



Domain Overview for: <https://www.visitingangels.com/>

Monthly Domain Overview - <https://www.visitingangels.com/>

Organic Search (SEO)

ORGANIC KEYWORDS: **11,959**

EST MONTHLY SEO CLICKS: **80.1k**

EST MONTHLY SEO CLICK VALUE: **\$101k**

3,914 Keywords their top 2 competitors also rank for

11 YEARS 3 MOS History of rankings we've collected

Inbound Clicks from Google - Organic vs. Paid

86% Organic Clicks

Paid Search (AdWords)

PAID KEYWORDS: **5,873**

EST MONTHLY PPC CLICKS: **13.2k**

EST MONTHLY ADWORDS BUDGET: **\$41.3k**

1,176 AdWords their top 2 competitors also buy

11 YEARS 3 MOS of Adwords history: Every test they've run.

JUST MADE IT TO THE FIRST PAGE: **453**

JUST FELL OFF FIRST PAGE: **435**

SEO Keywords

Top 50 AdWords
buy recommendations

Worst performing keywords
to negative match out

Competition

Top Organic Competitors

- homeinstead.com
- comfortkeepers.com
- rightathome.net
- synergyhomecare.com
- brightstarcare.com

Top Paid Competitors

- topseniorcaregivers.com
- rightathome.net
- homeinstead.com
- comfortkeepers.com
- kindlycare.com

Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	Paid Keywords	Cost Per Click	Monthly Cost
1	home caregivers	2.43k	assisted living	\$4.58	\$4500.00
1	in home caregivers	1.33k	home care	\$2.76	\$993.90
1	visiting angels	8.12k	in-home care	\$3.67	\$465.30
1	in-home care	575	Senior care	\$3.30	\$1560.00
1	homecare providers	212	in home care	\$3.37	\$439.50

Competitor Shared Keywords

Shared Organic Keyword (Kombat)		Shared Paid Keyword (Kombat)	
Overall Market Research KEYWORD UNIVERSE: 25,984 <small>Keywords any domain ranks for</small> CORE STARTING KEYWORDS: 3,914 <small>Keywords all three rank for</small>		Overall Market Research KEYWORD UNIVERSE: 12,149 <small>Keywords any of the three domains buy</small> CORE STARTING KEYWORDS: 1,176 <small>Keywords all three domains buy</small>	
Recommendations for https://www.visitingangels.com/ WEAKNESS: 2,075 <small>Keywords both competitors rank for, but not https://www...</small> EXCLUSIVE KEYWORDS: 4,732 <small>Competitors don't yet rank, but https://www... does</small>		Recommendations for https://www.visitingangels.com/ BUY RECOMMENDATIONS: 1,007 <small>Keywords both competitors buy, but not https://www...</small> EXCLUSIVE KEYWORDS: 1,935 <small>Keywords neither competitor buys, but https://www... does</small>	

Top AdWords Buy Recommendations

home care san diego	Great Buy	IMPRESSIONS /MO 480	COMPETITORS WHO BOUGHT ● ● ● ● ●
home care providers cleburne	Great Buy	IMPRESSIONS /MO 0	COMPETITORS WHO BOUGHT ● ● ● ● ●
homecare agencies granbury	Great Buy	IMPRESSIONS /MO 0	COMPETITORS WHO BOUGHT ● ● ● ● ●
caregiving for seniors	Good Buy	IMPRESSIONS /MO 240	COMPETITORS WHO BOUGHT ● ● ● ● ●
at home care for the elderly	Good Buy	IMPRESSIONS /MO 10	COMPETITORS WHO BOUGHT ● ● ● ● ●

[SEE ALL RECOMMENDATIONS >](#)

AdWords History

Previous Months
Ad Change Over Time
More Recent Months

Keywords	Clicks/Mo	Cost/Click	Coverage	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
adult home care	1056	\$1.72	75%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
				<div style="border: 1px solid gray; padding: 5px;"> <p>Home Care Angel Companions http://visitingangels.com/ Trusted, Bonded, Insured Non-Medical Home Care. We Care Everyday In</p> <p>Position: 2 Screenshot Highlight</p> </div>						<div style="border: 1px solid gray; padding: 5px;"> <p>24/7 Adult Home Care Services http://visitingangels.com/ Quality Care, Right At Home Does Mom or Dad Need Help At Home</p> <p>Position: 1 Screenshot Highlight</p> </div>					
senior in home care	1077	\$4.17	33%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
home care giver	1047	\$4.17	58%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	16588	\$3.37	33%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	0	\$0.00	92%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	909	\$4.84	42%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	1061	\$1.25	33%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	32	\$4.20	67%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	165	\$4.83	42%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	0	\$0.00	91%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	1906	\$4.54	25%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	1119	\$4.59	42%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	904	\$0.76	33%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
log in to see all results	190	\$4.57	50%	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad

Learn how to use Ad History

Top Ads Select All / None

[Visiting Angels In Home Care](#) Highlight
<http://visitingangels.com/>
 Personalized Care Plans Medication Reminders, Meal Prep.
2 of 6 Avg Ad Position **7%** of Ads Served
50% in Top of Page

[In-Home Care For Seniors](#) Highlight
<http://visitingangels.com/>
 visitingangels.com America's Choice In Home Care. Professional.
3 of 12 Avg Ad Position **6%** of Ads Served
57% in Top of Page

[Senior Home Care by Angels](#) Highlight
<http://visitingangels.com/>
 America's Choice - visitingangels.com Non-medical homecare services, up to 24 hrs a day
3 of 9 Avg Ad Position **5%** of Ads Served
75% in Top of Page

[In-Home Caregivers](#) Highlight
<http://visitingangels.com/>
 login to see all results

Organic Ranking History

Top 10 Keywords + Add

- 1 [visiting angel](#)
- 2 [elderly care services](#)
- 2 ['home care services elderly'](#)
- 2 ['home assistance for seniors'](#)
- 3 [homecare for the elderly](#)
- login to see more results
- login to see more results
- login to see more results
- login to see more results
- login to see more results

Zoom 6m 1y 2y 5y All
Trendline
Show Positions 10 50

Penguin 4.0 Phase 2

2008
2010
2012
2014
2016

FILTER KEYWORDS Default

FILTER KEYWORDS Fell From Top 10

FILTER KEYWORDS New Keywords

FILTER KEYWORDS Gained Ranks

FILTER KEYWORDS Lost Ranks

Inbound Links (Backlinks)

Backlink	Domain Monthly Organic Clicks	Page Monthly Organic Clicks	Domain Strength	Ranked Keywords	Outbound Links
www.santacruzchamber.org/disability.html	7.20k	1	32	4	20
act.alz.org/site/TR/Walk2017/MO-StLouis?fr_id=10549&pg=entry	1.60M	1	59	3	20
www.comfortfinders.com/home-health-care-agencies-montgomery-al/	80	1	19	1	20
www.worklooker.com/nursing-jobs-jefferson-co.php	22.00k	1	40	3	20
www.convalescentaidsociety.com/additional-resources.html	170	1	16	1	20
<i>login to see all results</i>	770	1	28	2	20
<i>login to see all results</i>	54.00k	2	49	4	20
<i>login to see all results</i>	5.30M	1	60	1	20
<i>login to see all results</i>	105	1	27	4	20
<i>login to see all results</i>	55	1	19	2	20