

Occam's Razor by Avinash Kaushik

Kaushik.net

SEO Dashboard

Feb 16, 2011

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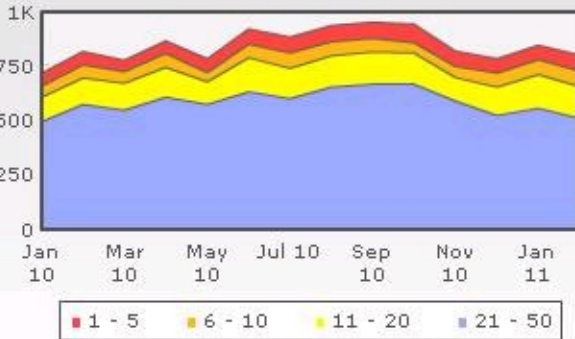
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Amount of Keywords in Top Search Results



You show up in the top 50 search results on Google for 802 different keywords. *More importantly, you are in the top 10 on 145 which is up by 1.18% or 10 keywords since last month.*

Number of Unique Pages that Rank Organically



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

Total Organic Clicks Per Month



You should be getting 21k clicks per month from your organic placements on Google. *That's up 13k clicks or 141% from last month.*

Value of Organic Clicks Per Month



If you had to buy all those organic clicks via Google Adwords, they'd cost \$17k. *That's an additional savings of \$11k over last month.*

You gained 12,540 clicks last month, worth \$11,063.



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Biggest Gains

You moved up in ranks on 372 keywords last month. All those gains added up to about 286 clicks you wouldn't have received last month. In equivalent PPC dollars, all those new clicks are worth about \$364.

	Rank
▲ occam's razor Estimated Clicks/Month gained: 35 http://www.kaushik.net/	2(+1)
▲ bounce rate Estimated Clicks/Month gained: 31 http://www.kaushik.net/avinash/2007/0...	3(+1)
▲ google websites Estimated Clicks/Month gained: 19 http://www.kaushik.net/avinash/2008/0...	16
▲ flirts Estimated Clicks/Month gained: 16 http://www.kaushik.net/avinash/2010/1...	6
▲ work for google Estimated Clicks/Month gained: 15 http://www.kaushik.net/avinash/2008/0...	13(+6)
▲ kpi's Estimated Clicks/Month gained: 15 http://www.kaushik.net/avinash/2010/0...	19(+4)
▲ multiplicity Estimated Clicks/Month gained: 10 http://www.kaushik.net/avinash/2007/1...	16(+4)
▲ the flirts Estimated Clicks/Month gained: 7 http://www.kaushik.net/avinash/2010/1...	10
▲ make love Estimated Clicks/Month gained: 6 http://www.kaushik.net/avinash/2010/0...	24(+2)
▲ top online surveys Estimated Clicks/Month gained: 6 http://www.kaushik.net/avinash/2008/0...	9(+38)
▲ survey website Estimated Clicks/Month gained: 6 http://www.kaushik.net/avinash/2008/0...	5(+12)

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

Most Valuable Keywords

You gained ranks on 20 out of your top 50 most valuable keywords. Moving up the charts on those important keywords means about 90 visits to the site that wouldn't have come last month.

	Rank
google trends Rank: 14 Est. Clicks/Mo: 773 Est. Value/Mo: \$412(-\$61.989)	
bounce rate Rank: 3(+1) Est. Clicks/Mo: 268(+31) Est. Value/Mo: \$311(+\$36)	
occams razor Rank: 2 Est. Clicks/Mo: 301(+20) Est. Value/Mo: \$148(+\$9.72)	
web analytics tools Rank: 5(-2) Est. Clicks/Mo: 18(-45) Est. Value/Mo: \$110(-\$220.494)	
google web analytics Rank: 8 Est. Clicks/Mo: 13(-3) Est. Value/Mo: \$73(-\$25.88)	
online survey providers Rank: 1 Est. Clicks/Mo: 15(+1) Est. Value/Mo: \$73(+\$0.81)	
kpi's Rank: 19(+4) Est. Clicks/Mo: 47(+15) Est. Value/Mo: \$68(+\$22)	
coradiant Rank: 6 Est. Clicks/Mo: 24(+4) Est. Value/Mo: \$63(+\$12)	
occam's razor Rank: 2(+1) Est. Clicks/Mo: 124(+35) Est. Value/Mo: \$63(+\$17)	

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



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Newly Ranked Organic Pages

14 pages show up in Google search results that didn't last month. Combined, those new placements drive 29 clicks, which would be worth about \$269 if you paid for those same clicks in Google Adwords.

<http://www.kaushik.net/avinash/2010/12/advanced-analytics-visitor-segments-engagement-social-medi...>

Keywords (rank): analytics visitor (3), flirts (6), the flirts (10), web visitor (13)

Est. Total Clicks/Mo: 24

Est. SEO Value: **\$9.01**

<http://www.kaushik.net/avinash/2007/12/web-analytics-blog-reflections.html>

Keywords (rank): web blog (12)

Est. Total Clicks/Mo: 3

Est. SEO Value: **\$3.68**

<http://www.kaushik.net/avinash/2006/08/trinity-a-mindset-strategic-approach.html>

Keywords (rank): mind set (47)

Est. Total Clicks/Mo: 1

Est. SEO Value: **\$0.32**

<http://www.kaushik.net/avinash/2006/09/how-to-measure-success-of-a-blog.html>

Keywords (rank): how to measure (41)

Est. Total Clicks/Mo: 1

Est. SEO Value: **\$0.27**

<http://www.kaushik.net/avinash/2009/02/dear-avinash-bounces-optimal-abandonment-ratios-data-drops...>

Keywords (rank): ratios and rates (24), bounces (27)

Est. Total Clicks/Mo: 1

Est. SEO Value: **\$0.25**

<http://www.kaushik.net/avinash/2006/07/excellent-analytics-tip4-make-your-analysisreports-connect...>

Keywords (rank): analysis reports (21)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.09**

http://www.kaushik.net/avinash/world_bank-pierre_guillaume_wielezynski.pdf

Keywords (rank): world bank in washington dc (44)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.05**

<http://www.kaushik.net/avinash/2007/06/web-analytics-an-hour-a-day.html>

Keywords (rank): an hour or a hour (39)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.03**

<http://www.kaushik.net/avinash/2007/09/hiring-what-works-fresh-blood-or-old-hands-experience-or-n...>

Keywords (rank): old fresh (41)

Est. Total Clicks/Mo: 0

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

<http://www.kaushik.net/avinash/2011/01/i-wish-i-had-known-that-digital-web-analytics.html>

Keywords (rank): razor d (46)

Est. Total Clicks/Mo: 0

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

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



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New Keywords (You weren't ranked on before)

You now place in the top 50 search results on 120 keywords that you didn't even show up on last month. Those keywords drive 92 clicks worth an estimated \$126 per month in equivalent PPC dollars. All those new keywords represent a beachhead to an opportunity that could lead to as many as 5k clicks per month if you could be in the first position on each of the keywords.

google websites

Rank: 16 Searches/Mo: 0 Est. Value/Click: \$2.2
Estimated New Clicks/Month: 19

flirts

Rank: 6 Searches/Mo: 2k Est. Value/Click: \$0.42
Estimated New Clicks/Month: 16

the flirts

Rank: 10 Searches/Mo: 3k Est. Value/Click: \$0.38
Estimated New Clicks/Month: 7

Data Analytics

Rank: 15 Searches/Mo: 2k Est. Value/Click: \$2.86
Estimated New Clicks/Month: 5

significance

Rank: 47 Searches/Mo: 27k Est. Value/Click: \$0.3
Estimated New Clicks/Month: 4

faith based initiatives

Rank: 19 Searches/Mo: 1k Est. Value/Click: \$1.48
Estimated New Clicks/Month: 3

qualitative analysis

Rank: 34 Searches/Mo: 5k Est. Value/Click: \$1.06
Estimated New Clicks/Month: 3

behavioral targeting

Rank: 22 Searches/Mo: 2k Est. Value/Click: \$3.69
Estimated New Clicks/Month: 3

search keywords

Rank: 14 Searches/Mo: 2k Est. Value/Click: \$1.78
Estimated New Clicks/Month: 2

best surveys

Rank: 8 Searches/Mo: 240 Est. Value/Click: \$1.15
Estimated New Clicks/Month: 2

keyword google

Rank: 15 Searches/Mo: 720 Est. Value/Click: \$1.62
Estimated New Clicks/Month: 2

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Top Site Sections Summary

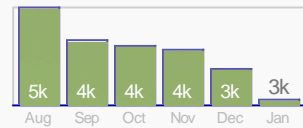
The top 0 site sections draw 0% of all of your organic visitors. Together those sections combine for 0 clicks per month.

Clicks/Month

[kaushik.net/avinash](#)

Number of Keywords: 772

Est. Value/Mo: \$3k (-\$3k)



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



Keyword Groups with the Biggest Gains



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Biggest Opportunities

You currently rank somewhere in the top 50 on 802 search phrases on Google. If you could land the number one spot for all of those searches, you'd get about 93k additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you'll get 80k clicks per month. That would cost you more than \$74k in equivalent PPC dollars.

excite

Rank: 40 (+1) Searches/Mo: 165k Est. Value/Click: \$0.39
Est. Potential New Clicks/Month: 22,829

google trends

Rank: 14 Searches/Mo: 110k Est. Value/Click: \$0.53
Est. Potential New Clicks/Month: 7,035

web analytics

Rank: 30 (-1) Searches/Mo: 12k Est. Value/Click: \$4.01
Est. Potential New Clicks/Month: 772

razor

Rank: 42 (+1) Searches/Mo: 90k Est. Value/Click: \$0.54
Est. Potential New Clicks/Month: 5,400

kpi's

Rank: 19 (+4) Searches/Mo: 2k Est. Value/Click: \$1.46
Est. Potential New Clicks/Month: 1,936

kpi

Rank: 35 (+8) Searches/Mo: 12k Est. Value/Click: \$1.22
Est. Potential New Clicks/Month: 2,041

embarrass

Rank: 24 (-2) Searches/Mo: 60k Est. Value/Click: \$0.81
Est. Potential New Clicks/Month: 3,031

impromptu

Rank: 41 (-1) Searches/Mo: 40k Est. Value/Click: \$1.02
Est. Potential New Clicks/Month: 2,045

website analytics

Rank: 34 Searches/Mo: 12k Est. Value/Click: \$8.83
Est. Potential New Clicks/Month: 222

predictive analytics

Rank: 29 (-1) Searches/Mo: 3k Est. Value/Click: \$8.53
Est. Potential New Clicks/Month: 221

google keywords

Rank: 29 (-17) Searches/Mo: 15k Est. Value/Click: \$1.58
Est. Potential New Clicks/Month: 1,157

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

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 1M searches per month where you are not contesting your competitors. Look at the keywords, and decide whether it makes sense to counter them.

analytics

Cost/Click: \$7.42 Est. Potential Clicks/Mo.: 400
Avg. Competitor Rank: 30

Searches/Mo.: 301k

free online surveys

Cost/Click: \$2.06 Est. Potential Clicks/Mo.: 323
Avg. Competitor Rank: 3

Searches/Mo.: 3k

google keyword tool

Cost/Click: \$3.18 Est. Potential Clicks/Mo.: 4k Avg. Competitor Rank: 2

Searches/Mo.: 60k

free surveys

Cost/Click: \$1.70 Est. Potential Clicks/Mo.: 94
Avg. Competitor Rank: 10

Searches/Mo.: 4k

free online survey

Cost/Click: \$2.40 Est. Potential Clicks/Mo.: 127
Avg. Competitor Rank: 2

Searches/Mo.: 2k

keyword tool

Cost/Click: \$2.76 Est. Potential Clicks/Mo.: 840
Avg. Competitor Rank: 8

Searches/Mo.: 74k

online survey

Cost/Click: \$2.89 Est. Potential Clicks/Mo.: 47
Avg. Competitor Rank: 15

Searches/Mo.: 10k

free survey

Cost/Click: \$1.87 Est. Potential Clicks/Mo.: 26
Avg. Competitor Rank: 13

Searches/Mo.: 2k

web analytics consulting

Cost/Click: \$6.10 Est. Potential Clicks/Mo.: 25
Avg. Competitor Rank: 18

Searches/Mo.: 870

sample customer satisfaction survey

Cost/Click: \$3.65 Est. Potential Clicks/Mo.: 64 Avg. Competitor Rank: 2

Searches/Mo.: 720

customer satisfaction survey

Cost/Click: \$7.24 Est. Potential Clicks/Mo.: 59 Avg. Competitor Rank: 7

Searches/Mo.: 8k

google keyword

Cost/Click: \$2.98 Est. Potential Clicks/Mo.: 262
Avg. Competitor Rank: 5

Searches/Mo.: 10k

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Keyword Overlap in Your SEO & PPC campaigns

You currently don't have any ads on keywords that you also rank organically for. *This means that you aren't spending any money on ads when you have a search result. However, surprisingly enough, it is sometimes profitable to do so since that ad will probably have a good quality score.*

Est. Organic Clicks vs. Paid Clicks

None

[View more](#) (p. 34)

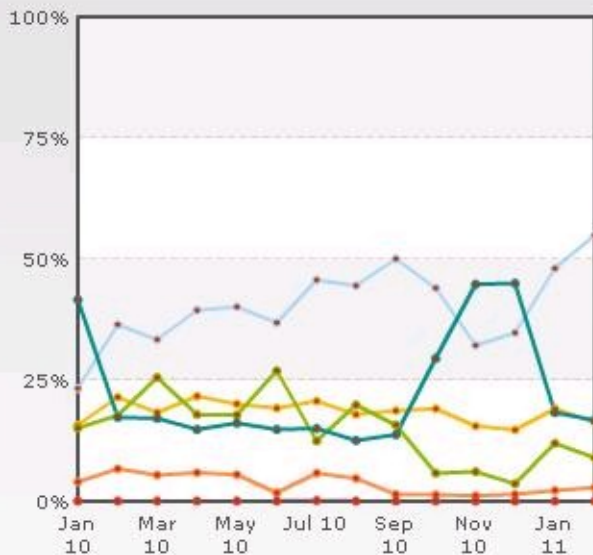
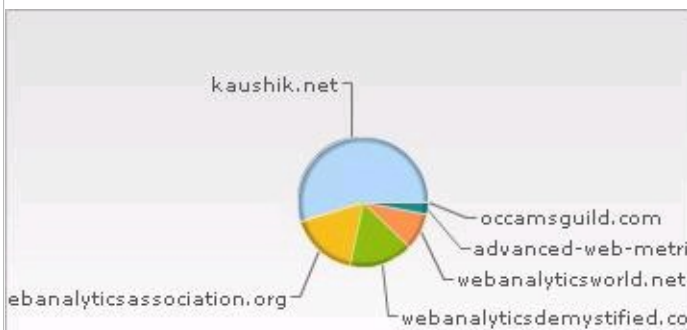


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Keyword Groups with the Most Potential

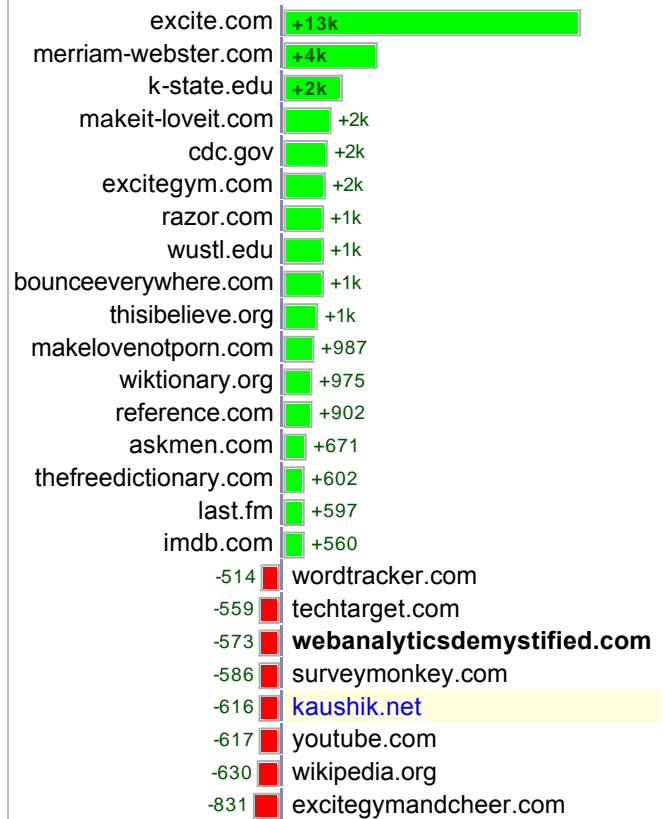
Traffic Share

Relative to your top 5 competitors, your site has 55% of the traffic share. At the same time, webanalyticsassociation.org has exploded and ripped traffic from kaushik.net and webanalyticsworld.net.



Domains that Gained or Lost Clicks on your Keywords

This month, Webanalyticsdemystified.com lost 573 clicks after losing position on organic searches that you also rank for. But, perhaps most interesting was the gains made by Excite.com. That site is not considered a direct competitor, but they gained 13k clicks on your keywords, which is a 139 percent growth on your keywords. They are either doing something right or getting pretty lucky.



*competitors in bold



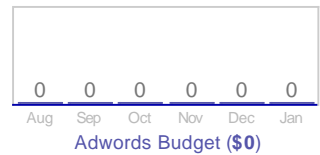
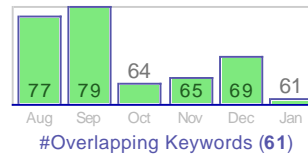
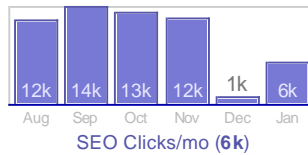
Competition: You Lost 19% in Share of Clicks Relative to your Top 5 Competitors

Top Organic Competitors and their Best Keywords

Just 1 out of your top ten organic competitors spends anything on Google Adwords. Combined, your organic competitors get about 100% of their traffic from unpaid search. The biggest mover was googlekeywordtool.com. They picked up 11k organic clicks overall while actually decreasing the number of keywords they overlap with you.

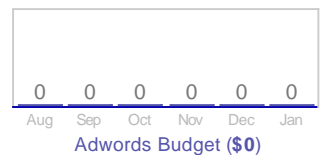
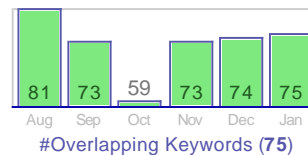
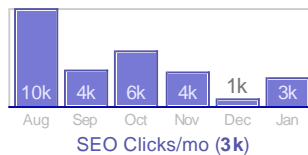
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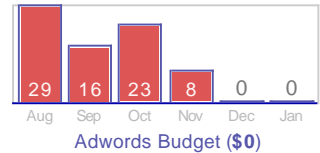
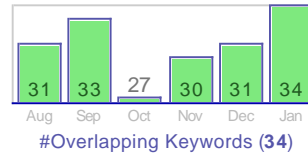
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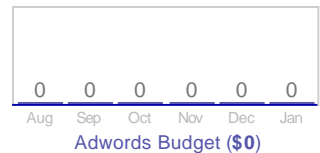
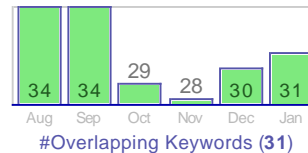
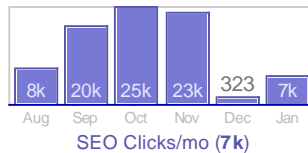
advanced-web-metrics.com

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google analytics help (12),
google downloads (15),
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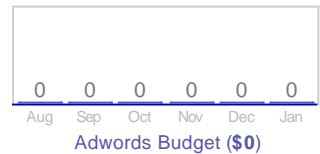
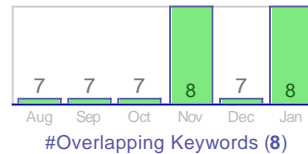
webanalyticsassociation.org

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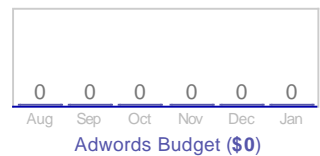
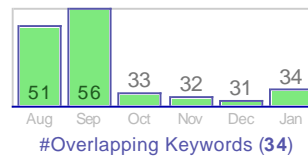
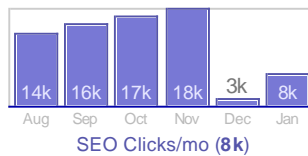
occamsguild.com

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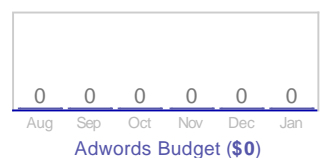
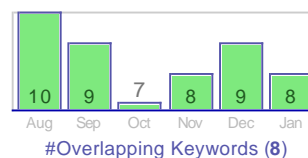
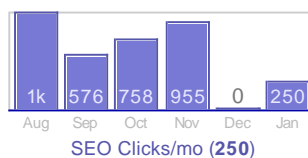
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combsinc.com

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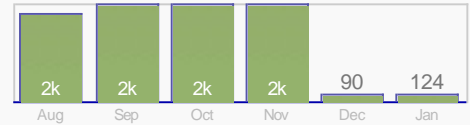
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Biggest Gains (all)

Clicks/Month

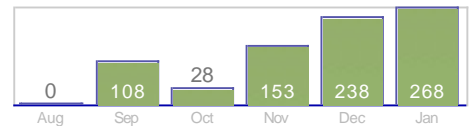
▲ occam's razor 2(+1)

Est. Clicks/Month gained: **35** Est. Value/Click: \$0.51 Estimated Value gained: \$17
<http://www.kaushik.net/>



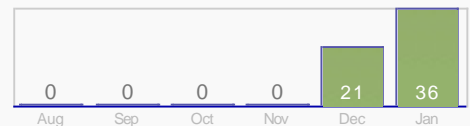
▲ bounce rate 3(+1)

Est. Clicks/Month gained: **31** Est. Value/Click: \$1.16 Estimated Value gained: \$36
<http://www.kaushik.net/avinash/2007/0...>



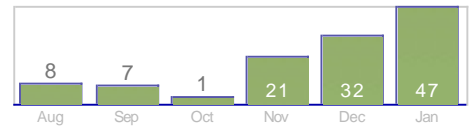
▲ google websites 16

Est. Clicks/Month gained: **19** Est. Value/Click: \$2.2 Estimated Value gained: \$43
<http://www.kaushik.net/avinash/2008/0...>



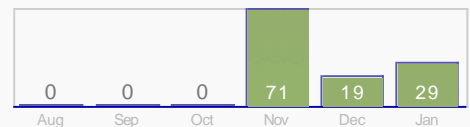
▲ flirts 6

Est. Clicks/Month gained: **16** Est. Value/Click: \$0.42 Estimated Value gained: \$7
<http://www.kaushik.net/avinash/2010/1...>



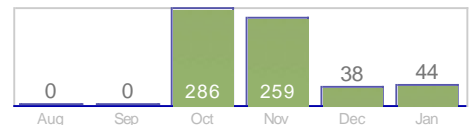
▲ work for google 13(+6)

Est. Clicks/Month gained: **15** Est. Value/Click: \$1.13 Estimated Value gained: \$17
<http://www.kaushik.net/avinash/2008/0...>



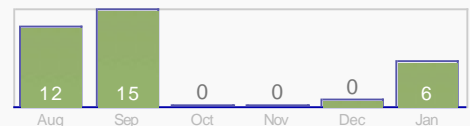
▲ kpi's 19(+4)

Est. Clicks/Month gained: **15** Est. Value/Click: \$1.46 Estimated Value gained: \$21
<http://www.kaushik.net/avinash/2010/0...>



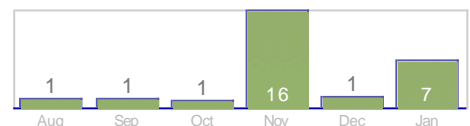
▲ multiplicity 16(+4)

Est. Clicks/Month gained: **10** Est. Value/Click: \$0.64 Estimated Value gained: \$7
<http://www.kaushik.net/avinash/2007/1...>



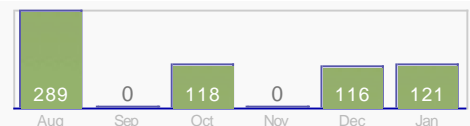
▲ the flirts 10

Est. Clicks/Month gained: **7** Est. Value/Click: \$0.38 Estimated Value gained: \$3
<http://www.kaushik.net/avinash/2010/1...>



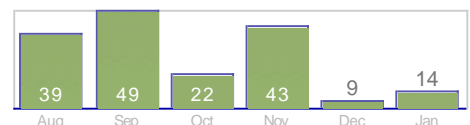
▲ make love 24(+2)

Est. Clicks/Month gained: **6** Est. Value/Click: \$0.29 Estimated Value gained: \$2
<http://www.kaushik.net/avinash/2010/0...>



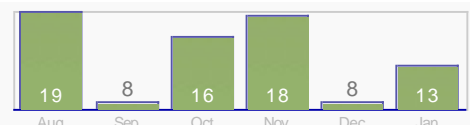
▲ top online surveys 9(+38)

Est. Clicks/Month gained: **6** Est. Value/Click: \$2.06 Estimated Value gained: \$12
<http://www.kaushik.net/avinash/2008/0...>



▲ survey website 5(+12)

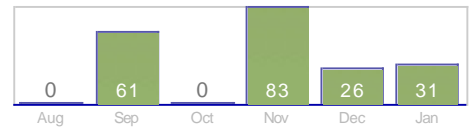
Est. Clicks/Month gained: **6** Est. Value/Click: \$1.85 Estimated Value gained: \$11
<http://www.kaushik.net/avinash/2008/0...>



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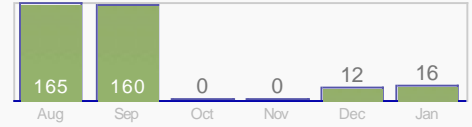
▲excite 40(+1)

Est. Clicks/Month gained: 6 Est. Value/Click: \$0.39 Estimated Value gained: \$2
<http://www.kaushik.net/avinash/2008/0...>



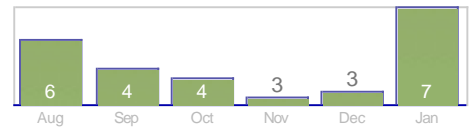
▲Data Analytics 15

Est. Clicks/Month gained: 5 Est. Value/Click: \$2.86 Estimated Value gained: \$15
<http://www.kaushik.net/avinash/2010/1...>



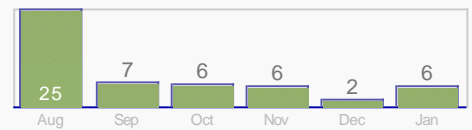
▲kpi 35(+8)

Est. Clicks/Month gained: 5 Est. Value/Click: \$1.22 Estimated Value gained: \$6
<http://www.kaushik.net/avinash/2009/0...>



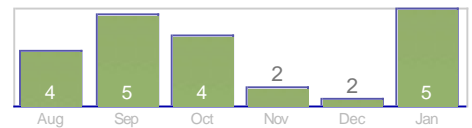
▲web analytics demystified 5(+6)

Est. Clicks/Month gained: 4 Est. Value/Click: \$2.57 Estimated Value gained: \$12
<http://www.kaushik.net/avinash/2007/1...>



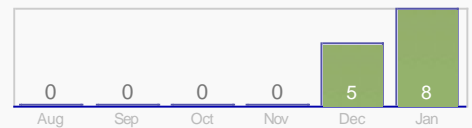
▲significance 47

Est. Clicks/Month gained: 4 Est. Value/Click: \$0.3 Estimated Value gained: \$1
<http://www.kaushik.net/avinash/2006/0...>



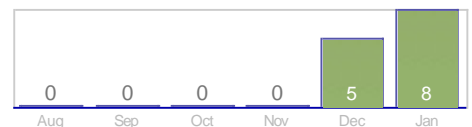
▲occam 7(+1)

Est. Clicks/Month gained: 4 Est. Value/Click: \$0.7 Estimated Value gained: \$3
<http://www.kaushik.net/>



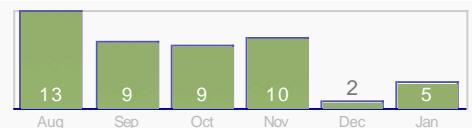
▲bounce 36(+6)

Est. Clicks/Month gained: 4 Est. Value/Click: \$0.41 Estimated Value gained: \$2
<http://www.kaushik.net/avinash/2007/0...>



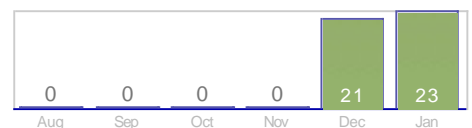
▲google analysis 13(+7)

Est. Clicks/Month gained: 4 Est. Value/Click: \$2.49 Estimated Value gained: \$10
<http://www.kaushik.net/avinash/2008/1...>



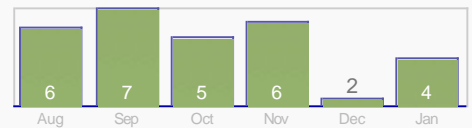
▲internal search 2(+5)

Est. Clicks/Month gained: 4 Est. Value/Click: \$2.01 Estimated Value gained: \$8
<http://www.kaushik.net/avinash/2007/1...>



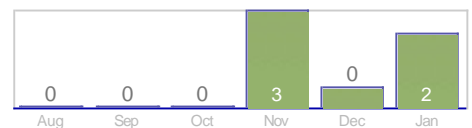
▲kpi metrics 6(+11)

Est. Clicks/Month gained: 4 Est. Value/Click: \$1.83 Estimated Value gained: \$7
<http://www.kaushik.net/avinash/2008/0...>



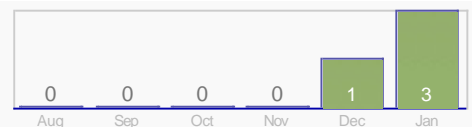
▲faith based initiatives 19

Est. Clicks/Month gained: 3 Est. Value/Click: \$1.48 Estimated Value gained: \$5
<http://www.kaushik.net/avinash/2010/0...>



▲daily standard 22(+6)

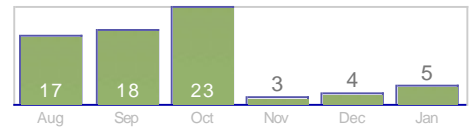
Est. Clicks/Month gained: 3 Est. Value/Click: \$0.72 Estimated Value gained: \$2
<http://www.kaushik.net/avinash/2009/0...>



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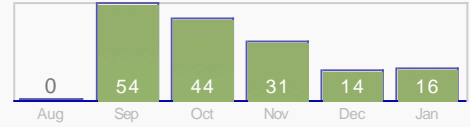
▲ qualitative analysis 34

Est. Clicks/Month gained: 3 Est. Value/Click: \$1.06 Estimated Value gained: \$3
<http://www.kaushik.net/avinash/2009/1...>



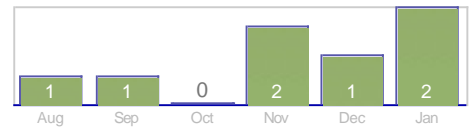
▲ behavioral targeting 22

Est. Clicks/Month gained: 3 Est. Value/Click: \$3.69 Estimated Value gained: \$9
<http://www.kaushik.net/avinash/2007/0...>



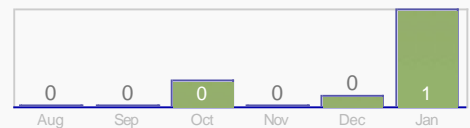
▲ analytics google 23(+5)

Est. Clicks/Month gained: 2 Est. Value/Click: \$2.32 Estimated Value gained: \$6
<http://www.kaushik.net/avinash/2008/1...>



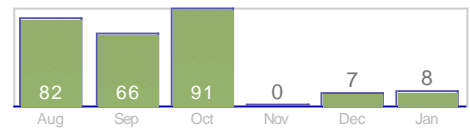
▲ me talk pretty 13(+8)

Est. Clicks/Month gained: 2 Est. Value/Click: \$0.26 Estimated Value gained: \$1
<http://www.kaushik.net/avinash/2007/0...>



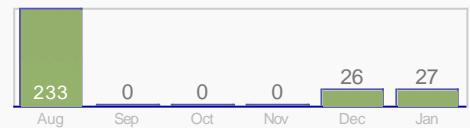
▲ search keywords 14

Est. Clicks/Month gained: 2 Est. Value/Click: \$1.78 Estimated Value gained: \$4
<http://www.kaushik.net/avinash/2009/0...>



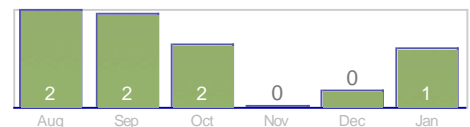
▲ eschew 20(+1)

Est. Clicks/Month gained: 2 Est. Value/Click: \$0.56 Estimated Value gained: \$1
<http://www.kaushik.net/avinash/2010/0...>



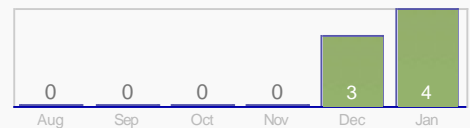
▲ faith based initiative 7(+6)

Est. Clicks/Month gained: 2 Est. Value/Click: \$0.7 Estimated Value gained: \$1
<http://www.kaushik.net/avinash/2010/0...>



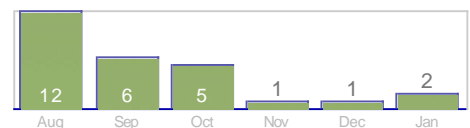
▲ best surveys 8

Est. Clicks/Month gained: 2 Est. Value/Click: \$1.15 Estimated Value gained: \$2
<http://www.kaushik.net/avinash/2008/0...>



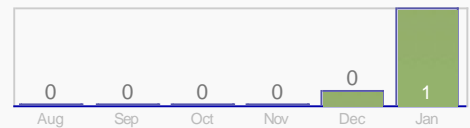
▲ keyword google 15

Est. Clicks/Month gained: 2 Est. Value/Click: \$1.62 Estimated Value gained: \$3
<http://www.kaushik.net/avinash/2009/0...>



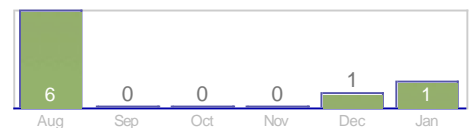
▲ measuring 39

Est. Clicks/Month gained: 2 Est. Value/Click: \$0.52 Estimated Value gained: \$1
<http://www.kaushik.net/avinash/2007/1...>



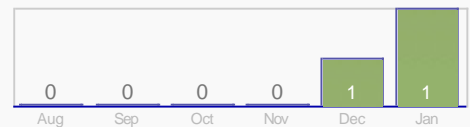
▲ line of sight 33

Est. Clicks/Month gained: 2 Est. Value/Click: \$1.07 Estimated Value gained: \$2
<http://www.kaushik.net/avinash/2010/0...>



▲ web data mining 13(+27)

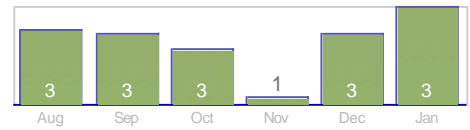
Est. Clicks/Month gained: 2 Est. Value/Click: \$1.87 Estimated Value gained: \$3
<http://www.kaushik.net/avinash/2007/0...>



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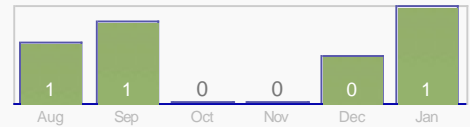
▲ analytics dashboard 8(+8)

Est. Clicks/Month gained: 1 Est. Value/Click: \$3.42 Estimated Value gained: \$5
<http://www.kaushik.net/avinash/2007/0...>



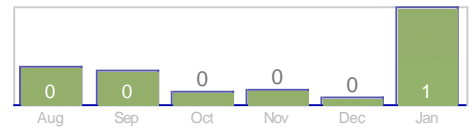
▲ lack 49

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.27 Estimated Value gained: \$0
<http://www.kaushik.net/avinash/2008/0...>



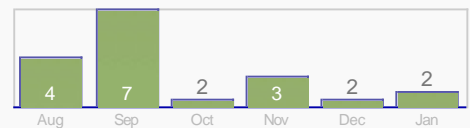
▲ best question ever 12

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.74 Estimated Value gained: \$1
<http://www.kaushik.net/avinash/2007/0...>



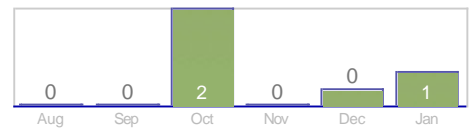
▲ data driven decision making 12(+2)

Est. Clicks/Month gained: 1 Est. Value/Click: \$2.12 Estimated Value gained: \$3
<http://www.kaushik.net/avinash/2006/1...>



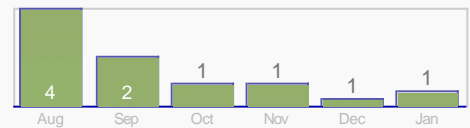
▲ insightful 22(+1)

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.72 Estimated Value gained: \$1
<http://www.kaushik.net/avinash/2008/0...>



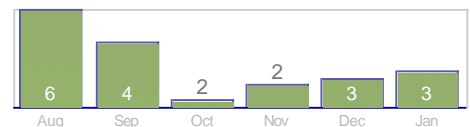
▲ dashboard web 9

Est. Clicks/Month gained: 1 Est. Value/Click: \$2.4 Estimated Value gained: \$3
<http://www.kaushik.net/avinash/2007/0...>



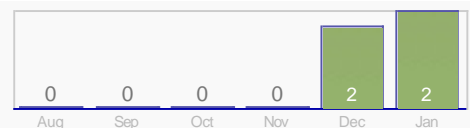
▲ dashboard metrics 11(+11)

Est. Clicks/Month gained: 1 Est. Value/Click: \$2.61 Estimated Value gained: \$3
<http://www.kaushik.net/avinash/2007/0...>



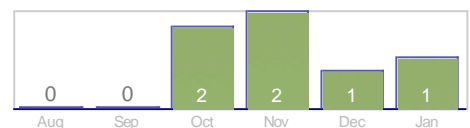
▲ top online survey 4(+43)

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.74 Estimated Value gained: \$2
<http://www.kaushik.net/avinash/2008/0...>



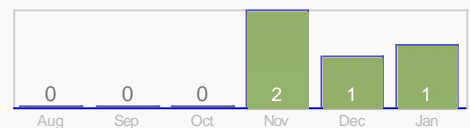
▲ survey questions 34(+7)

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.17 Estimated Value gained: \$1
<http://www.kaushik.net/avinash/2007/0...>



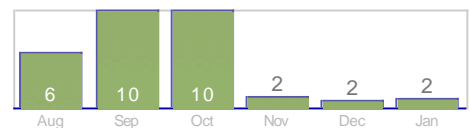
▲ razor 42(+1)

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.54 Estimated Value gained: \$1
<http://www.kaushik.net/>



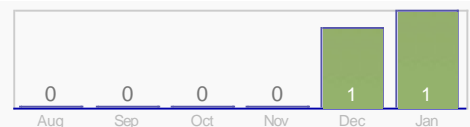
▲ best survey 10

Est. Clicks/Month gained: 1 Est. Value/Click: \$1 Estimated Value gained: \$1
<http://www.kaushik.net/avinash/2008/0...>



▲ web blogs 12(+34)

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.6 Estimated Value gained: \$2
<http://www.kaushik.net/avinash/2006/0...>

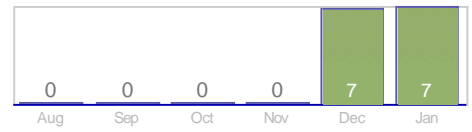


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▲ data based decision making 7(+1)

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.08 Estimated Value gained: \$0

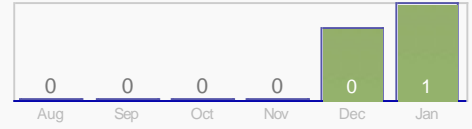
<http://www.kaushik.net/avinash/2006/1...>



▲ web analytics association 32

Est. Clicks/Month gained: 1 Est. Value/Click: \$4.54 Estimated Value gained: \$5

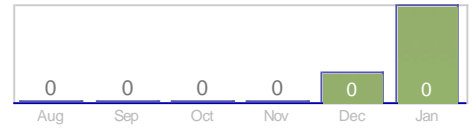
<http://www.kaushik.net/avinash/waa-kp...>



▲ key performance indicators examples 33

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.25 Estimated Value gained: \$1

<http://www.kaushik.net/avinash/2008/0...>



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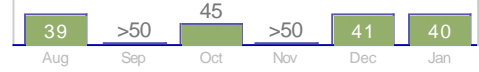
Most Valuable Keywords (all)	Rank														
google trends Rank: 14 Est. Clicks/Mo: 773 Est. Value/Mo: \$412(-\$61.989)	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td>11</td><td>14</td><td>13</td><td>16</td><td>14</td><td>14</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	11	14	13	16	14	14
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	11	14	13	16	14	14									
bounce rate Rank: 3(+1) Est. Clicks/Mo: 268(+31) Est. Value/Mo: \$311(+\$36)	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td>>50</td><td>7</td><td>18</td><td>4</td><td>4</td><td>3</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	>50	7	18	4	4	3
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	>50	7	18	4	4	3									
occams razor Rank: 2 Est. Clicks/Mo: 301(+20) Est. Value/Mo: \$148(+\$9.72)	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td>2</td><td>2</td><td>2</td><td>2</td><td>2</td><td>2</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	2	2	2	2	2	2
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	2	2	2	2	2	2									
web analytics tools Rank: 5(-2) Est. Clicks/Mo: 18(-45) Est. Value/Mo: \$110(-\$220.494)	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td>3</td><td>3</td><td>2</td><td>4</td><td>3</td><td>5</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	3	3	2	4	3	5
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	3	3	2	4	3	5									
google web analytics Rank: 8 Est. Clicks/Mo: 13(-3) Est. Value/Mo: \$73(-\$25.88)	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td>7</td><td>5</td><td>5</td><td>6</td><td>8</td><td>8</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	7	5	5	6	8	8
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	7	5	5	6	8	8									
online survey providers Rank: 1 Est. Clicks/Mo: 15(+1) Est. Value/Mo: \$73(+\$0.81)	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	1	1	1	1	1	1
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	1	1	1	1	1	1									
kpi's Rank: 19(+4) Est. Clicks/Mo: 47(+15) Est. Value/Mo: \$68(+\$22)	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td>11</td><td>12</td><td>35</td><td>7</td><td>23</td><td>19</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	11	12	35	7	23	19
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	11	12	35	7	23	19									
coradiant Rank: 6 Est. Clicks/Mo: 24(+4) Est. Value/Mo: \$63(+\$12)	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td>5</td><td>4</td><td>4</td><td>4</td><td>6</td><td>6</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	5	4	4	4	6	6
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	5	4	4	4	6	6									
occam's razor Rank: 2(+1) Est. Clicks/Mo: 124(+35) Est. Value/Mo: \$63(+\$17)	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td>2</td><td>2</td><td>2</td><td>2</td><td>3</td><td>2</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	2	2	2	2	3	2
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	2	2	2	2	3	2									
web analyst Rank: 2(-1) Est. Clicks/Mo: 18(-79) Est. Value/Mo: \$58(-\$314.322)	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td>1</td><td>2</td><td>2</td><td>2</td><td>1</td><td>2</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	1	2	2	2	1	2
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	1	2	2	2	1	2									
occam razor Rank: 2 Est. Clicks/Mo: 124 Est. Value/Mo: \$52(-\$11.03)	<table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Rank</th><td>2</td><td>2</td><td>2</td><td>2</td><td>2</td><td>2</td></tr> </table>	Month	Aug	Sep	Oct	Nov	Dec	Jan	Rank	2	2	2	2	2	2
Month	Aug	Sep	Oct	Nov	Dec	Jan									
Rank	2	2	2	2	2	2									



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excite

Rank: 40(+1) Est. Clicks/Mo: 121(+6) Est. Value/Mo: \$47(+\$1.62)



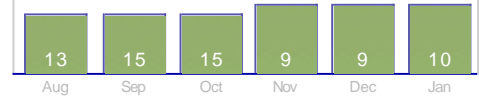
google websites

Rank: 16 Est. Clicks/Mo: 19 Est. Value/Mo: \$43



google analytics help

Rank: 10(-1) Est. Clicks/Mo: 10(-5) Est. Value/Mo: \$42(-\$59.9)



web analytics

Rank: 30(-1) Est. Clicks/Mo: 10(-15) Est. Value/Mo: \$42(-\$45.527)



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Newly Ranked Organic Pages

<http://www.kaushik.net/avinash/2010/12/advanced-analytics-visitor-segments-engagement-social-medi...>

Estimated SEO Value: **\$9.01** Estimated Total Clicks/Mo: 24
Keywords (rank): analytics visitor (3), flirts (6), the flirts (10), web visitor (13)

<http://www.kaushik.net/avinash/2007/12/web-analytics-blog-reflections.html>

Estimated SEO Value: **\$3.68** Estimated Total Clicks/Mo: 3
Keywords (rank): web blog (12)

<http://www.kaushik.net/avinash/2006/08/trinity-a-mindset-strategic-approach.html>

Estimated SEO Value: **\$0.32** Estimated Total Clicks/Mo: 1
Keywords (rank): mind set (47)

<http://www.kaushik.net/avinash/2006/09/how-to-measure-success-of-a-blog.html>

Estimated SEO Value: **\$0.27** Estimated Total Clicks/Mo: 1
Keywords (rank): how to measure (41)

<http://www.kaushik.net/avinash/2009/02/dear-avinash-bounces-optimal-abandonment-ratios-data-drops...>

Estimated SEO Value: **\$0.25** Estimated Total Clicks/Mo: 1
Keywords (rank): ratios and rates (24), bounces (27)

<http://www.kaushik.net/avinash/2006/07/excellent-analytics-tip4-make-your-analysisreports-connect...>

Estimated SEO Value: **\$0.09** Estimated Total Clicks/Mo: 0
Keywords (rank): analysis reports (21)

http://www.kaushik.net/avinash/world_bank-pierre_guillaume_wielezynski.pdf

Estimated SEO Value: **\$0.05** Estimated Total Clicks/Mo: 0
Keywords (rank): world bank in washington dc (44)

<http://www.kaushik.net/avinash/2007/06/web-analytics-an-hour-a-day.html>

Estimated SEO Value: **\$0.03** Estimated Total Clicks/Mo: 0
Keywords (rank): an hour or a hour (39)

<http://www.kaushik.net/avinash/2007/09/hiring-what-works-fresh-blood-or-old-hands-experience-or-n...>

Estimated SEO Value: **\$0** Estimated Total Clicks/Mo: 0
Keywords (rank): old fresh (41)

<http://www.kaushik.net/avinash/2011/01/i-wish-i-had-known-that-digital-web-analytics.html>

Estimated SEO Value: **\$0** Estimated Total Clicks/Mo: 0
Keywords (rank): razor d (46)

<http://www.kaushik.net/avinash/2008/09/web-analytics-hour-day-book-update.html>

Estimated SEO Value: **\$0** Estimated Total Clicks/Mo: 0
Keywords (rank): hour book (21)

<http://www.kaushik.net/avinash/2008/02/web-analytics-demystified-revisited.html>

Estimated SEO Value: **\$0** Estimated Total Clicks/Mo: 0
Keywords (rank): eric t peterson (14)

<http://www.kaushik.net/avinash/2006/09/five-ecosystem-challenges-for-web-analytics-vendors.html>

Estimated SEO Value: **\$0** Estimated Total Clicks/Mo: 0
Keywords (rank): web analytics vendor (3)

http://www.kaushik.net/avinash/click_fraud_myths-john_marshall.pdf

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



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Keywords (rank): www.clicktracks.com (27)

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New Keywords (You weren't ranked on before)	Estimated New Click/Month
google websites Rank: 16 Searches/Mo: 0 Est. Value/Click: \$2.2 http://www.kaushik.net/avinash/2008/08/competitive-intelligence-analysis-google-trends-for-websit...	19 new clicks/month
flirts Rank: 6 Searches/Mo: 2k Est. Value/Click: \$0.42 http://www.kaushik.net/avinash/2010/12/advanced-analytics-visitor-segments-engagement-social-medi...	16 new clicks/month
the flirts Rank: 10 Searches/Mo: 3k Est. Value/Click: \$0.38 http://www.kaushik.net/avinash/2010/12/advanced-analytics-visitor-segments-engagement-social-medi...	7 new clicks/month
Data Analytics Rank: 15 Searches/Mo: 2k Est. Value/Click: \$2.86 http://www.kaushik.net/avinash/2010/11/beginners-guide-web-data-analysis-ten-steps-tips-best-prac...	5 new clicks/month
significance Rank: 47 Searches/Mo: 27k Est. Value/Click: \$0.3 http://www.kaushik.net/avinash/2006/05/excellent-analytics-tip1-statistical-significance.html	4 new clicks/month
faith based initiatives Rank: 19 Searches/Mo: 1k Est. Value/Click: \$1.48 http://www.kaushik.net/avinash/2010/06/online-marketing-faith-based-initiative-fix.html	3 new clicks/month
qualitative analysis Rank: 34 Searches/Mo: 5k Est. Value/Click: \$1.06 http://www.kaushik.net/avinash/2009/11/social-media-analytics-twitter-quantitative-qualitative-an...	3 new clicks/month
behavioral targeting Rank: 22 Searches/Mo: 2k Est. Value/Click: \$3.69 http://www.kaushik.net/avinash/2007/07/the-promise-and-challenge-of-behavior-targeting-and-two-pr...	3 new clicks/month
search keywords Rank: 14 Searches/Mo: 2k Est. Value/Click: \$1.78 http://www.kaushik.net/avinash/2009/04/googles-search-based-keyword-tool-monetize-long-tail-searc...	2 new clicks/month
best surveys Rank: 8 Searches/Mo: 240 Est. Value/Click: \$1.15 http://www.kaushik.net/avinash/2008/03/4q-the-best-online-survey-for-a-website-yours-free.html	2 new clicks/month
keyword google Rank: 15 Searches/Mo: 720 Est. Value/Click: \$1.62 http://www.kaushik.net/avinash/2009/04/googles-search-based-keyword-tool-monetize-long-tail-searc...	2 new clicks/month
measuring Rank: 39 Searches/Mo: 12k Est. Value/Click: \$0.52 http://www.kaushik.net/avinash/2007/11/blog-metrics-six-recommendations-for-measuring-your-succes...	2 new clicks/month
line of sight Rank: 33 Searches/Mo: 2k Est. Value/Click: \$1.07 http://www.kaushik.net/avinash/2010/06/win-web-metrics-line-sight-net-income.html	2 new clicks/month
lack Rank: 49 Searches/Mo: 27k Est. Value/Click: \$0.27 http://www.kaushik.net/avinash/2008/02/lack-management-support-or-buy-in-embarrass-them.html	1 new click/month



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best question ever Rank: 12 Searches/Mo: 390 Est. Value/Click: \$0.74 http://www.kaushik.net/avinash/2007/04/the-three-greatest-survey-questions-ever.html	1 new click/month
dashboard web Rank: 9 Searches/Mo: 0 Est. Value/Click: \$2.4 http://www.kaushik.net/avinash/2007/03/five-rules-for-high-impact-web-analytics-dashboards.html	1 new click/month
best survey Rank: 10 Searches/Mo: 210 Est. Value/Click: \$1 http://www.kaushik.net/avinash/2008/03/4q-the-best-online-survey-for-a-website-yours-free.html	1 new click/month
web analytics association Rank: 32 Searches/Mo: 990 Est. Value/Click: \$4.54 http://www.kaushik.net/avinash/waa-kpi-definitions-1-0.pdf	1 new click/month
key performance indicators... Rank: 33 Searches/Mo: 870 Est. Value/Click: \$1.25 http://www.kaushik.net/avinash/2008/09/rules-choosing-web-analytics-key-performance-indicators.html	1 new click/month
mystery puzzles Rank: 25 Searches/Mo: 1k Est. Value/Click: \$0.4 http://www.kaushik.net/avinash/2007/01/web-analytics-a-puzzle-or-a-mystery.html	1 new click/month
how to measure Rank: 41 Searches/Mo: 2k Est. Value/Click: \$0.4 http://www.kaushik.net/avinash/2006/09/how-to-measure-success-of-a-blog.html	1 new click/month
web dashboard Rank: 17 Searches/Mo: 0 Est. Value/Click: \$2.23 http://www.kaushik.net/avinash/2007/03/five-rules-for-high-impact-web-analytics-dashboards.html	1 new click/month
ratios and rates Rank: 24 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.kaushik.net/avinash/2009/02/dear-avinash-bounces-optimal-abandonment-ratios-data-drops...	1 new click/month
customer survey questionnaire Rank: 12 Searches/Mo: 0 Est. Value/Click: \$2.17 http://www.kaushik.net/avinash/2007/04/the-three-greatest-survey-questions-ever.html	1 new click/month
mind set Rank: 47 Searches/Mo: 4k Est. Value/Click: \$0.62 http://www.kaushik.net/avinash/2006/08/trinity-a-mindset-strategic-approach.html	1 new click/month
blog google Rank: 43 Searches/Mo: 870 Est. Value/Click: \$1.74 http://www.kaushik.net/	1 new click/month
calculating Rank: 48 Searches/Mo: 4k Est. Value/Click: \$0.52 http://www.kaushik.net/avinash/2010/04/analytics-tip-calculate-ltv-customer-lifetime-value.html	1 new click/month
william of ockham Rank: 49 Searches/Mo: 2k Est. Value/Click: \$0.08 http://www.kaushik.net/avinash/occams-razor-what	1 new click/month
web data Rank: 29 Searches/Mo: 2k Est. Value/Click: \$1.41 http://www.kaushik.net/avinash/2010/11/beginners-guide-web-data-analysis-ten-steps-tips-best-prac...	1 new click/month



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decision making process steps Rank: 37 Searches/Mo: 480 Est. Value/Click: \$0.73	1 new click/month
http://www.kaushik.net/avinash/2006/10/seven-steps-to-creating-a-data-driven-decision-making-cult...	
speaking engagement Rank: 13 Searches/Mo: 210 Est. Value/Click: \$0.67	0 new clicks/month
http://www.kaushik.net/avinash/speaking-engagements	
bounces Rank: 27 Searches/Mo: 2k Est. Value/Click: \$0.48	0 new clicks/month
http://www.kaushik.net/avinash/2009/02/dear-avinash-bounces-optimal-abandonment-ratios-data-drops...	
an hour or a hour Rank: 39 Searches/Mo: 0 Est. Value/Click: \$0.08	0 new clicks/month
http://www.kaushik.net/avinash/2007/06/web-analytics-an-hour-a-day.html	
decision making steps Rank: 38 Searches/Mo: 720 Est. Value/Click: \$0.62	0 new clicks/month
http://www.kaushik.net/avinash/2006/10/seven-steps-to-creating-a-data-driven-decision-making-cult...	
customer analysis Rank: 43 Searches/Mo: 1k Est. Value/Click: \$2.08	0 new clicks/month
http://www.kaushik.net/avinash/2010/04/analytics-tip-calculate-ltv-customer-lifetime-value.html	
free online poll Rank: 32 Searches/Mo: 390 Est. Value/Click: \$2.2	0 new clicks/month
http://www.kaushik.net/avinash/2008/03/4q-the-best-online-survey-for-a-website-yours-free.html	
what is rich media Rank: 33 Searches/Mo: 240 Est. Value/Click: \$1.91	0 new clicks/month
http://www.kaushik.net/avinash/2006/11/podcast-measuring-rich-media-ajax-flash-flex-rss-blogs.html	
interactive ad Rank: 18 Searches/Mo: 0 Est. Value/Click: \$2.54	0 new clicks/month
http://www.kaushik.net/avinash/iab-glossary-of-interactive-ad-terms.pdf	
completion rates Rank: 13 Searches/Mo: 30 Est. Value/Click: \$1.48	0 new clicks/month
http://www.kaushik.net/avinash/2006/07/stop-obsessing-about-conversion-rate.html	
webtracking Rank: 13 Searches/Mo: 90 Est. Value/Click: \$0.37	0 new clicks/month
http://www.kaushik.net/avinash/2008/07/web-analytics-visitor-tracking-cookies.html	
free web analytics Rank: 50 Searches/Mo: 1k Est. Value/Click: \$4.6	0 new clicks/month
http://www.kaushik.net/avinash/2007/01/five-free-advanced-web-analytics-examples-look-outside-thi...	
conducting surveys Rank: 24 Searches/Mo: 210 Est. Value/Click: \$1.75	0 new clicks/month
http://www.kaushik.net/avinash/2006/05/got-surveys-recommendations-from-the-trenches.html	
insightfull Rank: 24 Searches/Mo: 0 Est. Value/Click: \$0.08	0 new clicks/month
http://www.kaushik.net/avinash/2008/07/consultants-analysts-present-impactful-analysis-insightful...	
find soul mate Rank: 28 Searches/Mo: 720 Est. Value/Click: \$0.84	0 new clicks/month
http://www.kaushik.net/avinash/2007/07/find-you-web-analytics-soul-mate-how-to-run-a-effective-to...	



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market manipulation Rank: 45 Searches/Mo: 570 Est. Value/Click: \$0.9 http://www.kaushik.net/avinash/2006/08/google-adwords-plus-google-analytics-market-manipulation-a...	0 new clicks/month
site search google Rank: 45 Searches/Mo: 480 Est. Value/Click: \$3.78 http://www.kaushik.net/avinash/2007/10/kick-butt-with-internal-site-search-analytics.html	0 new clicks/month
ui tools Rank: 16 Searches/Mo: 0 Est. Value/Click: \$1.69 http://www.kaushik.net/avinash/2007/04/web-analytics-tools-does-user-interface-ui-matter.html	0 new clicks/month
marketing survey questions Rank: 44 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.kaushik.net/avinash/2007/04/the-three-greatest-survey-questions-ever.html	0 new clicks/month
click path Rank: 29 Searches/Mo: 150 Est. Value/Click: \$1.86 http://www.kaushik.net/avinash/2006/05/path-analysis-a-good-use-of-time.html	0 new clicks/month
data works Rank: 49 Searches/Mo: 0 Est. Value/Click: \$0.67 http://www.kaushik.net/avinash/2007/09/data-mining-and-predictive-analytics-on-web-data-works-nye...	0 new clicks/month

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Top Site Sections Summary

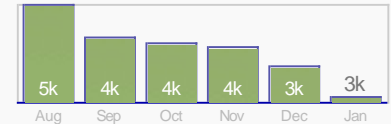
Estimated Clicks/Month

[kaushik.net/avinash](http://www.kaushik.net/avinash)

Number of Keywords: 772

Estimated Value/Mo: \$3k (-\$3k)

Top Keywords: google trends, bounce rate, excite, avinash, avinash



[Download as CSV](#)



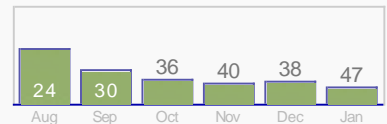
Keyword Groups with the Biggest Gains - Details

Biggest Opportunities (all)

Rank

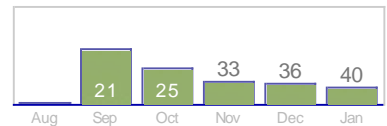
excite (40)

Searches/Mo: 165k Est. Value/Click: \$0.39 Est. Potential New Clicks/Month: 23k
Other Keywords for URL: excite, ecite, ecxite, postvan



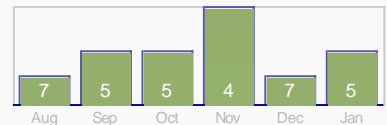
google trends (14)

Searches/Mo: 110k Est. Value/Click: \$0.53 Est. Potential New Clicks/Month: 7k
Other Keywords for URL: google trends, google websites, competitive analysis, websites google, competitors analysis



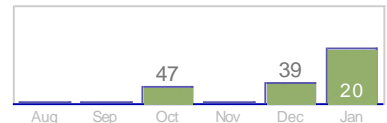
web analytics (30)

Searches/Mo: 12k Est. Value/Click: \$4.01 Est. Potential New Clicks/Month: 772
Other Keywords for URL: occams razor, occam's razor, occam razor, avinash, kaushik



razor (42)

Searches/Mo: 90k Est. Value/Click: \$0.54 Est. Potential New Clicks/Month: 5k
Other Keywords for URL: occams razor, occam's razor, occam razor, avinash, kaushik



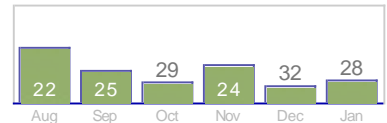
kpi's (19)

Searches/Mo: 2k Est. Value/Click: \$1.46 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: kpi's, kpis, business objective, what is a kpi, define kpi



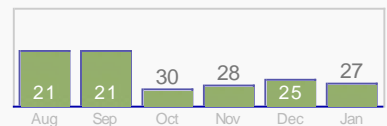
kpi (35)

Searches/Mo: 12k Est. Value/Click: \$1.22 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: kpi, key performance indicator, key performance measure



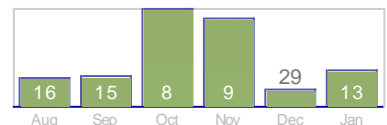
embarrass (24)

Searches/Mo: 60k Est. Value/Click: \$0.81 Est. Potential New Clicks/Month: 3k
Other Keywords for URL: embarrass, it support management, management support, lack, support management



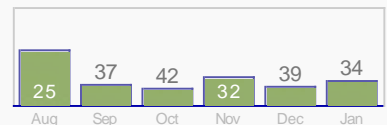
impromptu (41)

Searches/Mo: 40k Est. Value/Click: \$1.02 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: impromptu, impromtu, improtu, impromtue



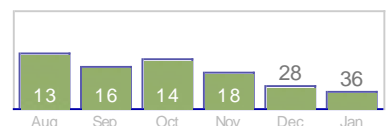
website analytics (34)

Searches/Mo: 12k Est. Value/Click: \$8.83 Est. Potential New Clicks/Month: 222
Other Keywords for URL: web analytics demystified, website analytics, demystified



predictive analytics (29)

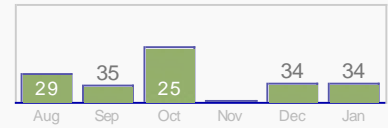
Searches/Mo: 3k Est. Value/Click: \$8.53 Est. Potential New Clicks/Month: 221
Other Keywords for URL: predictive analytics, web data mining, data mining analytics, website data mining, data works



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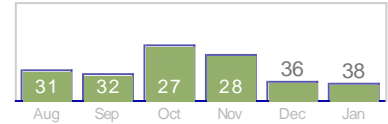
google keywords (29)

Searches/Mo: 15k Est. Value/Click: \$1.58 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: google keywords, keyword search, keyword tool google, the long tail, search keywords



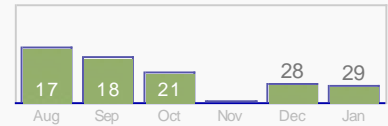
google help (19)

Searches/Mo: 4k Est. Value/Click: \$2.32 Est. Potential New Clicks/Month: 728
Other Keywords for URL: google help, google analytics help, analytics help, analytics information, google analytics support



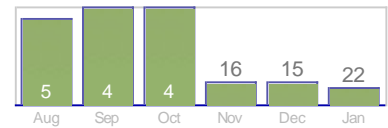
invest tools (47)

Searches/Mo: 2k Est. Value/Click: \$25 Est. Potential New Clicks/Month: 67
Other Keywords for URL: 90, 10 90, the 10, invest tools, web analytic software



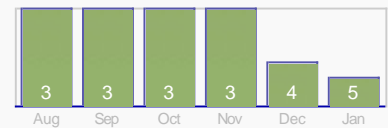
conversion rates (33)

Searches/Mo: 12k Est. Value/Click: \$0.88 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: conversion rates, conversion rate, conversion rate, web conversion rates, web conversion rate



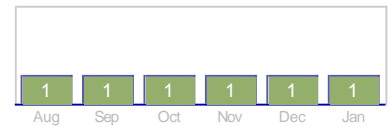
this i believe (30)

Searches/Mo: 12k Est. Value/Click: \$0.67 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: this i believe



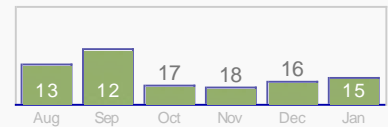
google websites (16)

Searches/Mo: 0 Est. Value/Click: \$2.2 Est. Potential New Clicks/Month: 593
Other Keywords for URL: google trends, google websites, competitive analysis, websites google, competitors analysis



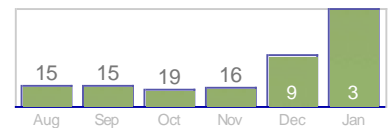
survey questions (34)

Searches/Mo: 10k Est. Value/Click: \$1.17 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: survey questions, website survey questions, sample survey questions, survey question, surveys questions



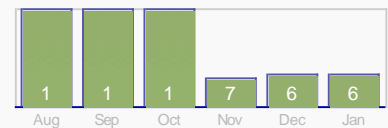
what is google analytics (36)

Searches/Mo: 0 Est. Value/Click: \$8.86 Est. Potential New Clicks/Month: 116
Other Keywords for URL: what is google analytics



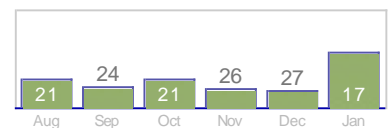
bounce (36)

Searches/Mo: 201k Est. Value/Click: \$0.41 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: bounce rate, bounce, the bounce, bounce rates, taux



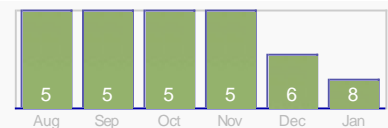
online survey tools (34)

Searches/Mo: 2k Est. Value/Click: \$3.77 Est. Potential New Clicks/Month: 259
Other Keywords for URL: online survey providers, website survey, survey website, top online surveys, website survey questions



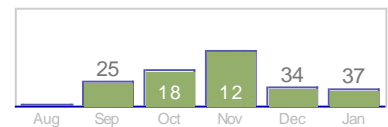
make love (24)

Searches/Mo: 74k Est. Value/Click: \$0.29 Est. Potential New Clicks/Month: 3k
Other Keywords for URL: make love, direct traffic, love make, love to, love is your



keyword search (24)

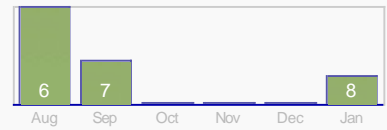
Searches/Mo: 8k Est. Value/Click: \$1.85 Est. Potential New Clicks/Month: 465
Other Keywords for URL: google keywords, keyword search, keyword tool google, the long tail, search keywords



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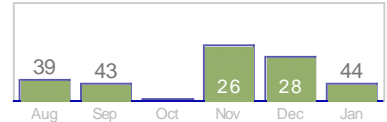
google analytic (30)

Searches/Mo: 4k Est. Value/Click: \$2.71 Est. Potential New Clicks/Month: 304
Other Keywords for URL: google analytic, relaunched



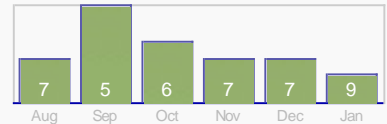
ltv (18)

Searches/Mo: 4k Est. Value/Click: \$1.36 Est. Potential New Clicks/Month: 597
Other Keywords for URL: customer lifetime value, ltv, lifetime value, lifetime value of a customer, lifetime customer value



bounce rate (3)

Searches/Mo: 7k Est. Value/Click: \$1.16 Est. Potential New Clicks/Month: 650
Other Keywords for URL: bounce rate, bounce, the bounce, bounce rates, taux



ab testing (43)

Searches/Mo: 2k Est. Value/Click: \$3.48 Est. Potential New Clicks/Month: 211
Other Keywords for URL: ab testing, multivariate testing, multivariate test, multi variate testing, multi variable testing



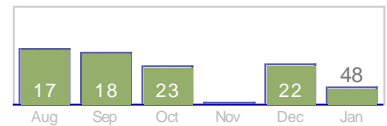
insightful (22)

Searches/Mo: 22k Est. Value/Click: \$0.72 Est. Potential New Clicks/Month: 902
Other Keywords for URL: insightful, impactful, insightfull, report analysis, data analysis consultant



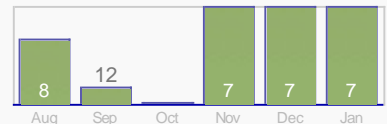
eschew (20)

Searches/Mo: 0 Est. Value/Click: \$0.56 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: eschew, win big, eliminate data



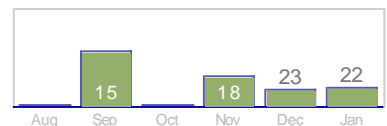
segmentation (28)

Searches/Mo: 8k Est. Value/Click: \$1.46 Est. Potential New Clicks/Month: 420
Other Keywords for URL: analytics google, how to be a ninja, google analysis, segmentation, google advanced



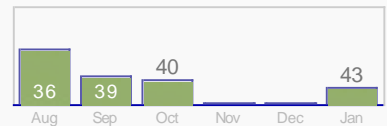
incremental (23)

Searches/Mo: 10k Est. Value/Click: \$1.06 Est. Potential New Clicks/Month: 581
Other Keywords for URL: incremental, incremental innovation



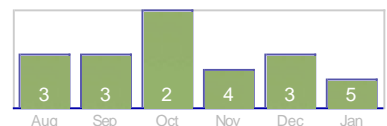
google keywords tool (36)

Searches/Mo: 4k Est. Value/Click: \$2.73 Est. Potential New Clicks/Month: 222
Other Keywords for URL: google keywords, keyword search, keyword tool google, the long tail, search keywords



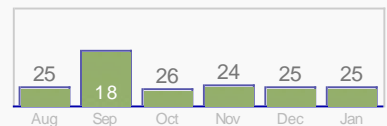
multiplicity (16)

Searches/Mo: 15k Est. Value/Click: \$0.64 Est. Potential New Clicks/Month: 889
Other Keywords for URL: multiplicity, awesomely



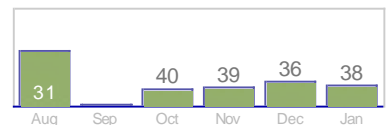
work for google (13)

Searches/Mo: 0 Est. Value/Click: \$1.13 Est. Potential New Clicks/Month: 484
Other Keywords for URL: work for google, google work, 11 10



customer surveys (34)

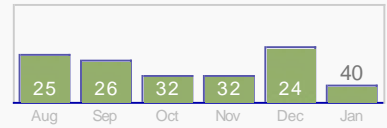
Searches/Mo: 2k Est. Value/Click: \$4.59 Est. Potential New Clicks/Month: 117
Other Keywords for URL: survey questions, website survey questions, sample survey questions, survey question, surveys questions



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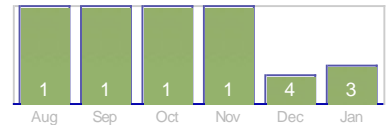
dashboards (39)

Searches/Mo: 4k Est. Value/Click: \$2.41 Est. Potential New Clicks/Month: 222
Other Keywords for URL: alternative to, dashboards



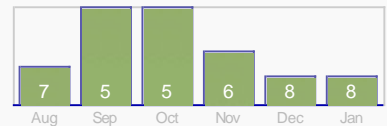
google keyword search (36)

Searches/Mo: 2k Est. Value/Click: \$2.78 Est. Potential New Clicks/Month: 187
Other Keywords for URL: google keywords, keyword search, keyword tool google, the long tail, search keywords



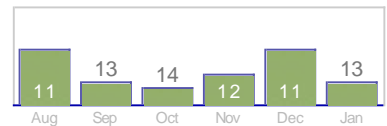
competitive analysis (45)

Searches/Mo: 5k Est. Value/Click: \$1.3 Est. Potential New Clicks/Month: 392
Other Keywords for URL: google trends, google websites, competitive analysis, websites google, competitors analysis



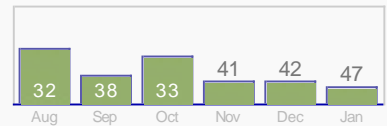
competitive intelligence (20)

Searches/Mo: 8k Est. Value/Click: \$1.75 Est. Potential New Clicks/Month: 276
Other Keywords for URL: competitive intelligence, competitive intelligence and analysis, competitive intelligence analysis, what is competitive intelligence, competitive intelligence tool



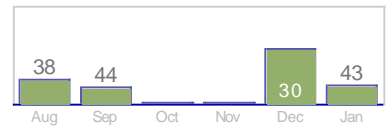
analytics google (23)

Searches/Mo: 0 Est. Value/Click: \$2.32 Est. Potential New Clicks/Month: 197
Other Keywords for URL: analytics google, how to be a ninja, google analysis, segmentation, google advanced



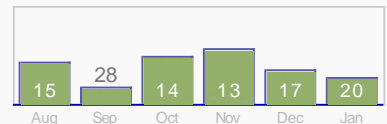
google keyword tools (47)

Searches/Mo: 3k Est. Value/Click: \$2.39 Est. Potential New Clicks/Month: 188
Other Keywords for URL: google keywords, keyword search, keyword tool google, the long tail, search keywords



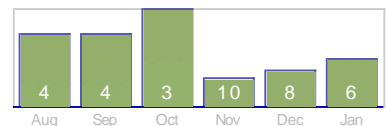
tracking cookie (41)

Searches/Mo: 4k Est. Value/Click: \$1.08 Est. Potential New Clicks/Month: 406
Other Keywords for URL: tracking cookies, visitor tracking, tracking cookie, webtracking, web visitor tracking



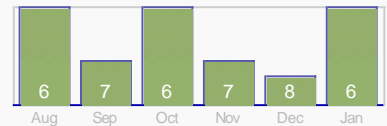
survey tools (46)

Searches/Mo: 1k Est. Value/Click: \$3.03 Est. Potential New Clicks/Month: 142
Other Keywords for URL: online survey providers, website survey, survey website, top online surveys, website survey questions



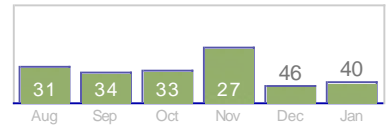
qualitative analysis (34)

Searches/Mo: 5k Est. Value/Click: \$1.06 Est. Potential New Clicks/Month: 405
Other Keywords for URL: qualitative analysis, qualitative quantitative, media analytics, qualitative or quantitative, analysis media



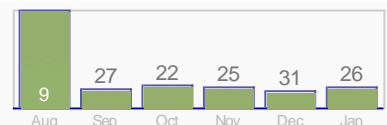
ad planner (25)

Searches/Mo: 2k Est. Value/Click: \$1.92 Est. Potential New Clicks/Month: 216
Other Keywords for URL: ad planner, blog competitive intelligence, 2008 planner



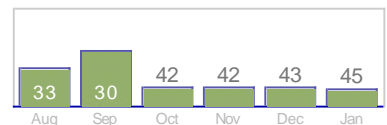
multivariate testing (43)

Searches/Mo: 2k Est. Value/Click: \$2.84 Est. Potential New Clicks/Month: 142
Other Keywords for URL: ab testing, multivariate testing, multivariate test, multi variate testing, multi variable testing



web analytics association (32)

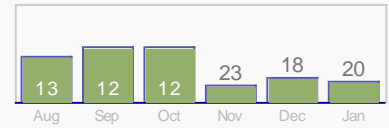
Searches/Mo: 990 Est. Value/Click: \$4.54 Est. Potential New Clicks/Month: 84
Other Keywords for URL: web analytics association, key metrics



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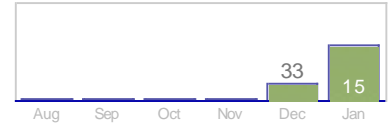
so what (46)

Searches/Mo: 74k Est. Value/Click: \$0.41 Est. Potential New Clicks/Month: 914
Other Keywords for URL: so what, what test, web metric, test metrics, appllies web analytics



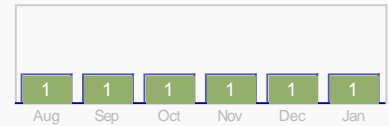
behavioral targeting (22)

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



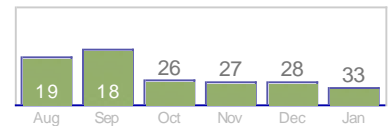
google analytics help (10)

Searches/Mo: 570 Est. Value/Click: \$4.19 Est. Potential New Clicks/Month: 83
Other Keywords for URL: google help, google analytics help, analytics help, analytics information, google analytics support



daily standard (22)

Searches/Mo: 0 Est. Value/Click: \$0.72 Est. Potential New Clicks/Month: 481
Other Keywords for URL: daily standard, unique visitors, unique visitor, unique visits, visitors unique



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Keywords Not Ranked On But Should Be

Estimated Clicks/Month

analytics

Searches/Month: 301k
Cost/Click: \$7.42 Est. Potential Clicks/Month: 400
Avg. Competitor Rank: 30

webanalyticsassoc... **+477**
webanalyticsdemys... **+322**

free online surveys

Searches/Month: 3k
Cost/Click: \$2.06 Est. Potential Clicks/Month: 323
Avg. Competitor Rank: 3

freeonlinesurveys... **+472**
kwiksurveys.com **+99**

google keyword tool

Searches/Month: 60k
Cost/Click: \$3.18 Est. Potential Clicks/Month: 4k
Avg. Competitor Rank: 2

googlekeywordtool... **+4k**

free surveys

Searches/Month: 4k
Cost/Click: \$1.70 Est. Potential Clicks/Month: 94
Avg. Competitor Rank: 10

freeonlinesurveys... **+158**
kwiksurveys.com **+107**
coolsurveys.com **+3**

free online survey

Searches/Month: 2k
Cost/Click: \$2.40 Est. Potential Clicks/Month: 127
Avg. Competitor Rank: 2

freeonlinesurveys... **+162**
kwiksurveys.com **+56**

keyword tool

Searches/Month: 74k
Cost/Click: \$2.76 Est. Potential Clicks/Month: 840
Avg. Competitor Rank: 8

googlekeywordtool... **+840**



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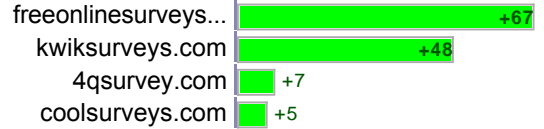
online survey

Searches/Month: 10k
 Cost/Click: \$2.89 Est. Potential Clicks/Month: 47
 Avg. Competitor Rank: 15



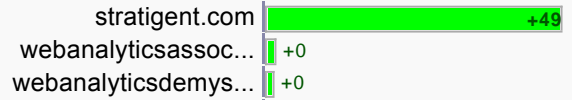
free survey

Searches/Month: 2k
 Cost/Click: \$1.87 Est. Potential Clicks/Month: 26
 Avg. Competitor Rank: 13



web analytics consulting

Searches/Month: 870
 Cost/Click: \$6.10 Est. Potential Clicks/Month: 25
 Avg. Competitor Rank: 18



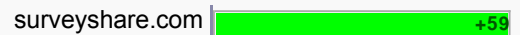
sample customer satisfaction survey

Searches/Month: 720
 Cost/Click: \$3.65 Est. Potential Clicks/Month: 64
 Avg. Competitor Rank: 2



customer satisfaction survey

Searches/Month: 8k
 Cost/Click: \$7.24 Est. Potential Clicks/Month: 59
 Avg. Competitor Rank: 7



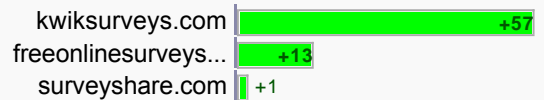
google keyword

Searches/Month: 10k
 Cost/Click: \$2.98 Est. Potential Clicks/Month: 262
 Avg. Competitor Rank: 5



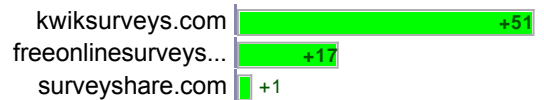
create survey

Searches/Month: 720
 Cost/Click: \$3.37 Est. Potential Clicks/Month: 24
 Avg. Competitor Rank: 13



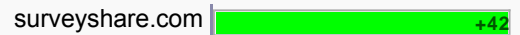
create a survey

Searches/Month: 990
 Cost/Click: \$2.99 Est. Potential Clicks/Month: 23
 Avg. Competitor Rank: 11



employee satisfaction survey

Searches/Month: 2k
 Cost/Click: \$8.21 Est. Potential Clicks/Month: 42
 Avg. Competitor Rank: 5



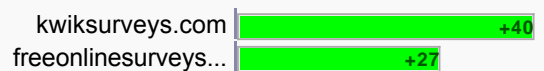
employee satisfaction survey questions

Searches/Month: 2k
 Cost/Click: \$6.15 Est. Potential Clicks/Month: 37
 Avg. Competitor Rank: 4



create online survey

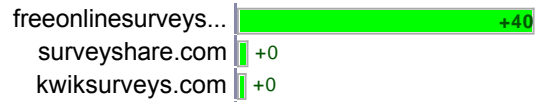
Searches/Month: 480
 Cost/Click: \$3.76 Est. Potential Clicks/Month: 34
 Avg. Competitor Rank: 2



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free survey software

Searches/Month: 870
 Cost/Click: \$6.28 Est. Potential Clicks/Month: 20
 Avg. Competitor Rank: 20



customer satisfaction survey samples

Searches/Month: 300
 Cost/Click: \$3.48 Est. Potential Clicks/Month: 34
 Avg. Competitor Rank: 2



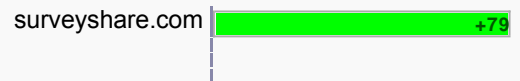
website analyzer

Searches/Month: 990
 Cost/Click: \$6.74 Est. Potential Clicks/Month: 73
 Avg. Competitor Rank: 2



examples of surveys

Searches/Month: 720
 Cost/Click: \$1.56 Est. Potential Clicks/Month: 79
 Avg. Competitor Rank: 2



online survey builder

Searches/Month: 300
 Cost/Click: \$3.19 Est. Potential Clicks/Month: 17
 Avg. Competitor Rank: 2



survey example

Searches/Month: 720
 Cost/Click: \$2.16 Est. Potential Clicks/Month: 34
 Avg. Competitor Rank: 7



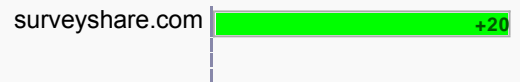
satisfaction survey

Searches/Month: 2k
 Cost/Click: \$6.88 Est. Potential Clicks/Month: 35
 Avg. Competitor Rank: 3



customer satisfaction surveys

Searches/Month: 3k
 Cost/Click: \$9.86 Est. Potential Clicks/Month: 20
 Avg. Competitor Rank: 8



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Keyword Overlap in Your SEO & PPC campaigns

Est. Organic Clicks vs. Paid Clicks

None

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Keyword Groups with the Most Potential - Details

