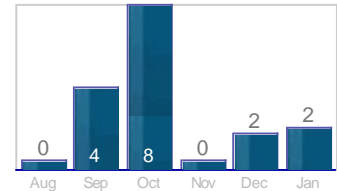
Keyword Group: **Consultant**

Positions Gained: 129 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: 19%
 Unique Pages Ranked: 2

Keywords:

- **consultant**: search marketing consultant (+47) - **NEW**, search marketing consultants (+46)...
- **consultant > uk**: marketing consultants uk (+10) - **NEW**, uk marketing consultant (+1), u...

Est. Clicks per Month



Biggest Opportunities Within This Group

consultant

>[internet marketing seo consultant (27), search marketing consultants (14), search marketing consultant (13)]

Est. Potential New Clicks/Month: 38 Searches/Mo: 240 Average Value/Click: \$5.73

consultant > uk

>[uk marketing consultant (19), uk marketing consulting (23), marketing consultants uk (50)]

Est. Potential New Clicks/Month: 5 Searches/Mo: 30 Average Value/Click: \$2.89

Clicks Gained or Lost on these Keywords

ezinearticles.com	+20
seoconsultingserv...	+15
theseengineerpr...	-10
searchmarketingco...	-11
seopt.com	-12
google-kai.com	-13
increaseranking.com	-14
webmasterworld.com	-15
emarketed.com	-15
jenniferslegg.com	-15
sem-consultant.com	-17
gregboser.com	-19
freeindex.co.uk	-20
propayperclickman...	-20
dragonsearchmarke...	-25

*competitors in bold

Pages That Rank

<http://holisticsearch.co.uk>

pete young(5), search marketing consultant(13), search marketing consultants(14)

Est. Clicks per Month: 2 Potential Incremental Gain: 42 clicks/mo.

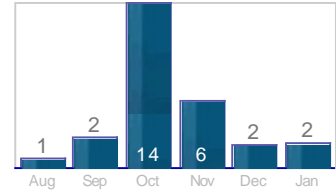
Keyword Group: Searches

Positions Gained: 173 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: 16%
 Unique Pages Ranked: 2

Keywords:

- searches: search marketing consultant (+47) - **NEW**, search marketing consultants (+46) - ...
- searches > uk: uk search engine market share (+17), uk search marketing

Est. Clicks per Month



Biggest Opportunities Within This Group

searches

>[search marketing blog (41), search marketing consultants (14), search marketing consultant (13)]

Est. Potential New Clicks/Month: 44 Searches/Mo: 330 Average Value/Click: \$5.38

searches > uk

>[uk search engine market share (14), uk search marketing (10)]

Est. Potential New Clicks/Month: Searches/Mo: Average Value/Click: \$2.14

Clicks Gained or Lost on these Keywords

- 8 **searchengineland.com**
- 9 **sefati.net**
- 10 **apogeeresults.com**
- 10 **cumbrowski.com**
- 10 **thesearchenginepr...**
- 11 **searchmarketingco...**
- 12 **blogspot.com**
- 13 **linkedin.com**
- 13 **google-kai.com**
- 15 **jenniferslegg.com**
- 17 toprankblog.com**
- 19 sempdx.org**
- 19 gregboser.com**
- 24 jon-lee-clark.com**
- 25 dragonsearchmarke...**

**competitors in bold*

Pages That Rank

<http://holisticsearch.co.uk>

pete young(5), search marketing consultant(13), search marketing consultants(14)

Est. Clicks per Month: 2 Potential Incremental Gain: 44 clicks/mo.

<http://www.holisticsearch.co.uk/2010/09/04/think-visibility-keyword-domains-and-mini-sites-gary-t...>

lisa myers(19), organic results(35), market share uk(4)

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

Keyword Group: Manchester

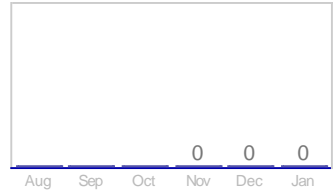
Positions Gained: 0 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: %

Unique Pages Ranked: 1

Keywords:

None

Est. Clicks per Month



Biggest Opportunities Within This Group

None

Clicks Gained or Lost on these Keywords

ianrhodes.co.uk	+0
xbcltd.co.uk	+0
slideshare.net	+0
hapefun.com	+0
eu.com	+0
linkedin.com	+0
radfordadvertisin...	+0
organic-search-se...	+0
city-visitor.com	+0
thediaflow.com	+0
payscale.com	+0
gethighseo.co.uk	+0
mvmediagroup.co.uk	+0
ipa.co.uk	+0
fintellect.com	+0

**competitors in bold*

Pages That Rank

<http://www.holisticsearch.co.uk/2010/09/04/think-visibility-keyword-domains-and-mini-sites-gary-t...>

lisa myers(19), organic results(35), market share uk(4)

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

Keyword Group: **Uk**

Positions Gained: 99 → Est. Total Clicks/Mo: (-2) → Est. Percent Traffic Gain: -99%
 Unique Pages Ranked: 2

Keywords:

- uk: marketing consultants uk (+10) - **NEW**, uk marketing consultant (+1), uk search market...
- uk > share: market share uk (+56) - **NEW**, uk shares market (+20) - **NEW**, uk search engine...

Est. Clicks per Month



Biggest Opportunities Within This Group

uk

>[uk search marketing (10), uk marketing consultant (19), uk marketing consulting (23), marketing consultants uk (50)]

Est. Potential New Clicks/Month: 5 Searches/Mo: 30 Average Value/Click: \$3.22

uk > share

>[uk search engine market share (14), uk shares market (40), market share uk (4)]

Est. Potential New Clicks/Month: Searches/Mo: Average Value/Click: \$0.93

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

- 2 ■ search.co.uk
- 2 ■ umbrella-consulta...
- 3 ■ vertical-leap.co.uk
- 3 ■ icrossing.co.uk
- 3 ■ davidnaylor.co.uk
- 3 ■ moneyextra.com
- 3 ■ wsi-internetmarke...
- 3 ■ iii.co.uk
- 3 ■ **webmarketingworks...**
- 3 ■ clubnetsearchmark...
- 4 ■ askams.com
- 4 ■ impactmedia.co.uk
- 4 ■ first4london.com
- 5 ■ nmsglobal.com
- 6 ■ seoptimise.com

*competitors in **bold**

Pages That Rank

<http://holisticsearch.co.uk>

pete young(5), search marketing consultant(13), search marketing consultants(14)

Est. Clicks per Month: 0(-2) Potential Incremental Gain: 5 clicks/mo.

<http://www.holisticsearch.co.uk/2010/09/04/think-visibility-keyword-domains-and-mini-sites-gary-t...>

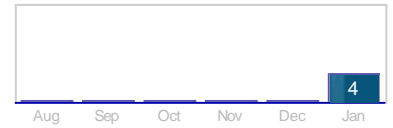
lisa myers(19), organic results(35), market share uk(4)

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

Biggest Opportunities (all)	Rank														
<p>search marketing consultant (13) Searches/Mo: 150 Est. Value/Click: \$5.33 Est. Potential New Clicks/Month: 23 Other Keywords for URL: pete young, search marketing consultant, search marketing consultants, search marketing blog, marketing consultants uk</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td></td><td></td><td></td><td></td><td></td><td>14</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank						14
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank						14									
<p>search marketing consultants (14) Searches/Mo: 90 Est. Value/Click: \$6.96 Est. Potential New Clicks/Month: 14 Other Keywords for URL: pete young, search marketing consultant, search marketing consultants, search marketing blog, marketing consultants uk</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td></td><td></td><td>8</td><td></td><td></td><td>13</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank			8			13
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank			8			13									
<p>lisa myers (19) Searches/Mo: 480 Est. Value/Click: \$0.8 Est. Potential New Clicks/Month: 77 Other Keywords for URL: lisa myers</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td></td><td></td><td></td><td></td><td></td><td>27</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank						27
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank						27									
<p>paul reilly (47) Searches/Mo: 240 Est. Value/Click: \$0.96 Est. Potential New Clicks/Month: 41 Other Keywords for URL: paul reilly</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td>30</td><td>15</td><td>16</td><td>14</td><td>10</td><td>10</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	30	15	16	14	10	10
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	30	15	16	14	10	10									
<p>search marketing blog (41) Searches/Mo: 90 Est. Value/Click: \$3.85 Est. Potential New Clicks/Month: 6 Other Keywords for URL: pete young, search marketing consultant, search marketing consultants, search marketing blog, marketing consultants uk</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td></td><td></td><td></td><td></td><td></td><td>41</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank						41
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank						41									
<p>marketing consultants uk (50) Searches/Mo: 30 Est. Value/Click: \$2.47 Est. Potential New Clicks/Month: 5 Other Keywords for URL: pete young, search marketing consultant, search marketing consultants, search marketing blog, marketing consultants uk</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td>26</td><td>26</td><td>21</td><td>17</td><td>18</td><td>23</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	26	26	21	17	18	23
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	26	26	21	17	18	23									
<p>pete young (5) Searches/Mo: 90 Est. Value/Click: \$0.66 Est. Potential New Clicks/Month: 12 Other Keywords for URL: pete young, search marketing consultant, search marketing consultants, search marketing blog, marketing consultants uk</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td>18</td><td>18</td><td>16</td><td>16</td><td>20</td><td>19</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	18	18	16	16	20	19
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	18	18	16	16	20	19									
<p>organic results (35) Searches/Mo: 30 Est. Value/Click: \$1.18 Est. Potential New Clicks/Month: 5 Other Keywords for URL: organic results</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td>41</td><td>45</td><td></td><td></td><td></td><td>50</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	41	45				50
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	41	45				50									
<p>uk search marketing (10) Searches/Mo: 0 Est. Value/Click: \$4.21 Est. Potential New Clicks/Month: 0 Other Keywords for URL: pete young, search marketing consultant, search marketing consultants, search marketing blog, marketing consultants uk</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td></td><td></td><td></td><td></td><td></td><td>40</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank						40
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank						40									
<p>holistic flowers (39) Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0 Other Keywords for URL: holistic flowers</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td></td><td></td><td></td><td></td><td></td><td>24</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank						24
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank						24									
<p>uk marketing consultant (19) Searches/Mo: 0 Est. Value/Click: \$3.07 Est. Potential New Clicks/Month: 0 Other Keywords for URL: pete young, search marketing consultant, search marketing consultants, search marketing blog, marketing consultants uk</p>	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td></td><td>35</td><td>35</td><td>28</td><td>26</td><td>35</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank		35	35	28	26	35
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank		35	35	28	26	35									

market share uk (4)

Searches/Mo: 0 Est. Value/Click: \$0.99 Est. Potential New Clicks/Month: 0
 Other Keywords for URL: uk shares market, market share uk, uk search engine market share



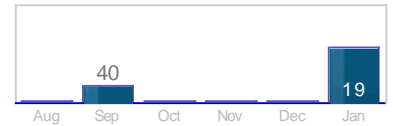
holistic horizon (24)

Searches/Mo: 0 Est. Value/Click: \$1.45 Est. Potential New Clicks/Month: 0
 Other Keywords for URL: holistic horizon



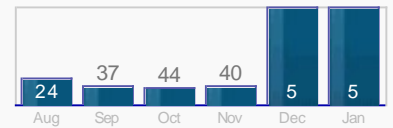
internet marketing seo consultant (27)

Searches/Mo: 0 Est. Value/Click: \$4.89 Est. Potential New Clicks/Month: 0
 Other Keywords for URL: pete young, search marketing consultant, search marketing consultants, search marketing blog, marketing consultants uk



uk marketing consulting (23)

Searches/Mo: 0 Est. Value/Click: \$3.13 Est. Potential New Clicks/Month: 0
 Other Keywords for URL: pete young, search marketing consultant, search marketing consultants, search marketing blog, marketing consultants uk



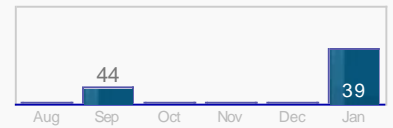
travel sector (22)

Searches/Mo: 0 Est. Value/Click: \$0.59 Est. Potential New Clicks/Month: 0
 Other Keywords for URL: travel sector



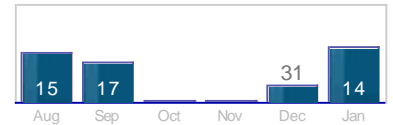
uk search engine market share (14)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0
 Other Keywords for URL: uk shares market, market share uk, uk search engine market share



uk shares market (40)

Searches/Mo: 0 Est. Value/Click: \$1.7 Est. Potential New Clicks/Month: 0
 Other Keywords for URL: uk shares market, market share uk, uk search engine market share



[Download as CSV](#)

Keywords Not Ranked On But Should Be

Estimated Clicks/Month

imk

Searches/Month: 870
 Cost/Click: \$0.55 Est. Potential Clicks/Month: 30
 Avg. Competitor Rank: 5

i-m-k.co.uk +30

tilt

Searches/Month: 7k
 Cost/Click: \$1.35 Est. Potential Clicks/Month: 19
 Avg. Competitor Rank: 22

tilt.co.uk +19

media direct

Searches/Month: 720
 Cost/Click: \$5.02 Est. Potential Clicks/Month: 3
 Avg. Competitor Rank: 19

onlinemediadirect... +3

ppc agency

Searches/Month: 480
 Cost/Click: \$8.07 Est. Potential Clicks/Month: 1
 Avg. Competitor Rank: 23

whycommunicate.co.uk +1

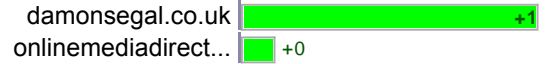
adwords cpc

Searches/Month: 150
 Cost/Click: \$10.00 Est. Potential Clicks/Month: 1
 Avg. Competitor Rank: 15



online marketing specialist

Searches/Month: 150
 Cost/Click: \$5.17 Est. Potential Clicks/Month: 1
 Avg. Competitor Rank: 29



search engine marketing specialists

Searches/Month: 390
 Cost/Click: \$8.23 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 36



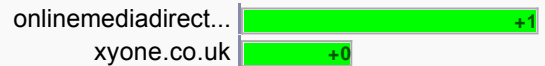
google cpc

Searches/Month: 240
 Cost/Click: \$6.64 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 39



marketing specialists

Searches/Month: 150
 Cost/Click: \$5.73 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 27



marketing student

Searches/Month: 30
 Cost/Click: \$3.47 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 11



website evaluations

Searches/Month: 90
 Cost/Click: \$3.42 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 35



rss feed setup

Searches/Month: 30
 Cost/Click: \$0.73 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 12



conversion analysis

Searches/Month: 30
 Cost/Click: \$9.97 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 41



shared business services

Searches/Month: 30
 Cost/Click: \$3.56 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 31



finance marketing

Searches/Month: 60
 Cost/Click: \$2.98 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 37



setup rss feed

Searches/Month: 60
 Cost/Click: \$0.72 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 32



search engine marketing london

Searches/Month: 30
 Cost/Click: \$5.59 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 47

whycommunicate.co.uk  +0

fold a way cardio stepper

Searches/Month: 30
 Cost/Click: \$0.91 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 37

youramigo.co.uk  +0

national union of students

Searches/Month: 30
 Cost/Click: \$0.05 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 13

nussl.co.uk  +0

ppc plan

Searches/Month: 90
 Cost/Click: \$0.05 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 24

xyone.co.uk  +0

[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

Keyword Group: Searches

Unique Pages Ranked: 2 Searches Per Month: 437

Potential Clicks with Incremental Gain: 11.0 Value of Incremental Gain: \$11.0

Potential Clicks Gained at Top Positions: 2.0k Value of Gain at Top Positions: \$7.0k

Keywords:

- **searches**: local searches, search marketing blog (41) - **NEW**, gary search, search intelli...
- **searches > engine**: search engine marketing, search engine marketing specialists, sear...
- **searches > consulting**: search marketing consultant (13) - **NEW**, search marketing cons...
- **searches > specialists**: search marketing specialist, search marketing specialists

Est. Share of Clicks

holisticsearch.co.uk	2 (+0)
xyone.co.uk	0 (+37)
mercurymarketing...	0 (+0)
e-msg.co.uk	0 (+0)
damonsegal.co.uk	0 (+0)
closetnoc.net	0 (+0)

Biggest Opportunities Within This Group

searches > consulting

>[search marketing consultants (14), search marketing consultant (13)]

Est. Potential New Clicks/Month: 38 Searches/Mo: 240 Average Value/Click: \$6.14

searches

>[search marketing blog (41)]

Est. Potential New Clicks/Month: 6 Searches/Mo: 90 Average Value/Click: \$3.85

searches > engine

>[uk search engine market share (14)]

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

searches > uk

>[uk search marketing (10)]

Est. Potential New Clicks/Month: Searches/Mo: Average Value/Click: \$4.21

Clicks Gained or Lost on these Keywords

seoconsultingserv...	+21
-1	synapseinteractiv...
-1	pagecafe.com
-1	orlando-seo-consu...
-1	seoppcplus.com
-1	shahkaushal.com
-1	thecommercesolut...
-1	adwordscafe.com
-2	acceleratedmedia.net
-2	ppce.net
-2	ppcmanagementcons...
-2	merchantcircle.com
-3	hubpages.com
-4	ppcmanagementcons...
-5	ppc.com

*competitors in bold

Pages That Rank

None

Keyword Group: Consultants

Unique Pages Ranked: 2 Searches Per Month: 28

Potential Clicks with Incremental Gain: 2.2 Value of Incremental Gain: \$2.2

Potential Clicks Gained at Top Positions: 134.0 Value of Gain at Top Positions: \$437.0

Keywords:

- **consultants:** search marketing consultant (13) - **NEW**, search marketing consultants (14)...

Est. Share of Clicks

holisticsearch.co.uk	2 (+0)
xyone.co.uk	0 (+0)
mercurymarketing...	0 (+0)
e-msg.co.uk	0 (+0)
damonsegal.co.uk	0 (+0)
closetnoc.net	0 (+0)

Biggest Opportunities Within This Group

consultants

>[uk marketing consultant (19), internet marketing seo consultant (27), uk marketing consulting (23), marketing consultants uk (50), search marketing consultants (14)]
Est. Potential New Clicks/Month: 42 Searches/Mo: 270 Average Value/Click: \$4.31

Clicks Gained or Lost on these Keywords

- 1 webpageone.co.uk
- 1 jobsearch.co.uk
- 1 browsermedia.co.uk
- 1 weboptimiser.com
- 1 searchconsultancy...
- 1 creative-seo.co.uk
- 1 guava.co.uk
- 1 blogstorm.co.uk
- 1 queryclick.com
- 2 holisticsearch.co.uk**
- 2 justmeandmy.com**
- 2 simplyclicks.com**
- 2 search.co.uk**
- 2 icrossing.co.uk**
- 3 vertical-leap.co.uk**

**competitors in bold*

Pages That Rank

<http://holisticsearch.co.uk>

pete young(5), search marketing consultant(13), search marketing consultants(14)

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

<http://www.holisticsearch.co.uk/2010/09/04/think-visibility-keyword-domains-and-mini-sites-gary-t...>

lisa myers(19), organic results(35), market share uk(4)

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

Keyword Group: Myers

Unique Pages Ranked: 1 Searches Per Month: 16
 Potential Clicks with Incremental Gain: 1.5 Value of Incremental Gain: \$1.5
 Potential Clicks Gained at Top Positions: 77.0 Value of Gain at Top Positions: \$61.0

Keywords:

- myers: lisa myers (19) - **NEW**

Est. Share of Clicks

holisticsearch.co.uk	2 (+2)
xyone.co.uk	0 (+0)
mercurymarketing...	0 (+0)
e-msg.co.uk	0 (+0)
damonsegal.co.uk	0 (+0)
closetnoc.net	0 (+0)

Biggest Opportunities Within This Group

myers

>[lisa myers (19)]

Est. Potential New Clicks/Month: 77 Searches/Mo: 480 Average Value/Click: \$0.8

Clicks Gained or Lost on these Keywords

None

**competitors in bold*

Pages That Rank

None

Keyword Group: Pete

Unique Pages Ranked: 2 Searches Per Month: 3
 Potential Clicks with Incremental Gain: 0.7 Value of Incremental Gain: \$0.7
 Potential Clicks Gained at Top Positions: 12.0 Value of Gain at Top Positions: \$8.1

Keywords:

- pete: pete young (5)

Est. Share of Clicks

holisticsearch.co.uk	3 (+0)
xyone.co.uk	0 (+0)
mercurymarketing...	0 (+0)
e-msg.co.uk	0 (+0)
damonsegal.co.uk	0 (+0)
closetnoc.net	0 (+0)

Biggest Opportunities Within This Group

pete

>[pete young (5)]

Est. Potential New Clicks/Month: 12 Searches/Mo: 90 Average Value/Click: \$0.66

Clicks Gained or Lost on these Keywords

None

**competitors in bold*

Pages That Rank

None

Keyword Group: Paul

Unique Pages Ranked: 1 Searches Per Month: 8

Potential Clicks with Incremental Gain: 0.1 Value of Incremental Gain: \$0.1

Potential Clicks Gained at Top Positions: 41.0 Value of Gain at Top Positions: \$39.0

Keywords:

- paul: paul reilly (47) - **NEW**

Est. Share of Clicks

holisticsearch.co.uk	0 (+0)
xyone.co.uk	0 (+0)
mercurymarketing...	0 (+0)
e-msg.co.uk	0 (+0)
damonsegal.co.uk	0 (+0)
closetnoc.net	0 (+0)

Biggest Opportunities Within This Group

paul

>[paul reilly (47)]

Est. Potential New Clicks/Month: 41 Searches/Mo: 240 Average Value/Click: \$0.96

Clicks Gained or Lost on these Keywords

None

**competitors in bold*

Pages That Rank

None