

Bryaneisenberg.com

SEO Dashboard



Feb 16, 2011

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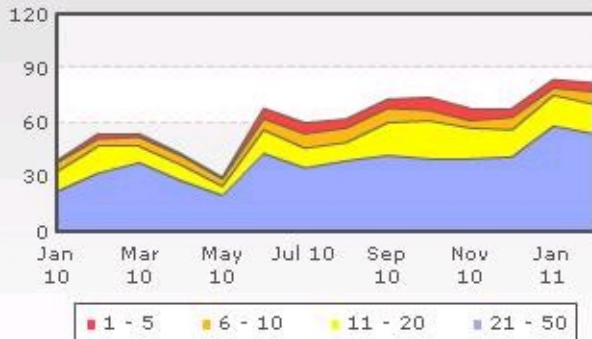
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Amount of Keywords in Top Search Results



You show up in the top 50 search results on Google for 82 different keywords. More importantly, you are in the top 10 on 12 which is up by 3.57% or 3 keywords since last month.

Number of Unique Pages that Rank Organically



30 of your pages appear in the top 50 of at least one search. That's 6 more pages on your site showing up in searches this month than last month.

Total Organic Clicks Per Month



You should be getting 469 clicks per month from your organic placements on Google.

Value of Organic Clicks Per Month



If you had to buy all those organic clicks via Google Adwords, they'd cost \$772. And that's taking into account the conversion rate bump you get when you can use a choose your landing page

Biggest Gains

You moved up in ranks on 43 keywords last month. All those gains added up to about 22 clicks you wouldn't have received last month. In equivalent PPC dollars, all those new clicks are worth about \$50.

	Rank
▲ conversion optimization Estimated Clicks/Month gained: 13 http://www.bryaneisenberg.com/2010/01...	10
▲ eisenbergs Estimated Clicks/Month gained: 4 http://www.bryaneisenberg.com/	9(+2)
▲ analytics google Estimated Clicks/Month gained: 2 http://www.bryaneisenberg.com/2010/02...	26(+8)
▲ marketing speakers Estimated Clicks/Month stayed_the_same http://www.bryaneisenberg.com/speaking/	9(+5)
▲ form factors Estimated Clicks/Month stayed_the_same http://www.bryaneisenberg.com/2010/04...	37
▲ eisenberg and associates Estimated Clicks/Month stayed_the_same http://www.bryaneisenberg.com/	11(+2)
▲ it consulting rate Estimated Clicks/Month stayed_the_same http://www.bryaneisenberg.com/2010/07...	12(+36)
▲ jim sterne Estimated Clicks/Month stayed_the_same http://www.bryaneisenberg.com/2010/05...	27
▲ 11 99 Estimated Clicks/Month stayed_the_same http://www.bryaneisenberg.com/2010/11...	45
▲ ads ppc Estimated Clicks/Month stayed_the_same http://www.bryaneisenberg.com/2010/06...	41
▲ free consulting Estimated Clicks/Month stayed_the_same http://www.bryaneisenberg.com/2010/07...	28

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

Most Valuable Keywords

You gained ranks on 6 out of your top 10 most valuable keywords. Moving up the charts on those important keywords means about -5.98 visits to the site that wouldn't have come last month.

	Rank
bryan eisenberg Rank: 1 Est. Clicks/Mo: 36(-5) Est. Value/Mo: \$94(-\$13.444)	
jeffrey eisenberg Rank: 1 Est. Clicks/Mo: 26 Est. Value/Mo: \$49(-\$0.278)	
google pay per click Rank: 21(+3) Est. Clicks/Mo: 4(-3) Est. Value/Mo: \$42(-\$30.017)	
conversion optimization Rank: 10 Est. Clicks/Mo: 13 Est. Value/Mo: \$37	
analytics google Rank: 26(+8) Est. Clicks/Mo: 6(+2) Est. Value/Mo: \$14(+\$5.86)	
marketing speaker Rank: 5 Est. Clicks/Mo: 6(-7) Est. Value/Mo: \$11(-\$12.766)	
landing page design Rank: 36(+3) Est. Clicks/Mo: 2(-1) Est. Value/Mo: \$5.53(-\$2.644)	
competitive intelligence tools Rank: 12(+1) Est. Clicks/Mo: 2(-2) Est. Value/Mo: \$4.79(-\$4.453)	
marketing speakers Rank: 9(+5) Est. Clicks/Mo: 2 Est. Value/Mo: \$4.65(+\$1.1)	

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Newly Ranked Organic Pages

9 pages show up in Google search results that didn't last month. Combined, those new placements drive 51 clicks, which would be worth about \$421 if you paid for those same clicks in Google Adwords.

<http://www.bryaneisenberg.com/publications/>

Keywords (rank): bryan eisenberg (3), eisenberg and associates (12)

Est. Total Clicks/Mo: 37

Est. SEO Value: **\$84**

<http://www.bryaneisenberg.com/2010/01/the-ultimate-conversion-optimization-reading-list/>

Keywords (rank): conversion optimization (10)

Est. Total Clicks/Mo: 13

Est. SEO Value: **\$34**

<http://www.bryaneisenberg.com/2010/07/free-conversion-rate-consulting-want-some/>

Keywords (rank): it consulting rate (12), free consulting (28)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$1.41**

<http://www.bryaneisenberg.com/2010/06/the-secret-behind-successful-ppc-advertising/>

Keywords (rank): advertisement ppc (12), ads ppc (41)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.35**

<http://www.bryaneisenberg.com/category/complex-sales/>

Keywords (rank): complex sales (34)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.12**

<http://www.bryaneisenberg.com/2010/05/measuring-social-media-an-interview-with-jim-sterne-avinash...>

Keywords (rank): jim sterne (27)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.1**

<http://www.bryaneisenberg.com/2010/09/digital-sales-in-a-mobile-app-world/>

Keywords (rank): digital sales (50)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.06**

<http://www.bryaneisenberg.com/2010/11/99-free-and-low-cost-tools-to-improve-your-website/>

Keywords (rank): 11 99 (45)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.06**

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New Keywords (You weren't ranked on before)

You now place in the top 50 search results on 18 keywords that you didn't even show up on last month. Those keywords drive 15 clicks worth an estimated \$40 per month in equivalent PPC dollars. All those new keywords represent a beachhead to an opportunity that could lead to as many as 252 clicks per month if you could be in the first position on each of the keywords.

conversion optimization

Rank: 10 Searches/Mo: 720 Est. Value/Click: \$2.82
Estimated New Clicks/Month: 13

form factors

Rank: 37 Searches/Mo: 300 Est. Value/Click: \$0.86
Estimated New Clicks/Month: 0

jim sterne

Rank: 27 Searches/Mo: 90 Est. Value/Click: \$0.64
Estimated New Clicks/Month: 0

11 99

Rank: 45 Searches/Mo: 210 Est. Value/Click: \$0.46
Estimated New Clicks/Month: 0

ads ppc

Rank: 41 Searches/Mo: 150 Est. Value/Click: \$3.02
Estimated New Clicks/Month: 0

free consulting

Rank: 28 Searches/Mo: 60 Est. Value/Click: \$1.36
Estimated New Clicks/Month: 0

complex sales

Rank: 34 Searches/Mo: 60 Est. Value/Click: \$1.74
Estimated New Clicks/Month: 0

design forms

Rank: 43 Searches/Mo: 90 Est. Value/Click: \$0.96
Estimated New Clicks/Month: 0

top keynote speakers

Rank: 35 Searches/Mo: 60 Est. Value/Click: \$11
Estimated New Clicks/Month: 0

digital sales

Rank: 50 Searches/Mo: 120 Est. Value/Click: \$1.01
Estimated New Clicks/Month: 0

ppc tax

Rank: 39 Searches/Mo: 30 Est. Value/Click: \$0.08
Estimated New Clicks/Month: 0

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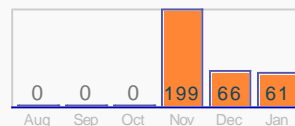
Top Site Sections Summary

The top 4 site sections draw 138% of all of your organic visitors. Together those sections combine for 175 clicks per month.

Clicks/Month

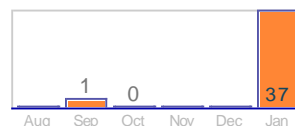
[bryaneisenberg.com/about](#)

Number of Keywords: 5
Est. Value/Mo: \$143 (-\$14)



[bryaneisenberg.com/public at...](#)

Number of Keywords: 2
Est. Value/Mo: \$94 (+\$94)



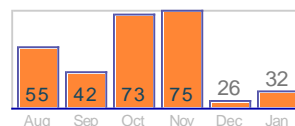
[bryaneisenberg.com/archives](#)

Number of Keywords: 1
Est. Value/Mo: \$94 (-\$13)



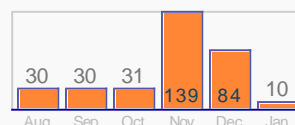
[bryaneisenberg.com/2010/08/...](#)

Number of Keywords: 44
Est. Value/Mo: \$110 (-\$13)



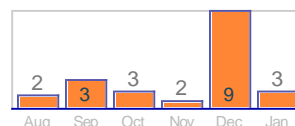
[bryaneisenberg.com/speaking](#)

Number of Keywords: 13
Est. Value/Mo: \$20 (-\$172)



[bryaneisenberg.com/2009/10/...](#)

Number of Keywords: 10
Est. Value/Mo: \$7 (-\$7)



[bryaneisenberg.com/category...](#)

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



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

Keyword Groups with the Biggest Gains

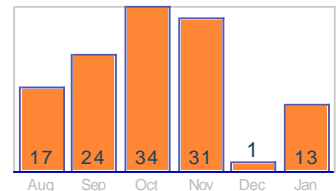
Keyword Group: Conversion

Positions Gained: 54 → Est. Total Clicks/Mo: (+12) → Est. Percent Traffic Gain: 1k%
 Unique Pages Ranked: 1

Keywords:

- conversion: conversion optimization (+50) - NEW, conversion customer (+4)

Est. Clicks per Month



[Additional Details](#) (p. 26)

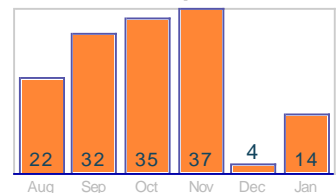
Keyword Group: Optimization

Positions Gained: 48 → Est. Total Clicks/Mo: (+10) → Est. Percent Traffic Gain: 248%
 Unique Pages Ranked: 1

Keywords:

- optimization: conversion optimization (+50) - NEW, ppc optimization (+1), optimize ppc...

Est. Clicks per Month



[Additional Details](#) (p. 27)

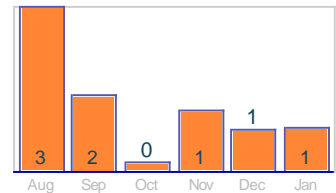
Keyword Group: Form

Positions Gained: 36 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: 6%
 Unique Pages Ranked: 1

Keywords:

- form: form factors (+23) - NEW
- form > design: design forms (+17) - NEW, form design (-4)

Est. Clicks per Month



[Additional Details](#) (p. 28)

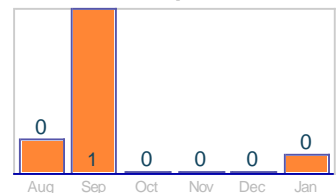
Keyword Group: Top

Positions Gained: 35 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: %
 Unique Pages Ranked: 1

Keywords:

- top: top keynote speakers (+25) - NEW, top speaker (+20) - NEW, top keynote speaker (-10)

Est. Clicks per Month



[Additional Details](#) (p. 29)

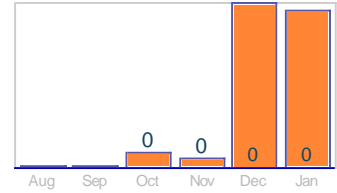
Keyword Group: **Keynote**

Positions Gained: 15 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: -3%
Unique Pages Ranked: 1

Keywords:

- keynote: top keynote speakers (+25) - **NEW**, top keynote speaker (-10)

Est. Clicks per Month



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Biggest Opportunities

You currently rank somewhere in the top 50 on 82 search phrases on Google. If you could land the number one spot for all of those searches, you'd get about 2k additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you'll get 2k clicks per month. That would cost you more than \$4k in equivalent PPC dollars.

google pay per click

Rank: 21 (+3) Searches/Mo: 1k Est. Value/Click: \$10
Est. Potential New Clicks/Month: 149

landing page design

Rank: 36 (+3) Searches/Mo: 2k Est. Value/Click: \$3.15
Est. Potential New Clicks/Month: 187

analytics google

Rank: 26 (+8) Searches/Mo: 3k Est. Value/Click: \$2.32
Est. Potential New Clicks/Month: 198

best speakers

Rank: 49 (-4) Searches/Mo: 2k Est. Value/Click: \$0.7
Est. Potential New Clicks/Month: 392

conversion optimization

Rank: 10 Searches/Mo: 720 Est. Value/Click: \$2.82
Est. Potential New Clicks/Month: 72

ppc optimization

Rank: 20 (+1) Searches/Mo: 300 Est. Value/Click: \$3.9
Est. Potential New Clicks/Month: 35

low cost websites

Rank: 40 (-1) Searches/Mo: 210 Est. Value/Click: \$3.29
Est. Potential New Clicks/Month: 34

professional speaker

Rank: 27 Searches/Mo: 480 Est. Value/Click: \$1.82
Est. Potential New Clicks/Month: 56

missing manual

Rank: 38 (+7) Searches/Mo: 570 Est. Value/Click: \$0.79
Est. Potential New Clicks/Month: 96

top keynote speakers

Rank: 35 Searches/Mo: 60 Est. Value/Click: \$11
Est. Potential New Clicks/Month: 7

eisenberg

Rank: 13 (-1) Searches/Mo: 1k Est. Value/Click: \$0.37
Est. Potential New Clicks/Month: 201

[View more](#) (p. 31)

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

professional speakers association

Searches/Mo.: 120
Cost/Click: \$2.12 Est. Potential Clicks/Mo.: 4 Avg. Competitor Rank: 5

larry eisenberg

Searches/Mo.: 150
Cost/Click: \$1.71 Est. Potential Clicks/Mo.: 2 Avg. Competitor Rank: 11

buy button

Searches/Mo.: 240
Cost/Click: \$1.14 Est. Potential Clicks/Mo.: 2 Avg. Competitor Rank: 12

affiliate tips

Searches/Mo.: 90
Cost/Click: \$1.71 Est. Potential Clicks/Mo.: 1 Avg. Competitor Rank: 13

affiliate marketing blogs

Searches/Mo.: 150
Cost/Click: \$1.82 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 30

direct speakers

Searches/Mo.: 30
Cost/Click: \$2.19 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 16

belcher

Searches/Mo.: 570
Cost/Click: \$0.34 Est. Potential Clicks/Mo.: 1 Avg. Competitor Rank: 27

speakers association

Searches/Mo.: 90
Cost/Click: \$1.66 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 35

estelle ellis

Searches/Mo.: 30
Cost/Click: \$1.15 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 34

become a professional speaker

Searches/Mo.: 30
Cost/Click: \$2.57 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 45

chicago speakers

Searches/Mo.: 30
Cost/Click: \$2.61 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 42

best keynote speakers

Searches/Mo.: 60
Cost/Click: \$0.05 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 25

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

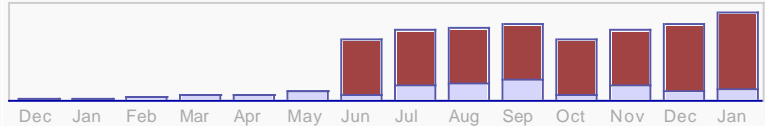
Keyword Overlap in Your SEO & PPC campaigns

You rank somewhere in the top 50 organic search results on 1 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 645 per month on paid search -- or you could pick up an additional 263 clicks per month on the same keywords.

■ Est. Organic Clicks vs. ■ Paid Clicks

marketing speakers

Organic Rank: 9 (+5) Searches/Month:90
Cost/Click: \$3.17 Est. Paid Clicks Per Month: 14
Est. Potential Monthly Savings: \$44



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Keyword Groups with the Most Potential

Keyword Group: Eisenberg

Unique Pages Ranked: 4 Searches Per Month: 72

Potential Clicks with Incremental Gain: 15.0 Value of Incremental Gain: \$5.0

Potential Clicks Gained at Top Positions: 278.0

Value of Gain at Top Positions: \$107.0

Keywords:

- eisenberg: eisenberg (13), eisenbergs (9), eisenberg and associates (11), eisenberg hot...

Est. Share of Clicks	
bryaneisenberg.com	81 (+6)
jeffeisenberg.net	5 (+1)
lloydeisenbergand...	0 (+0)
mce-llc.com	0 (+0)
speakersroadshow.com	0 (+0)
professionalspeak...	0 (+0)

[Additional Details](#) (p. 38)

Keyword Group: Google

Unique Pages Ranked: 1 Searches Per Month: 154

Potential Clicks with Incremental Gain: 7.3 Value of Incremental Gain: \$42.0

Potential Clicks Gained at Top Positions: 399.0 Value of Gain at Top Positions: \$2.0k

Keywords:

- google: analytics google (26), google pay per click (21), pay per click google, google ...

Est. Share of Clicks	
bryaneisenberg.com	10 (+1)
jeffeisenberg.net	0 (+0)
professionalspeak...	0 (+0)
mce-llc.com	0 (+0)
speakersroadshow.com	0 (+0)
lloydeisenbergand...	0 (+0)

[Additional Details](#) (p. 39)

Keyword Group: Speaker

Unique Pages Ranked: 3 Searches Per Month: 158

Potential Clicks with Incremental Gain: 5.2 Value of Incremental Gain: \$8.7

Potential Clicks Gained at Top Positions: 651.0

Value of Gain at Top Positions: \$731.0

Keywords:

- speaker: best speakers (49), best speaker, speakers online (45), chicago speakers, spea...
- speaker > professional: professional speaker (27), professional speakers (30), speak...
- speaker > marketing: marketing speaker (5), marketing speakers (9)
- speaker > top: top speakers, top speaker (40) - **NEW**

Est. Share of Clicks	
professionalspeak...	27 (+12)
bryaneisenberg.com	11 (+11)
speakersroadshow.com	0 (+0)
lloydeisenbergand...	0 (+0)
jeffeisenberg.net	0 (+0)
mce-llc.com	0 (+0)

[Additional Details](#) (p. 40)

Keyword Group: Optimization

Unique Pages Ranked: 1 Searches Per Month: 54

Potential Clicks with Incremental Gain: 4.6 **Value of Incremental Gain:** \$15.0

Potential Clicks Gained at Top Positions: 178.0

Value of Gain at Top Positions: \$778.0

Keywords:

- optimization: conversion optimization (10) - **NEW**, ppc optimization (20), pay per click...

Est. Share of Clicks

bryaneisenberg.com	14 (+10)
jeffeisenberg.net	0 (+0)
professionalspeak...	0 (+0)
mce-llc.com	0 (+0)
speakersroadshow.com	0 (+0)
lloydeisenbergand...	0 (+0)

[Additional Details](#) (p. 41)

Keyword Group: Analytics

Unique Pages Ranked: 1 Searches Per Month: 96

Potential Clicks with Incremental Gain: 4.0 **Value of Incremental Gain:** \$9.4

Potential Clicks Gained at Top Positions: 198.0

Value of Gain at Top Positions: \$461.0

Keywords:

- analytics: analytics google (26)

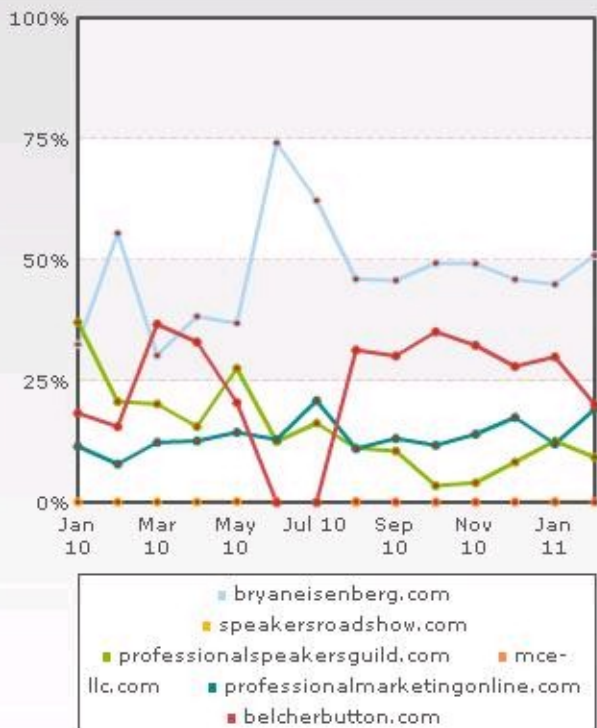
Est. Share of Clicks

bryaneisenberg.com	6 (+2)
jeffeisenberg.net	0 (+0)
professionalspeak...	0 (+0)
mce-llc.com	0 (+0)
speakersroadshow.com	0 (+0)
lloydeisenbergand...	0 (+0)

[Additional Details](#) (p. 42)

Traffic Share

Relative to your top 5 competitors, your site gained 6% of the traffic share. At the same time, professionalmarketingonline.com has exploded and ripped traffic from belcherbutton.com and professionalsspeakersguild.com.



Domains that Gained or Lost Clicks on your Keywords

This month, imdb.com gained 99 clicks by improving their position on organic searches that you also rank for.

imdb.com	+99
cnet.com	+55
smashingmagazine.com	-51
payperclickuniverse.com	-56
consumersearch.com	-60
thepayperclickmarketer.com	-61
cumbrowski.com	-61
mahalo.com	-63
about.com	-64
ciradar.com	-67
getlandersgetpaid.com	-67
wordpress.org	-69
bruceclay.com	-70
searchengineyearbook.com	-70
clickz.com	-79
topclickmedia.co.uk	-86
payperclicksearchengines.com	-93
sixrevisions.com	-102
gatlineducation.com	-105
blogspot.com	-113
shoemoney.com	-143
landingpagewebdesign.com	-153
seobook.com	-157
wordstream.com	-162
wikipedia.org	-300

*competitors in **bold**

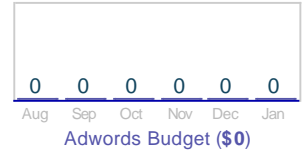
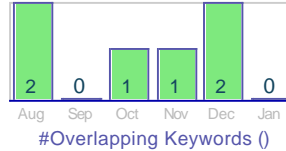
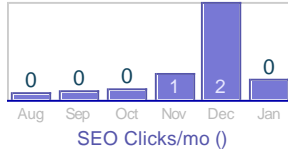
Competition: You Gained 6% in Share of Clicks Relative to your Top 5 Competitors

Top Organic Competitors and their Best Keywords

Combined, your organic competitors get about 100% of their traffic from unpaid search. The biggest mover was professionalmarketingonline.com. They picked up 21 organic clicks overall.

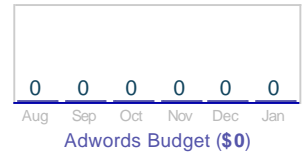
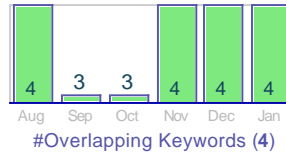
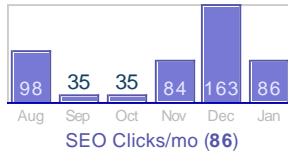
speakersroadshow.com

speaker chicago (25),
best keynote speaker (34),
best keynote speakers (36),
chicago speakers (42)



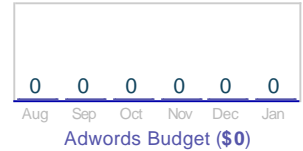
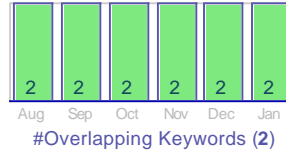
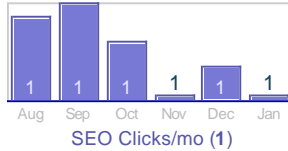
professionalspeakersguild.com

professional speaker (5),
professional speakers association (5),
speakers professional (6),
professional speakers (12),
speakers association (35)



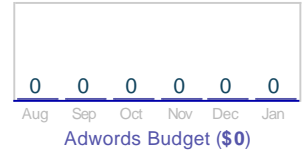
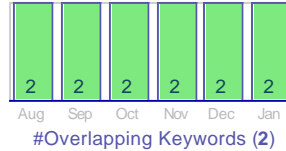
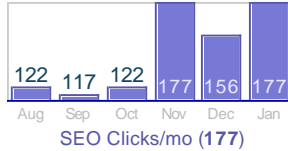
mce-llc.com

eisenberg associates (35),
eisenberg and associates (36)



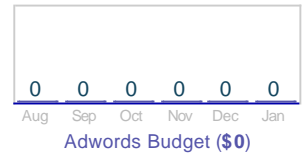
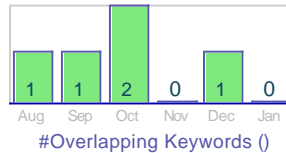
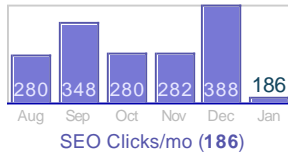
professionalmarketingonline.com

professional online marketing (2),
professional marketing (3),
professional marketing organizations (42),
professional marketing development (46)



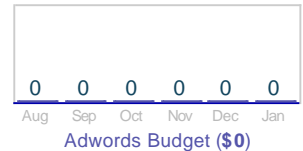
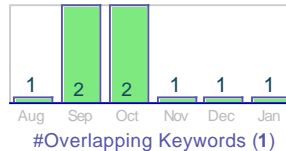
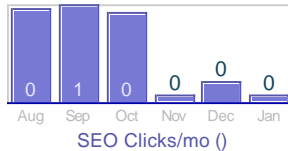
belcherbutton.com

buy button (12), by perry (16), belcher (27)

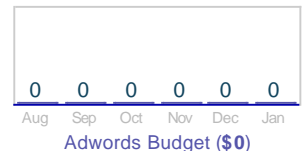
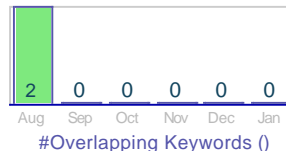
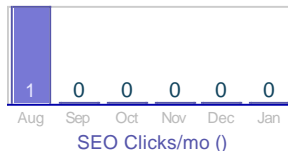


debraeisenberg.com

eisenberg associates (40)



employeeseveranceagreement.com

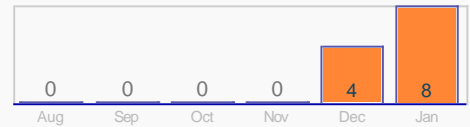


Biggest Gains (all)

Clicks/Month

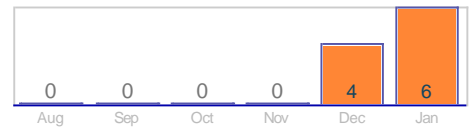
▲ conversion optimization 10

Est. Clicks/Month gained: 13 Est. Value/Click: \$2.82 Estimated Value gained: \$37
<http://www.bryaneisenberg.com/2010/01...>



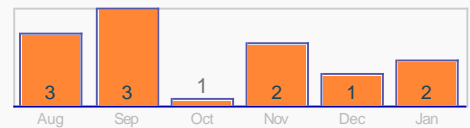
▲ eisengbergs 9(+2)

Est. Clicks/Month gained: 4 Est. Value/Click: \$0.46 Estimated Value gained: \$2
<http://www.bryaneisenberg.com/>



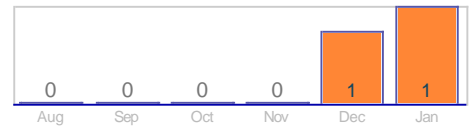
▲ analytics google 26(+8)

Est. Clicks/Month gained: 2 Est. Value/Click: \$2.32 Estimated Value gained: \$6
<http://www.bryaneisenberg.com/2010/02...>



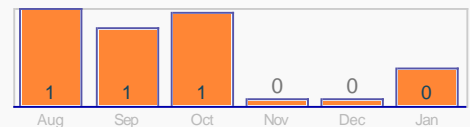
▲ marketing speakers 9(+5)

Est. Clicks/Month unchanged Est. Value/Click: \$2.45 Estimated Value unchanged \$1
<http://www.bryaneisenberg.com/speaking/>



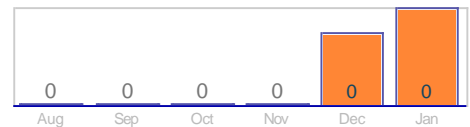
▲ form factors 37

Est. Clicks/Month unchanged Est. Value/Click: \$0.86 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/2010/04...>



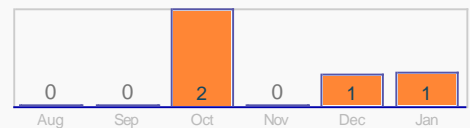
▲ eisenberg and associates 11(+2)

Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/>



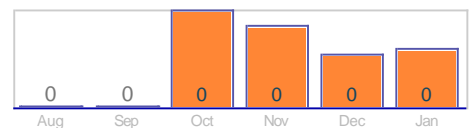
▲ it consulting rate 12(+36)

Est. Clicks/Month unchanged Est. Value/Click: \$5 Estimated Value unchanged \$1
<http://www.bryaneisenberg.com/2010/07...>



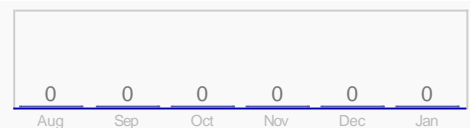
▲ jim sterne 27

Est. Clicks/Month unchanged Est. Value/Click: \$0.64 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/2010/05...>



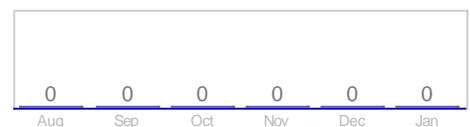
▲ 11 99 45

Est. Clicks/Month unchanged Est. Value/Click: \$0.46 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/2010/11...>



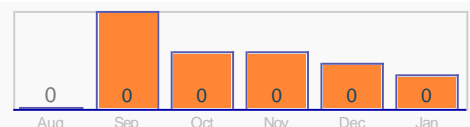
▲ ads ppc 41

Est. Clicks/Month unchanged Est. Value/Click: \$3.02 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/2010/06...>



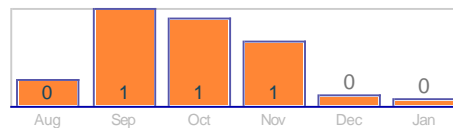
▲ free consulting 28

Est. Clicks/Month unchanged Est. Value/Click: \$1.36 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/2010/07...>



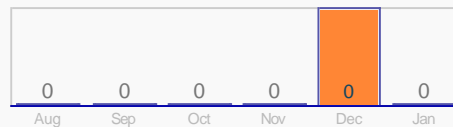
▲ eisenberg associates 11(+2)

Est. Clicks/Month unchanged Est. Value/Click: \$1.06 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/>



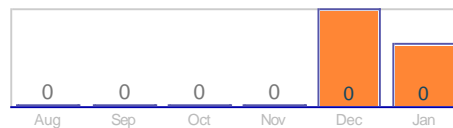
▲ complex sales 34

Est. Clicks/Month unchanged Est. Value/Click: \$1.74 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/categor...>



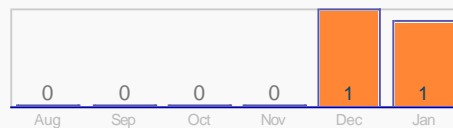
▲ design forms 43

Est. Clicks/Month unchanged Est. Value/Click: \$0.96 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/2010/02...>



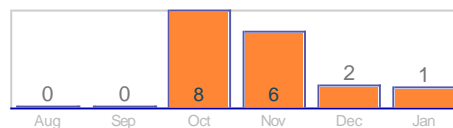
▲ top keynote speakers 35

Est. Clicks/Month unchanged Est. Value/Click: \$11 Estimated Value unchanged \$1
<http://www.bryaneisenberg.com/speaking/>



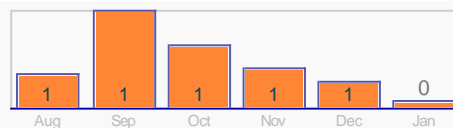
▲ digital sales 50

Est. Clicks/Month unchanged Est. Value/Click: \$1.01 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/2010/09...>



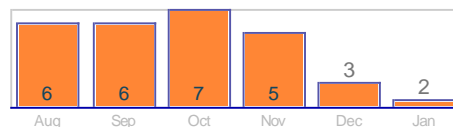
▲ missing manual 38(+7)

Est. Clicks/Month unchanged Est. Value/Click: \$0.79 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/2010/02...>



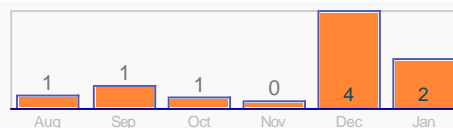
▲ ppc tax 39

Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/2010/07...>



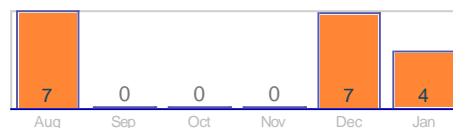
▲ top speaker 40

Est. Clicks/Month unchanged Est. Value/Click: \$0.69 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/speaking/>



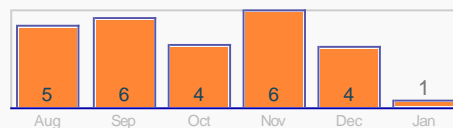
▲ google user 44

Est. Clicks/Month unchanged Est. Value/Click: \$2.67 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/2010/08...>



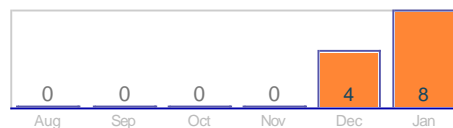
▲ professional marketing group 44(+3)

Est. Clicks/Month unchanged Est. Value/Click: \$1.88 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/speaking/>



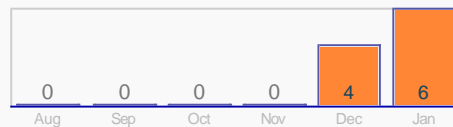
▲ of ppc marketing 24

Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/2010/08...>



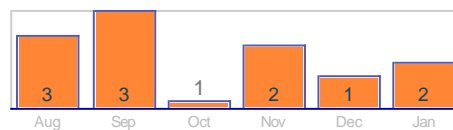
▲ advertisement ppc 12

Est. Clicks/Month unchanged Est. Value/Click: \$7.04 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/2010/06...>



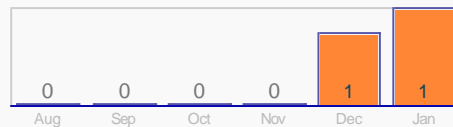
▲ conversion customer 25(+4)

Est. Clicks/Month unchanged Est. Value/Click: \$2.58 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/2010/08...>



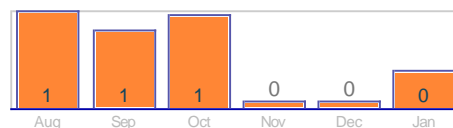
▲ best professional speakers 5(+1)

Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/>



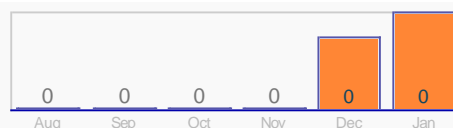
▲ tax secret 27

Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/2010/07...>



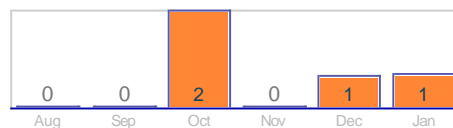
▲ best course internet marketing 44

Est. Clicks/Month unchanged Est. Value/Click: \$4.27 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/>



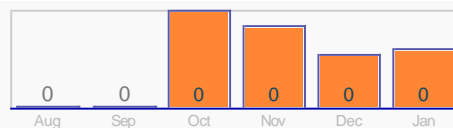
▲ professional sales speaker 28

Est. Clicks/Month unchanged Est. Value/Click: \$5.7 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/speaking/>



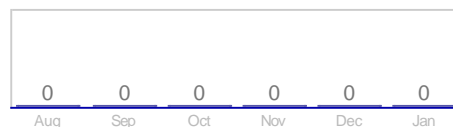
▲ speakers online 45(+2)

Est. Clicks/Month unchanged Est. Value/Click: \$1.07 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/>



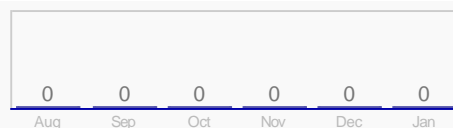
▲ speakers professional 31(+5)

Est. Clicks/Month unchanged Est. Value/Click: \$2.14 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/speaking/>



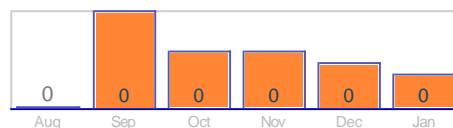
▲ googles pay per click 17(+4)

Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/2010/07...>



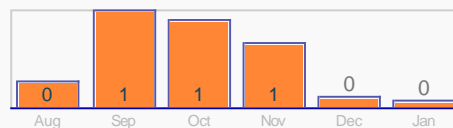
▲ page dimensions 16(+2)

Est. Clicks/Month unchanged Est. Value/Click: \$1.49 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/2010/04...>



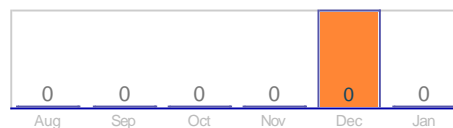
▲ 5 dimensions 12(+1)

Est. Clicks/Month unchanged Est. Value/Click: \$0.61 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/2010/04...>



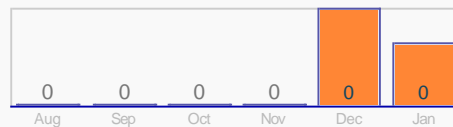
▲ the missing manual 22(+1)

Est. Clicks/Month unchanged Est. Value/Click: \$0.92 Estimated Value unchanged \$0
<http://www.bryaneisenberg.com/2010/02...>



▲ competitive intelligence tool 13(+16)

Est. Clicks/Month unchanged Est. Value/Click: \$3.36 Estimated Value unchanged -\$1
<http://www.bryaneisenberg.com/2009/11...>



SEO Dashboard

▲ landing page design 36(+3)

Est. Clicks/Month lost: -1 Est. Value/Click: \$3.15 Estimated Value lost: -\$3

<http://www.bryaneisenberg.com/2010/03...>

▲ competitive intelligence tools 12(+1)

Est. Clicks/Month lost: -2 Est. Value/Click: \$2.4 Estimated Value lost: -\$5

<http://www.bryaneisenberg.com/2009/11...>

▲ google pay per click 21(+3)

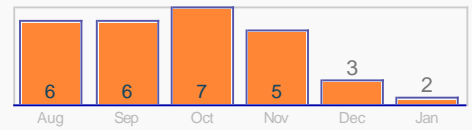
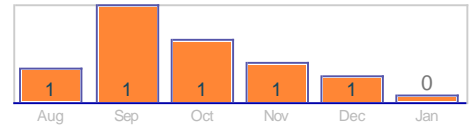
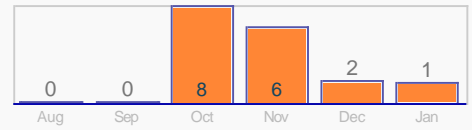
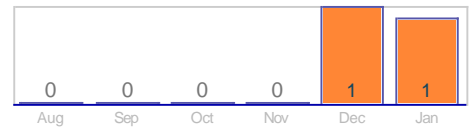
Est. Clicks/Month lost: -3 Est. Value/Click: \$10 Estimated Value lost: -\$30

<http://www.bryaneisenberg.com/2010/07...>

▲ ppc optimization 20(+1)

Est. Clicks/Month lost: -3 Est. Value/Click: \$3.9 Estimated Value lost: -\$12

<http://www.bryaneisenberg.com/2010/06...>



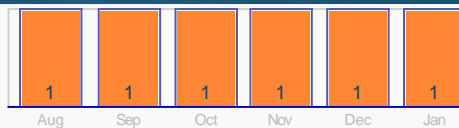
[Download as CSV](#)

Most Valuable Keywords (all)

Rank

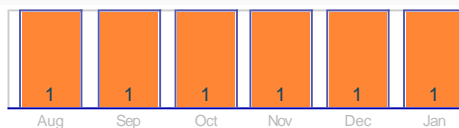
bryan eisenberg

Rank: 1 Est. Clicks/Mo: 36(-5) Est. Value/Mo: \$94(-\$13.444)



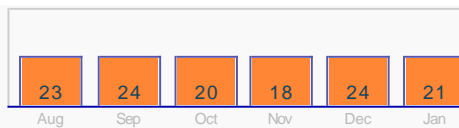
jeffrey eisenberg

Rank: 1 Est. Clicks/Mo: 26 Est. Value/Mo: \$49(-\$0.278)



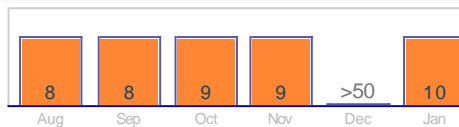
google pay per click

Rank: 21(+3) Est. Clicks/Mo: 4(-3) Est. Value/Mo: \$42(-\$30.017)



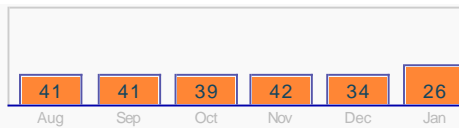
conversion optimization

Rank: 10 Est. Clicks/Mo: 13 Est. Value/Mo: \$37



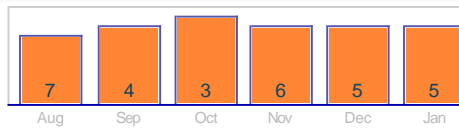
analytics google

Rank: 26(+8) Est. Clicks/Mo: 6(+2) Est. Value/Mo: \$14(+\$5.86)



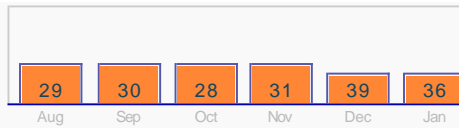
marketing speaker

Rank: 5 Est. Clicks/Mo: 6(-7) Est. Value/Mo: \$11(-\$12.766)



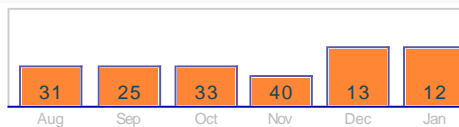
landing page design

Rank: 36(+3) Est. Clicks/Mo: 2(-1) Est. Value/Mo: \$6(-\$2.644)



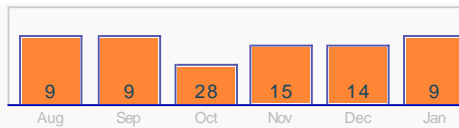
competitive intelligence tools

Rank: 12(+1) Est. Clicks/Mo: 2(-2) Est. Value/Mo: \$5(-\$4.453)



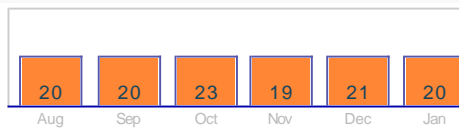
marketing speakers

Rank: 9(+5) Est. Clicks/Mo: 2 Est. Value/Mo: \$5(+\$1.1)



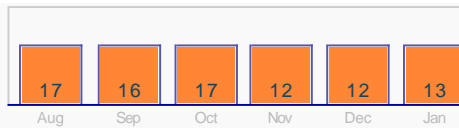
ppc optimization

Rank: 20(+1) Est. Clicks/Mo: 1(-3) Est. Value/Mo: \$4(-\$11.883)



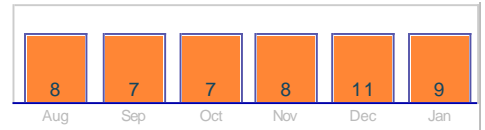
eisenberg

Rank: 13(-1) Est. Clicks/Mo: 10(-5) Est. Value/Mo: \$4(-\$1.695)



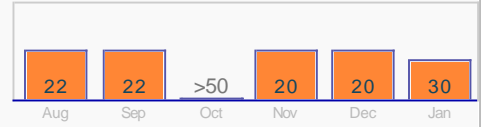
eisenbergs

Rank: 9(+2) Est. Clicks/Mo: 8(+4) Est. Value/Mo: \$4(+\$1.66)



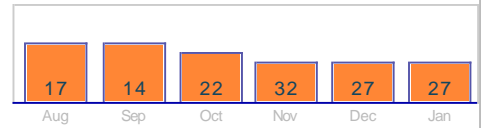
professional speakers

Rank: 30(-10) Est. Clicks/Mo: 1(-3) Est. Value/Mo: \$2(-\$5.917)



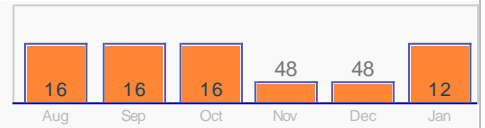
professional speaker

Rank: 27 Est. Clicks/Mo: 1(-2) Est. Value/Mo: \$2(-\$2.627)



it consulting rate

Rank: 12(+36) Est. Clicks/Mo: 0 Est. Value/Mo: \$1(+\$1.11)



[Download as CSV](#)

Newly Ranked Organic Pages

<http://www.bryaneisenberg.com/publications/>

Estimated SEO Value: **\$84** Estimated Total Clicks/Mo: 37

Keywords (rank): bryan eisenberg (3), eisenberg and associates (12)

<http://www.bryaneisenberg.com/2010/01/the-ultimate-conversion-optimization-reading-list/>

Estimated SEO Value: **\$34** Estimated Total Clicks/Mo: 13

Keywords (rank): conversion optimization (10)

<http://www.bryaneisenberg.com/2010/07/free-conversion-rate-consulting-want-some/>

Estimated SEO Value: **\$1.41** Estimated Total Clicks/Mo: 0

Keywords (rank): it consulting rate (12), free consulting (28)

<http://www.bryaneisenberg.com/2010/06/the-secret-behind-successful-ppc-advertising/>

Estimated SEO Value: **\$0.35** Estimated Total Clicks/Mo: 0

Keywords (rank): advertisement ppc (12), ads ppc (41)

<http://www.bryaneisenberg.com/category/complex-sales/>

Estimated SEO Value: **\$0.12** Estimated Total Clicks/Mo: 0

Keywords (rank): complex sales (34)

<http://www.bryaneisenberg.com/2010/05/measuring-social-media-an-interview-with-jim-sterne-avinash...>

Estimated SEO Value: **\$0.1** Estimated Total Clicks/Mo: 0

Keywords (rank): jim sterne (27)

<http://www.bryaneisenberg.com/2010/09/digital-sales-in-a-mobile-app-world/>

Estimated SEO Value: **\$0.06** Estimated Total Clicks/Mo: 0

Keywords (rank): digital sales (50)

<http://www.bryaneisenberg.com/2010/11/99-free-and-low-cost-tools-to-improve-your-website/>

Estimated SEO Value: **\$0.06** Estimated Total Clicks/Mo: 0

Keywords (rank): 11 99 (45)

[Download as CSV](#)

New Keywords (You weren't ranked on before)	Estimated New Click/Month
conversion optimization Rank: 10 Searches/Mo: 720 Est. Value/Click: \$2.82 http://www.bryaneisenberg.com/2010/01/the-ultimate-conversion-optimization-reading-list/	13 new clicks/month
form factors Rank: 37 Searches/Mo: 300 Est. Value/Click: \$0.86 http://www.bryaneisenberg.com/2010/04/7-form-factors-to-increase-conversions/	0 new clicks/month
jim sterne Rank: 27 Searches/Mo: 90 Est. Value/Click: \$0.64 http://www.bryaneisenberg.com/2010/05/measuring-social-media-an-interview-with-jim-sterne-avinash...	0 new clicks/month
11 99 Rank: 45 Searches/Mo: 210 Est. Value/Click: \$0.46 http://www.bryaneisenberg.com/2010/11/99-free-and-low-cost-tools-to-improve-your-website/	0 new clicks/month
ads ppc Rank: 41 Searches/Mo: 150 Est. Value/Click: \$3.02 http://www.bryaneisenberg.com/2010/06/the-secret-behind-successful-ppc-advertising/	0 new clicks/month
free consulting Rank: 28 Searches/Mo: 60 Est. Value/Click: \$1.36 http://www.bryaneisenberg.com/2010/07/free-conversion-rate-consulting-want-some/	0 new clicks/month
complex sales Rank: 34 Searches/Mo: 60 Est. Value/Click: \$1.74 http://www.bryaneisenberg.com/category/complex-sales/	0 new clicks/month
design forms Rank: 43 Searches/Mo: 90 Est. Value/Click: \$0.96 http://www.bryaneisenberg.com/2010/02/what-your-form-design-reveals-about-you/	0 new clicks/month
top keynote speakers Rank: 35 Searches/Mo: 60 Est. Value/Click: \$11 http://www.bryaneisenberg.com/speaking/	0 new clicks/month
digital sales Rank: 50 Searches/Mo: 120 Est. Value/Click: \$1.01 http://www.bryaneisenberg.com/2010/09/digital-sales-in-a-mobile-app-world/	0 new clicks/month
ppc tax Rank: 39 Searches/Mo: 30 Est. Value/Click: \$0.08 http://www.bryaneisenberg.com/2010/07/simplicity-googles-secret-pay-per-click-tax/	0 new clicks/month
top speaker Rank: 40 Searches/Mo: 30 Est. Value/Click: \$0.69 http://www.bryaneisenberg.com/speaking/	0 new clicks/month
google user Rank: 44 Searches/Mo: 30 Est. Value/Click: \$2.67 http://www.bryaneisenberg.com/2010/08/google-user-experience-thinking-beyond-conversion/	0 new clicks/month
tax secret Rank: 27 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.bryaneisenberg.com/2010/07/simplicity-googles-secret-pay-per-click-tax/	0 new clicks/month

professional sales speaker Rank: 28 Searches/Mo: 0 Est. Value/Click: \$5.7 0 new clicks/month
<http://www.bryaneisenberg.com/speaking/>

best course internet marke... Rank: 44 Searches/Mo: 0 Est. Value/Click: \$4.27 0 new clicks/month
<http://www.bryaneisenberg.com/>

advertisement ppc Rank: 12 Searches/Mo: 0 Est. Value/Click: \$7.04 0 new clicks/month
<http://www.bryaneisenberg.com/2010/06/the-secret-behind-successful-ppc-advertising/>

of ppc marketing Rank: 24 Searches/Mo: 0 Est. Value/Click: \$0.08 0 new clicks/month
<http://www.bryaneisenberg.com/2010/08/the-biggest-lie-of-pay-per-click-marketing/>

[Download as CSV](#)

Top Site Sections Summary

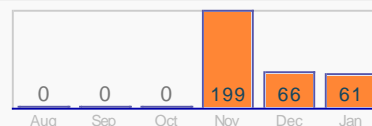
Estimated Clicks/Month

[bryaneisenberg.com/about](#)

Number of Keywords: 5

Estimated Value/Mo: \$143 (-\$14)

Top Keywords: bryan eisenberg, jeffrey eisenberg, speaker online, bryan marketing, www bryan com

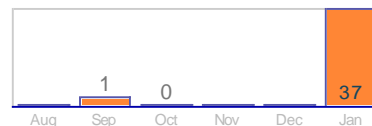


[bryaneisenberg.com/publicat...](#)

Number of Keywords: 2

Estimated Value/Mo: \$94 (+\$94)

Top Keywords: bryan eisenberg, eisenberg and associates



[bryaneisenberg.com/archives](#)

Number of Keywords: 1

Estimated Value/Mo: \$94 (-\$13)

Top Keywords: bryan eisenberg

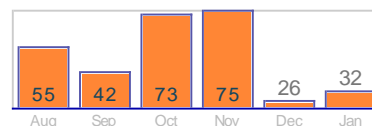


[bryaneisenberg.com/2010/08/...](#)

Number of Keywords: 44

Estimated Value/Mo: \$110 (-\$13)

Top Keywords: conversion optimization, analytics google, google pay per click, landing page design, the missing manual

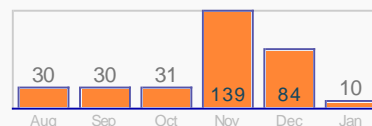


[bryaneisenberg.com/speaking](#)

Number of Keywords: 13

Estimated Value/Mo: \$20 (-\$172)

Top Keywords: marketing speaker, marketing speakers, professional speaker, professional marketing, speakers professional

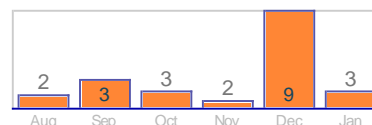


[bryaneisenberg.com/2009/10/...](#)

Number of Keywords: 10

Estimated Value/Mo: \$7 (-\$7)

Top Keywords: competitive intelligence tools, competitive intelligence tool, low cost websites, intelligence tools, spy intelligence



[bryaneisenberg.com/category...](#)

Number of Keywords: 1

Estimated Value/Mo: \$0

Top Keywords: complex sales



[Download as CSV](#)

Keyword Groups with the Biggest Gains - Details

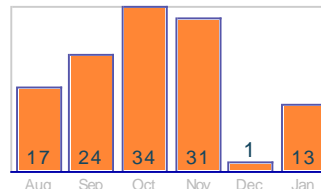
Keyword Group: Conversion

Positions Gained: 54 → Est. Total Clicks/Mo: (+12) → Est. Percent Traffic Gain: 1k%
 Unique Pages Ranked: 1

Keywords:

- conversion: conversion optimization (+50) - **NEW**, conversion customer (+4)

Est. Clicks per Month



Biggest Opportunities Within This Group

conversion

>[conversion customer (25), conversion optimization (10)]

Est. Potential New Clicks/Month: 72 Searches/Mo: 720 Average Value/Click: \$2.7

Clicks Gained or Lost on these Keywords

wikipedia.org	+79
squidoo.com	+38
diamondwebsitecon...	+31
seo.com	+25
exclusiveconcepts...	+23
invesp.com	+20
widerfunnel.com	+15
ezinearticles.com	+14
searchengineland.com	+13
bryaneisenberg.com	+12
-14	xe.com
-16	tuttoaster.com
-17	ielectrify.com
-18	blogspot.com
-23	interactivemarket...

*competitors in **bold**

Pages That Rank

<http://www.bryaneisenberg.com/2010/09/digital-sales-in-a-mobile-app-world>

conversion optimization(10), analytics google(26), google pay per click(21)

Est. Clicks per Month: 13(+13) Potential Incremental Gain: 72 clicks/mo.

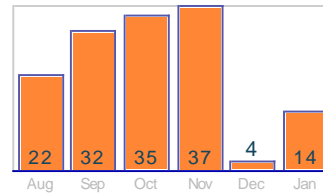
Keyword Group: Optimization

Positions Gained: 48 → Est. Total Clicks/Mo: (+10) → Est. Percent Traffic Gain: 248%
 Unique Pages Ranked: 1

Keywords:

- optimization: conversion optimization (+50) - **NEW**, ppc optimization (+1), optimize ppc...

Est. Clicks per Month



Biggest Opportunities Within This Group

optimization

>[ppc optimizations (34), optimize ppc (45), ppc optimization (20), conversion optimization (10)]

Est. Potential New Clicks/Month: 107 Searches/Mo: 1k Average Value/Click: \$2.8

Clicks Gained or Lost on these Keywords

wikipedia.org	+79
squidoo.com	+38
diamondwebsitecon...	+31
seo.com	+27
exclusiveconcepts...	+23
invesp.com	+20
searchengineland.com	+16
widerfunnel.com	+15
adsynergies.com	-17
ebankenzie.com	-22
digitalpoint.com	-23
wordstream.com	-24
ladsolutions.com	-26
gordonchoi.com	-29
seomoz.org	-30

*competitors in **bold**

Pages That Rank

<http://www.bryaneisenberg.com/2010/09/digital-sales-in-a-mobile-app-world>

conversion optimization(10), analytics google(26), google pay per click(21)

Est. Clicks per Month: 14(+10) Potential Incremental Gain: 107 clicks/mo.

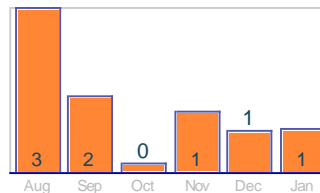
Keyword Group: **Form**

Positions Gained: 36 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: 6%
 Unique Pages Ranked: 1

Keywords:

- form: form factors (+23) - **NEW**
- form > design: design forms (+17) - **NEW**, form design (-4)

Est. Clicks per Month



Biggest Opportunities Within This Group

form > design

>[design forms (43), form design (47)]

Est. Potential New Clicks/Month: **100** Searches/Mo: 810 Average Value/Click: \$0.81

form

>[form factors (37)]

Est. Potential New Clicks/Month: **49** Searches/Mo: 300 Average Value/Click: \$0.86

Clicks Gained or Lost on these Keywords

yale.edu	+37
upenn.edu	+13
sup.org	+11
doughroller.net	+8
ideabook.com	+7
noupe.com	+7
umich.edu	+6
unmatchedstyle.com	+6
vanderbilt.edu	+6
ucla.edu	+5
somerandomdude.com	+4
auburn.edu	+4
wi.gov	-4
microsoft.com	-4
engadget.com	-4

*competitors in **bold**

Pages That Rank

<http://www.bryaneisenberg.com/2010/09/digital-sales-in-a-mobile-app-world>

conversion optimization(10), analytics google(26), google pay per click(21)

Est. Clicks per Month: 1 Potential Incremental Gain: 149 clicks/mo.

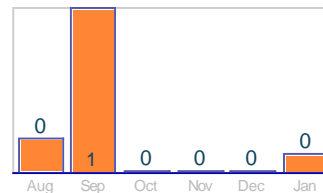
Keyword Group: **Top**

Positions Gained: 35 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: %
 Unique Pages Ranked: 1

Keywords:

- top: top keynote speakers (+25) - **NEW**, top speaker (+20) - **NEW**, top keynote speaker (-10)

Est. Clicks per Month



Biggest Opportunities Within This Group

top

>[top keynote speaker (38), top speaker (40), top keynote speakers (35)]

Est. Potential New Clicks/Month: 12 Searches/Mo: 90 Average Value/Click: \$3.78

Clicks Gained or Lost on these Keywords

wirelessoutdoorsp...	+2
testfreaks.com	+1
digitaltrends.com	+1
laptopmag.com	+1
softpedia.com	+1
-1	keynotenetwork.com
-1	speakers.com
-1	brightsightgroup.com
-2	associatedcontent...
-3	consumersearch.com
-3	internationalspea...
-3	lectureagent.com
-4	soundandvisionmag...
-4	keynotespeakers.com
-5	about.com

*competitors in **bold**

Pages That Rank

<http://www.bryaneisenberg.com/speaking>

marketing speaker(5), marketing speakers(9), professional speaker(27)

Est. Clicks per Month: 0 Potential Incremental Gain: 12 clicks/mo.

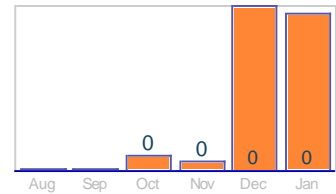
Keyword Group: **Keynote**

Positions Gained: 15 → Est. Total Clicks/Mo: (0) → Est. Percent Traffic Gain: -3%
 Unique Pages Ranked: 1

Keywords:

- keynote: top keynote speakers (+25) - **NEW**, top keynote speaker (-10)

Est. Clicks per Month



Biggest Opportunities Within This Group

keynote

>[top keynote speaker (38), top keynote speakers (35)]

Est. Potential New Clicks/Month: 7 Searches/Mo: 60 Average Value/Click: \$5.33

Clicks Gained or Lost on these Keywords

softpedia.com	+1
-1	gotham-artists.com
-1	professionalspeak...
-1	galltech.com
-1	keynotenetwork.com
-2	smallbusiness-pla...
-2	ezinearticles.com
-2	speakers.com
-2	brightsigthgroup.com
-2	bestkeynotespeake...
-3	stevedenning.com
-3	about.com
-3	lectureagent.com
-4	greatkeynotespeak...
-6	speakersbureauint...

*competitors in **bold**

Pages That Rank

<http://www.bryaneisenberg.com/speaking>

marketing speaker(5), marketing speakers(9), professional speaker(27)

Est. Clicks per Month: 0 Potential Incremental Gain: 7 clicks/mo.

Biggest Opportunities (all)

Rank

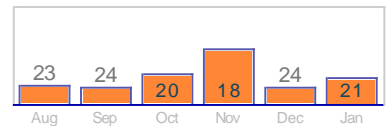
google pay per click (21)

Searches/Mo: 1k Est. Value/Click: \$10 Est. Potential New Clicks/Month: 149
Other Keywords for URL: google pay per click, ppc tax, tax secret, googles pay per click



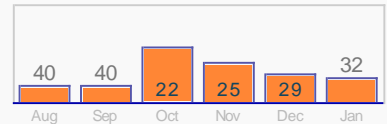
landing page design (36)

Searches/Mo: 2k Est. Value/Click: \$3.15 Est. Potential New Clicks/Month: 187
Other Keywords for URL: landing page design



analytics google (26)

Searches/Mo: 3k Est. Value/Click: \$2.32 Est. Potential New Clicks/Month: 198
Other Keywords for URL: analytics google, the missing manual, missing manual



best speakers (49)

Searches/Mo: 2k Est. Value/Click: \$0.7 Est. Potential New Clicks/Month: 392
Other Keywords for URL: bryan eisenberg, jeffrey eisenberg, eisenberg, eisenbergs, best speakers



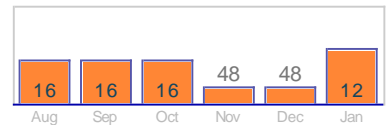
conversion optimization (10)

Searches/Mo: 720 Est. Value/Click: \$2.82 Est. Potential New Clicks/Month: 72
Other Keywords for URL: conversion optimization



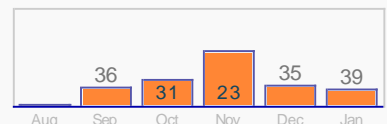
ppc optimization (20)

Searches/Mo: 300 Est. Value/Click: \$3.9 Est. Potential New Clicks/Month: 35
Other Keywords for URL: ppc optimization, ppc optimizations, ppc advertising workshops, pay per click workshop, optimize ppc



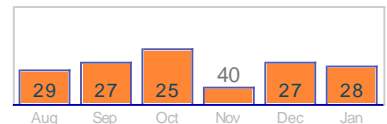
low cost websites (40)

Searches/Mo: 210 Est. Value/Click: \$3.29 Est. Potential New Clicks/Month: 34
Other Keywords for URL: low cost websites



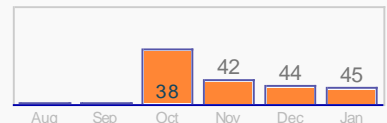
professional speaker (27)

Searches/Mo: 480 Est. Value/Click: \$1.82 Est. Potential New Clicks/Month: 56
Other Keywords for URL: marketing speaker, marketing speakers, professional speaker, professional marketing, speakers professional



missing manual (38)

Searches/Mo: 570 Est. Value/Click: \$0.79 Est. Potential New Clicks/Month: 96
Other Keywords for URL: analytics google, the missing manual, missing manual



top keynote speakers (35)

Searches/Mo: 60 Est. Value/Click: \$11 Est. Potential New Clicks/Month: 7
Other Keywords for URL: marketing speaker, marketing speakers, professional speaker, professional marketing, speakers professional



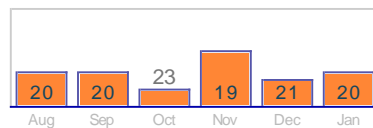
eisenberg (13)

Searches/Mo: 1k Est. Value/Click: \$0.37 Est. Potential New Clicks/Month: 201
Other Keywords for URL: bryan eisenberg, jeffrey eisenberg, eisenberg, eisenbergs, best speakers



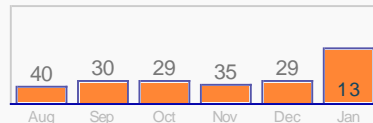
professional speakers (30)

Searches/Mo: 570 Est. Value/Click: \$2.09 Est. Potential New Clicks/Month: 28
Other Keywords for URL: bryan eisenberg, jeffrey eisenberg, eisenberg, eisenbergs, best speakers



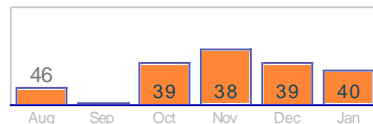
marketing speaker (5)

Searches/Mo: 210 Est. Value/Click: \$1.91 Est. Potential New Clicks/Month: 30
Other Keywords for URL: marketing speaker, marketing speakers, professional speaker, professional marketing, speakers professional



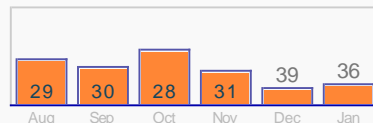
form design (47)

Searches/Mo: 720 Est. Value/Click: \$0.66 Est. Potential New Clicks/Month: 85
Other Keywords for URL: form design, design forms



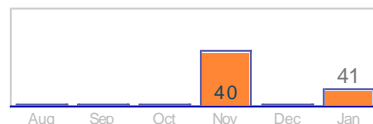
competitive intelligence tools (12)

Searches/Mo: 210 Est. Value/Click: \$2.4 Est. Potential New Clicks/Month: 23
Other Keywords for URL: competitive intelligence tools, competitive intelligence tool, intelligence tools, spy intelligence, Spying on Your Competition



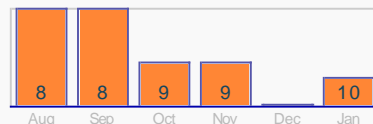
ads ppc (41)

Searches/Mo: 150 Est. Value/Click: \$3.02 Est. Potential New Clicks/Month: 18
Other Keywords for URL: ads ppc, advertisement ppc



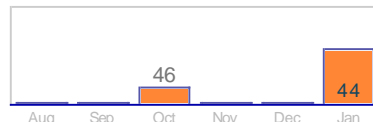
the missing manual (22)

Searches/Mo: 480 Est. Value/Click: \$0.92 Est. Potential New Clicks/Month: 56
Other Keywords for URL: analytics google, the missing manual, missing manual



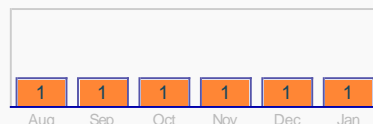
form factors (37)

Searches/Mo: 300 Est. Value/Click: \$0.86 Est. Potential New Clicks/Month: 49
Other Keywords for URL: form factors



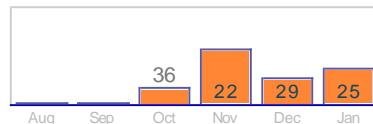
professional marketing (18)

Searches/Mo: 120 Est. Value/Click: \$1.98 Est. Potential New Clicks/Month: 19
Other Keywords for URL: marketing speaker, marketing speakers, professional speaker, professional marketing, speakers professional



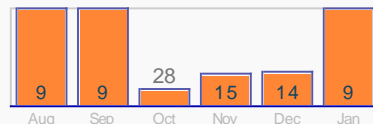
click marketing (39)

Searches/Mo: 60 Est. Value/Click: \$4.67 Est. Potential New Clicks/Month: 7
Other Keywords for URL: click marketing, of ppc marketing



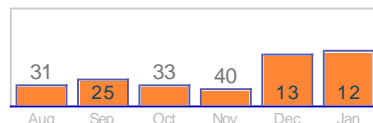
speakers professional (31)

Searches/Mo: 90 Est. Value/Click: \$2.14 Est. Potential New Clicks/Month: 15
Other Keywords for URL: marketing speaker, marketing speakers, professional speaker, professional marketing, speakers professional



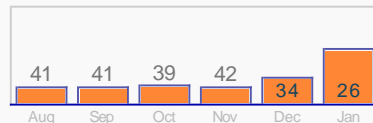
eisenbergs (9)

Searches/Mo: 390 Est. Value/Click: \$0.46 Est. Potential New Clicks/Month: 58
Other Keywords for URL: bryan eisenberg, jeffrey eisenberg, eisenberg, eisenbergs, best speakers



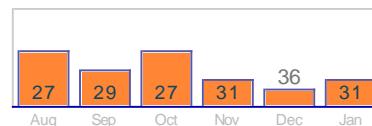
intelligence tools (28)

Searches/Mo: 30 Est. Value/Click: \$4.61 Est. Potential New Clicks/Month: 5
Other Keywords for URL: competitive intelligence tools, competitive intelligence tool, intelligence tools, spy intelligence, Spying on Your Competition



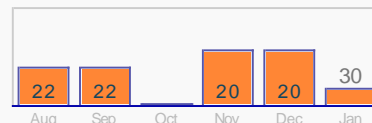
it consulting rate (12)

Searches/Mo: 30 Est. Value/Click: \$5 Est. Potential New Clicks/Month: 5
Other Keywords for URL: it consulting rate, free consulting



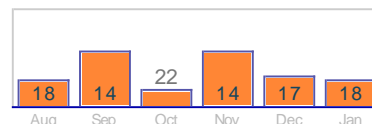
marketing speakers (9)

Searches/Mo: 90 Est. Value/Click: \$2.45 Est. Potential New Clicks/Month: 9
Other Keywords for URL: marketing speaker, marketing speakers, professional speaker, professional marketing, speakers professional



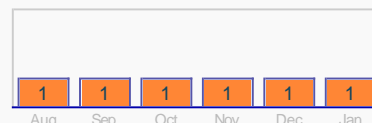
professional marketing group (44)

Searches/Mo: 60 Est. Value/Click: \$1.88 Est. Potential New Clicks/Month: 10
Other Keywords for URL: marketing speaker, marketing speakers, professional speaker, professional marketing, speakers professional



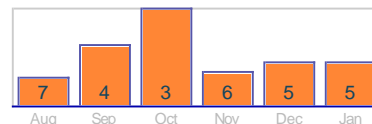
complex sales (34)

Searches/Mo: 60 Est. Value/Click: \$1.74 Est. Potential New Clicks/Month: 10
Other Keywords for URL: complex sales



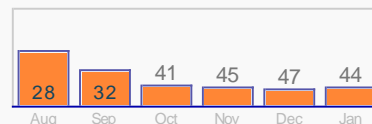
11 99 (45)

Searches/Mo: 210 Est. Value/Click: \$0.46 Est. Potential New Clicks/Month: 36
Other Keywords for URL: 11 99



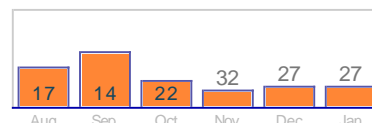
design forms (43)

Searches/Mo: 90 Est. Value/Click: \$0.96 Est. Potential New Clicks/Month: 15
Other Keywords for URL: form design, design forms



free consulting (28)

Searches/Mo: 60 Est. Value/Click: \$1.36 Est. Potential New Clicks/Month: 10
Other Keywords for URL: it consulting rate, free consulting



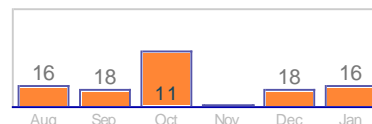
competitive intelligence tool (13)

Searches/Mo: 30 Est. Value/Click: \$3.36 Est. Potential New Clicks/Month: 3
Other Keywords for URL: competitive intelligence tools, competitive intelligence tool, intelligence tools, spy intelligence, Spying on Your Competition



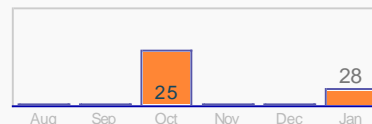
speakers online (45)

Searches/Mo: 60 Est. Value/Click: \$1.07 Est. Potential New Clicks/Month: 10
Other Keywords for URL: bryan eisenberg, jeffrey eisenberg, eisenberg, eisenbergs, best speakers



jim sterne (27)

Searches/Mo: 90 Est. Value/Click: \$0.64 Est. Potential New Clicks/Month: 15
Other Keywords for URL: jim sterne



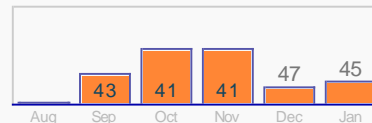
5 dimensions (12)

Searches/Mo: 90 Est. Value/Click: \$0.61 Est. Potential New Clicks/Month: 14
Other Keywords for URL: 5 dimensions, page dimensions



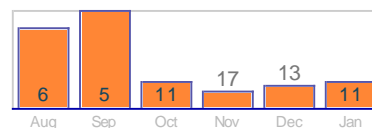
digital sales (50)

Searches/Mo: 120 Est. Value/Click: \$1.01 Est. Potential New Clicks/Month: 8
Other Keywords for URL: digital sales



page dimensions (16)

Searches/Mo: 30 Est. Value/Click: \$1.49 Est. Potential New Clicks/Month: 5
Other Keywords for URL: 5 dimensions, page dimensions



spy intelligence (47)

Searches/Mo: 30 Est. Value/Click: \$1.2 Est. Potential New Clicks/Month: 5
Other Keywords for URL: competitive intelligence tools, competitive intelligence tool, intelligence tools, spy intelligence, Spying on Your Competition



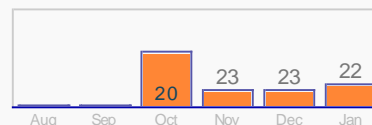
google user (44)

Searches/Mo: 30 Est. Value/Click: \$2.67 Est. Potential New Clicks/Month: 2
Other Keywords for URL: google user, conversion customer



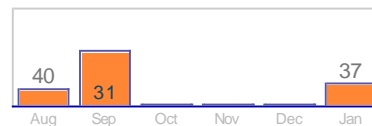
eisenberg associates (11)

Searches/Mo: 30 Est. Value/Click: \$1.06 Est. Potential New Clicks/Month: 5
Other Keywords for URL: bryan eisenberg, jeffrey eisenberg, eisenberg, eisenbergs, best speakers



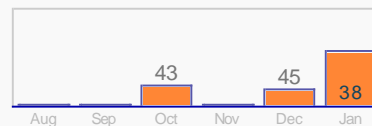
speaker online (38)

Searches/Mo: 30 Est. Value/Click: \$0.75 Est. Potential New Clicks/Month: 5
Other Keywords for URL: speaker online, bryan marketing, www bryan com



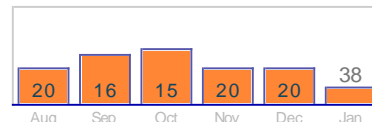
top speaker (40)

Searches/Mo: 30 Est. Value/Click: \$0.69 Est. Potential New Clicks/Month: 5
Other Keywords for URL: marketing speaker, marketing speakers, professional speaker, professional marketing, speakers professional



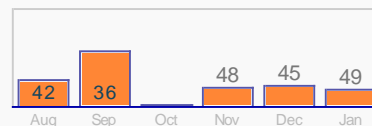
eisenberg and associates (11)

Searches/Mo: 90 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 14
Other Keywords for URL: bryan eisenberg, jeffrey eisenberg, eisenberg, eisenbergs, best speakers



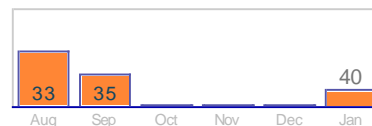
able shopper (40)

Searches/Mo: 30 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 5
Other Keywords for URL: able shopper



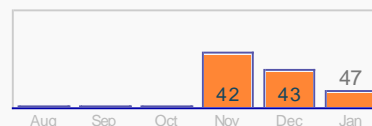
ppc tax (39)

Searches/Mo: 30 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 5
Other Keywords for URL: google pay per click, ppc tax, tax secret, googles pay per click



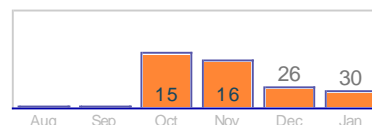
optimize ppc (45)

Searches/Mo: 0 Est. Value/Click: \$4.42 Est. Potential New Clicks/Month: 0
Other Keywords for URL: ppc optimization, ppc optimizations, ppc advertising workshops, pay per click workshop, optimize ppc



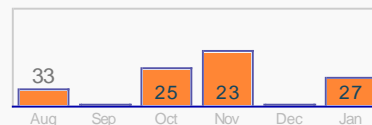
top keynote speaker (38)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0
Other Keywords for URL: marketing speaker, marketing speakers, professional speaker, professional marketing, speakers professional



conversion customer (25)

Searches/Mo: 0 Est. Value/Click: \$2.58 Est. Potential New Clicks/Month: 0
Other Keywords for URL: google user, conversion customer



SEO Dashboard

advertisement ppc (12)

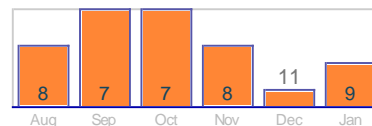
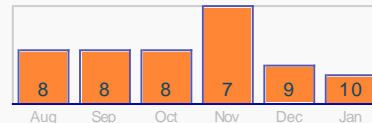
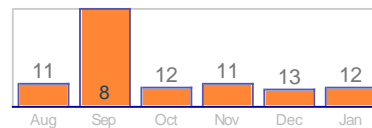
Searches/Mo: 0 Est. Value/Click: \$7.04 Est. Potential New Clicks/Month: 0
Other Keywords for URL: ads ppc, advertisement ppc

professional sales speaker (28)

Searches/Mo: 0 Est. Value/Click: \$5.7 Est. Potential New Clicks/Month: 0
Other Keywords for URL: marketing speaker, marketing speakers, professional speaker, professional marketing, speakers professional

best professional speakers (5)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0
Other Keywords for URL: bryan eisenberg, jeffrey eisenberg, eisenberg, eisenbergs, best speakers



[Download as CSV](#)

Keywords Not Ranked On But Should Be

Estimated Clicks/Month

professional speakers association

Searches/Month: 120
Cost/Click: \$2.12 Est. Potential Clicks/Month: 4
Avg. Competitor Rank: 5

professionalspeak... +4

larry eisenberg

Searches/Month: 150
Cost/Click: \$1.71 Est. Potential Clicks/Month: 2
Avg. Competitor Rank: 11

truckaccidentlawy... +3
eisenberglawyers.com +1

buy button

Searches/Month: 240
Cost/Click: \$1.14 Est. Potential Clicks/Month: 2
Avg. Competitor Rank: 12

belcherbutton.com +2

affiliate tips

Searches/Month: 90
Cost/Click: \$1.71 Est. Potential Clicks/Month: 1
Avg. Competitor Rank: 13

affiliatetips.com +1

affiliate marketing blogs

Searches/Month: 150
Cost/Click: \$1.82 Est. Potential Clicks/Month: 0
Avg. Competitor Rank: 30

affzilla.com +0

direct speakers

Searches/Month: 30
Cost/Click: \$2.19 Est. Potential Clicks/Month: 0
Avg. Competitor Rank: 16

marketingspeakers... +0

belcher

Searches/Month: 570
Cost/Click: \$0.34 Est. Potential Clicks/Month: 1
Avg. Competitor Rank: 27

belcherbutton.com +1

speakers association

Searches/Month: 90
Cost/Click: \$1.66 Est. Potential Clicks/Month: 0
Avg. Competitor Rank: 35

professionalspeak... +0

SEO Dashboard

estelle ellis

Searches/Month: 30
Cost/Click: \$1.15 Est. Potential Clicks/Month: 0
Avg. Competitor Rank: 34

migratesa.com 

become a professional speaker

Searches/Month: 30
Cost/Click: \$2.57 Est. Potential Clicks/Month: 0
Avg. Competitor Rank: 45

professionalspeak... 



chicago speakers

Searches/Month: 30
Cost/Click: \$2.61 Est. Potential Clicks/Month: 0
Avg. Competitor Rank: 42

speakersroadshow.com 

best keynote speakers

Searches/Month: 60
Cost/Click: \$0.05 Est. Potential Clicks/Month: 0
Avg. Competitor Rank: 25

bestkeynotespeake... 
speakersroadshow.com 

professional marketing organizations

Searches/Month: 30
Cost/Click: \$0.05 Est. Potential Clicks/Month: 0
Avg. Competitor Rank: 42

professionalmarke... 

best keynote speaker

Searches/Month: 30
Cost/Click: \$0.05 Est. Potential Clicks/Month: 0
Avg. Competitor Rank: 25

bestkeynotespeake... 
speakersroadshow.com 

[Download as CSV](#)

Keyword Overlap in Your SEO & PPC campaigns

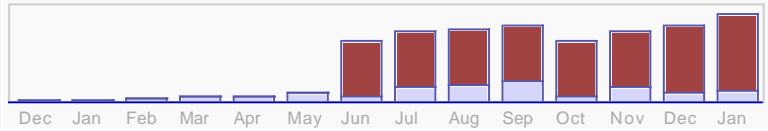
Est. Organic Clicks vs. Paid Clicks

marketing speakers

Organic Rank: 9 (+5) Searches/Month:90

Cost/Click: \$3.17 Est. Paid Clicks Per Month: 14

Est. Potential Monthly Savings: \$44



[Download as CSV](#)

Keyword Groups with the Most Potential - Details

Keyword Group: Eisenberg

Unique Pages Ranked: 4 Searches Per Month: 72

Potential Clicks with Incremental Gain: 15.0 Value of Incremental Gain: \$15.0

Potential Clicks Gained at Top Positions: 278.0 Value of Gain at Top Positions: \$107.0

Keywords:

- **eisenberg**: eisenberg (13), eisenbergs (9), eisenberg and associates (11), eisenberg hot...

Est. Share of Clicks

bryaneisenberg.com	81 (+6)
jeffeisenberg.net	5 (+1)
lloydeisenbergand...	0 (+0)
mce-llc.com	0 (+0)
speakersroadshow.com	0 (+0)
professionalspeak...	0 (+0)

Biggest Opportunities Within This Group

eisenberg

>[eisenberg associates (11), eisenberg and associates (11), eisenbergs (9), eisenberg (13), jeffrey eisenberg (1)]

Est. Potential New Clicks/Month: 278 Searches/Mo: 2k Average Value/Click: \$1.09

Clicks Gained or Lost on these Keywords

-13		ppcdeconstructed.com
-13		keywordresearchin...
-16		wordstream.com
-18		keywordspy.com
-22		ebankenzie.com
-23		digitalpoint.com
-24		payperclicksearch...
-28		adsynergies.com
-28		ispionage.com
-29		gordonchoi.com
-29		searchengineland.com
-30		seomoz.org
-30		seoconsultants.com
-35		websiteoptimizati...
-39		cumbrowski.com

*competitors in bold

Pages That Rank

<http://www.bryaneisenberg.com/2010/09/digital-sales-in-a-mobile-app-world>

conversion optimization(10), analytics google(26), google pay per click(21)

Est. Clicks per Month: 1(-3) Potential Incremental Gain: 57 clicks/mo.

<http://www.bryaneisenberg.com/2009/10/google-analytics-plugins-hacks>

competitive intelligence tools(12), competitive intelligence tool(13), low cost websites(40)

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

Keyword Group: Google

Unique Pages Ranked: 1 Searches Per Month: 154

Potential Clicks with Incremental Gain: 7.3 Value of Incremental Gain: \$7.3

Potential Clicks Gained at Top Positions: 399.0 Value of Gain at Top Positions: \$2.0k

Keywords:

- **google**: analytics google (26), google pay per click (21), pay per click google, google ...

Est. Share of Clicks

bryaneisenberg.com	10 (+1)
jeffeisenberg.net	0 (+0)
professionalspeak...	0 (+0)
mce-llc.com	0 (+0)
speakersroadshow.com	0 (+0)
lloydeisenbergand...	0 (+0)

Biggest Opportunities Within This Group

google

>[googles pay per click (17), google user (44), google pay per click (21), analytics google (26)]

Est. Potential New Clicks/Month: 349 Searches/Mo: 4k Average Value/Click: \$3.82

Clicks Gained or Lost on these Keywords

-1	mediapost.com
-1	kikabink.com
-1	aurorawdc.com
-2	bnet.com
-2	marketing-intelli...
-3	venable.ws
-3	webdistortion.com
-3	lakeshorebranding...
-3	seroundtable.com
-4	wikipedia.org
-4	cumbrowski.com
-4	ppcdiscussions.com
-6	searchnewz.com
-7	thesearchmonitor.com
-8	trellian.com

*competitors in **bold**

Pages That Rank

<http://www.bryaneisenberg.com/2009/10/google-analytics-plugins-hacks>

competitive intelligence tools(12), competitive intelligence tool(13), low cost websites(40)

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

Keyword Group: **Speaker**

Unique Pages Ranked: 3 Searches Per Month: 158

Potential Clicks with Incremental Gain: 5.2 Value of Incremental Gain: \$5.2

Potential Clicks Gained at Top Positions: 651.0 Value of Gain at Top Positions: \$731.0

Keywords:

- **speaker**: best speakers (49), best speaker, speakers online (45), chicago speakers, spea...
- **speaker > professional**: professional speaker (27), professional speakers (30), speak...
- **speaker > marketing**: marketing speaker (5), marketing speakers (9)
- **speaker > top**: top speakers, top speaker (40) - **NEW**

Est. Share of Clicks

professionalspeak...	27 (+12)
bryaneisenberg.com	11 (+11)
speakersroadshow.com	0 (+0)
lloydeisenbergard...	0 (+0)
jeffeisenberg.net	0 (+0)
mce-llc.com	0 (+0)

Biggest Opportunities Within This Group

speaker

>[speaker online (38), speakers online (45), best speakers (49)]

Est. Potential New Clicks/Month: 407 Searches/Mo: 2k Average Value/Click: \$0.84

speaker > professional

>[best professional speakers (5), professional sales speaker (28), speakers professional (31), professional speakers (30), professional speaker (27)]

Est. Potential New Clicks/Month: 99 Searches/Mo: 1k Average Value/Click: \$2.37

speaker > marketing

>[marketing speakers (9), marketing speaker (5)]

Est. Potential New Clicks/Month: 39 Searches/Mo: 300 Average Value/Click: \$2.18

speaker > keynote

>[top keynote speaker (38), top keynote speakers (35)]

Est. Potential New Clicks/Month: 7 Searches/Mo: 60 Average Value/Click: \$5.33

Clicks Gained or Lost on these Keywords

-6	pageinsider.com
-8	connotate.com
-9	hitwise.com
-11	keywordresearchto...
-12	marketingpilgrim.com
-12	netsitemarketing.com
-13	keywordresearchin...
-14	ezinearticles.com
-16	fuld.com
-17	trellian.com
-18	keywordspy.com
-21	searchengineland.com
-25	competing-site.com
-32	ispionage.com
-33	kaushik.net

**competitors in bold*

Pages That Rank

<http://www.bryaneisenberg.com/2009/10/google-analytics-plugins-hacks>

competitive intelligence tools(12), competitive intelligence tool(13), low cost websites(40)

Est. Clicks per Month: 2(-5) Potential Incremental Gain: 26 clicks/mo.

Keyword Group: Optimization

Unique Pages Ranked: 1 Searches Per Month: 54

Potential Clicks with Incremental Gain: 4.6 **Value of Incremental Gain:** \$4.6

Potential Clicks Gained at Top Positions: 178.0 **Value of Gain at Top Positions:** \$778.0

Keywords:

- optimization: conversion optimization (10) - **NEW**, ppc optimization (20), pay per click...

Est. Share of Clicks

bryaneisenberg.com	14 (+10)
jeffeisenberg.net	0 (+0)
professionalspeak...	0 (+0)
mce-llc.com	0 (+0)
speakersroadshow.com	0 (+0)
lloydeisenbergand...	0 (+0)

Biggest Opportunities Within This Group

optimization

>[ppc optimizations (34), optimize ppc (45), ppc optimization (20), conversion optimization (10)]

Est. Potential New Clicks/Month: 107 **Searches/Mo:** 1k **Average Value/Click:** \$2.8

Clicks Gained or Lost on these Keywords

-3	webdistortion.com
-4	agent-seo.com
-4	trellian.com
-4	smallbusinessrevi...
-4	prweb.com
-4	ppcdiscussions.com
-4	goclickgo.com
-5	devshed.com
-5	linkedin.com
-6	amnavigator.com
-6	pointit.com
-6	channeladvisor.com
-9	hitwise.com
-12	keywordcompetitor...
-13	ezinearticles.com

**competitors in bold*

Pages That Rank

<http://www.bryaneisenberg.com/2009/10/google-analytics-plugins-hacks>

competitive intelligence tools(12), competitive intelligence tool(13), low cost websites(40)

Est. Clicks per Month: 0(-1) **Potential Incremental Gain:** 0 clicks/mo.

Keyword Group: Analytics

Unique Pages Ranked: 1 Searches Per Month: 96

Potential Clicks with Incremental Gain: 4.0 Value of Incremental Gain: \$4.0

Potential Clicks Gained at Top Positions: 198.0 Value of Gain at Top Positions: \$461.0

Keywords:

- **analytics**: analytics google (26)

Est. Share of Clicks

bryaneisenberg.com	6 (+2)
jeffeisenberg.net	0 (+0)
professionalspeak...	0 (+0)
mce-llc.com	0 (+0)
speakersroadshow.com	0 (+0)
lloydeisenbergand...	0 (+0)

Biggest Opportunities Within This Group

analytics

>[analytics google (26)]

Est. Potential New Clicks/Month: 198 Searches/Mo: 3k Average Value/Click: \$2.32

Clicks Gained or Lost on these Keywords

None

**competitors in bold*

Pages That Rank

None