

Zappos.com

SEO Dashboard



the web's most popular shoe store!®

Feb 16, 2012

Table of Contents

SEO Value

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

Opportunity

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

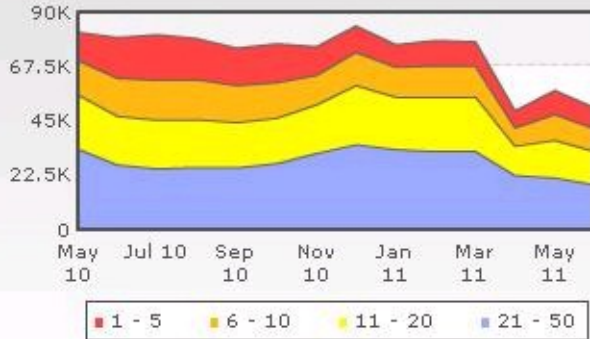
Competition

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

Appendix: Additional and Extended Details

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

Amount of Keywords in Top Search Results



You show up in the top 50 search results on Google for 50k different keywords. *The largest portion of those are not on the first page, and that represents a huge amount of potential of over 5M clicks per month. That is comparable to \$11M in equivalent Adwords dollars.*

Number of Unique Pages that Rank Organically



23k of your pages appear in the top 50 of at least one search.

Total Organic Clicks Per Month



You should be getting 4M clicks per month from your organic placements on Google. *That's up 715k clicks or 24% over the past 2 months.*

Value of Organic Clicks Per Month



If you had to buy all those organic clicks via Google Adwords, they'd cost \$6M. *That's an additional savings of \$4M over last month.*

You gained 225,620 clicks last month, worth \$3,735,499.

Biggest Gains










You moved up in ranks on 26k keywords last month. All those gains added up to about 161k clicks you wouldn't have received last month. In equivalent PPC dollars, all those new clicks are worth about \$392k.

	Rank
▲ boots Estimated Clicks/Month gained: 24k http://www.zappos.com/boots	1(+9)
▲ laura ashley Estimated Clicks/Month gained: 11k http://www.zappos.com/laura-ashley	7(+10)
▲ ugg boots Estimated Clicks/Month gained: 7k http://www.zappos.com/uggs	6(+2)
▲ betsey johnson Estimated Clicks/Month gained: 6k http://www.zappos.com/betsey-johnson	5
▲ converse Estimated Clicks/Month gained: 5k http://www.zappos.com/converse	3(+1)
▲ salomon Estimated Clicks/Month gained: 5k http://www.zappos.com/salomon	10(+2)
▲ ecco Estimated Clicks/Month gained: 4k http://www.zappos.com/ecco	7(+1)
▲ nike shox Estimated Clicks/Month gained: 4k http://www.zappos.com/nike-shox	7(+1)
▲ emu boots Estimated Clicks/Month gained: 2k http://www.zappos.com/emu-australia-kids	4
▲ shimano Estimated Clicks/Month gained: 2k http://www.zappos.com/shimano	11(+14)
▲ grenade Estimated Clicks/Month gained: 2k http://www.zappos.com/grenade	8(+7)

[View more](#) (p. 16)

Most Valuable Keywords

You gained ranks on 4 out of your top 10 most valuable keywords. Moving up the charts on those important keywords means about 26k visits to the site that wouldn't have come last month.

	Rank
zappos Rank: 1 Est. Clicks/Mo: 106k(-140k) Est. Value/Mo: \$143k(-\$10.529k)	
zappos.com. Rank: 1 Est. Clicks/Mo: 16k Est. Value/Mo: \$110k(+\$97k)	
boots Rank: 1(+9) Est. Clicks/Mo: 27k(+24k) Est. Value/Mo: \$40k(+\$39k)	
oakley Rank: 11(-5) Est. Clicks/Mo: 3k(-20k) Est. Value/Mo: \$34k(+\$25k)	
patagonia Rank: 9(-3) Est. Clicks/Mo: 5k(-2k) Est. Value/Mo: \$34k(+\$29k)	
vans Rank: 9(-3) Est. Clicks/Mo: 8k(-629) Est. Value/Mo: \$32k(+\$28k)	
michael kors Rank: 7(+3) Est. Clicks/Mo: 7k(-2k) Est. Value/Mo: \$31k(+\$19k)	
cole haan Rank: 4(+1) Est. Clicks/Mo: 6k(+1k) Est. Value/Mo: \$30k(+\$21k)	
6pm Rank: 8(-1) Est. Clicks/Mo: 3k(-1k) Est. Value/Mo: \$29k(+\$23k)	

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

Newly Ranked Organic Pages

12k pages show up in Google search results that didn't last month. Combined, those new placements drive 66k clicks, which would be worth about \$361k if you paid for those same clicks in Google Adwords.

<http://www.zappos.com/womens>

Keywords (rank): zappos.com. (4)

Est. Total Clicks/Mo: 16k

Est. SEO Value: **\$99k**

<http://twitter.zappos.com/tweets/2010/07/21>

Keywords (rank): zappos.com coupon and code (2), zappos coupon code (2)

Est. Total Clicks/Mo: 4k

Est. SEO Value: **\$16k**

<http://www.zappos.com/boss-hugo-boss-alabama-black>

Keywords (rank): hugo boss alabama (8), boss alabama (8), hugo boss (14)

Est. Total Clicks/Mo: 3k

Est. SEO Value: **\$9k**

<http://www.zappos.com/nike-shox>

Keywords (rank): nike shox (7)

Est. Total Clicks/Mo: 5k

Est. SEO Value: **\$3k**

<http://www.zappos.com/mens-boat-shoes>

Keywords (rank): boat shoes (4)

Est. Total Clicks/Mo: 1k

Est. SEO Value: **\$2k**

<http://www.zappos.com/lilly-pulitzer-set-in-stone-sandal-turquoise>

Keywords (rank): lily pulitzer (9)

Est. Total Clicks/Mo: 312

Est. SEO Value: **\$1k**

http://twitter.zappos.com/not_your_daughters_jeans

Keywords (rank): not your daughters jeans (4)

Est. Total Clicks/Mo: 388

Est. SEO Value: **\$961**

<http://www.zappos.com/giuseppe-zanotti-i00171>

Keywords (rank): giuseppe zanotti (5), giuseppe zanotti sale (8)

Est. Total Clicks/Mo: 596

Est. SEO Value: **\$843**

<http://www.zappos.com/ugg-lattice-cardy>

Keywords (rank): cardy (16)

Est. Total Clicks/Mo: 327

Est. SEO Value: **\$677**

http://twitter.zappos.com/franco_sarto

Keywords (rank): franco sarto (6), franco sarto heels (50)

Est. Total Clicks/Mo: 585

Est. SEO Value: **\$606**

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

New Keywords (You weren't ranked on before)

You now place in the top 50 search results on 12k keywords that you didn't even show up on last month. Those keywords drive 35k clicks worth an estimated \$52k per month in equivalent PPC dollars. All those new keywords represent a beachhead to an opportunity that could lead to as many as 554k clicks per month if you could be in the first position on each of the keywords.

betsey johnson

Rank: 5 Searches/Mo: 201k Est. Value/Click: \$1.73
Estimated New Clicks/Month: 6k

emu boots

Rank: 4 Searches/Mo: 60k Est. Value/Click: \$1.11
Estimated New Clicks/Month: 2k

keen

Rank: 11 Searches/Mo: 90k Est. Value/Click: \$1.18
Estimated New Clicks/Month: 1k

kids shoes

Rank: 1 Searches/Mo: 18k Est. Value/Click: \$1.09
Estimated New Clicks/Month: 904

sperry shoes

Rank: 4 Searches/Mo: 22k Est. Value/Click: \$1.31
Estimated New Clicks/Month: 859

knee high boots

Rank: 2 Searches/Mo: 12k Est. Value/Click: \$0.9
Estimated New Clicks/Month: 819

onlineshoes

Rank: 4 Searches/Mo: 15k Est. Value/Click: \$1.57
Estimated New Clicks/Month: 632

black boots

Rank: 1 Searches/Mo: 10k Est. Value/Click: \$0.97
Estimated New Clicks/Month: 495

zipper

Rank: 11 Searches/Mo: 40k Est. Value/Click: \$1.17
Estimated New Clicks/Month: 457

zapato

Rank: 4 Searches/Mo: 10k Est. Value/Click: \$1.56
Estimated New Clicks/Month: 423

bridal shoes

Rank: 6 Searches/Mo: 33k Est. Value/Click: \$1.26
Estimated New Clicks/Month: 416

[View more \(p. 25\)](#)

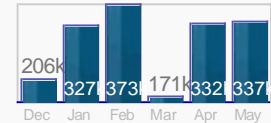
Top Site Sections Summary

Your organic traffic is spread fairly evenly across your top 6 site sections. Together those sections combine for 872k clicks per month. That's up by 178k visits or nearly 26% since last month.

Clicks/Month

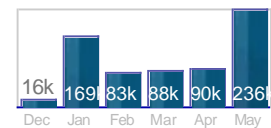
[zappos.com/shoes](#)

Number of Keywords: 31
Est. Value/Mo: \$302k (+\$247k)



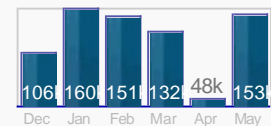
[zappos.com/womens-shoes](#)

Number of Keywords: 87
Est. Value/Mo: \$293k (+\$81k)



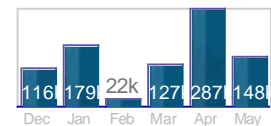
[blogs.zappos.com](#)

Number of Keywords: 439
Est. Value/Mo: \$301k (+\$272k)



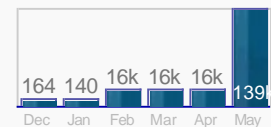
[about.zappos.com](#)

Number of Keywords: 81
Est. Value/Mo: \$273k (+\$97k)



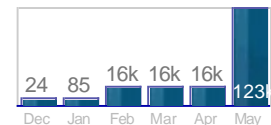
[about.zappos.com/meet-our-m...](#)

Number of Keywords: 8
Est. Value/Mo: \$253k (+\$240k)



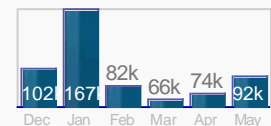
[about.zappos.com/jobs](#)

Number of Keywords: 11
Est. Value/Mo: \$253k (+\$240k)



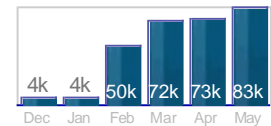
[zappos.com/uggs](#)

Number of Keywords: 52
Est. Value/Mo: \$43k (+\$15k)



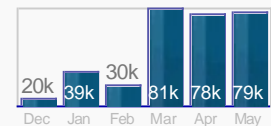
[zappos.com/search](#)

Number of Keywords: 5k
Est. Value/Mo: \$155k (+\$85k)



[canada.zappos.com](#)

Number of Keywords: 437
Est. Value/Mo: \$177k (+\$115k)



[View more \(p. 28\)](#)

Keyword Groups with the Biggest Gains

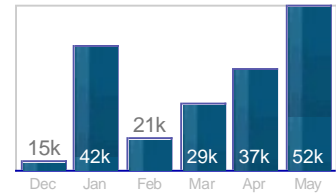
Keyword Group: Ugg

Positions Gained: 550 → Est. Total Clicks/Mo: (+15k) → Est. Percent Traffic Gain: 42%
 Unique Pages Ranked: 26

Keywords:

- ugg: ugg mini (+57) - **NEW**, ugg womens (+56) - **NEW**, ugg coquette (+55) - **NEW**, uggs cargo ...
- ugg > ugg boots: ugg boots sale (+51) - **NEW**, ugg boots for men (+37) - **NEW**, ugg boots ...
- ugg > ugg australia > australia: ugg australia boot (+3), ugg australia cleaner co...
- ugg > classic tall: ugg classic tall (+2), classic tall uggs (-1), classic tall ugg (...)

Est. Clicks per Month



[Additional Details](#) (p. 30)

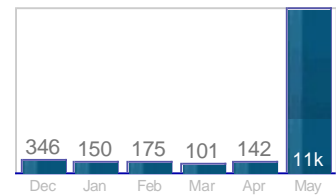
Keyword Group: Laura

Positions Gained: -29 → Est. Total Clicks/Mo: (+11k) → Est. Percent Traffic Gain: 8k%
 Unique Pages Ranked: 5

Keywords:

- laura: laura ashley (+10), ashley bedding laura (+8), laura ashley home (+1), laura dare...

Est. Clicks per Month



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

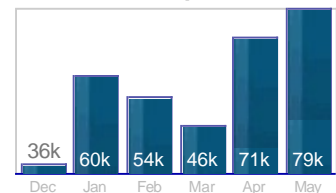
Keyword Group: Boot

Positions Gained: 15k → Est. Total Clicks/Mo: (+8k) → Est. Percent Traffic Gain: 11%
 Unique Pages Ranked: 708

Keywords:

- boot: black boots (+59) - **NEW**, buy boots (+59) - **NEW**, fur trim boots (+59) - **NEW**, knee h...
- boot > cowgirl boots: cowgirl boots (+11), black cowgirl boots (+6), infant cowgirl b...
- boot > sale: boot leather sale (+2), sale boots (+1), sale fashion boots (+1), sale kn...
- boot > sale > boots sale: leather boots for sale (+59) - **NEW**, work boots for sale (+...

Est. Clicks per Month



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

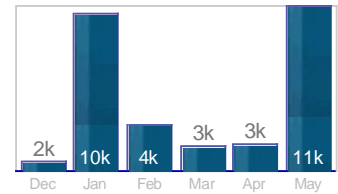
Keyword Group: **Ugg Boot**

Positions Gained: 131 → Est. Total Clicks/Mo: (+8k) → Est. Percent Traffic Gain: 249%
 Unique Pages Ranked: 5

Keywords:

- ugg boot > ugg: ugg boots sale (+51) - **NEW**, ugg boots for men (+37) - **NEW**, ugg boots f...

Est. Clicks per Month



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

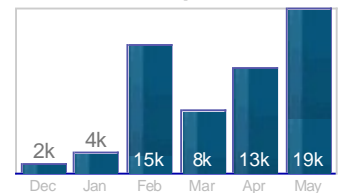
Keyword Group: **Converse**

Positions Gained: 4k → Est. Total Clicks/Mo: (+7k) → Est. Percent Traffic Gain: 52%
 Unique Pages Ranked: 73

Keywords:

- converse: converse womens (+58) - **NEW**, boot converse (+58) - **NEW**, converse jack purcell...
- converse > shoe: cheap converse shoes (+55) - **NEW**, classic converse shoes (+55) - **NEW**,...
- converse > stars: converse star player ev (+59) - **NEW**, black converse all star (+56) ...
- converse > shoe > european shoe: european shoe sizes conversion (+3), european sho...

Est. Clicks per Month



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

Biggest Opportunities

You currently rank somewhere in the top 50 on 50k search phrases on Google. If you could land the number one spot for all of those searches, you'd get about 5M additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you'll get 3M clicks per month. That would cost you more than \$7M in equivalent PPC dollars.

jessica simpson

Rank: 27 (-5) Searches/Mo: 246k Est. Value/Click: \$18
Est. Potential New Clicks/Month: 41,343

vip

Rank: 33 (-15) Searches/Mo: 823k Est. Value/Click: \$4
Est. Potential New Clicks/Month: 133,893

oakley

Rank: 11 (-5) Searches/Mo: 301k Est. Value/Click: \$10
Est. Potential New Clicks/Month: 32,302

dc

Rank: 32 (-4) Searches/Mo: 673k Est. Value/Click: \$2.92
Est. Potential New Clicks/Month: 78,880

lacoste

Rank: 11 (-5) Searches/Mo: 135k Est. Value/Click: \$14
Est. Potential New Clicks/Month: 14,488

nike

Rank: 13 (-1) Searches/Mo: 1M Est. Value/Click: \$1.79
Est. Potential New Clicks/Month: 110,469

bebe

Rank: 44 (-22) Searches/Mo: 368k Est. Value/Click: \$3.84
Est. Potential New Clicks/Month: 43,368

hugo boss

Rank: 14 (-7) Searches/Mo: 450k Est. Value/Click: \$3.21
Est. Potential New Clicks/Month: 50,206

calvin klein

Rank: 17 (-3) Searches/Mo: 550k Est. Value/Click: \$2.49
Est. Potential New Clicks/Month: 62,586

patagonia

Rank: 9 (-3) Searches/Mo: 246k Est. Value/Click: \$6.49
Est. Potential New Clicks/Month: 23,985

vans

Rank: 9 (-3) Searches/Mo: 368k Est. Value/Click: \$4.16
Est. Potential New Clicks/Month: 35,879

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

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 26M searches per month where you are not contesting your competitors. Look at the keywords, and decide whether it makes sense to counter them.

nordstrom**Searches/Mo.: 2M**

Cost/Click: \$3.93 Est. Potential Clicks/Mo.: 142k
Avg. Competitor Rank: 6

helly hansen**Searches/Mo.: 110k**

Cost/Click: \$3.21 Est. Potential Clicks/Mo.: 377
Avg. Competitor Rank: 24

d s w**Searches/Mo.: 673k**

Cost/Click: \$2.87 Est. Potential Clicks/Mo.: 95k
Avg. Competitor Rank: 7

dsw**Searches/Mo.: 673k**

Cost/Click: \$3.04 Est. Potential Clicks/Mo.: 67k
Avg. Competitor Rank: 5

aeropostale**Searches/Mo.: 823k**

Cost/Click: \$13.00 Est. Potential Clicks/Mo.: 16k
Avg. Competitor Rank: 10

over the knee boots**Searches/Mo.: 18k**

Cost/Click: \$1.64 Est. Potential Clicks/Mo.: 615
Avg. Competitor Rank: 16

shoes com**Searches/Mo.: 74k**

Cost/Click: \$2.63 Est. Potential Clicks/Mo.: 4k Avg. Competitor Rank: 5

booties**Searches/Mo.: 22k**

Cost/Click: \$2.78 Est. Potential Clicks/Mo.: 480
Avg. Competitor Rank: 16

chanel**Searches/Mo.: 1M**

Cost/Click: \$5.23 Est. Potential Clicks/Mo.: 4k
Avg. Competitor Rank: 22

gucci**Searches/Mo.: 368k**

Cost/Click: \$6.82 Est. Potential Clicks/Mo.: 984
Avg. Competitor Rank: 25

armani exchange**Searches/Mo.: 165k**

Cost/Click: \$14.00 Est. Potential Clicks/Mo.: 1k
Avg. Competitor Rank: 25

rei**Searches/Mo.: 1M**

Cost/Click: \$2.96 Est. Potential Clicks/Mo.: 200k
Avg. Competitor Rank: 4

[View more](#) (p. 39)

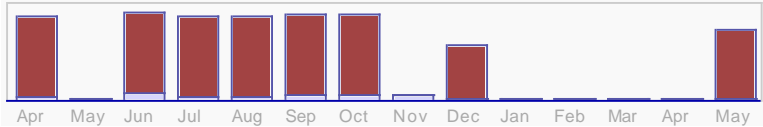
Keyword Overlap in Your SEO & PPC campaigns

You rank somewhere in the top 50 organic search results on 12k keywords that you also buy (possibly by broad match) on Google Adwords. By working to improve your position on those keywords alone, you could save up to 69M per month on paid search -- or you could pick up an additional 39M clicks per month on the same keywords.

■ Est. Organic Clicks vs. ■ Paid Clicks

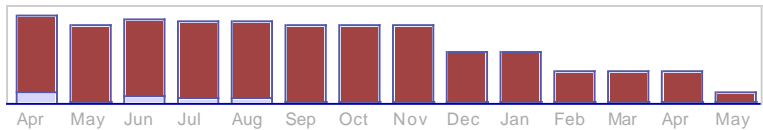
dresses

Organic Rank: 24 (-19) Searches/Month:550k
 Cost/Click: \$2.25 Est. Paid Clicks Per Month: 420k
Est. Potential Monthly Savings: \$944k



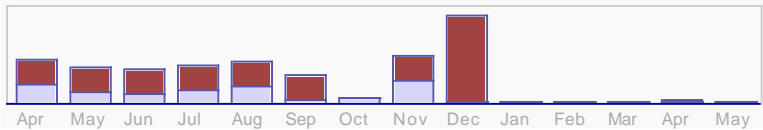
shoes

Organic Rank: 7 (-2) Searches/Month:450k
 Cost/Click: \$3.87 Est. Paid Clicks Per Month: 181k
Est. Potential Monthly Savings: \$700k



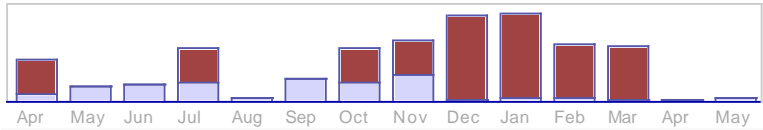
men's clothing

Organic Rank: 35 (+25) Searches/Month:0
 Cost/Click: \$3.75 Est. Paid Clicks Per Month: 130k
Est. Potential Monthly Savings: \$486k



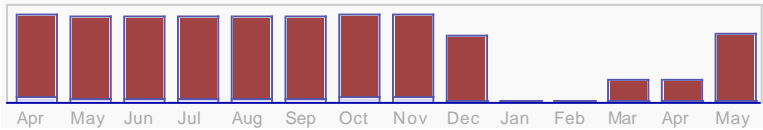
oakley sunglasses

Organic Rank: 19 (+41) Searches/Month:74k
 Cost/Click: \$23 Est. Paid Clicks Per Month: 21k
Est. Potential Monthly Savings: \$485k



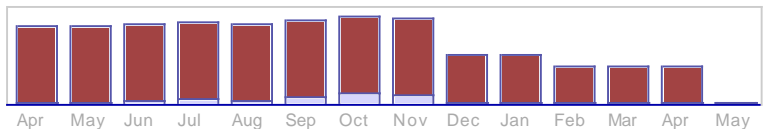
handbags

Organic Rank: 4 (-2) Searches/Month:50k
 Cost/Click: \$2.91 Est. Paid Clicks Per Month: 167k
Est. Potential Monthly Savings: \$485k



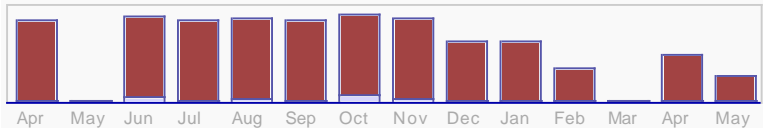
jeans

Organic Rank: 6 (-3) Searches/Month:50k
 Cost/Click: \$3.84 Est. Paid Clicks Per Month: 111k
Est. Potential Monthly Savings: \$426k



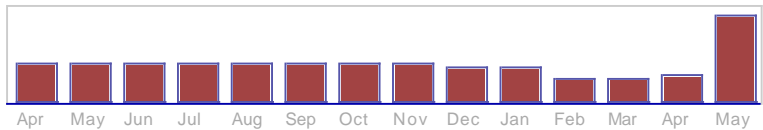
sunglasses

Organic Rank: 17 (-4) Searches/Month:201k
 Cost/Click: \$6.06 Est. Paid Clicks Per Month: 64k
Est. Potential Monthly Savings: \$390k



swimsuits

Organic Rank: 11 (+15) Searches/Month:90k
 Cost/Click: \$3.26 Est. Paid Clicks Per Month: 104k
Est. Potential Monthly Savings: \$340k



[View more](#) (p. 42)

Keyword Groups with the Most Potential

Keyword Group: Ugg

Unique Pages Ranked: 27 Searches Per Month: 66k

Potential Clicks with Incremental Gain: 102.0k **Value of Incremental Gain:** \$88.0k

Potential Clicks Gained at Top Positions: 145.0k

Value of Gain at Top Positions: \$122.0k

Keywords:

- ugg: ugg (5), uggs (4), ugg slippers (3), uggs for kids (3), ugg shoes (3)
- ugg > ugg boots: ugg boots (6), ugg boots on sale (4), kids ugg boots (4), ugg boots f...
- ugg > ugg australia > australia: ugg australia (29), uggs australia (34), ugg aust...
- ugg > classic tall: ugg classic tall (5), uggs classic tall (7), classic tall uggs (7...

Est. Share of Clicks

zappos.com	52k (+15k)
nordstrom.com	20k (+18k)
onlineshoes.com	7k (-4k)
shoes.com	7k (-3k)
endless.com	0 (+0)
shoebuy.com	0 (+0)

[Additional Details](#) (p. 47)

Keyword Group: Shoes

Unique Pages Ranked: 1734 Searches Per Month: 314k

Potential Clicks with Incremental Gain: 91.0k **Value of Incremental Gain:** \$157.0k

Potential Clicks Gained at Top Positions: 653.0k

Value of Gain at Top Positions: \$976.0k

Keywords:

- shoes: dc shoes (7), shoes online (3) - **NEW**, puma shoes (5), converse shoes (4), simple ...
- shoes > skate shoe > skate: skate shoes (27), kids skate shoes (3) - **NEW**, mens skat...
- shoes > balance: new balance shoes (10), cheap new balance shoes (3), new balance wide...
- shoes > asics: asics shoes (9), asics running shoes (18), asics mens shoes (3), asic s...

Est. Share of Clicks

zappos.com	133k (-49k)
shoes.com	55k (-14k)
shoebuy.com	47k (-11k)
endless.com	29k (-6k)
onlineshoes.com	28k (-3k)
nordstrom.com	14k (-13k)

[Additional Details](#) (p. 48)

Keyword Group: Oakley

Unique Pages Ranked: 90 Searches Per Month: 20k

Potential Clicks with Incremental Gain: 33.0k **Value of Incremental Gain:** \$331.0k

Potential Clicks Gained at Top Positions: 61.0k

Value of Gain at Top Positions: \$491.0k

Keywords:

- oakley: oakley (11), oakley sunglasses (19) - **NEW**, oakley shoes (5), oakley si computer...
- oakley > frame: oakley m frame (42) - **NEW**, oakley a frame, oakley frames, oakley m fra...
- oakley > gascan: oakley gascan (15) - **NEW**, oakley gascans (22), oakley gascan polarize...
- oakley > half jacket: oakley half jacket, oakley half jacket polarized (19) - **NEW**, oa...

Est. Share of Clicks

zappos.com	4k (-19k)
endless.com	116 (-844)
onlineshoes.com	50 (+0)
shoes.com	31 (-7)
shoebuy.com	30 (+3)
nordstrom.com	1 (-1)

[Additional Details](#) (p. 49)

Keyword Group: Converse

Unique Pages Ranked: 73 Searches Per Month: 21k

Potential Clicks with Incremental Gain: 26.0k **Value of Incremental Gain:** \$46.0k

Potential Clicks Gained at Top Positions: 47.0k **Value of Gain at Top Positions:** \$75.0k

Keywords:

- converse: converse (3), converse shoes (4), converse sneakers (4), john varvatos conver...
- converse > size conversion: foot size conversion (9), size conversion shoes (19), s...
- converse > size conversion > shoe size convers > shoe size: shoe size convers...
- converse > star: converse all stars (15), buy converse all star (3), converse all star...

Est. Share of Clicks

zappos.com	19k (+7k)
shoes.com	2k (-501)
shoebuy.com	1k (+439)
nordstrom.com	692 (-251)
endless.com	6 (-8)
onlineshoes.com	0 (+0)

[Additional Details](#) (p. 50)

Keyword Group: Boots

Unique Pages Ranked: 735 Searches Per Month: 145k

Potential Clicks with Incremental Gain: 23.0k **Value of Incremental Gain:** \$27.0k

Potential Clicks Gained at Top Positions: 271.0k

Value of Gain at Top Positions: \$316.0k

Keywords:

- boots: steve madden boots (6), hunter boots (5), emu boots (4) - **NEW**, ugg boots (6), bog...
- boots > sale: sale boots (17), sale knee high boots (5), sale cowgirl boots (13), sale...
- boots > sale > boots sale: winter boot sale (3), boots on sale (14), frye boots sale...
- boots > ariat: ariat riding boots (28) - **NEW**, ariat fatbaby boots, ariat paddock boots...

Est. Share of Clicks

zappos.com	79k (+8k)
shoebuy.com	26k (-2k)
endless.com	11k (-2k)
shoes.com	8k (-4k)
onlineshoes.com	5k (+452)
nordstrom.com	5k (-4k)

[Additional Details](#) (p. 51)

Traffic Share

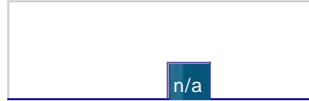


Domains that **Gained** or **Lost** Clicks on your Keywords

**competitors in bold*

Competition: You Gained 2% in Share of Clicks Relative to your Top 5 Competitors

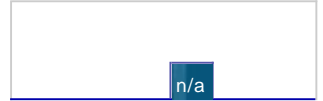
Top Organic Competitors and their Best Keywords



SEO Clicks/mo ()



#Overlapping Keywords ()



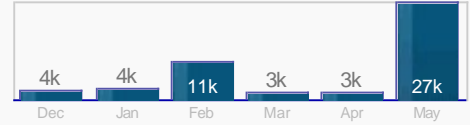
Adwords Budget ()

Biggest Gains (all)

Clicks/Month

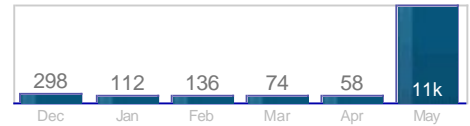
▲ boots 1(+9)

Est. Clicks/Month gained: 24k Est. Value/Click: \$1.48 Estimated Value gained: \$36k
<http://www.zappos.com/boots>



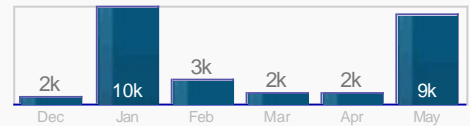
▲ laura ashley 7(+10)

Est. Clicks/Month gained: 11k Est. Value/Click: \$1.05 Estimated Value gained: \$12k
<http://www.zappos.com/laura-ashley>



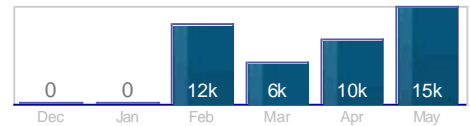
▲ ugg boots 6(+2)

Est. Clicks/Month gained: 7k Est. Value/Click: \$0.69 Estimated Value gained: \$5k
<http://www.zappos.com/uggs>



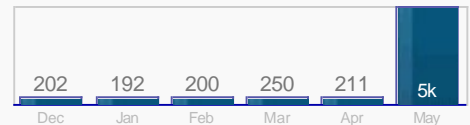
▲ betsey johnson 5

Est. Clicks/Month gained: 6k Est. Value/Click: \$1.73 Estimated Value gained: \$11k
<http://www.zappos.com/betsey-johnson>



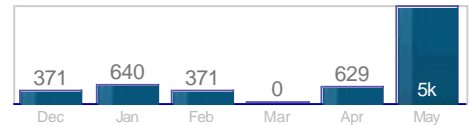
▲ converse 3(+1)

Est. Clicks/Month gained: 5k Est. Value/Click: \$1.87 Estimated Value gained: \$10k
<http://www.zappos.com/converse>



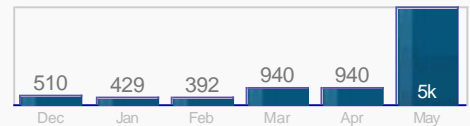
▲ salomon 10(+2)

Est. Clicks/Month gained: 5k Est. Value/Click: \$1.12 Estimated Value gained: \$6k
<http://www.zappos.com/salomon>



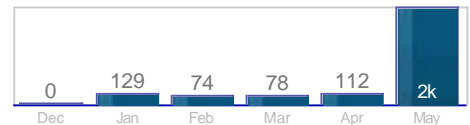
▲ ecco 7(+1)

Est. Clicks/Month gained: 4k Est. Value/Click: \$1.24 Estimated Value gained: \$5k
<http://www.zappos.com/ecco>



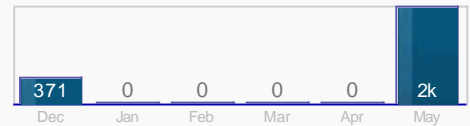
▲ nike shox 7(+1)

Est. Clicks/Month gained: 4k Est. Value/Click: \$0.72 Estimated Value gained: \$3k
<http://www.zappos.com/nike-shox>



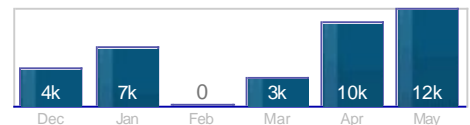
▲ emu boots 4

Est. Clicks/Month gained: 2k Est. Value/Click: \$1.11 Estimated Value gained: \$3k
<http://www.zappos.com/emu-australia-kids>



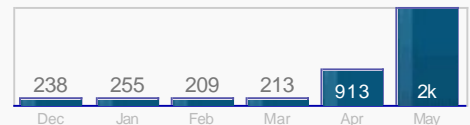
▲ shimano 11(+14)

Est. Clicks/Month gained: 2k Est. Value/Click: \$2.02 Estimated Value gained: \$5k
<http://www.zappos.com/shimano>



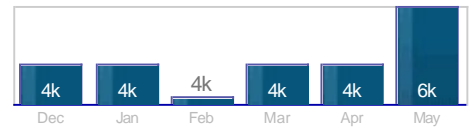
▲ grenade 8(+7)

Est. Clicks/Month gained: 2k Est. Value/Click: \$0 Estimated Value gained: \$0
<http://www.zappos.com/grenade>



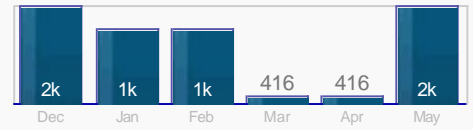
▲ juicy couture 5(+1)

Est. Clicks/Month gained: 2k Est. Value/Click: \$2.39 Estimated Value gained: \$4k
<http://www.zappos.com/juicy-couture>



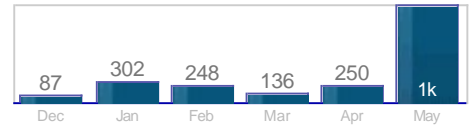
▲ convers 3(+7)

Est. Clicks/Month gained: 2k Est. Value/Click: \$0.76 Estimated Value gained: \$1k
<http://www.zappos.com/converse>



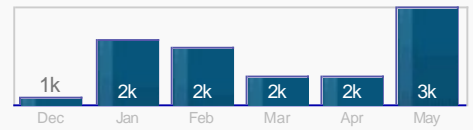
▲ cole haan 4(+1)

Est. Clicks/Month gained: 1k Est. Value/Click: \$5.19 Estimated Value gained: \$7k
<http://www.zappos.com/cole-haan>



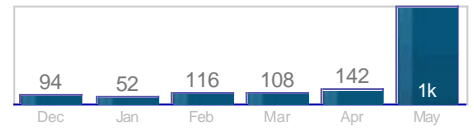
▲ hoodies 1(+5)

Est. Clicks/Month gained: 1k Est. Value/Click: \$1.31 Estimated Value gained: \$2k
<http://www.zappos.com/hoodies-sweatsh...>



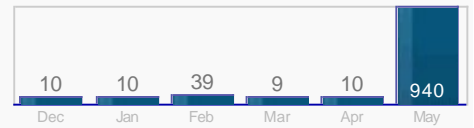
▲ winter boots 3(+8)

Est. Clicks/Month gained: 1k Est. Value/Click: \$1.18 Estimated Value gained: \$1k
<http://www.zappos.com/winter-boots-wo...>



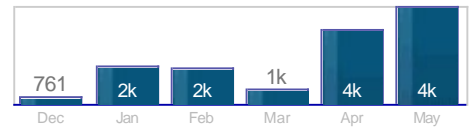
▲ tommy hilfiger 7(+3)

Est. Clicks/Month gained: 1k Est. Value/Click: \$1.23 Estimated Value gained: \$1k
<http://www.zappos.com/tommy-hilfiger>



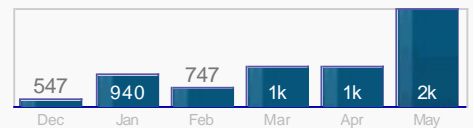
▲ keen 11

Est. Clicks/Month gained: 1k Est. Value/Click: \$1.18 Estimated Value gained: \$1k
<http://www.zappos.com/keen>



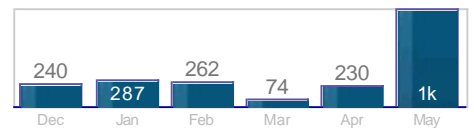
▲ arnette 3(+2)

Est. Clicks/Month gained: 942 Est. Value/Click: \$0.99 Estimated Value gained: \$934
<http://www.zappos.com/arnette>



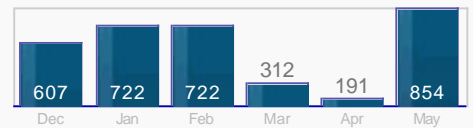
▲ all star converse 8(+8)

Est. Clicks/Month gained: 930 Est. Value/Click: \$1.11 Estimated Value gained: \$1k
<http://www.zappos.com/converse>



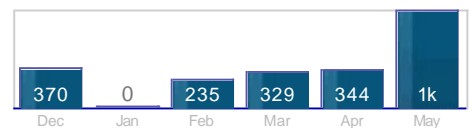
▲ sperry 3(+1)

Est. Clicks/Month gained: 916 Est. Value/Click: \$1.64 Estimated Value gained: \$2k
<http://www.zappos.com/sperry-top-sider>



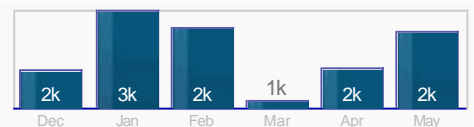
▲ kids shoes 1

Est. Clicks/Month gained: 904 Est. Value/Click: \$1.09 Estimated Value gained: \$990
<http://www.zappos.com/kids-shoes>



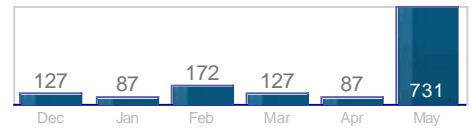
▲ hurley 4(+5)

Est. Clicks/Month gained: 871 Est. Value/Click: \$1.77 Estimated Value gained: \$2k
<http://www.zappos.com/hurley>



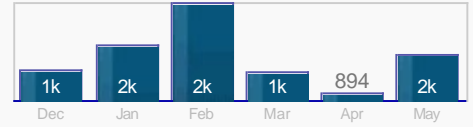
▲ sperry shoes 4

Est. Clicks/Month gained: 859 Est. Value/Click: \$1.31 Estimated Value gained: \$1k
<http://www.zappos.com/sperry-top-sider>



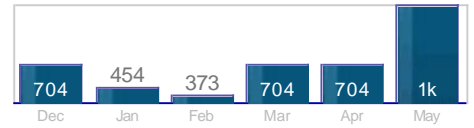
▲ knee high boots 2

Est. Clicks/Month gained: 819 Est. Value/Click: \$0.9 Estimated Value gained: \$741
<http://www.zappos.com/boots>



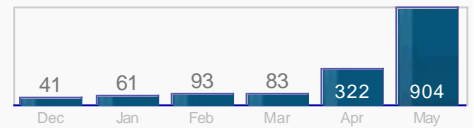
▲ swimsuits 11(+15)

Est. Clicks/Month gained: 791 Est. Value/Click: \$1.24 Estimated Value gained: \$978
<http://www.zappos.com/swimsuits>



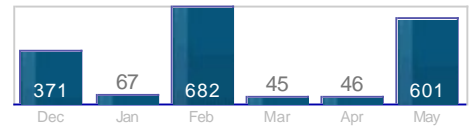
▲ rocket dog 9(+1)

Est. Clicks/Month gained: 664 Est. Value/Click: \$1.25 Estimated Value gained: \$829
<http://www.zappos.com/rocket-dog>



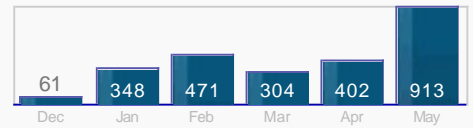
▲ mizuno 7(+3)

Est. Clicks/Month gained: 662 Est. Value/Click: \$2.02 Estimated Value gained: \$1k
<http://www.zappos.com/mizuno>



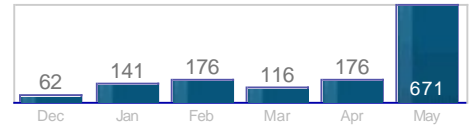
▲ clarks 4(+2)

Est. Clicks/Month gained: 654 Est. Value/Click: \$2.02 Estimated Value gained: \$1k
<http://www.zappos.com/clarks>



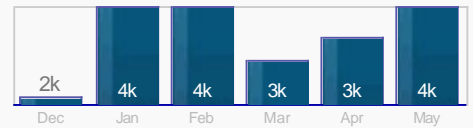
▲ suunto 16(+1)

Est. Clicks/Month gained: 644 Est. Value/Click: \$1.71 Estimated Value gained: \$1k
<http://www.zappos.com/suunto>



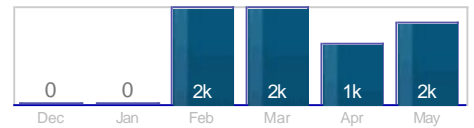
▲ onlineshoes 4

Est. Clicks/Month gained: 632 Est. Value/Click: \$1.57 Estimated Value gained: \$990
<http://www.zappos.com/>



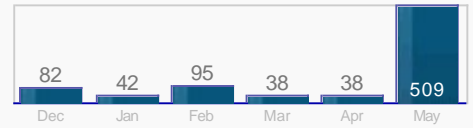
▲ skullcandy 11(+2)

Est. Clicks/Month gained: 629 Est. Value/Click: \$3.91 Estimated Value gained: \$2k
<http://www.zappos.com/skullcandy>



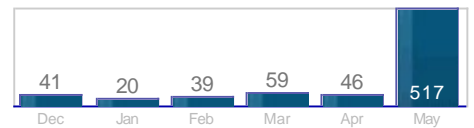
▲ dolce and gabbana 10(+2)

Est. Clicks/Month gained: 596 Est. Value/Click: \$1.63 Estimated Value gained: \$974
<http://www.zappos.com/d-g>



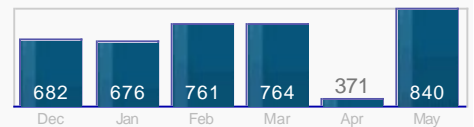
▲ bridesmaid shoes 1(+2)

Est. Clicks/Month gained: 582 Est. Value/Click: \$1.03 Estimated Value gained: \$602
<http://www.zappos.com/bridal-shoes>



▲ clothes 13(+35)

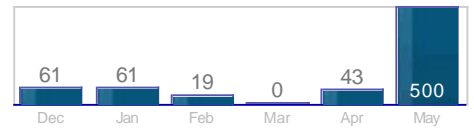
Est. Clicks/Month gained: 555 Est. Value/Click: \$1.01 Estimated Value gained: \$563
<http://www.zappos.com/clothing>



▲ affliction 10(+3)

Est. Clicks/Month gained: **511** Est. Value/Click: \$1.56 Estimated Value gained: \$798

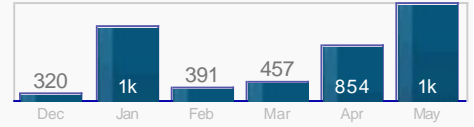
<http://www.zappos.com/affliction>



▲ black boots 1

Est. Clicks/Month gained: **495** Est. Value/Click: \$0.97 Estimated Value gained: \$482

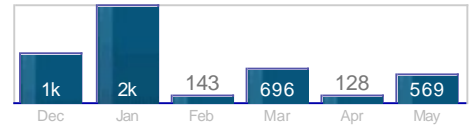
<http://www.zappos.com/boots>



▲ jambu 2(+1)

Est. Clicks/Month gained: **495** Est. Value/Click: \$1.13 Estimated Value gained: \$560

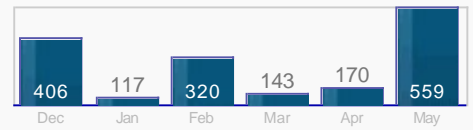
<http://www.zappos.com/jambu>



▲ timberland 5(+1)

Est. Clicks/Month gained: **487** Est. Value/Click: \$0.3 Estimated Value gained: \$148

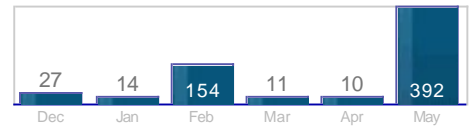
<http://www.zappos.com/timberland>



▲ clothing 2(+1)

Est. Clicks/Month gained: **479** Est. Value/Click: \$1.6 Estimated Value gained: \$769

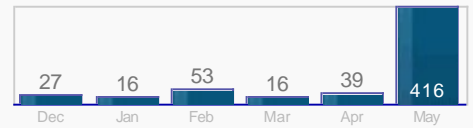
<http://www.zappos.com/clothing>



▲ and 1 8(+6)

Est. Clicks/Month gained: **471** Est. Value/Click: \$1.49 Estimated Value gained: \$702

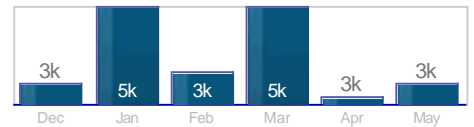
<http://www.zappos.com/and-1>



▲ vegetarian shoes 4(+3)

Est. Clicks/Month gained: **471** Est. Value/Click: \$1.22 Estimated Value gained: \$576

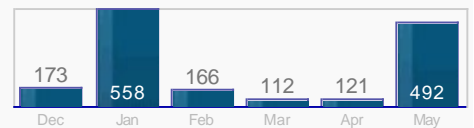
<http://www.zappos.com/vegan>



▲ running shoes 8(+7)

Est. Clicks/Month gained: **469** Est. Value/Click: \$1.36 Estimated Value gained: \$639

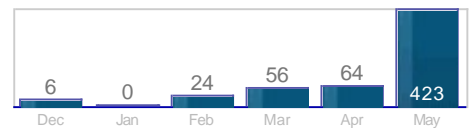
<http://www.zappos.com/running-shoes>



▲ wolverine boots 10(+20)

Est. Clicks/Month gained: **457** Est. Value/Click: \$2.34 Estimated Value gained: \$1k

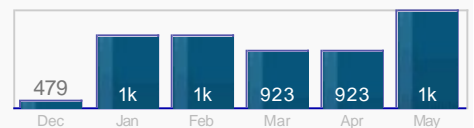
<http://www.zappos.com/wolverine>



▲ zipper 11

Est. Clicks/Month gained: **457** Est. Value/Click: \$1.17 Estimated Value gained: \$535

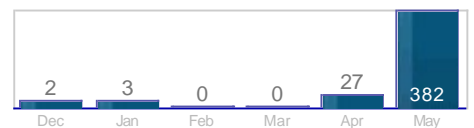
<http://www.zappos.com/von-zipper>



▲ sperry topsiders 5(+4)

Est. Clicks/Month gained: **454** Est. Value/Click: \$1.49 Estimated Value gained: \$676

<http://www.zappos.com/sperry-top-sider>



▲ ugg on sale 4(+15)

Est. Clicks/Month gained: **441** Est. Value/Click: \$0.96 Estimated Value gained: \$424

<http://www.zappos.com/uggs>



▲ zapato 4

Est. Clicks/Month gained: 423 Est. Value/Click: \$1.56 Estimated Value gained: \$660

<http://www.zappos.com/vans-zapato-del..>

▲ bridal shoes 6

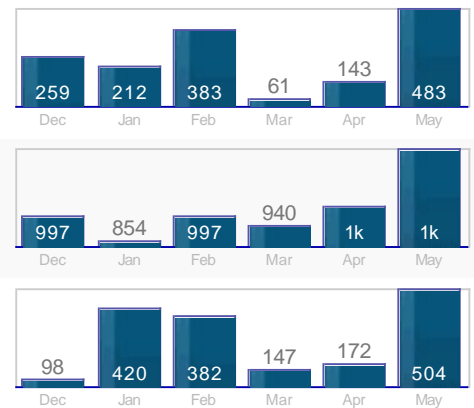
Est. Clicks/Month gained: 416 Est. Value/Click: \$1.26 Estimated Value gained: \$526

<http://www.zappos.com/bridal-shoes>

▲ charles david 3(+1)

Est. Clicks/Month gained: 389 Est. Value/Click: \$1.22 Estimated Value gained: \$474

<http://www.zappos.com/charles-david>



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Most Valuable Keywords (all)

Rank

zappos

Rank: 1 Est. Clicks/Mo: 106k(-140k) Est. Value/Mo: \$143k(-\$10.529k)



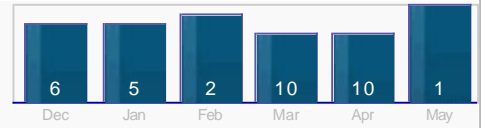
zappos.com.

Rank: 1 Est. Clicks/Mo: 16k Est. Value/Mo: \$110k(+\$97k)



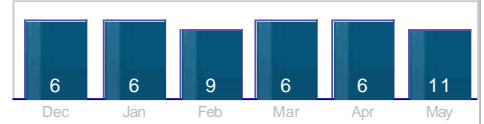
boots

Rank: 1(+9) Est. Clicks/Mo: 27k(+24k) Est. Value/Mo: \$40k(+\$39k)



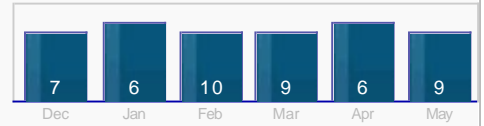
oakley

Rank: 11(-5) Est. Clicks/Mo: 3k(-20k) Est. Value/Mo: \$34k(+\$25k)



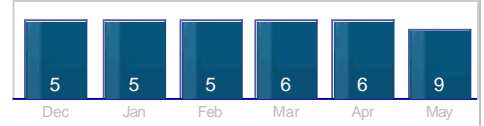
patagonia

Rank: 9(-3) Est. Clicks/Mo: 5k(-2k) Est. Value/Mo: \$34k(+\$29k)



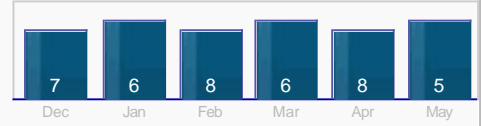
vans

Rank: 9(-3) Est. Clicks/Mo: 8k(-629) Est. Value/Mo: \$32k(+\$28k)



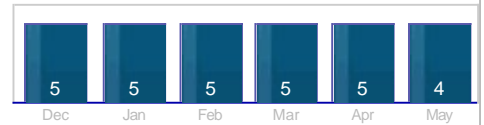
michael kors

Rank: 5(+3) Est. Clicks/Mo: 7k(-2k) Est. Value/Mo: \$31k(+\$19k)



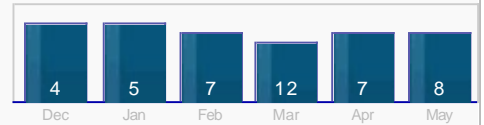
cole haan

Rank: 4(+1) Est. Clicks/Mo: 6k(+1k) Est. Value/Mo: \$30k(+\$21k)



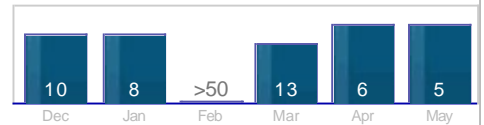
6pm

Rank: 8(-1) Est. Clicks/Mo: 3k(-1k) Est. Value/Mo: \$29k(+\$23k)



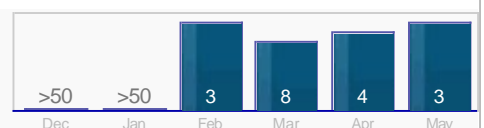
juicy couture

Rank: 5(+1) Est. Clicks/Mo: 12k(+2k) Est. Value/Mo: \$28k(+\$22k)



converse

Rank: 3(+1) Est. Clicks/Mo: 15k(+5k) Est. Value/Mo: \$28k(+\$25k)



lacoste

Rank: 11(-5) Est. Clicks/Mo: 2k(-2k) Est. Value/Mo: \$22k(+\$20k)

puma

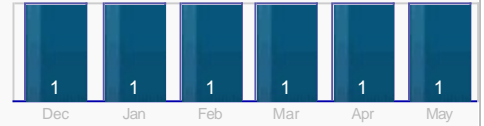
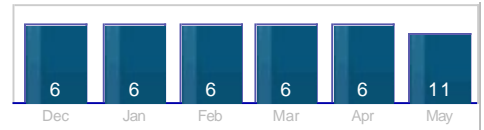
Rank: 9 Est. Clicks/Mo: 11k(+7k) Est. Value/Mo: \$20k(+\$19k)

uggs

Rank: 4(-1) Est. Clicks/Mo: 17k(-5k) Est. Value/Mo: \$18k(+\$216)

zappos shoes

Rank: 1 Est. Clicks/Mo: 13k Est. Value/Mo: \$18k(-\$7.734k)



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Newly Ranked Organic Pages

<http://www.zappos.com/womens>Estimated SEO Value: **\$99k** Estimated Total Clicks/Mo: 16k

Keywords (rank): zappos.com. (4)

<http://twitter.zappos.com/tweets/2010/07/21>Estimated SEO Value: **\$16k** Estimated Total Clicks/Mo: 4k

Keywords (rank): zappos.com coupon and code (2), zappos coupon code (2)

<http://www.zappos.com/boss-hugo-boss-alabama-black>Estimated SEO Value: **\$9k** Estimated Total Clicks/Mo: 3k

Keywords (rank): hugo boss alabama (8), boss alabama (8), hugo boss (14)

<http://www.zappos.com/nike-shox>Estimated SEO Value: **\$3k** Estimated Total Clicks/Mo: 5k

Keywords (rank): nike shox (7)

<http://www.zappos.com/mens-boat-shoes>Estimated SEO Value: **\$2k** Estimated Total Clicks/Mo: 1k

Keywords (rank): boat shoes (4)

<http://www.zappos.com/lilly-pulitzer-set-in-stone-sandal-turquoise>Estimated SEO Value: **\$1k** Estimated Total Clicks/Mo: 312

Keywords (rank): lily pulitzer (9)

http://twitter.zappos.com/not_your_daughters_jeansEstimated SEO Value: **\$961** Estimated Total Clicks/Mo: 388

Keywords (rank): not your daughters jeans (4)

<http://www.zappos.com/giuseppe-zanotti-i00171>Estimated SEO Value: **\$843** Estimated Total Clicks/Mo: 596

Keywords (rank): giuseppe zanotti (5), giuseppe zanotti sale (8)

<http://www.zappos.com/ugg-lattice-cardy>Estimated SEO Value: **\$677** Estimated Total Clicks/Mo: 327

Keywords (rank): cardy (16)

http://twitter.zappos.com/franco_sartoEstimated SEO Value: **\$606** Estimated Total Clicks/Mo: 585

Keywords (rank): franco sarto (6), franco sarto heels (50)

<http://www.zappos.com/pumas>Estimated SEO Value: **\$510** Estimated Total Clicks/Mo: 218

Keywords (rank): pumas (7)

<http://zeta.zappos.com/>Estimated SEO Value: **\$502** Estimated Total Clicks/Mo: 80

Keywords (rank): zeta (13)

http://couture.zappos.com/n/br/b/1158/sergio_rossi.htmlEstimated SEO Value: **\$484** Estimated Total Clicks/Mo: 157

Keywords (rank): sergio shoes (3), rossi shoes (3), rossi shoe (6), sergio rossi (19)

[http://www.zappos.com/search/null/filter/brandnamefacet/"sofft"](http://www.zappos.com/search/null/filter/brandnamefacet/)Estimated SEO Value: **\$467** Estimated Total Clicks/Mo: 313

Keywords (rank): sofft (5), women's sofft (16)

<http://www.zappos.com/pure-simple-high-waist-short-skirt>

Estimated SEO Value: **\$463** Estimated Total Clicks/Mo: 204
Keywords (rank): short skirt (11)

<http://www.zappos.com/dkny-jeans-mott-wash-bleecker-denim-jean>

Estimated SEO Value: **\$433** Estimated Total Clicks/Mo: 226
Keywords (rank): dkny jeans (7), jean wash (28)

<http://www.zappos.com/search/ecco-shoes/filter/orig/ecco-shoes>

Estimated SEO Value: **\$427** Estimated Total Clicks/Mo: 396
Keywords (rank): shoe ecco (9), ecco shoes (12), echo shoes (13), acco shoes (13)

<http://www.zappos.com/retro>

Estimated SEO Value: **\$414** Estimated Total Clicks/Mo: 128
Keywords (rank): retro shoes (9), retro (20)

[http://www.zappos.com/search/calvin-klein-shoes/filter/zc1/"shoes"/txattrfacet_styles/"espadrille...](http://www.zappos.com/search/calvin-klein-shoes/filter/zc1/)

Estimated SEO Value: **\$394** Estimated Total Clicks/Mo: 405
Keywords (rank): calvin klein shoes (2)

<http://www.zappos.com/skirts>

Estimated SEO Value: **\$394** Estimated Total Clicks/Mo: 178
Keywords (rank): skirt (7), skirt s (12)

<http://www.zappos.com/me-too-shoes-on-sale~5>

Estimated SEO Value: **\$387** Estimated Total Clicks/Mo: 332
Keywords (rank): me too shoes (3)

<http://www.zappos.com/worx-by-red-wing-shoes-5525-brown>

Estimated SEO Value: **\$386** Estimated Total Clicks/Mo: 141
Keywords (rank): worx (12)

<http://www.zappos.com/search/dansko-shoes/filter/orig/dansko-shoes>

Estimated SEO Value: **\$382** Estimated Total Clicks/Mo: 403
Keywords (rank): danko shoes (5), danska shoes (5), danske shoes (5), dansk shoes (5), dansko shoes (5)

<http://www.zappos.com/north-face-jackets>

Estimated SEO Value: **\$369** Estimated Total Clicks/Mo: 329
Keywords (rank): north face jackets (13)

<http://www.zappos.com/nike-free-tr-fit>

Estimated SEO Value: **\$364** Estimated Total Clicks/Mo: 402
Keywords (rank): nike free (14)

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New Keywords (You weren't ranked on before)	Estimated New Click/Month
betsey johnson Rank: 5 Searches/Mo: 201k Est. Value/Click: \$1.73 http://www.zappos.com/betsey-johnson	6k new clicks/month
emu boots Rank: 4 Searches/Mo: 60k Est. Value/Click: \$1.11 http://www.zappos.com/emu-australia-kids	2k new clicks/month
keen Rank: 11 Searches/Mo: 90k Est. Value/Click: \$1.18 http://www.zappos.com/keen	1k new clicks/month
kids shoes Rank: 1 Searches/Mo: 18k Est. Value/Click: \$1.09 http://www.zappos.com/kids-shoes	904 new clicks/month
sperry shoes Rank: 4 Searches/Mo: 22k Est. Value/Click: \$1.31 http://www.zappos.com/sperry-top-sider	859 new clicks/month
knee high boots Rank: 2 Searches/Mo: 12k Est. Value/Click: \$0.9 http://www.zappos.com/boots	819 new clicks/month
onlineshoes Rank: 4 Searches/Mo: 15k Est. Value/Click: \$1.57 http://www.zappos.com/	632 new clicks/month
black boots Rank: 1 Searches/Mo: 10k Est. Value/Click: \$0.97 http://www.zappos.com/boots	495 new clicks/month
zipper Rank: 11 Searches/Mo: 40k Est. Value/Click: \$1.17 http://www.zappos.com/von-zipper	457 new clicks/month
zapato Rank: 4 Searches/Mo: 10k Est. Value/Click: \$1.56 http://www.zappos.com/vans-zapato-del-barco	423 new clicks/month
bridal shoes Rank: 6 Searches/Mo: 33k Est. Value/Click: \$1.26 http://www.zappos.com/bridal-shoes	416 new clicks/month
acesories Rank: 2 Searches/Mo: 4k Est. Value/Click: \$0 http://www.zappos.com/accessories	367 new clicks/month
snowboots Rank: 16 Searches/Mo: 60k Est. Value/Click: \$0.82 http://www.zappos.com/snow-boots~1	327 new clicks/month
jewelry Rank: 34 Searches/Mo: 233k Est. Value/Click: \$1.87 http://www.zappos.com/jewelry	288 new clicks/month

oakley sunglasses Rank: 19 Searches/Mo: 74k Est. Value/Click: \$8.63 http://www.zappos.com/oakley	286 new clicks/month
gabriella rocha Rank: 1 Searches/Mo: 2k Est. Value/Click: \$1.18 http://www.zappos.com/gabriella-rocha-studio	285 new clicks/month
jeans diesel Rank: 6 Searches/Mo: 22k Est. Value/Click: \$1.82 http://www.zappos.com/diesel	279 new clicks/month
nike air Rank: 8 Searches/Mo: 10k Est. Value/Click: \$0.77 http://www.zappos.com/nike-air	230 new clicks/month
diaper bags Rank: 16 Searches/Mo: 40k Est. Value/Click: \$0.99 http://www.zappos.com/timi-leslie-diaper-bags	219 new clicks/month
zapo Rank: 1 Searches/Mo: 1k Est. Value/Click: \$0.11 http://www.zappos.com/womens-shoes	212 new clicks/month
crocks Rank: 9 Searches/Mo: 10k Est. Value/Click: \$2.06 http://www.zappos.com/crocs	209 new clicks/month
keens Rank: 9 Searches/Mo: 10k Est. Value/Click: \$2.59 http://www.zappos.com/keen	209 new clicks/month
short skirt Rank: 11 Searches/Mo: 18k Est. Value/Click: \$2.53 http://www.zappos.com/pure-simple-high-waist-short-skirt	204 new clicks/month
lucky Rank: 22 Searches/Mo: 60k Est. Value/Click: \$2.09 http://www.zappos.com/search/lucky/filter/orig/lucky	175 new clicks/month
chantelle Rank: 20 Searches/Mo: 50k Est. Value/Click: \$1.33 http://www.zappos.com/stuart-weitzman-chantelle	173 new clicks/month
sambas Rank: 9 Searches/Mo: 8k Est. Value/Click: \$0.62 http://www.zappos.com/adidas-samba-classic	171 new clicks/month
soda Rank: 25 Searches/Mo: 74k Est. Value/Click: \$1.86 http://www.zappos.com/scotch-soda	167 new clicks/month
tevas Rank: 5 Searches/Mo: 4k Est. Value/Click: \$1.39 http://www.zappos.com/teva	151 new clicks/month
ugg boots sale Rank: 9 Searches/Mo: 15k Est. Value/Click: \$0.78 http://www.zappos.com/uggs	143 new clicks/month

fergie Rank: 41 Searches/Mo: 165k Est. Value/Click: \$2.43 http://www.zappos.com/fergie	141 new clicks/month
worx Rank: 12 Searches/Mo: 15k Est. Value/Click: \$3.06 http://www.zappos.com/worx-by-red-wing-shoes-5525-brown	141 new clicks/month
nikes Rank: 15 Searches/Mo: 22k Est. Value/Click: \$1.47 http://www.zappos.com/nike	136 new clicks/month
katespade Rank: 6 Searches/Mo: 10k Est. Value/Click: \$1.76 http://www.zappos.com/kate-spade-new-york	125 new clicks/month
dereon Rank: 16 Searches/Mo: 22k Est. Value/Click: \$0.74 http://twitter.zappos.com/dereon	120 new clicks/month
naot shoes Rank: 7 Searches/Mo: 10k Est. Value/Click: \$1.63 http://www.zappos.com/naot-footwear	111 new clicks/month
new balance 574 Rank: 10 Searches/Mo: 12k Est. Value/Click: \$1.44 http://www.zappos.com/new-balance-classics-m574	103 new clicks/month
zoo york shoes Rank: 4 Searches/Mo: 2k Est. Value/Click: \$1.04 http://www.zappos.com/zoo-york	103 new clicks/month
mavi jeans Rank: 6 Searches/Mo: 4k Est. Value/Click: \$1.06 http://www.zappos.com/mavi-jeans	100 new clicks/month
faux fur Rank: 13 Searches/Mo: 12k Est. Value/Click: \$1.4 http://www.zappos.com/search/faux fur/filter/orig/faux fur	98 new clicks/month
air max Rank: 18 Searches/Mo: 22k Est. Value/Click: \$2.43 http://www.zappos.com/search/nike air max/filter/orig/nike air max	95 new clicks/month
red wings Rank: 35 Searches/Mo: 74k Est. Value/Click: \$0.67 http://www.zappos.com/red-wing-heritage	86 new clicks/month
flip flop sandals Rank: 1 Searches/Mo: 720 Est. Value/Click: \$1.06 http://www.zappos.com/flip-flops	85 new clicks/month
converse store Rank: 8 Searches/Mo: 4k Est. Value/Click: \$1.21 http://www.zappos.com/converse	84 new clicks/month
desert boots Rank: 6 Searches/Mo: 7k Est. Value/Click: \$1.23 http://www.zappos.com/clarks-desert-boot-black-suede	83 new clicks/month

penny loafers Rank: 6 Searches/Mo: 7k Est. Value/Click: \$0.93 http://www.zappos.com/search/penny loafer/filter/producttypefacet/'shoes'/categoryfacet/'shoes'/o...	83 new clicks/month
hi tec boots Rank: 4 Searches/Mo: 2k Est. Value/Click: \$0.95 http://www.zappos.com/hi-tec	81 new clicks/month
gore tex Rank: 13 Searches/Mo: 10k Est. Value/Click: \$1.26 http://www.zappos.com/gore-tex	80 new clicks/month
comfortable wedding shoes Rank: 1 Searches/Mo: 2k Est. Value/Click: \$1.49 http://www.zappos.com/bridal-shoes	80 new clicks/month
slipper Rank: 1 Searches/Mo: 2k Est. Value/Click: \$1.36 http://www.zappos.com/slippers	80 new clicks/month
a marinelli shoes Rank: 1 Searches/Mo: 480 Est. Value/Click: \$0.54 http://www.zappos.com/a-marinelli	79 new clicks/month

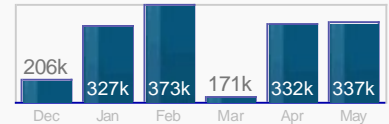
[Download as CSV](#)

Top Site Sections Summary

Estimated Clicks/Month

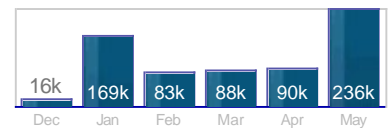
zappos.com/shoes

Number of Keywords: 31
Estimated Value/Mo: \$302k (+\$247k)
 Top Keywords: zappos, boots, ugg, uggs, zappos.com.



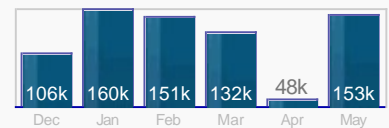
zappos.com/womens-shoes

Number of Keywords: 87
Estimated Value/Mo: \$293k (+\$81k)
 Top Keywords: zappos, boots, ugg, uggs, zappos.com.



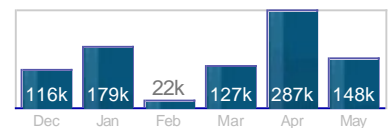
blogs.zappos.com

Number of Keywords: 439
Estimated Value/Mo: \$301k (+\$272k)
 Top Keywords: zappos, zappos.com., zappos shoes, cole haan, zappo



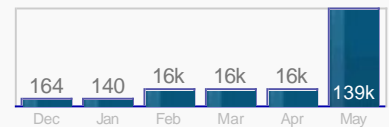
about.zappos.com

Number of Keywords: 81
Estimated Value/Mo: \$273k (+\$97k)
 Top Keywords: zappos, zappos.com., zappos shoes, cole haan, zappo



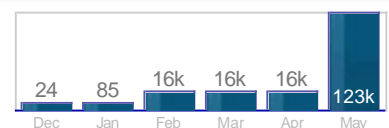
about.zappos.com/meet-our-m...

Number of Keywords: 8
Estimated Value/Mo: \$253k (+\$240k)
 Top Keywords: zappos, boots, ugg, uggs, zappos.com.



about.zappos.com/jobs

Number of Keywords: 11
Estimated Value/Mo: \$253k (+\$240k)
 Top Keywords: zappos, boots, ugg, uggs, zappos.com.

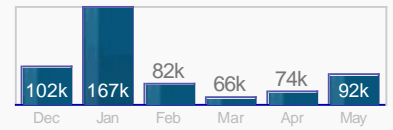


[zappos.com/uggs](#)

Number of Keywords: 52

Estimated Value/Mo: \$43k (+\$15k)

Top Keywords: zappos, boots, ugg, uggs, zappos.com.

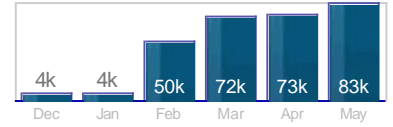


[zappos.com/search](#)

Number of Keywords: 5k

Estimated Value/Mo: \$155k (+\$85k)

Top Keywords: zappos, boots, ugg, uggs, zappos.com.

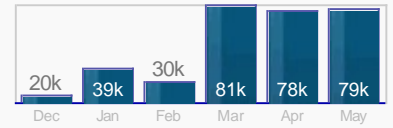


[canada.zappos.com](#)

Number of Keywords: 437

Estimated Value/Mo: \$177k (+\$115k)

Top Keywords: zappos, zappos.com., zappos shoes, cole haan, zappo

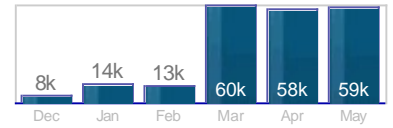


[zappos.com/boots](#)

Number of Keywords: 509

Estimated Value/Mo: \$61k (+\$32k)

Top Keywords: zappos, boots, ugg, uggs, zappos.com.

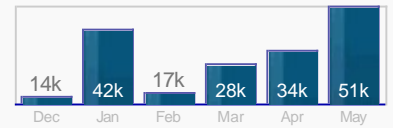


[couture.zappos.com](#)

Number of Keywords: 1k

Estimated Value/Mo: \$132k (+\$98k)

Top Keywords: zappos, zappos.com., zappos shoes, cole haan, zappo

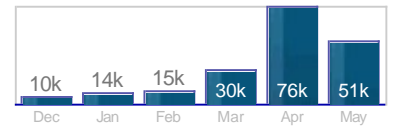


[twitter.zappos.com](#)

Number of Keywords: 343

Estimated Value/Mo: \$138k (+\$118k)

Top Keywords: zappos, zappos.com., zappos shoes, cole haan, zappo

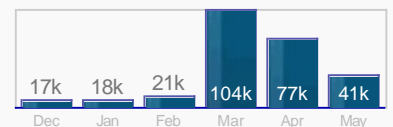


[zappos.com/asics](#)

Number of Keywords: 154

Estimated Value/Mo: \$122k (+\$120k)

Top Keywords: zappos, boots, ugg, uggs, zappos.com.

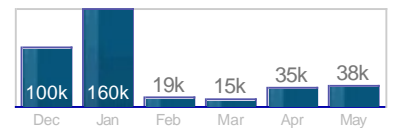


[couture.zappos.com/n](#)

Number of Keywords: 1k

Estimated Value/Mo: \$128k (+\$96k)

Top Keywords: zappos, boots, ugg, uggs, zappos.com.

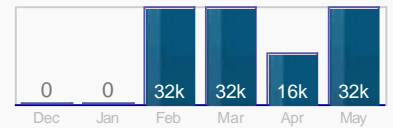


[about.zappos.com/our-unique...](#)

Number of Keywords: 39

Estimated Value/Mo: \$118k (+\$104k)

Top Keywords: zappos, boots, ugg, uggs, zappos.com.



[Download as CSV](#)

Keyword Groups with the Biggest Gains - Details

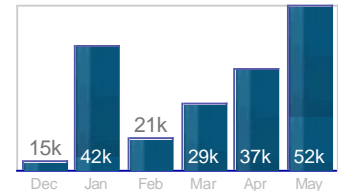
Keyword Group: Ugg

Positions Gained: 550 → Est. Total Clicks/Mo: (+15k) → Est. Percent Traffic Gain: 42%
 Unique Pages Ranked: 26

Keywords:

- ugg: ugg mini (+57) - NEW, ugg womens (+56) - NEW, ugg coquette (+55) - NEW, uggs cargo ...
- ugg > ugg boots: ugg boots sale (+51) - NEW, ugg boots for men (+37) - NEW, ugg boots ...
- ugg > ugg australia > australia: ugg australia boot (+3), ugg australia cleaner co...
- ugg > classic tall: ugg classic tall (+2), classic tall uggs (-1), classic tall ugg (...)

Est. Clicks per Month



Biggest Opportunities Within This Group

ugg

>[footwear ugg (4), ugg's (4), women's uggs (11), ugg handbag (25), ugg clog (19)]
 Est. Potential New Clicks/Month: 97,900 Searches/Mo: 1M Average Value/Click: \$1.28

ugg > ugg boots

>[ugg boots australia (49), pink ugg boot (16), childrens ugg boots (25), chestnut ugg boots (10), women ugg boots (13)]
 Est. Potential New Clicks/Month: 33,025 Searches/Mo: 613k Average Value/Click: \$1.27

ugg > ugg australia > australia

>[ugg australia cleaner (18), ugg australia cleaner conditioner (10), ugg australia boot (36), ugg australia boots (47), uggs australia (34)]
 Est. Potential New Clicks/Month: 4,269 Searches/Mo: 41k Average Value/Click: \$1.29

ugg > classic tall

>[classic tall ugg (9), classic tall uggs (7), uggs classic tall (7), ugg classic tall (5)]
 Est. Potential New Clicks/Month: 136 Searches/Mo: 4k Average Value/Click: \$1.95

Clicks Gained or Lost on these Keywords

uggaustralia.com	+86k
nordstrom.com	+18k
wikipedia.org	+17k
cloggs.co.uk	+17k
zappos.com	+15k
planetlotto.co.uk	+13k
shopbop.com	+13k
walkingshoereview...	+13k
uggaustralia.co.uk	+8k
moneysavingexpert...	+8k
victoriasecret.com	+7k
whoogaau.com.au	+7k
cozyboots.com	+6k
natureshop.co.nz	+6k
australianuggboot...	+5k

*competitors in bold

Pages That Rank

<http://www.zappos.com/uggs>

ugg(5), uggs(4), ugg boots(6)

Est. Clicks per Month: 51k(+15k) Potential Incremental Gain: 133k clicks/mo.

<http://www.zappos.com/ugg-kids>

kids uggs(1), uggs for kids(3), ugg shoes(4)

Est. Clicks per Month: 583(-98) Potential Incremental Gain: 231 clicks/mo.

<http://www.zappos.com/ugg-classic-tall-1>

ugg classic tall(5), ugg classic(6), uggs tall(6)

Est. Clicks per Month: 64(+7) Potential Incremental Gain: 181 clicks/mo.

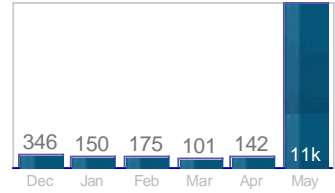
Keyword Group: **Laura**

Positions Gained: -29 → Est. Total Clicks/Mo: **(+11k)** → Est. Percent Traffic Gain: 8k%
 Unique Pages Ranked: 5

Keywords:

- laura: laura ashley (+10), ashley bedding laura (+8), laura ashley home (+1), laura dare...

Est. Clicks per Month



Biggest Opportunities Within This Group

laura

>[laura comforter (11), ashley bedding laura (11), ashley comforter laura (11), ashley laura quilt (39), ashley laura sophia (31)]
 Est. Potential New Clicks/Month: **63,819** Searches/Mo: 466k Average Value/Click: \$1.45

Clicks Gained or Lost on these Keywords

lauraashley.com	+73k
lauraashley-usa.com	+19k
wikipedia.org	+13k
zappos.com	+11k
valsparpaint.com	+10k
shopstyle.com	+9k
signatureeyewear.com	+8k
amazon.com	+5k
kohls.com	+4k
target.com	+4k
overstock.com	+3k
beddingstyle.com	+3k
kincaidfurniture.com	+2k
framesdirect.com	+2k
nndb.com	+2k

*competitors in **bold**

Pages That Rank

<http://www.zappos.com/laura-ashley>

laura ashley(7), laura ashley home(12), laura ashley bedding(19)

Est. Clicks per Month: 11k(+11k) Potential Incremental Gain: 64k clicks/mo.

<http://www.zappos.com/laura-dare-kids>

laura dare(15)

Est. Clicks per Month: 4(+1) Potential Incremental Gain: 64 clicks/mo.

<http://www.zappos.com/laura-ashley-sophia-sheet-set-full>

full sheet set(13), sheet sets full(13), full sheet sets(21)

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

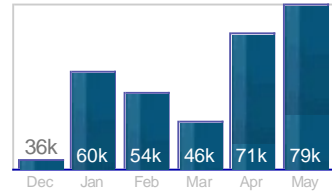
Keyword Group: **Boot**

Positions Gained: 15k → Est. Total Clicks/Mo: (+8k) → Est. Percent Traffic Gain: 11%
 Unique Pages Ranked: 708

Keywords:

- boot: black boots (+59) - **NEW**, buy boots (+59) - **NEW**, fur trim boots (+59) - **NEW**, knee h...
- boot > cowgirl boots: cowgirl boots (+11), black cowgirl boots (+6), infant cowgirl b...
- boot > sale: boot leather sale (+2), sale boots (+1), sale fashion boots (+1), sale kn...
- boot > sale > boots sale: leather boots for sale (+59) - **NEW**, work boots for sale (+...

Est. Clicks per Month



Biggest Opportunities Within This Group

boot

>[aquatalia waterproof boots (25), arleen c boots (15), blunderstone boots (15), easyspirit boots (4), hushpuppies boots (12)]
 Est. Potential New Clicks/Month: 143,182 Searches/Mo: 3M Average Value/Click: \$1.24

boot > ariat boot > ariat

>[ariat boot fatboy (42), ariat boots shoes (4), ariat boot shoes (4), buy ariat boots (18), ariat boot roper (21)]
 Est. Potential New Clicks/Month: 3,117 Searches/Mo: 29k Average Value/Click: \$1.2

boot > sale > boots sale > ugg boots

>[ugg boots for sale (7), ugg boot sale (2), ugg boots sale (9), ugg boots on sale (4)]
 Est. Potential New Clicks/Month: 2,036 Searches/Mo: 29k Average Value/Click: \$1

boot > sale > boots sale

>[designer boots for sale (3), ladies boots for sale (1), rubber boots sale (8), thigh high boots sale (8), work boot sale (49)]
 Est. Potential New Clicks/Month: 1,143 Searches/Mo: 25k Average Value/Click: \$1.17

Clicks Gained or Lost on these Keywords

uggaustralia.com	+31k
overstock.com	+25k
walkingshoereview...	+12k
cloggs.co.uk	+9k
zappos.com	+8k
emuaustralia.com	+7k
whoogaau.com.au	+6k
redwingshoes.com	+5k
youtube.com	+5k
natureshop.co.nz	+5k
australianuggboot...	+5k
moneysavingexpert...	+5k
uggaustralia.co.uk	+4k
-4k	pipertime.com
-5k	hunter-boot.com

*competitors in bold

Pages That Rank

<http://www.zappos.com/boots>

boots(1), zappos.com shoes(6), knee high boots(2)

Est. Clicks per Month: 34k(+7k) Potential Incremental Gain: 9k clicks/mo.

<http://www.zappos.com/uggs>

ugg(5), uggs(4), ugg boots(6)

Est. Clicks per Month: 11k(+8k) Potential Incremental Gain: 33k clicks/mo.

[http://www.zappos.com/search/watches/filter/gender/"womens"/atrfacet_technical/"barometer"](http://www.zappos.com/search/watches/filter/gender/)

zappos.com.(7), nike shoes(9), frye boots(2)

Est. Clicks per Month: 6k(+235) Potential Incremental Gain: 15k clicks/mo.

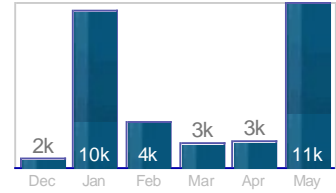
Keyword Group: Ugg Boot

Positions Gained: 131 → Est. Total Clicks/Mo: (+8k) → Est. Percent Traffic Gain: 249%
 Unique Pages Ranked: 5

Keywords:

- ugg boot > ugg: ugg boots sale (+51) - NEW, ugg boots for men (+37) - NEW, ugg boots f...

Est. Clicks per Month



Biggest Opportunities Within This Group

ugg boot > ugg

>[ugg boots australia (49), pink ugg boot (16), childrens ugg boots (25), chestnut ugg boots (10), women ugg boots (13)]

Est. Potential New Clicks/Month: 33,025 Searches/Mo: 613k Average Value/Click: \$1.27

Clicks Gained or Lost on these Keywords

uggaustralia.com	+28k
walkingshoereview...	+12k
wikipedia.org	+10k
cloggs.co.uk	+8k
zappos.com	+8k
whoogaau.com.au	+6k
shopbop.com	+6k
natureshop.co.nz	+5k
moneysavingexpert...	+5k
australianuggboot...	+5k
uggaustralia.co.uk	+4k
fluffyfootwear.co...	+3k
asos.com	+3k
uggboots.com.au	+2k
youtube.com	+2k

*competitors in bold

Pages That Rank

<http://www.zappos.com/uggs>

ugg(5), uggs(4), ugg boots(6)

Est. Clicks per Month: 11k(+8k) Potential Incremental Gain: 33k clicks/mo.

<http://www.zappos.com/ugg-cleaning>

ugg boot cleaner(5), ugg australia.com(43), sheepskin cleaning(23)

Est. Clicks per Month: 8(+6) Potential Incremental Gain: 31 clicks/mo.

<http://www.zappos.com/ugg-beacon>

ugg boots for men(23)

Est. Clicks per Month: 6(+6) Potential Incremental Gain: 114 clicks/mo.

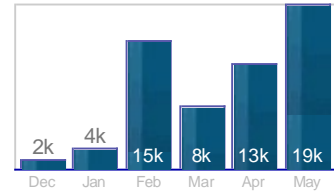
Keyword Group: Converse

Positions Gained: 4k → Est. Total Clicks/Mo: (+7k) → Est. Percent Traffic Gain: 52%
 Unique Pages Ranked: 73

Keywords:

- converse: converse womens (+58) - **NEW**, boot converse (+58) - **NEW**, converse jack purcell...
- converse > shoe: cheap converse shoes (+55) - **NEW**, classic converse shoes (+55) - **NEW**,...
- converse > stars: converse star player ev (+59) - **NEW**, black converse all star (+56) ...
- converse > shoe > european shoe: european shoe sizes conversion (+3), european sho...

Est. Clicks per Month



Biggest Opportunities Within This Group

converse

>[converse goth (8), converse all (19), converse taylor (46), converse retro runner (32), converse skulls (44)]

Est. Potential New Clicks/Month: 24,810 Searches/Mo: 356k Average Value/Click: \$1.28

converse > stars > star converse

>[all star converse ox (2), all star converse boots (3), all stars converses (5), chuck all star converse (19), taylor all star converse (9)]

Est. Potential New Clicks/Month: 3,906 Searches/Mo: 41k Average Value/Click: \$1.2

converse > shoe

>[converse men's shoes (14), converse men shoes (3), converse sport shoes (12), girls shoes converse (12), men's converse shoes (10)]

Est. Potential New Clicks/Month: 3,521 Searches/Mo: 48k Average Value/Click: \$1.48

converse > shoe > shoe size convers > size convers > shoe size

>[kids shoe size conversion (8), shoes size conversion uk (50), to shoe size conversion (8), american shoe size conversion (34), shoe size conversion table (23)]

Est. Potential New Clicks/Month: 3,180 Searches/Mo: 27k Average Value/Click: \$1.18

Clicks Gained or Lost on these Keywords

zappos.com	+7k
converse.com	+6k
wikipedia.org	+5k
footlocker.com	+3k
tillys.com	+3k
converse.edu	+3k
polyvore.com	+3k
shopstyle.com	+2k
amazon.com	+2k
converseskateboar...	+2k
sneakerhead.com	+1k
akihabaraneews.com	+997
piperlime.com	+786
uk.com	+778
-835	twitter.com

*competitors in **bold**

Pages That Rank

<http://www.zappos.com/converse>

converse(3), convers(3), converse shoes(4)

Est. Clicks per Month: 18k(+7k) Potential Incremental Gain: 31k clicks/mo.

<http://www.zappos.com/measure-your-shoe-size>

european shoe size conversion(7), shoe size chart(5), shoe size conversion(15)

Est. Clicks per Month: 610(+114) Potential Incremental Gain: 6k clicks/mo.

<http://www.zappos.com/converse-kids>

converse tennis shoes(3), kids converse(5), converse kids(3)

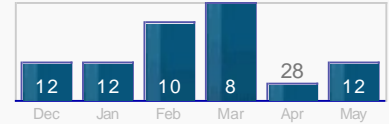
Est. Clicks per Month: 344(+34) Potential Incremental Gain: 1k clicks/mo.

Biggest Opportunities (all)

Rank

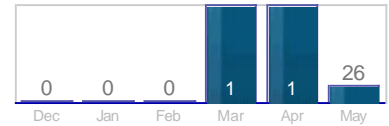
jessica simpson (27)

Searches/Mo: 246k Est. Value/Click: \$18 Est. Potential New Clicks/Month: 41k
 Other Keywords for URL: jessica simpson shoes, jessica simpson, jessica simpson handbags, jessica simpson purses, jessica simpson bags



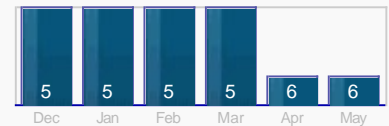
vip (33)

Searches/Mo: 823k Est. Value/Click: \$4 Est. Potential New Clicks/Month: 134k
 Other Keywords for URL: vip, vip com, vi p, vip program



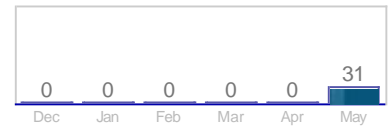
oakley (11)

Searches/Mo: 301k Est. Value/Click: \$10 Est. Potential New Clicks/Month: 32k
 Other Keywords for URL: oakley, oakley sunglasses, okley, oakley shoes, oakley watches



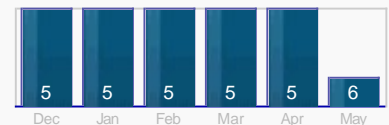
dc (32)

Searches/Mo: 673k Est. Value/Click: \$2.92 Est. Potential New Clicks/Month: 79k
 Other Keywords for URL: dc shoes, dc, d c, dcshoes, dc hats



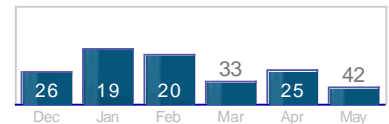
lacoste (11)

Searches/Mo: 135k Est. Value/Click: \$14 Est. Potential New Clicks/Month: 14k
 Other Keywords for URL: zappos.com., lacoste, lacost, lacoste shoes, lacoste sneakers



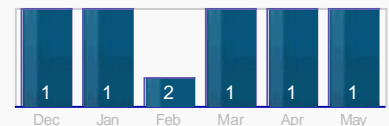
nike (13)

Searches/Mo: 1M Est. Value/Click: \$1.79 Est. Potential New Clicks/Month: 110k
 Other Keywords for URL: nike, nikes, nike watches, nikes shoes, nike free shoes



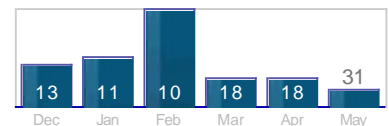
bebe (44)

Searches/Mo: 368k Est. Value/Click: \$3.84 Est. Potential New Clicks/Month: 43k
 Other Keywords for URL: bebe, bebe shoes, bebe bags, bebes shoes



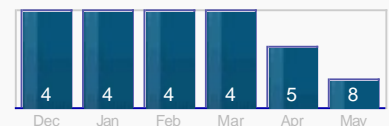
hugo boss (14)

Searches/Mo: 450k Est. Value/Click: \$3.21 Est. Potential New Clicks/Month: 50k
 Other Keywords for URL: hugo boss, hugo boss alabama, boss alabama



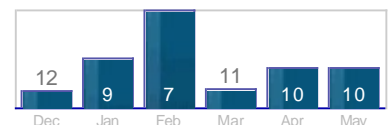
calvin klein (17)

Searches/Mo: 550k Est. Value/Click: \$2.49 Est. Potential New Clicks/Month: 63k
 Other Keywords for URL: calvin klein, calvin klein shoes, klein shoes, calvin clien, calvinklein



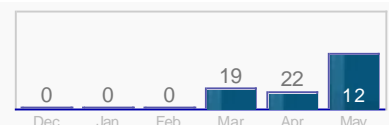
patagonia (9)

Searches/Mo: 246k Est. Value/Click: \$6.49 Est. Potential New Clicks/Month: 24k
 Other Keywords for URL: patagonia, pantagonia, patagonia shoes, padagonia, patagonia clothing



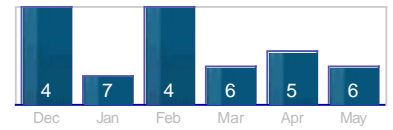
vans (9)

Searches/Mo: 368k Est. Value/Click: \$4.16 Est. Potential New Clicks/Month: 36k
 Other Keywords for URL: vans, vans shoes, vans for sale, van shoes, vans shoes sale



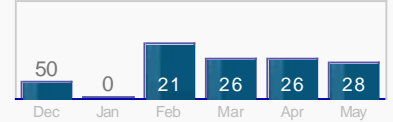
gant (46)

Searches/Mo: 165k Est. Value/Click: \$5.08 Est. Potential New Clicks/Month: 27k
 Other Keywords for URL: gant, gant shirts, gant shoes



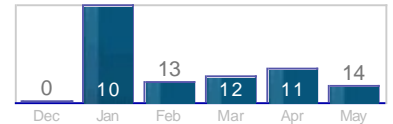
vera bradley (10)

Searches/Mo: 368k Est. Value/Click: \$2.36 Est. Potential New Clicks/Month: 54k
 Other Keywords for URL: vera bradley, vera bradley bags, vera bradley purses, verabradley, vera bradley.com



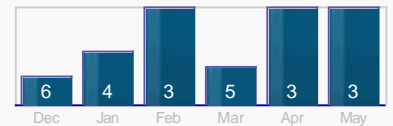
6pm (8)

Searches/Mo: 201k Est. Value/Click: \$10 Est. Potential New Clicks/Month: 11k
 Other Keywords for URL: zappos.com., 6pm, price mistake of the day



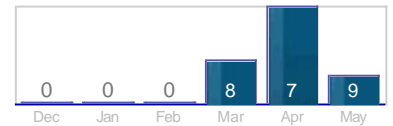
michael kors (5)

Searches/Mo: 201k Est. Value/Click: \$4.47 Est. Potential New Clicks/Month: 26k
 Other Keywords for URL: michael kors, michael kors watches, michael kors watch, michael korrs, michel kors



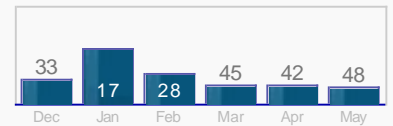
y3 (34)

Searches/Mo: 201k Est. Value/Click: \$3.55 Est. Potential New Clicks/Month: 33k
 Other Keywords for URL: y3, y 3, y3 shoes, y 3 shoes, yohji yamamoto shoes



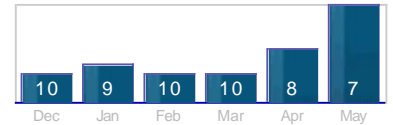
rocky (31)

Searches/Mo: 165k Est. Value/Click: \$3.92 Est. Potential New Clicks/Month: 28k
 Other Keywords for URL: rocky, rocky boot



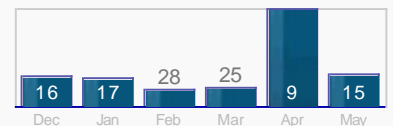
aldo (27)

Searches/Mo: 368k Est. Value/Click: \$1.61 Est. Potential New Clicks/Month: 60k
 Other Keywords for URL: aldo, aldo shoes, aldo boots, aldo bags, aldoshoes



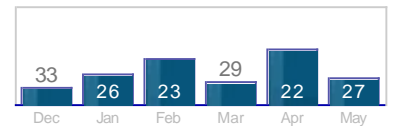
puma (9)

Searches/Mo: 512k Est. Value/Click: \$1.86 Est. Potential New Clicks/Month: 50k
 Other Keywords for URL: puma, puma shoes, puma sneakers, pumas shoes, kids puma shoes



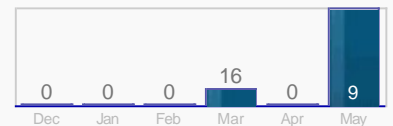
cole haan (4)

Searches/Mo: 135k Est. Value/Click: \$5.19 Est. Potential New Clicks/Month: 16k
 Other Keywords for URL: cole haan, cole hann, colehaan, cole haan shoes, cole hahn



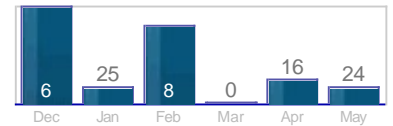
blogs (49)

Searches/Mo: 301k Est. Value/Click: \$1.58 Est. Potential New Clicks/Month: 51k
 Other Keywords for URL: zappos, zappos.com., zapos, blogs, family blogs



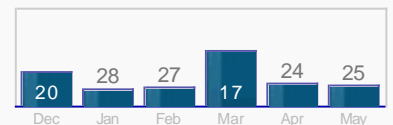
free people (10)

Searches/Mo: 201k Est. Value/Click: \$2.66 Est. Potential New Clicks/Month: 29k
 Other Keywords for URL: free people, freepeople, free people clothes, free people clothing, free people com



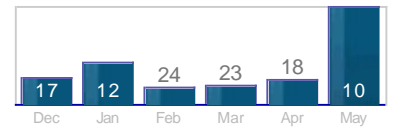
juicy couture (5)

Searches/Mo: 368k Est. Value/Click: \$2.39 Est. Potential New Clicks/Month: 32k
 Other Keywords for URL: juicy couture, juicy, juicy couture handbags, juicy coture, juicycouture



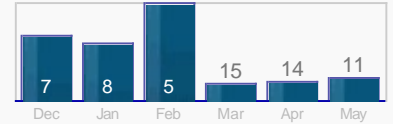
oakley sunglasses (19)

Searches/Mo: 74k Est. Value/Click: \$8.63 Est. Potential New Clicks/Month: 8k
 Other Keywords for URL: oakley, oakley sunglasses, okley, oakley shoes, oakley watches



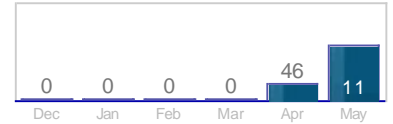
ray ban (11)

Searches/Mo: 165k Est. Value/Click: \$4.04 Est. Potential New Clicks/Month: 18k
 Other Keywords for URL: ray ban, ray bans, rayban, raybans, ray ban wayfarers



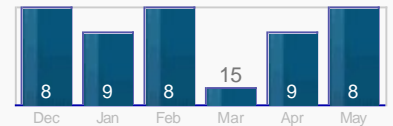
adidas (13)

Searches/Mo: 301k Est. Value/Click: \$2.1 Est. Potential New Clicks/Month: 33k
 Other Keywords for URL: adidas, addidas, addidas, adidas shoes, suits



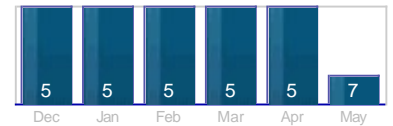
fergie (41)

Searches/Mo: 165k Est. Value/Click: \$2.43 Est. Potential New Clicks/Month: 28k
 Other Keywords for URL: fergie, fergi, Fergie



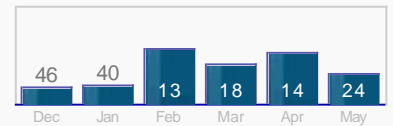
shimano (11)

Searches/Mo: 217k Est. Value/Click: \$2.02 Est. Potential New Clicks/Month: 33k
 Other Keywords for URL: shimano, simano, shimano shoes, shimano pedal, shoes shimano



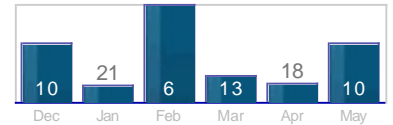
north face (13)

Searches/Mo: 301k Est. Value/Click: \$1.97 Est. Potential New Clicks/Month: 33k
 Other Keywords for URL: north face, the north face, northface, north face backpacks, northface com



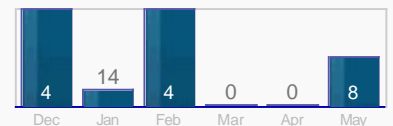
laura ashley (7)

Searches/Mo: 450k Est. Value/Click: \$1.05 Est. Potential New Clicks/Month: 63k
 Other Keywords for URL: laura ashley, laura ashley home, laura ashley bedding, comforter set, ashley bedding



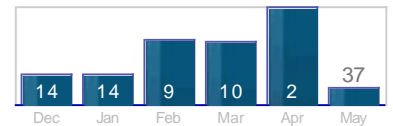
marc jacobs (22)

Searches/Mo: 74k Est. Value/Click: \$7.57 Est. Potential New Clicks/Month: 9k
 Other Keywords for URL: marc jacobs, marc jacob, jacobs shoes, marcjacobs, jacob shoes



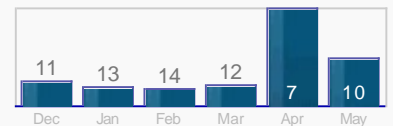
beauty (21)

Searches/Mo: 50k Est. Value/Click: \$7.28 Est. Potential New Clicks/Month: 8k
 Other Keywords for URL: beauty, beauty :, beauty, beauty items, eauty



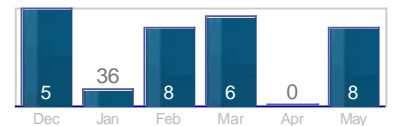
rsvp (39)

Searches/Mo: 673k Est. Value/Click: \$0.54 Est. Potential New Clicks/Month: 110k
 Other Keywords for URL: rsvp, rsvp shoes, rsvp boots, rsvp footwear, rsvp shoe



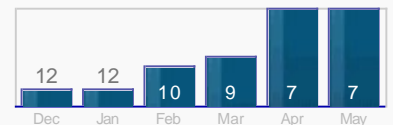
beauty : (21)

Searches/Mo: 50k Est. Value/Click: \$7.11 Est. Potential New Clicks/Month: 8k
 Other Keywords for URL: beauty, beauty :, beauty, beauty items, eauty



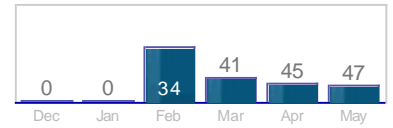
polo ralph lauren (22)

Searches/Mo: 110k Est. Value/Click: \$4.61 Est. Potential New Clicks/Month: 13k
 Other Keywords for URL: polo boots, polo ralph lauren, ralph lauren polo, polos shoes, polo boots for men



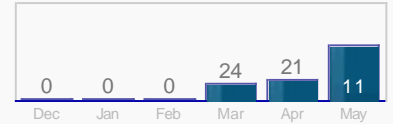
bcbg (43)

Searches/Mo: 201k Est. Value/Click: \$1.76 Est. Potential New Clicks/Month: 33k
 Other Keywords for URL: bcbg max azria, bcbg shoes, bcbg, bcbg dresses, bcbgmaxazria



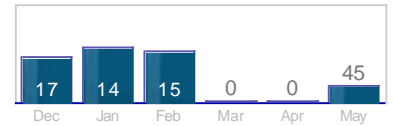
sanitas (7)

Searches/Mo: 201k Est. Value/Click: \$2.04 Est. Potential New Clicks/Month: 28k
 Other Keywords for URL: sanitas, sanita, sanita clogs, sanita shoes, sanitas clogs



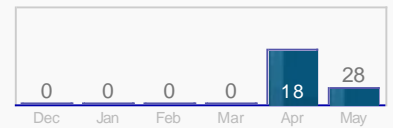
skullcandy (11)

Searches/Mo: 135k Est. Value/Click: \$3.91 Est. Potential New Clicks/Month: 14k
 Other Keywords for URL: skullcandy, skull candy, skull candy head phones, skull shoes, skullcandy mp3 players



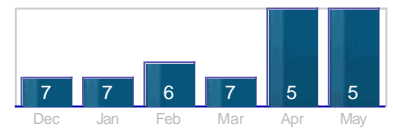
jewelry (34)

Searches/Mo: 233k Est. Value/Click: \$1.87 Est. Potential New Clicks/Month: 27k
 Other Keywords for URL: jewelry, jewelry, jewelry free shipping, jewelery, jewelry



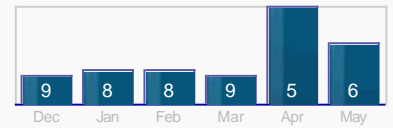
d c (31)

Searches/Mo: 110k Est. Value/Click: \$2.84 Est. Potential New Clicks/Month: 18k
 Other Keywords for URL: dc shoes, dc, d c, dcshoes, dc hats



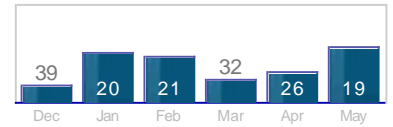
salomon (10)

Searches/Mo: 301k Est. Value/Click: \$1.12 Est. Potential New Clicks/Month: 44k
 Other Keywords for URL: salomon, salomon shoes, salomon boots, solomon shoes, solomon boots



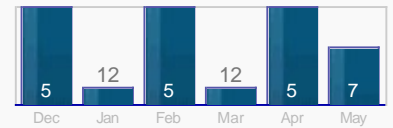
bass (22)

Searches/Mo: 165k Est. Value/Click: \$4.33 Est. Potential New Clicks/Month: 11k
 Other Keywords for URL: bass shoes, bass, bass boots, bass shoe, bass sandals



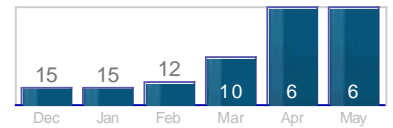
alexander mcqueen (23)

Searches/Mo: 246k Est. Value/Click: \$1.22 Est. Potential New Clicks/Month: 40k
 Other Keywords for URL: alexander mcqueen, alexander mcqueen shoes, mcqueen shoes, alexander mcqueen bags, alexander mcqueen handbags



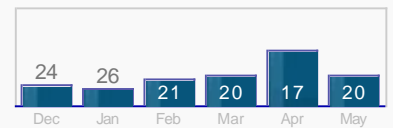
nike shoes (9)

Searches/Mo: 301k Est. Value/Click: \$1.56 Est. Potential New Clicks/Month: 29k
 Other Keywords for URL: nike shoes, niki shoes, nick shoes, toddler girl dress shoes, toddler girls dress shoes



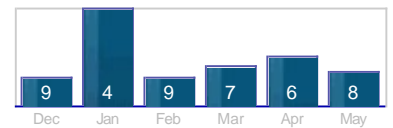
reebok (9)

Searches/Mo: 165k Est. Value/Click: \$2.82 Est. Potential New Clicks/Month: 16k
 Other Keywords for URL: reebok, rebok, reebok shoes, reebok bags, reebox



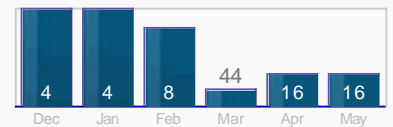
wedding (46)

Searches/Mo: 135k Est. Value/Click: \$2.05 Est. Potential New Clicks/Month: 22k
 Other Keywords for URL: wedding, weding, wdding, weading, wedding



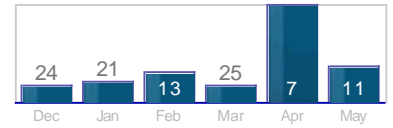
kate spade (6)

Searches/Mo: 201k Est. Value/Click: \$2.43 Est. Potential New Clicks/Month: 18k
 Other Keywords for URL: kate spade, kate spade handbags, katespade, kate spade shoes, kate spade bags



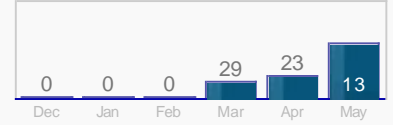
toms shoes (19)

Searches/Mo: 246k Est. Value/Click: \$1.51 Est. Potential New Clicks/Month: 28k
 Other Keywords for URL: toms shoes, tom shoes, toms shoe, kids shoes for less, tom's shoes



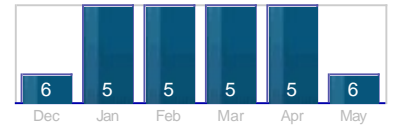
ugg (5)

Searches/Mo: 673k Est. Value/Click: \$0.69 Est. Potential New Clicks/Month: 58k
 Other Keywords for URL: ugg, uggs, ugg boots, uggs boots, uggs on sale



vineyard vines (5)

Searches/Mo: 60k Est. Value/Click: \$7.58 Est. Potential New Clicks/Month: 5k
 Other Keywords for URL: vineyard vines, vinyard vines, vineyard vine, vineyardvines, vineyard shoes



[Download as CSV](#)

Keywords Not Ranked On But Should Be

Estimated Clicks/Month

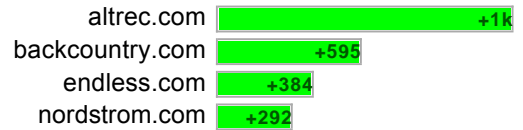
nordstrom

Searches/Month: 2M
 Cost/Click: \$3.93 Est. Potential Clicks/Month: 142k
 Avg. Competitor Rank: 6



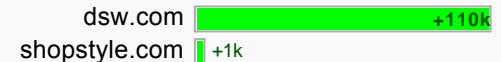
helly hansen

Searches/Month: 110k
 Cost/Click: \$3.21 Est. Potential Clicks/Month: 377
 Avg. Competitor Rank: 24



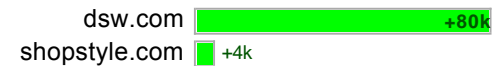
d s w

Searches/Month: 673k
 Cost/Click: \$2.87 Est. Potential Clicks/Month: 95k
 Avg. Competitor Rank: 7



dsw

Searches/Month: 673k
 Cost/Click: \$3.04 Est. Potential Clicks/Month: 67k
 Avg. Competitor Rank: 5



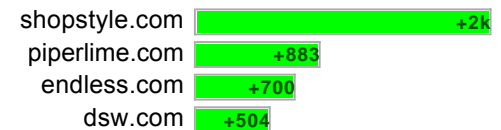
aeropostale

Searches/Month: 823k
 Cost/Click: \$13.00 Est. Potential Clicks/Month: 16k
 Avg. Competitor Rank: 10



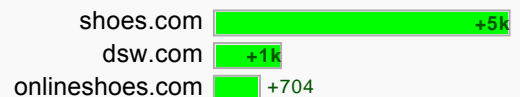
over the knee boots

Searches/Month: 18k
 Cost/Click: \$1.64 Est. Potential Clicks/Month: 615
 Avg. Competitor Rank: 16



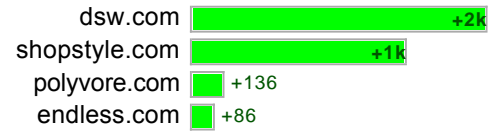
shoes com

Searches/Month: 74k
 Cost/Click: \$2.63 Est. Potential Clicks/Month: 4k
 Avg. Competitor Rank: 5



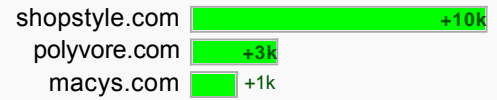
booties

Searches/Month: 22k
 Cost/Click: \$2.78 Est. Potential Clicks/Month: 480
 Avg. Competitor Rank: 16



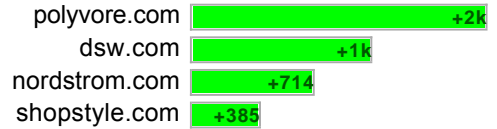
chanel

Searches/Month: 1M
 Cost/Click: \$5.23 Est. Potential Clicks/Month: 4k
 Avg. Competitor Rank: 22



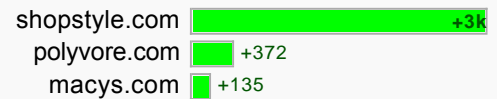
gucci

Searches/Month: 368k
 Cost/Click: \$6.82 Est. Potential Clicks/Month: 984
 Avg. Competitor Rank: 25



armani exchange

Searches/Month: 165k
 Cost/Click: \$14.00 Est. Potential Clicks/Month: 1k
 Avg. Competitor Rank: 25



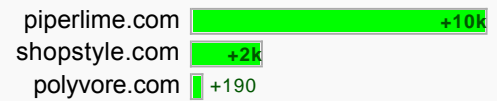
rei

Searches/Month: 1M
 Cost/Click: \$2.96 Est. Potential Clicks/Month: 200k
 Avg. Competitor Rank: 4



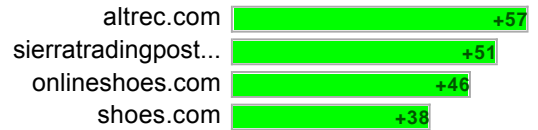
Piperlime

Searches/Month: 201k
 Cost/Click: \$0.61 Est. Potential Clicks/Month: 7k
 Avg. Competitor Rank: 10



columbia boots

Searches/Month: 5k
 Cost/Click: \$5.59 Est. Potential Clicks/Month: 26
 Avg. Competitor Rank: 22



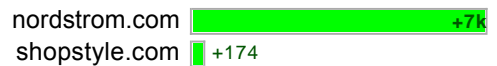
macy s

Searches/Month: 2M
 Cost/Click: \$1.11 Est. Potential Clicks/Month: 246k
 Avg. Competitor Rank: 4



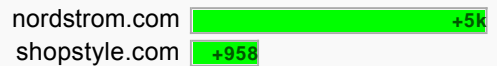
nordstorm

Searches/Month: 40k
 Cost/Click: \$1.06 Est. Potential Clicks/Month: 6k
 Avg. Competitor Rank: 6



nordstrom shoes

Searches/Month: 90k
 Cost/Click: \$2.59 Est. Potential Clicks/Month: 4k
 Avg. Competitor Rank: 4



nordstroms

Searches/Month: 301k
 Cost/Click: \$3.44 Est. Potential Clicks/Month: 49k
 Avg. Competitor Rank: 4







macys

Searches/Month: 3M
 Cost/Click: \$1.47 Est. Potential Clicks/Month: 195k
 Avg. Competitor Rank: 7

macys.com  +195k



north face outlet

Searches/Month: 60k
 Cost/Click: \$5.56 Est. Potential Clicks/Month: 542
 Avg. Competitor Rank: 18

rei.com  +1k
 sierratradingpost...  +575
 backcountry.com  +234
 altrec.com  +84


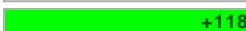


louis vuitton

Searches/Month: 673k
 Cost/Click: \$5.63 Est. Potential Clicks/Month: 8k
 Avg. Competitor Rank: 23

polyvore.com  +15k
 shopstyle.com  +635





rampage shoes

Searches/Month: 3k
 Cost/Click: \$1.75 Est. Potential Clicks/Month: 54
 Avg. Competitor Rank: 11

pipertime.com  +144
 endless.com  +118
 dsw.com  +42
 shoes.com  +32




wrap dress

Searches/Month: 12k
 Cost/Click: \$2.08 Est. Potential Clicks/Month: 874
 Avg. Competitor Rank: 12

shopstyle.com  +2k
 macys.com  +184
 polyvore.com  +58
 nordstrom.com  +18

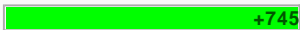



carvela

Searches/Month: 22k
 Cost/Click: \$5.61 Est. Potential Clicks/Month: 857
 Avg. Competitor Rank: 6

polyvore.com  +1k
 shopstyle.com  +764
 endless.com  +156

black tights

Searches/Month: 4k
 Cost/Click: \$4.80 Est. Potential Clicks/Month: 309
 Avg. Competitor Rank: 12

shopstyle.com  +745
 polyvore.com  +36
 macys.com  +14
 shoebuy.com  +9

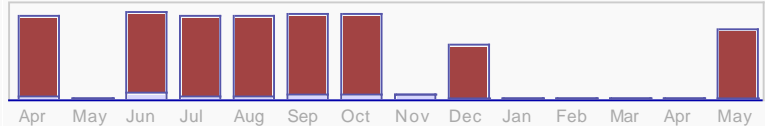
[Download as CSV](#)

Keyword Overlap in Your SEO & PPC campaigns

Est. Organic Clicks vs. Paid Clicks

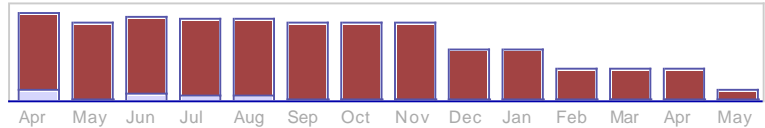
resses

Organic Rank: 24 (-19) Searches/Month:550k
 Cost/Click: \$2.25 Est. Paid Clicks Per Month: 420k
Est. Potential Monthly Savings: \$944k



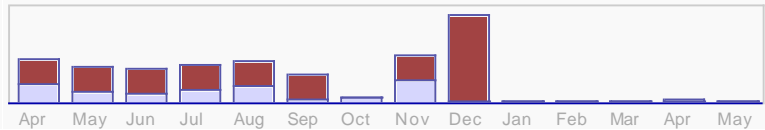
shoes

Organic Rank: 7 (-2) Searches/Month:450k
 Cost/Click: \$3.87 Est. Paid Clicks Per Month: 181k
Est. Potential Monthly Savings: \$700k



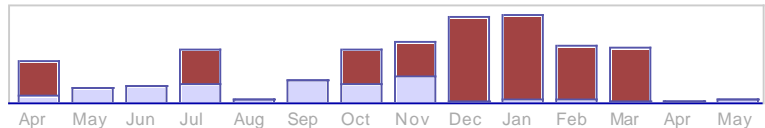
men's clothing

Organic Rank: 35 (+25) Searches/Month:0
 Cost/Click: \$3.75 Est. Paid Clicks Per Month: 130k
Est. Potential Monthly Savings: \$486k



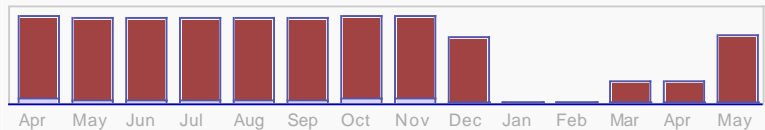
oakley sunglasses

Organic Rank: 19 (+41) Searches/Month:74k
 Cost/Click: \$23 Est. Paid Clicks Per Month: 21k
Est. Potential Monthly Savings: \$485k



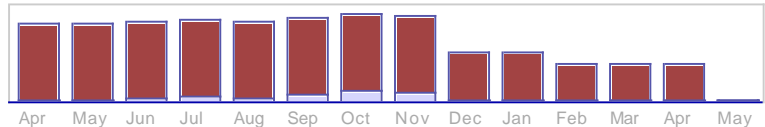
handbags

Organic Rank: 4 (-2) Searches/Month:50k
 Cost/Click: \$2.91 Est. Paid Clicks Per Month: 167k
Est. Potential Monthly Savings: \$485k



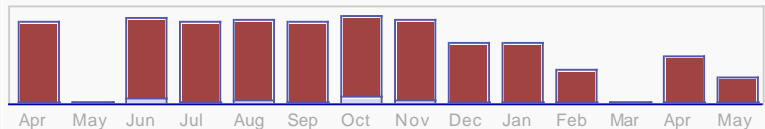
jeans

Organic Rank: 6 (-3) Searches/Month:50k
 Cost/Click: \$3.84 Est. Paid Clicks Per Month: 111k
Est. Potential Monthly Savings: \$426k



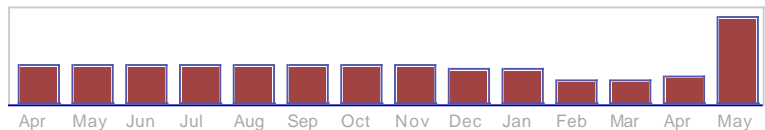
sunglasses

Organic Rank: 17 (-4) Searches/Month:201k
 Cost/Click: \$6.06 Est. Paid Clicks Per Month: 64k
Est. Potential Monthly Savings: \$390k



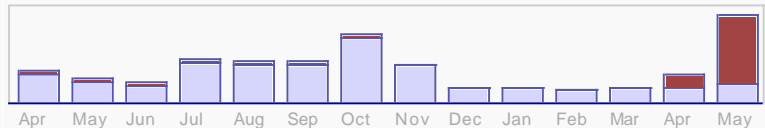
swimsuits

Organic Rank: 11 (+15) Searches/Month:90k
 Cost/Click: \$3.26 Est. Paid Clicks Per Month: 104k
Est. Potential Monthly Savings: \$340k



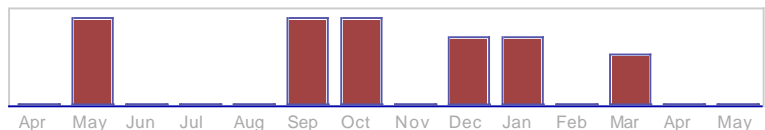
cole haan

Organic Rank: 4 (+1) Searches/Month:135k
 Cost/Click: \$14 Est. Paid Clicks Per Month: 22k
Est. Potential Monthly Savings: \$294k



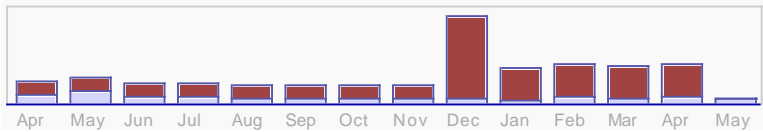
fragrance

Organic Rank: 38 (+22) Searches/Month:10k
 Cost/Click: \$3.13 Est. Paid Clicks Per Month: 84k
Est. Potential Monthly Savings: \$262k



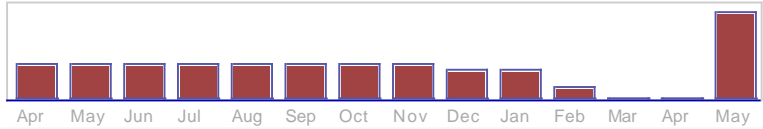
new balance shoes

Organic Rank: 10 (-4) Searches/Month:27k
 Cost/Click: \$8.21 Est. Paid Clicks Per Month: 28k
Est. Potential Monthly Savings: \$232k



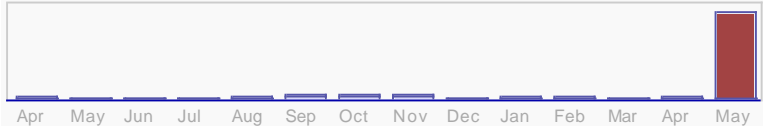
pajamas

Organic Rank: 6 (+8) Searches/Month:40k
 Cost/Click: \$4.25 Est. Paid Clicks Per Month: 55k
Est. Potential Monthly Savings: \$232k



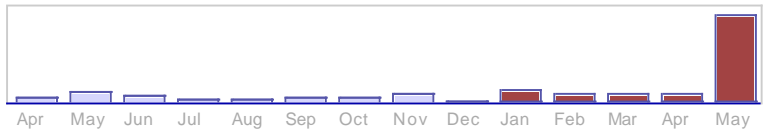
girls clothing

Organic Rank: 23 (+5) Searches/Month:10k
 Cost/Click: \$2.6 Est. Paid Clicks Per Month: 87k
Est. Potential Monthly Savings: \$225k



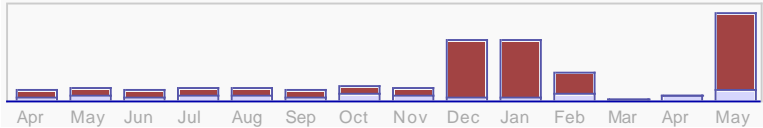
shoe store

Organic Rank: 10 (+3) Searches/Month:15k
 Cost/Click: \$3.98 Est. Paid Clicks Per Month: 50k
Est. Potential Monthly Savings: \$201k



nike shoes

Organic Rank: 9 (-2) Searches/Month:301k
 Cost/Click: \$3.98 Est. Paid Clicks Per Month: 49k
Est. Potential Monthly Savings: \$196k



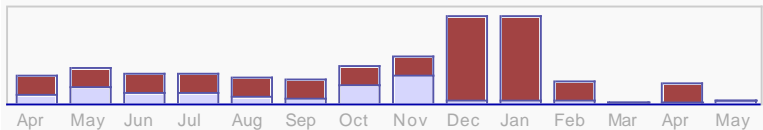
lucky brand clothing

Organic Rank: 5 (+1) Searches/Month:870
 Cost/Click: \$21 Est. Paid Clicks Per Month: 9k
Est. Potential Monthly Savings: \$196k



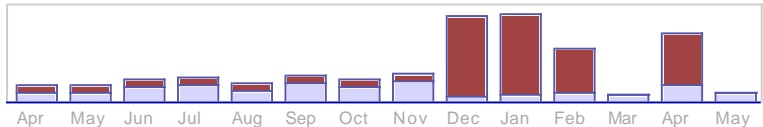
ray ban sunglasses

Organic Rank: 23 Searches/Month:33k
 Cost/Click: \$14 Est. Paid Clicks Per Month: 13k
Est. Potential Monthly Savings: \$193k



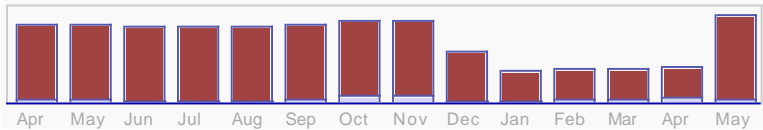
new balance

Organic Rank: 10 (-1) Searches/Month:165k
 Cost/Click: \$6.06 Est. Paid Clicks Per Month: 29k
Est. Potential Monthly Savings: \$179k



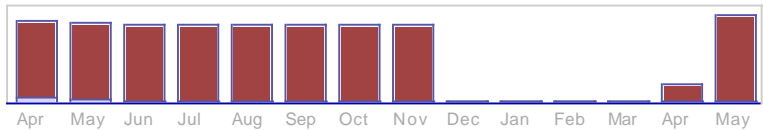
belts

Organic Rank: 2 (-1) Searches/Month:18k
 Cost/Click: \$2.99 Est. Paid Clicks Per Month: 58k
Est. Potential Monthly Savings: \$172k



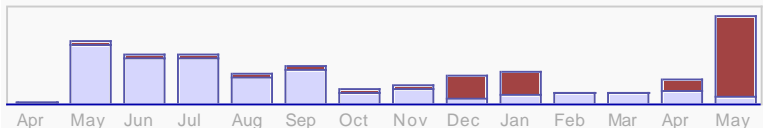
coats

Organic Rank: 18 (-1) Searches/Month:18k
 Cost/Click: \$2.42 Est. Paid Clicks Per Month: 66k
Est. Potential Monthly Savings: \$159k



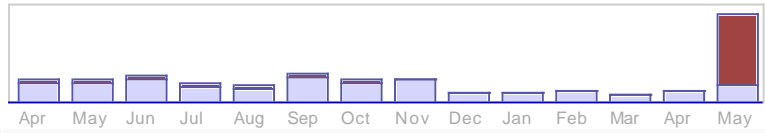
stuart weitzman

Organic Rank: 3 (+1) Searches/Month:40k
 Cost/Click: \$13 Est. Paid Clicks Per Month: 12k
Est. Potential Monthly Savings: \$156k



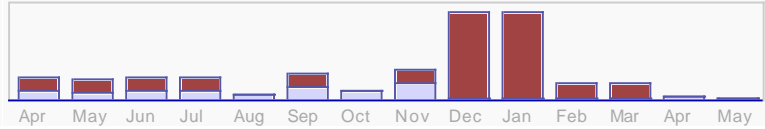
kate spade

Organic Rank: 6 Searches/Month:201k
 Cost/Click: \$6.11 Est. Paid Clicks Per Month: 25k
Est. Potential Monthly Savings: \$152k



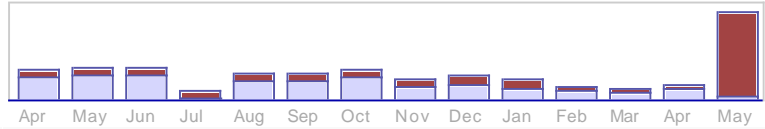
boys clothing

Organic Rank: 10 (-4) Searches/Month:4k
 Cost/Click: \$2.03 Est. Paid Clicks Per Month: 74k
Est. Potential Monthly Savings: \$150k



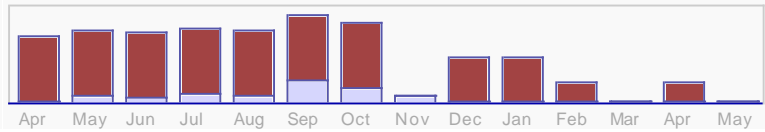
clarks shoes

Organic Rank: 6 (-3) Searches/Month:90k
 Cost/Click: \$3.73 Est. Paid Clicks Per Month: 38k
Est. Potential Monthly Savings: \$140k



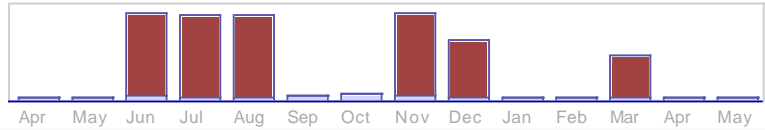
wallet

Organic Rank: 6 (+3) Searches/Month:15k
 Cost/Click: \$4.19 Est. Paid Clicks Per Month: 32k
Est. Potential Monthly Savings: \$133k



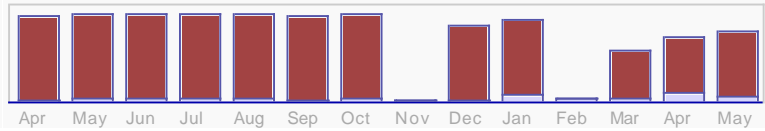
nike

Organic Rank: 13 (-1) Searches/Month:1M
 Cost/Click: \$4.45 Est. Paid Clicks Per Month: 30k
Est. Potential Monthly Savings: \$132k



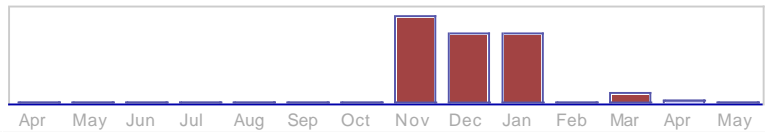
purses

Organic Rank: 6 (-4) Searches/Month:50k
 Cost/Click: \$4.1 Est. Paid Clicks Per Month: 32k
Est. Potential Monthly Savings: \$130k



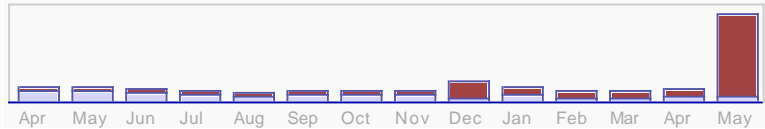
sweatshirts

Organic Rank: 7 (-4) Searches/Month:15k
 Cost/Click: \$2.16 Est. Paid Clicks Per Month: 60k
Est. Potential Monthly Savings: \$130k



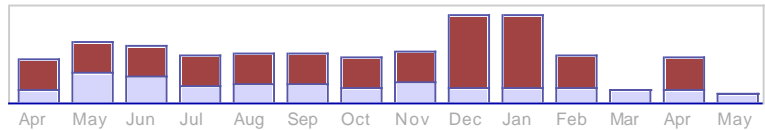
marc jacobs handbags

Organic Rank: 3 Searches/Month:18k
 Cost/Click: \$12 Est. Paid Clicks Per Month: 11k
Est. Potential Monthly Savings: \$129k



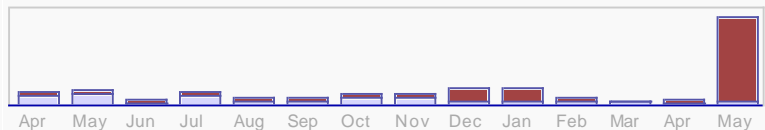
naturalizer shoes

Organic Rank: 9 (+1) Searches/Month:22k
 Cost/Click: \$9.52 Est. Paid Clicks Per Month: 12k
Est. Potential Monthly Savings: \$118k



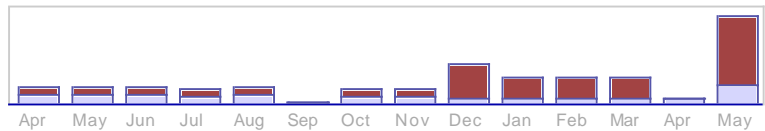
cole haan shoes

Organic Rank: 6 Searches/Month:15k
 Cost/Click: \$7.76 Est. Paid Clicks Per Month: 15k
Est. Potential Monthly Savings: \$116k



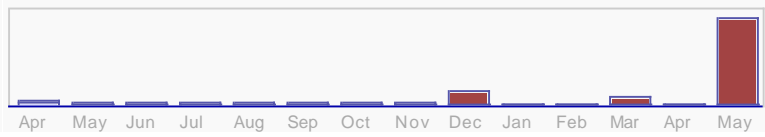
asics

Organic Rank: 6 Searches/Month:368k
 Cost/Click: \$2.64 Est. Paid Clicks Per Month: 44k
Est. Potential Monthly Savings: \$115k



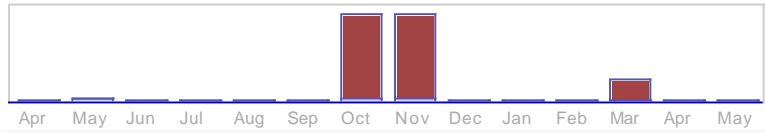
north face jacket

Organic Rank: 8 (-3) Searches/Month:8k
 Cost/Click: \$5.81 Est. Paid Clicks Per Month: 20k
Est. Potential Monthly Savings: \$115k



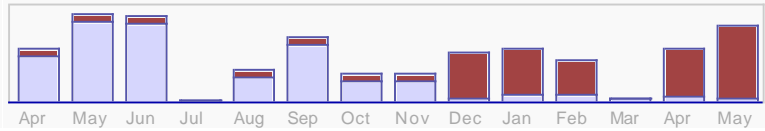
clothing

Organic Rank: 2 (+1) Searches/Month:40k
 Cost/Click: \$3.96 Est. Paid Clicks Per Month: 28k
Est. Potential Monthly Savings: \$111k



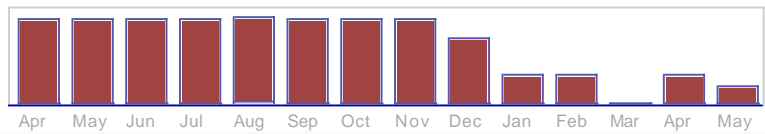
flip flops

Organic Rank: 4 Searches/Month:27k
 Cost/Click: \$2.88 Est. Paid Clicks Per Month: 37k
Est. Potential Monthly Savings: \$108k



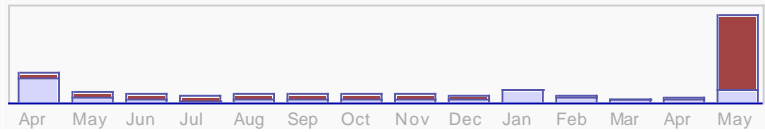
luggage

Organic Rank: 50 Searches/Month:74k
 Cost/Click: \$4.07 Est. Paid Clicks Per Month: 25k
Est. Potential Monthly Savings: \$104k



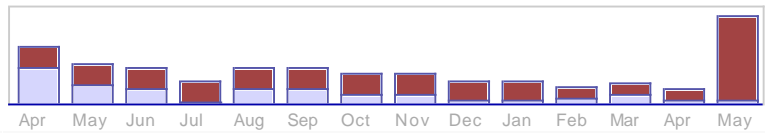
ugg boots

Organic Rank: 6 (+2) Searches/Month:550k
 Cost/Click: \$1.7 Est. Paid Clicks Per Month: 61k
Est. Potential Monthly Savings: \$103k



dansko

Organic Rank: 6 (-2) Searches/Month:90k
 Cost/Click: \$2.27 Est. Paid Clicks Per Month: 41k
Est. Potential Monthly Savings: \$92k



levis jeans

Organic Rank: 15 (-4) Searches/Month:22k
 Cost/Click: \$4.5 Est. Paid Clicks Per Month: 20k
Est. Potential Monthly Savings: \$89k



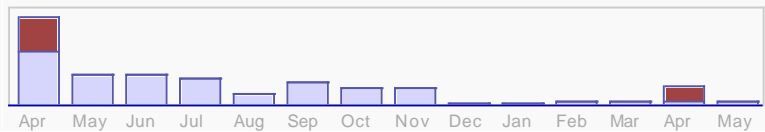
women sandals

Organic Rank: 9 (-1) Searches/Month:1k
 Cost/Click: \$2.34 Est. Paid Clicks Per Month: 37k
Est. Potential Monthly Savings: \$87k



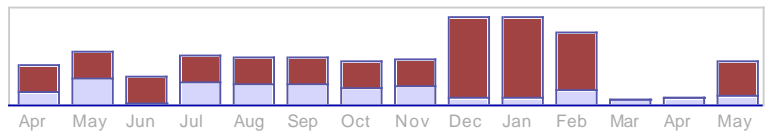
heels

Organic Rank: 4 (+1) Searches/Month:33k
 Cost/Click: \$2.52 Est. Paid Clicks Per Month: 34k
Est. Potential Monthly Savings: \$86k



ray ban

Organic Rank: 11 Searches/Month:165k
 Cost/Click: \$9.81 Est. Paid Clicks Per Month: 9k
Est. Potential Monthly Savings: \$84k



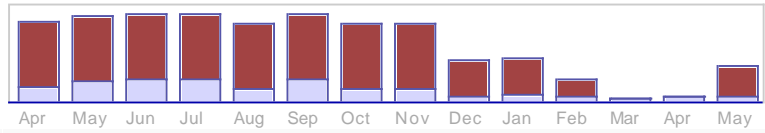
mens clothes

Organic Rank: 21 (+16) Searches/Month:5k
 Cost/Click: \$3.46 Est. Paid Clicks Per Month: 24k
Est. Potential Monthly Savings: \$83k



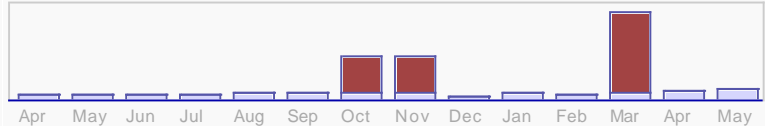
clarks

Organic Rank: 4 (+2) Searches/Month:60k
 Cost/Click: \$4.89 Est. Paid Clicks Per Month: 17k
Est. Potential Monthly Savings: \$81k



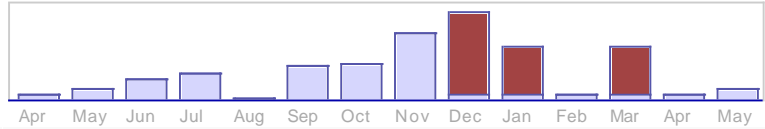
levi jeans

Organic Rank: 12 (+2) Searches/Month:18k
 Cost/Click: \$4.4 Est. Paid Clicks Per Month: 18k
Est. Potential Monthly Savings: \$81k



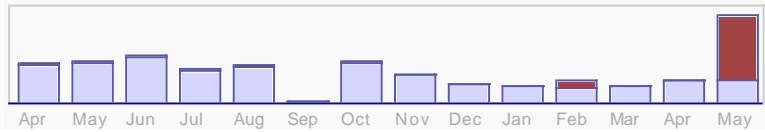
calvin klein

Organic Rank: 17 (-3) Searches/Month:550k
 Cost/Click: \$6.02 Est. Paid Clicks Per Month: 13k
Est. Potential Monthly Savings: \$80k



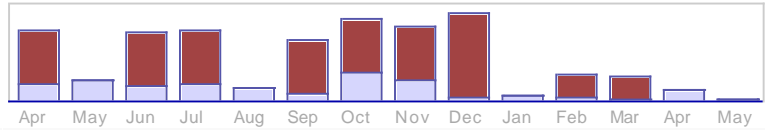
steve madden

Organic Rank: 6 (-1) Searches/Month:368k
 Cost/Click: \$2.57 Est. Paid Clicks Per Month: 30k
Est. Potential Monthly Savings: \$78k



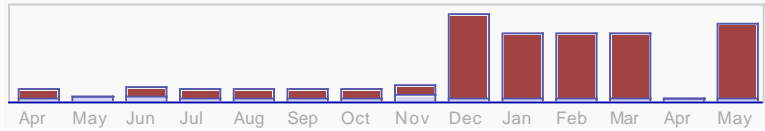
rayban sunglasses

Organic Rank: 24 (-17) Searches/Month:4k
 Cost/Click: \$13 Est. Paid Clicks Per Month: 6k
Est. Potential Monthly Savings: \$77k



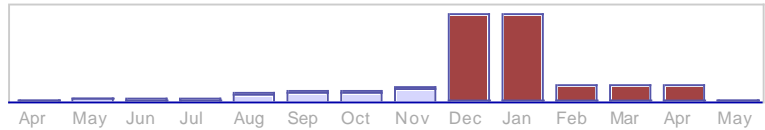
running shoes

Organic Rank: 8 (+7) Searches/Month:60k
 Cost/Click: \$3.28 Est. Paid Clicks Per Month: 23k
Est. Potential Monthly Savings: \$75k



women's boots

Organic Rank: 4 (-1) Searches/Month:0
 Cost/Click: \$2.07 Est. Paid Clicks Per Month: 36k
Est. Potential Monthly Savings: \$75k



[Download as CSV](#)

Keyword Groups with the Most Potential - Details

Keyword Group: Ugg

Unique Pages Ranked: 27 Searches Per Month: 66k

Potential Clicks with Incremental Gain: 102.0k Value of Incremental Gain: \$102.0k

Potential Clicks Gained at Top Positions: 145.0k Value of Gain at Top Positions: \$122.0k

Keywords:

- ugg: ugg (5), uggs (4), ugg slippers (3), uggs for kids (3), ugg shoes (3)
- ugg > ugg boots: ugg boots (6), ugg boots on sale (4), kids ugg boots (4), ugg boots f...
- ugg > ugg australia > australia: ugg australia (29), uggs australia (34), ugg aust...
- ugg > classic tall: ugg classic tall (5), uggs classic tall (7), classic tall uggs (7...

Est. Share of Clicks

zappos.com	52k (+15k)
nordstrom.com	20k (+18k)
onlineshoes.com	7k (-4k)
shoes.com	7k (-3k)
endless.com	0 (+0)
shoebuy.com	0 (+0)

Biggest Opportunities Within This Group

ugg

>[footwear ugg (4), ugg's (4), women's uggs (11), ugg handbag (25), ugg clog (19)]

Est. Potential New Clicks/Month: 97,911 Searches/Mo: 1M Average Value/Click: \$1.27

ugg > ugg boots

>[ugg boots australia (49), pink ugg boot (16), childrens ugg boots (25), chestnut ugg boots (10), women ugg boots (13)]

Est. Potential New Clicks/Month: 33,071 Searches/Mo: 614k Average Value/Click: \$1.28

ugg > ugg australia > australia

>[ugg australia cleaner (18), ugg australia cleaner conditioner (10), ugg australia boot (36), ugg australia.com (43), ugg australia boots (47)]

Est. Potential New Clicks/Month: 4,326 Searches/Mo: 41k Average Value/Click: \$1.53

ugg > classic tall

>[classic tall ugg (9), classic tall uggs (7), uggs classic tall (7), ugg classic tall (5)]

Est. Potential New Clicks/Month: 136 Searches/Mo: 4k Average Value/Click: \$1.95

Clicks Gained or Lost on these Keywords

overstock.com	+756
youtube.com	+258
womensrainbootbou...	+208
gumdropsonline.com	+201
walmart.com	-187
polyvore.com	-201
kidsrainbootshop...	-211
piperlime.com	-214
shopbop.com	-291
saksfifthavenue.com	-313
amazon.com	-345
bloomingdales.com	-360
dillrainwear.com	-414
rainbootssale.ca	-530
shopstyle.com	-1k

*competitors in **bold**

Pages That Rank

<http://www.zappos.com/boots>

boots(1), zappos.com shoes(6), knee high boots(2)

Est. Clicks per Month: 580(+3)

Potential Incremental Gain: 1k clicks/mo.

<http://www.zappos.com/rain-boot-boots~h>

rain boots(7), boys rain boots(15), boys' rain boots(20)

Est. Clicks per Month: 563(-2k)

Potential Incremental Gain: 2k clicks/mo.

<http://www.zappos.com/hunter-hunter-original~1>

hunter rain boots(6), hunter rain boot(3), hunter rain(3)

Est. Clicks per Month: 532(-84)

Potential Incremental Gain: 2k clicks/mo.

Keyword Group: **Shoes**

Unique Pages Ranked: 1734 Searches Per Month: 314k

Potential Clicks with Incremental Gain: 91.0k **Value of Incremental Gain:** \$91.0k**Potential Clicks Gained at Top Positions:** 653.0k **Value of Gain at Top Positions:** \$976.0k**Keywords:**

- shoes: dc shoes (7), shoes online (3) - **NEW**, puma shoes (5), converse shoes (4), simple ...
- shoes > skate shoe > skate: skate shoes (27), kids skate shoes (3) - **NEW**, mens skat...
- shoes > balance: new balance shoes (10), cheap new balance shoes (3), new balance wide...
- shoes > asics: asics shoes (9), asics running shoes (18), asics mens shoes (3), asic s...

Est. Share of Clicks

zappos.com	133k (-49k)
shoes.com	55k (-14k)
shoebuy.com	47k (-11k)
endless.com	29k (-6k)
onlineshoes.com	28k (-3k)
nordstrom.com	14k (-13k)

Biggest Opportunities Within This Group**shoes**

>[shoes and arch support (12), shoes and flip flops (6), shoes theory (4), shoe anne klein (5), shoes ann klein (5)]

Est. Potential New Clicks/Month: 384,858 **Searches/Mo:** 6M **Average Value/Click:** \$1.37**shoes > boat shoe > boat**

>[buy boat shoes (8), men's boat shoes (2), women's boat shoes (3), boat shoe sperry (5), boat shoe leather (1)]

Est. Potential New Clicks/Month: 3,564 **Searches/Mo:** 46k **Average Value/Click:** \$1.33**shoes > balance**

>[new balance shoes canada (8), new balance men's shoes (10), new balance man shoes (6), new balance women's shoes (7), women's new balance shoes (8)]

Est. Potential New Clicks/Month: 3,371 **Searches/Mo:** 40k **Average Value/Click:** \$2.72**shoes > brooks**

>[discount brook running shoes (22), brooks trail running shoe (18), womens brooks shoes (10), shoes brooks addiction (38), brooks dyad shoes (34)]

Est. Potential New Clicks/Month: 3,344 **Searches/Mo:** 26k **Average Value/Click:** \$4.47**Clicks Gained or Lost on these Keywords**

swimwearboutique.com	+367
overstock.com	+207
guardian.co.uk	+183
wikipedia.org	+119
yahoo.net	+55
victoriasssecret.com	+51
swimsuitsforall.com	+48
	-42
theorchidboutique...	
	-53
youtube.com	
	-62
modestswimsuitsan...	
	-90
nordstrom.com	
	-91
trixanbody.com	
	-106
milano.com	
	-117
swimwearallore.co...	
	-236
venus.com	

*competitors in **bold****Pages That Rank**<http://www.zappos.com/tommy-bahama-2-dye-4-bandeau-one-piece> (NEW!)

bandeau one piece(7)

Est. Clicks per Month: 4(+2) **Potential Incremental Gain:** 32 clicks/mo.<http://blogs.zappos.com/blogs/fashion-culture/2011/01/05/chic-sunglasses-ralph-ralph-lauren-eyewear>

zappos.com.(20), 6pm(8), hsieh(41)

Est. Clicks per Month: 4(+3) **Potential Incremental Gain:** 21 clicks/mo.<http://www.zappos.com/d-g-junior-one-piece-swimsuit-toddler-little-kids-big-kids>

toddler swimsuits(26), junior one piece swimsuits(11), junior one piece swimsuit(10)

Est. Clicks per Month: 2(-1) **Potential Incremental Gain:** 13 clicks/mo.

Keyword Group: Oakley

Unique Pages Ranked: 90 Searches Per Month: 20k
Potential Clicks with Incremental Gain: 33.0k Value of Incremental Gain: \$33.0k
Potential Clicks Gained at Top Positions: 61.0k Value of Gain at Top Positions: \$491.0k

Keywords:

- oakley: oakley (11), oakley sunglasses (19) - **NEW**, oakley shoes (5), oakley si computer...
- oakley > frame: oakley m frame (42) - **NEW**, oakley a frame, oakley frames, oakley m fra...
- oakley > gascan: oakley gascan (15) - **NEW**, oakley gascans (22), oakley gascan polarize...
- oakley > half jacket: oakley half jacket, oakley half jacket polarized (19) - **NEW**, oa...

Est. Share of Clicks

zappos.com	4k (-19k)
endless.com	116 (-844)
onlineshoes.com	50 (+0)
shoes.com	31 (-7)
shoebuy.com	30 (+3)
nordstrom.com	1 (-1)

Biggest Opportunities Within This Group

oakley

>[oakley travel (17), oakley mountain (27), oakley eyewear sunglasses (26), oakley bruce (6), oakley 3 (20)]

Est. Potential New Clicks/Month: 43,549 Searches/Mo: 418k Average Value/Click: \$4.21

oakley > gascan

>[polarized oakley gascan (14), oakley gascan review (42), oakley gascans (22), oakley gascan (15)]

Est. Potential New Clicks/Month: 1,519 Searches/Mo: 13k Average Value/Click: \$3.35

oakley > glasses

>[glasses oakley (38), cheap oakley glasses (39), oakleys glasses (13), oakley glasses (32)]

Est. Potential New Clicks/Month: 654 Searches/Mo: 6k Average Value/Click: \$5.6

oakley > watch

>[watches oakley (6), cheap oakley watches (5), oakley watches (15)]

Est. Potential New Clicks/Month: 130 Searches/Mo: 3k Average Value/Click: \$4.04

Clicks Gained or Lost on these Keywords

nextag.com	+45
ulta.com	+31
amazon.com	+29
yahoo.com	+21
eyeslipsface.co.uk	+19
mudshop.com	+19
lauramercier.com	+14
wikehow.com	+11
makeupconnection.com	+11
makeupstore.se	+10
esteelauder.com	-10
maccosmetics.com	-12
about.com	-15
stilacosmetics.com	-16
macys.com	-20

*competitors in **bold**

Pages That Rank

n/a

Est. Clicks per Month: n/an/a Potential Incremental Gain: n/a clicks/mo.

Keyword Group: Converse

Unique Pages Ranked: 73 Searches Per Month: 21k
Potential Clicks with Incremental Gain: 26.0k Value of Incremental Gain: \$26.0k
Potential Clicks Gained at Top Positions: 47.0k Value of Gain at Top Positions: \$75.0k

Keywords:

- **converse**: converse (3), converse shoes (4), converse sneakers (4), john varvatos conver...
- **converse > size conversion**: foot size conversion (9), size conversion shoes (19), s...
- **converse > size conversion > shoe size convers > shoe size**: shoe size convers...
- **converse > star**: converse all stars (15), buy converse all star (3), converse all star...

Est. Share of Clicks

zappos.com	19k (+7k)
shoes.com	2k (-501)
shoebuy.com	1k (+439)
nordstrom.com	692 (-251)
endless.com	6 (-8)
onlineshoes.com	0 (+0)

Biggest Opportunities Within This Group

converse

>[converse goth (8), converse all (19), converse men's shoes (14), converse taylor (46), men's converse shoes (10)]

Est. Potential New Clicks/Month: 29,674 Searches/Mo: 418k Average Value/Click: \$1.38

converse > star > star converse

>[all star converse ox (2), all star converse boots (3), all stars converses (5), star converse shoes (10), taylor all star converse (9)]

Est. Potential New Clicks/Month: 3,914 Searches/Mo: 41k Average Value/Click: \$1.01

converse > size conversion > shoe size convers > shoe size

>[kids shoe size conversion (8), shoes size conversion uk (50), to shoe size conversion (8), american shoe size conversion (34), shoe size conversion table (23)]

Est. Potential New Clicks/Month: 3,180 Searches/Mo: 27k Average Value/Click: \$1.18

converse > size conversion > shoe size convers > european shoes

>[european shoe sizes conversion (6), european shoe size conversion chart (4), european shoes size conversion (7), european shoe size conversion (7)]

Est. Potential New Clicks/Month: 1,442 Searches/Mo: 15k Average Value/Click: \$0.09

Clicks Gained or Lost on these Keywords

overstock.com	+315
gojane.com	+314
crushyourstyle.com	+172
onestopfashions.net	+139
agacystore.com	+93
wetseal.com	+91
pinkice.com	+78
nordstrom.com	+68
-82	stylesforless.com
-83	fashionhouseta.com
-89	dhstyles.com
-126	599fashion.com
-136	alloy.com
-140	target.com
-160	kohls.com

*competitors in bold

Pages That Rank

[http://www.zappos.com/search/watches/filter/gender/"womens"/attrfacet_technical/"barometer"](http://www.zappos.com/search/watches/filter/gender/)

zappos.com.(7), nike shoes(9), frye boots(2)

Est. Clicks per Month: 20(+8) Potential Incremental Gain: 885 clicks/mo.

Keyword Group: Boots

Unique Pages Ranked: 735 Searches Per Month: 145k

Potential Clicks with Incremental Gain: 23.0k Value of Incremental Gain: \$23.0k

Potential Clicks Gained at Top Positions: 271.0k Value of Gain at Top Positions: \$316.0k

Keywords:

- **boots**: steve madden boots (6), hunter boots (5), emu boots (4) - **NEW**, ugg boots (6), bog...
- **boots > sale**: sale boots (17), sale knee high boots (5), sale cowgirl boots (13), sale...
- **boots > sale > boots sale**: winter boot sale (3), boots on sale (14), frye boots sale...
- **boots > ariat**: ariat riding boots (28) - **NEW**, ariat fatbaby boots, ariat paddock boots...

Est. Share of Clicks

zappos.com	79k (+8k)
shoebuy.com	26k (-2k)
endless.com	11k (-2k)
shoes.com	8k (-4k)
onlineshoes.com	5k (+452)
nordstrom.com	5k (-4k)

Biggest Opportunities Within This Group

boots

>[aquatalia waterproof boots (25), arleen c boots (15), blunderstone boots (15), easyspirit boots (4), hushpuppies boots (12)]

Est. Potential New Clicks/Month: 139,806 Searches/Mo: 3M Average Value/Click: \$1.24

boots > ariat > ariat boot

>[ariat boot fatboy (42), ariat boots shoes (4), buy ariat boots (18), ariat boot shoes (4), ariat boot roper (21)]

Est. Potential New Clicks/Month: 3,117 Searches/Mo: 29k Average Value/Click: \$1.2

boots > wolverines

>[wolverines boots (15), wolverine boots (10)]

Est. Potential New Clicks/Month: 2,722 Searches/Mo: 27k Average Value/Click: \$2.17

boots > sale > boots sale > ugg boots

>[ugg boots for sale (7), ugg boot sale (2), ugg boots sale (9), ugg boots on sale (4)]

Est. Potential New Clicks/Month: 2,036 Searches/Mo: 29k Average Value/Click: \$1

Clicks Gained or Lost on these Keywords

overstock.com	+11
thefind.com	+4
skateboard-city.com	+2
blackholeboards.com	+2
adhocsys.org	+1
facebook.com	+1
epinions.com	+1
doohgfhgc.tk	+1
-1	trusnow.com
-1	uelmijd.tk
-1	skatetheledge.co.uk
-1	dogfunk.com
-1	a51.ca
-2	bwskaishop.com
-2	skateboardingshoe...

*competitors in **bold**

Pages That Rank

n/a

Est. Clicks per Month: n/an/a Potential Incremental Gain: n/a clicks/mo.