



Adamsherk.com

SEO Dashboard

ADAM**SHERK**
NEWS MEDIA SEO - PR - SOCIAL MEDIA MARKETING

Feb 15, 2011

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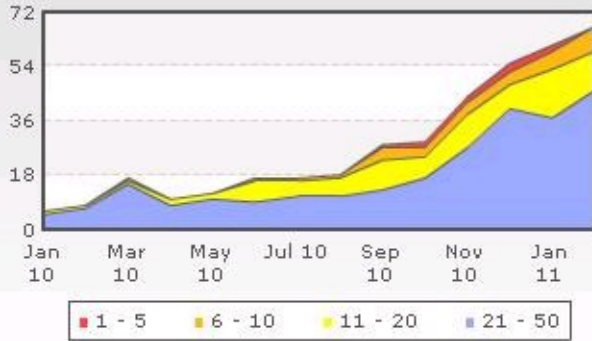
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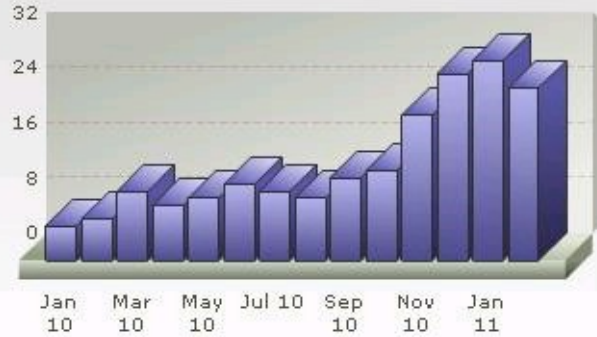
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Amount of Keywords in Top Search Results



You show up in the top 50 search results on Google for 67 different keywords. That's up by 9.84% or 6 keywords from last month.

Number of Unique Pages that Rank Organically



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

Biggest Gains

You moved up in ranks on 40 keywords last month. All those gains added up to about 31 clicks you wouldn't have received last month. In equivalent PPC dollars, all those new clicks are worth about \$12.

	Rank
▲ vocus pr Estimated Clicks/Month gained: 16 http://www.adamsherk.com/public-relat...	7(+19)
▲ buzzword Estimated Clicks/Month gained: 6 http://www.adamsherk.com/public-relat...	29
▲ pew research Estimated Clicks/Month gained: 3 http://www.adamsherk.com/publishing/p...	49
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▲ content syndication Estimated Clicks/Month stayed_the_same http://www.adamsherk.com/seo/content-...	43
▲ public relations plan Estimated Clicks/Month stayed_the_same http://www.adamsherk.com/public-relat...	40
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[View more](#) (p. 13)

Most Valuable Keywords

You gained ranks on 4 out of your top 10 most valuable keywords. Moving up the charts on those important keywords means about 14 visits to the site that wouldn't have come last month.

	Rank
buzz words Rank: 7(+1) Est. Clicks/Mo: 19(-3) Est. Value/Mo: \$12(-\$1.582)	
search hot Rank: 20(-5) Est. Clicks/Mo: 10(-12) Est. Value/Mo: \$9.52(-\$5.186)	
marketing buzz words Rank: 7(-5) Est. Clicks/Mo: 3(-14) Est. Value/Mo: \$4.55(-\$21.349)	
pew research Rank: 49 Est. Clicks/Mo: 3 Est. Value/Mo: \$3.66	
seo pr Rank: 14(+6) Est. Clicks/Mo: 1 Est. Value/Mo: \$2.54(-\$0.583)	
news sites Rank: 36(+12) Est. Clicks/Mo: 3(+1) Est. Value/Mo: \$2.26(+\$0.63)	
buzzword Rank: 29 Est. Clicks/Mo: 6 Est. Value/Mo: \$2.22	
conversion rate optimization Rank: 40(-11) Est. Clicks/Mo: 1(-2) Est. Value/Mo: \$1.56(-\$6.651)	
vocus pr Rank: 7(+19) Est. Clicks/Mo: 18(+16) Est. Value/Mo: \$1.45(+\$1.33)	

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

Newly Ranked Organic Pages

4 pages show up in Google search results that didn't last month. Combined, those new placements drive 2.57 clicks, which would be worth about \$57 if you paid for those same clicks in Google Adwords.

<http://www.adamsherk.com/publishing/news-sites-google-reading-level/>

Keywords (rank): reading level (27), level reading (40), siets.lv (44)

Est. Total Clicks/Mo: 3

Est. SEO Value: **\$0.8**

<http://www.adamsherk.com/publishing/translation-localization-tips-for-publishers/>

Keywords (rank): translation and localization (49)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.07**

<http://www.adamsherk.com/publishing/pej-baltimore-news-ecosystem-study/>

Keywords (rank): print study (43)

Est. Total Clicks/Mo: 0

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

<http://www.adamsherk.com/publishing/new-york-times-ihl-redirect/>

Keywords (rank):

Est. Total Clicks/Mo: 0

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

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

New Keywords (You weren't ranked on before)

You now place in the top 50 search results on 21 keywords that you didn't even show up on last month. Those keywords drive 14 clicks worth an estimated \$9.77 per month in equivalent PPC dollars. All those new keywords represent a beachhead to an opportunity that could lead to as many as 2k clicks per month if you could be in the first position on each of the keywords.

buzzword

Rank: 29 Searches/Mo: 7k Est. Value/Click: \$0.37
Estimated New Clicks/Month: 6

pew research

Rank: 49 Searches/Mo: 4k Est. Value/Click: \$1.38
Estimated New Clicks/Month: 3

reading level

Rank: 27 Searches/Mo: 2k Est. Value/Click: \$0.35
Estimated New Clicks/Month: 3

increase focus

Rank: 12 Searches/Mo: 150 Est. Value/Click: \$1.03
Estimated New Clicks/Month: 1

public relations organizations

Rank: 17 Searches/Mo: 0 Est. Value/Click: \$0.08
Estimated New Clicks/Month: 0

content syndication

Rank: 43 Searches/Mo: 3k Est. Value/Click: \$1.64
Estimated New Clicks/Month: 0

public relations plan

Rank: 40 Searches/Mo: 570 Est. Value/Click: \$1.9
Estimated New Clicks/Month: 0

vocuspr

Rank: 29 Searches/Mo: 0 Est. Value/Click: \$0.08
Estimated New Clicks/Month: 0

site speed

Rank: 43 Searches/Mo: 390 Est. Value/Click: \$1.04
Estimated New Clicks/Month: 0

public relations tips

Rank: 38 Searches/Mo: 390 Est. Value/Click: \$0.97
Estimated New Clicks/Month: 0

book pr

Rank: 33 Searches/Mo: 390 Est. Value/Click: \$1.86
Estimated New Clicks/Month: 0

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

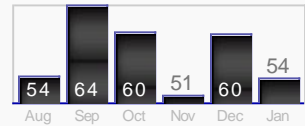
Top Site Sections Summary

The top 2 site sections draw 99% of all of your organic visitors. Together those sections combine for 75 clicks per month.

Clicks/Month

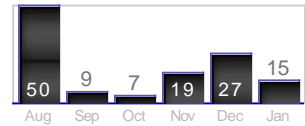
[adamsherk.com/public-relati...](#)

Number of Keywords: 22
Est. Value/Mo: \$25 (-\$27)



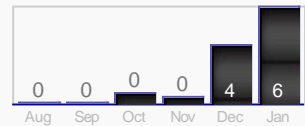
[adamsherk.com/seo/search-tr...](#)

Number of Keywords: 19
Est. Value/Mo: \$14 (-\$6)



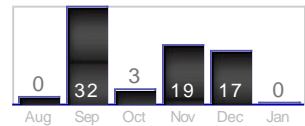
[adamsherk.com/publishing/h...](#)

Number of Keywords: 19
Est. Value/Mo: \$7 (-\$3)



[adamsherk.com/social-media...](#)

Number of Keywords: 2
Est. Value/Mo: \$0 (-\$6)



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

Keyword Groups with the Biggest Gains

Biggest Opportunities

You currently rank somewhere in the top 50 on 67 search phrases on Google. If you could land the number one spot for all of those searches, you'd get about 3k additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you'll get 3k clicks per month. That would cost you more than \$3k in equivalent PPC dollars.

pew research

Rank: 49 Searches/Mo: 4k Est. Value/Click: \$1.38
Est. Potential New Clicks/Month: 716

search hot

Rank: 20 (-5) Searches/Mo: 5k Est. Value/Click: \$0.95
Est. Potential New Clicks/Month: 480

conversion rate optimization

Rank: 40 (-11) Searches/Mo: 990 Est. Value/Click: \$3.04
Est. Potential New Clicks/Month: 96

buzzword

Rank: 29 Searches/Mo: 7k Est. Value/Click: \$0.37
Est. Potential New Clicks/Month: 606

news sites

Rank: 36 (+12) Searches/Mo: 40k Est. Value/Click: \$0.71
Est. Potential New Clicks/Month: 201

content syndication

Rank: 43 Searches/Mo: 3k Est. Value/Click: \$1.64
Est. Potential New Clicks/Month: 78

buzz words

Rank: 7 (+1) Searches/Mo: 2k Est. Value/Click: \$0.63
Est. Potential New Clicks/Month: 149

interactive media marketing

Rank: 49 (-3) Searches/Mo: 300 Est. Value/Click: \$3.89
Est. Potential New Clicks/Month: 20

reading level

Rank: 27 Searches/Mo: 2k Est. Value/Click: \$0.35
Est. Potential New Clicks/Month: 217

seo pr

Rank: 14 (+6) Searches/Mo: 390 Est. Value/Click: \$3.01
Est. Potential New Clicks/Month: 20

site speed

Rank: 43 Searches/Mo: 390 Est. Value/Click: \$1.04
Est. Potential New Clicks/Month: 39

[View more](#) (p. 22)

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

prsa

Cost/Click: \$1.24 Est. Potential Clicks/Mo.: 142
 Avg. Competitor Rank: 10

Searches/Mo.: 12k

ment

Cost/Click: \$0.99 Est. Potential Clicks/Mo.: 54
 Avg. Competitor Rank: 13

Searches/Mo.: 15k

ppc expert

Cost/Click: \$6.21 Est. Potential Clicks/Mo.: 6 Avg. Competitor Rank: 8

Searches/Mo.: 720

elle

Cost/Click: \$0.62 Est. Potential Clicks/Mo.: 64
 Avg. Competitor Rank: 30

Searches/Mo.: 60k

ocean media

Cost/Click: \$2.06 Est. Potential Clicks/Mo.: 11 Avg. Competitor Rank: 5

Searches/Mo.: 0

public relations society of america

Cost/Click: \$1.53 Est. Potential Clicks/Mo.: 7 Avg. Competitor Rank: 17

Searches/Mo.: 2k

marketing optimization

Cost/Click: \$12.00 Est. Potential Clicks/Mo.: 2
 Avg. Competitor Rank: 16

Searches/Mo.: 870

san diego pr firms

Cost/Click: \$3.15 Est. Potential Clicks/Mo.: 3 Avg. Competitor Rank: 7

Searches/Mo.: 0

cleveland pr

Cost/Click: \$1.99 Est. Potential Clicks/Mo.: 5 Avg. Competitor Rank: 1

Searches/Mo.: 0

aaron chang

Cost/Click: \$0.41 Est. Potential Clicks/Mo.: 20 Avg. Competitor Rank: 8

Searches/Mo.: 2k

search metrics

Cost/Click: \$4.48 Est. Potential Clicks/Mo.: 1 Avg. Competitor Rank: 11

Searches/Mo.: 90

public relations event planning

Cost/Click: \$5.59 Est. Potential Clicks/Mo.: 1 Avg. Competitor Rank: 5

Searches/Mo.: 210

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

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

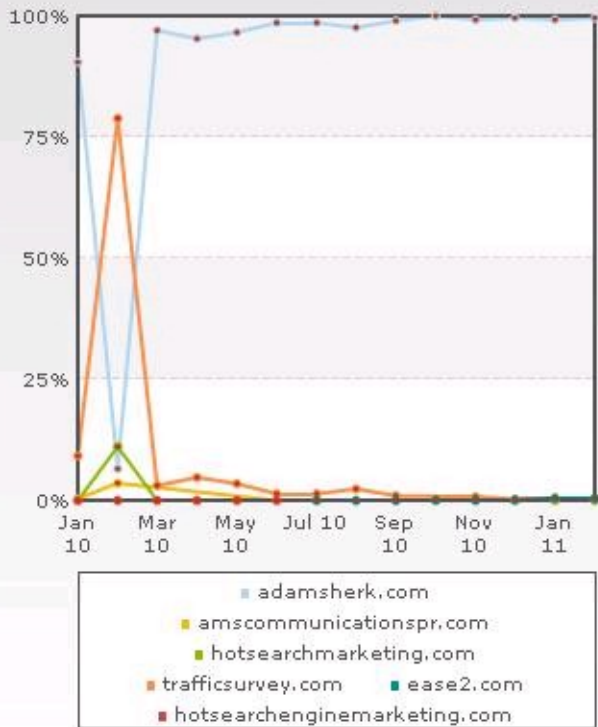
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[View more](#) (p. 30)

Keyword Groups with the Most Potential

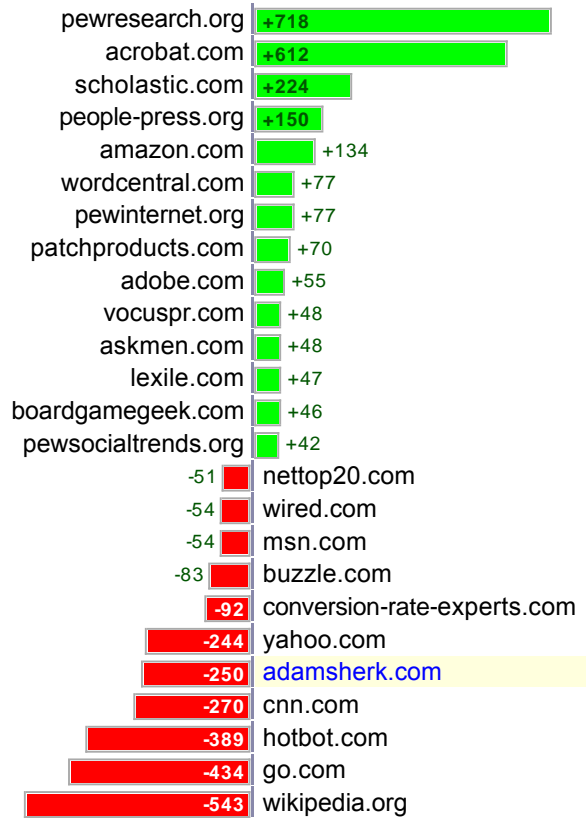
Traffic Share

Relative to your top 5 competitors, your site gained 100% of the traffic share. During this time adamsherk.com has exploded and ripped traffic from hotsearchenginemarketing.com and trafficsurvey.com.



Domains that Gained or Lost Clicks on your Keywords

This month, Pewresearch.org gained 718 clicks by improving their position on organic searches that you also rank for.



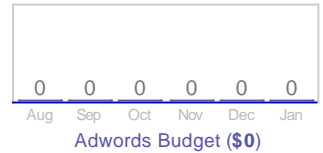
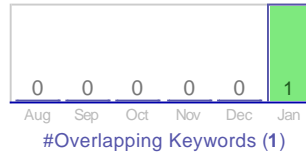
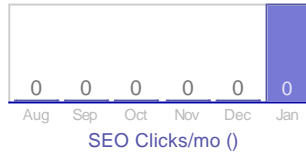
*competitors in bold

Competition: No data on clicks relative to your top 5 competitors

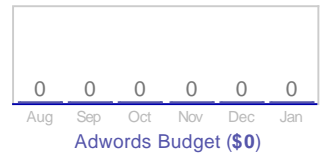
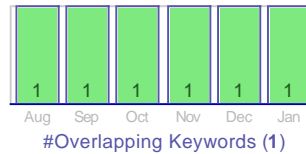
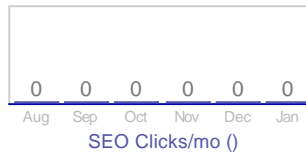
Top Organic Competitors and their Best Keywords

Combined, your organic competitors get about 100% of their traffic from unpaid search. The biggest mover was prsamd.org. They picked up 25 organic clicks overall and they increased the number of keywords they overlap with you.

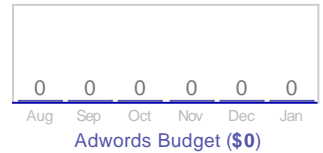
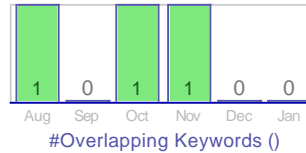
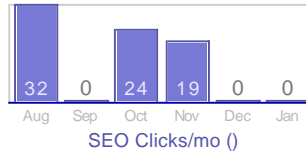
amscommunicationspr.com
planning pr (42)



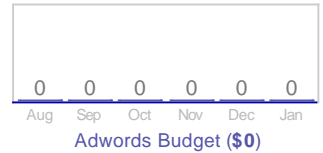
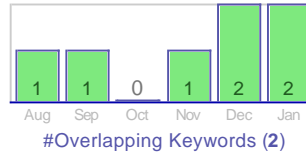
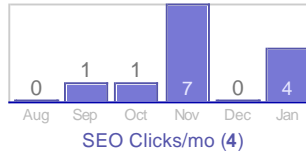
hotsearchmarketing.com
hot search engines (9)



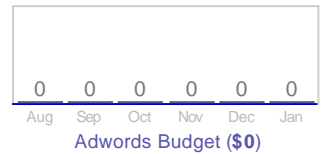
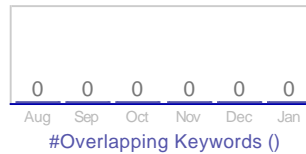
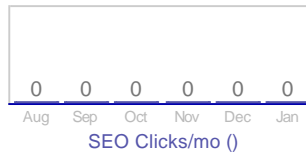
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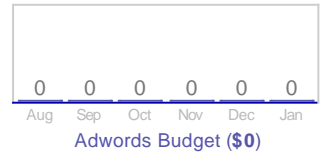
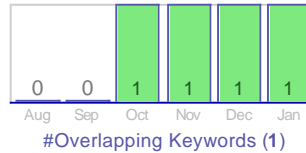
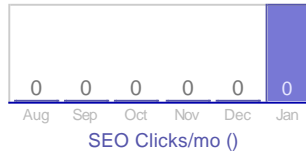
ease2.com
hot search engines (11), hot search (17)



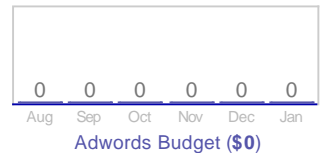
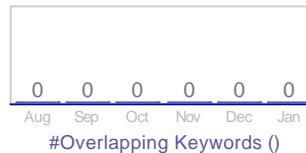
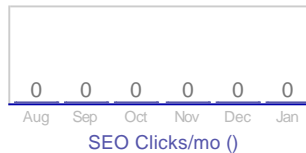
hotsearchenginemarketing.com



novourbano.com
public relations planning (48)



runfive.com

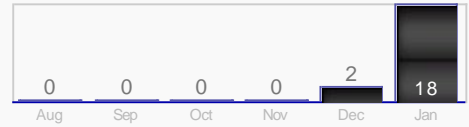


Biggest Gains (all)

Clicks/Month

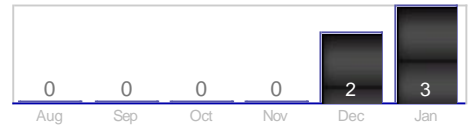
▲ **vocus pr 7(+19)**

Est. Clicks/Month gained: 16 Est. Value/Click: \$0.08 Estimated Value gained: \$1
<http://www.adamsherk.com/public-relat...>



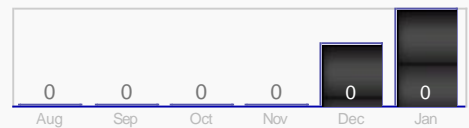
▲ **buzzword 29**

Est. Clicks/Month gained: 6 Est. Value/Click: \$0.37 Estimated Value gained: \$2
<http://www.adamsherk.com/public-relat...>



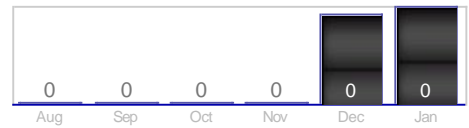
▲ **pew research 49**

Est. Clicks/Month gained: 3 Est. Value/Click: \$1.38 Estimated Value gained: \$4
<http://www.adamsherk.com/publishing/p...>



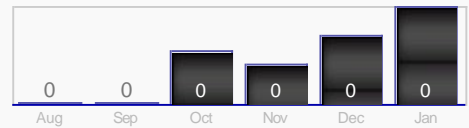
▲ **reading level 27**

Est. Clicks/Month gained: 3 Est. Value/Click: \$0.35 Estimated Value gained: \$1
<http://www.adamsherk.com/publishing/n...>



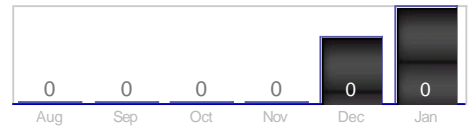
▲ **increase focus 12**

Est. Clicks/Month gained: 1 Est. Value/Click: \$1.03 Estimated Value gained: \$1
<http://www.adamsherk.com/public-relat...>



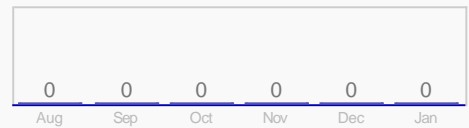
▲ **news sites 36(+12)**

Est. Clicks/Month gained: 1 Est. Value/Click: \$0.71 Estimated Value gained: \$1
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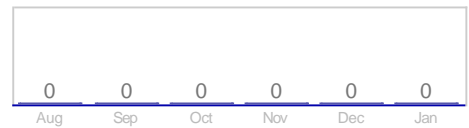
▲ **public relations organizations 17**

Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
<http://www.adamsherk.com/public-relat...>



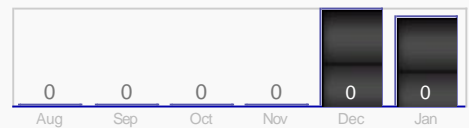
▲ **content syndication 43**

Est. Clicks/Month unchanged Est. Value/Click: \$1.64 Estimated Value unchanged \$1
<http://www.adamsherk.com/seo/content-...>



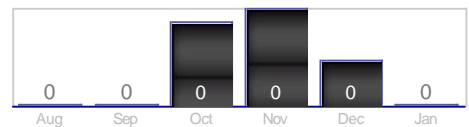
▲ **public relations plan 40**

Est. Clicks/Month unchanged Est. Value/Click: \$1.9 Estimated Value unchanged \$1
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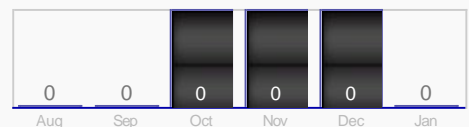
▲ **vocuspr 29**

Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
<http://www.adamsherk.com/public-relat...>



▲ **site speed 43**

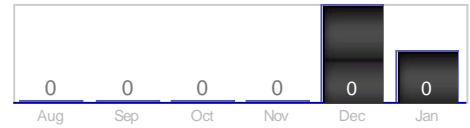
Est. Clicks/Month unchanged Est. Value/Click: \$1.04 Estimated Value unchanged \$0
<http://www.adamsherk.com/seo/site-spe...>



Adamsherk.com: SEO Dashboard

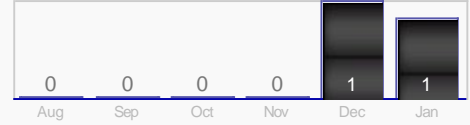
▲ public relations tips 38

Est. Clicks/Month unchanged Est. Value/Click: \$0.97 Estimated Value unchanged \$0
<http://www.adamsherk.com/public-relat...>



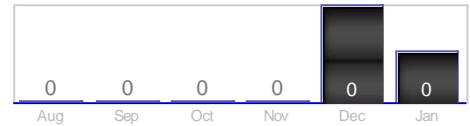
▲ book pr 33

Est. Clicks/Month unchanged Est. Value/Click: \$1.86 Estimated Value unchanged \$0
<http://www.adamsherk.com/public-relat...>



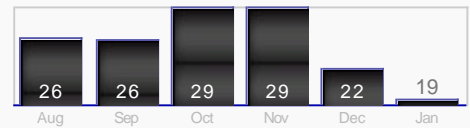
▲ translation and localization 49

Est. Clicks/Month unchanged Est. Value/Click: \$2.24 Estimated Value unchanged \$0
<http://www.adamsherk.com/publishing/t...>



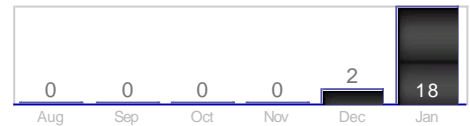
▲ level reading 40

Est. Clicks/Month unchanged Est. Value/Click: \$0.33 Estimated Value unchanged \$0
<http://www.adamsherk.com/publishing/n...>



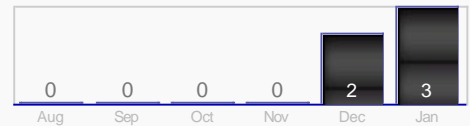
▲ weird and wonderful words 26(+7)

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



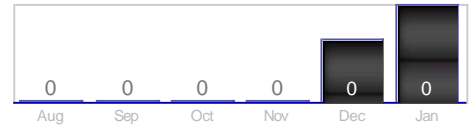
▲ syndicating 22(+1)

Est. Clicks/Month unchanged Est. Value/Click: \$1.44 Estimated Value unchanged \$0
<http://www.adamsherk.com/seo/content-...>



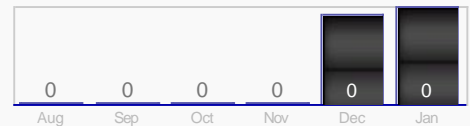
▲ public relations book 47

Est. Clicks/Month unchanged Est. Value/Click: \$1.78 Estimated Value unchanged \$0
<http://www.adamsherk.com/public-relat...>



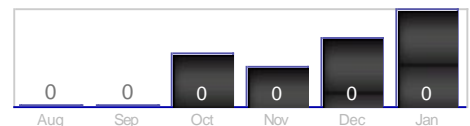
▲ optimization tips 28(+6)

Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
<http://www.adamsherk.com/seo/google-n...>



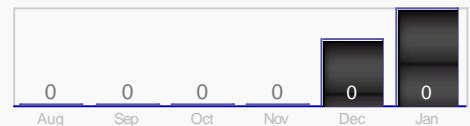
▲ news survey 38(+9)

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



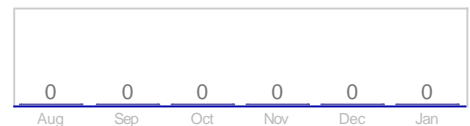
▲ print study 43

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



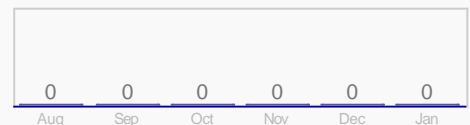
▲ news seo 37

Est. Clicks/Month unchanged Est. Value/Click: \$1.68 Estimated Value unchanged \$0
<http://www.adamsherk.com/>



▲ tools hot 41

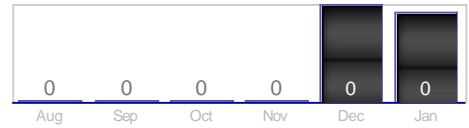
Est. Clicks/Month unchanged Est. Value/Click: \$0.73 Estimated Value unchanged \$0
<http://www.adamsherk.com/seo/search-t...>



Adamsherk.com: SEO Dashboard

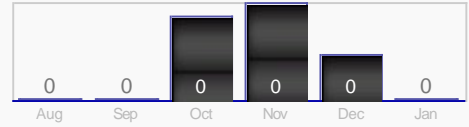
▲ plan public relations 20

Est. Clicks/Month unchanged Est. Value/Click: \$1.92 Estimated Value unchanged \$0
<http://www.adamsherk.com/public-relat...>



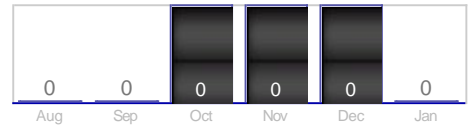
▲ less than \$ 1 31(+8)

Est. Clicks/Month unchanged Est. Value/Click: \$0 Estimated Value unchanged \$0
<http://www.adamsherk.com/social-media...>



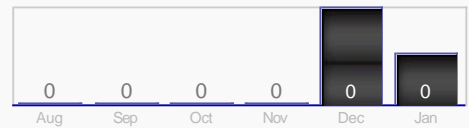
▲ media super 13(+2)

Est. Clicks/Month unchanged Est. Value/Click: \$1.7 Estimated Value unchanged \$0
<http://www.adamsherk.com/social-media...>



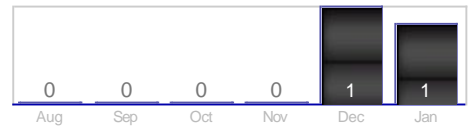
▲ siets.lv 44

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



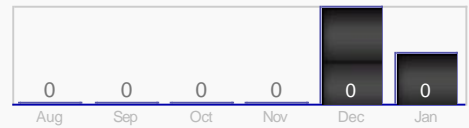
▲ news content syndication 24(+7)

Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
[http://www.adamsherk.com/seo/content...](http://www.adamsherk.com/seo/content-...)



▲ increase pr 36(+13)

Est. Clicks/Month unchanged Est. Value/Click: \$0.75 Estimated Value unchanged \$0
<http://www.adamsherk.com/public-relat...>



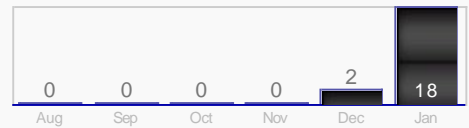
▲ survey findings 19(+15)

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



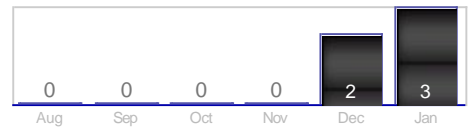
▲ planning pr 15(+2)

Est. Clicks/Month unchanged Est. Value/Click: \$1.58 Estimated Value unchanged \$0
<http://www.adamsherk.com/public-relat...>



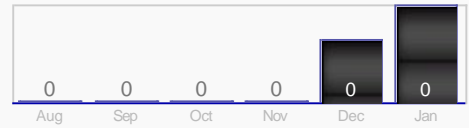
▲ public relations planning 22(+9)

Est. Clicks/Month unchanged Est. Value/Click: \$2.7 Estimated Value unchanged \$0
<http://www.adamsherk.com/public-relat...>



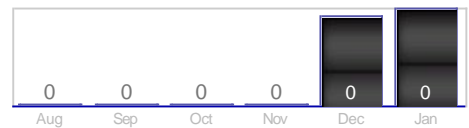
▲ seo pr 14(+6)

Est. Clicks/Month unchanged Est. Value/Click: \$3.01 Estimated Value unchanged -\$1
<http://www.adamsherk.com/>



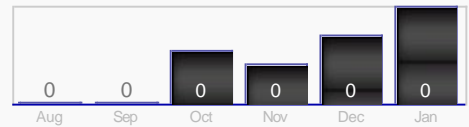
▲ pr planning 14(+3)

Est. Clicks/Month unchanged Est. Value/Click: \$1.46 Estimated Value unchanged \$0
<http://www.adamsherk.com/public-relat...>



▲ buzz words 7(+1)

Est. Clicks/Month lost: -3 Est. Value/Click: \$0.63 Estimated Value lost: -\$2
<http://www.adamsherk.com/public-relat...>

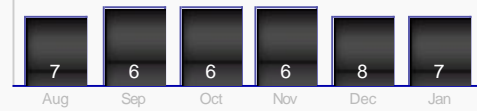


Most Valuable Keywords (all)

Rank

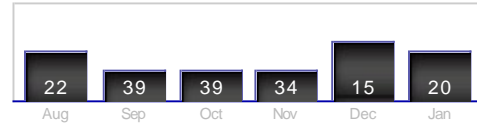
buzz words

Rank: 7(+1) Est. Clicks/Mo: 19(-3) Est. Value/Mo: \$12(-\$1.582)



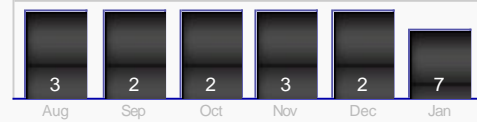
search hot

Rank: 20(-5) Est. Clicks/Mo: 10(-12) Est. Value/Mo: \$10(-\$5.186)



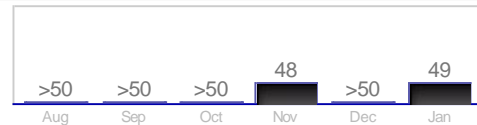
marketing buzz words

Rank: 7(-5) Est. Clicks/Mo: 3(-14) Est. Value/Mo: \$5(-\$21.349)



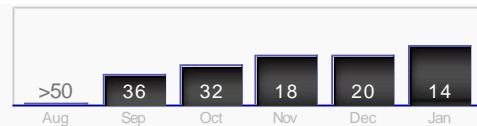
pew research

Rank: 49 Est. Clicks/Mo: 3 Est. Value/Mo: \$4



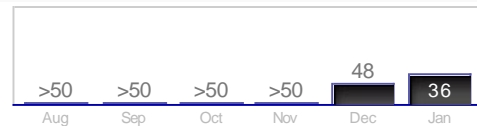
seo pr

Rank: 14(+6) Est. Clicks/Mo: 1 Est. Value/Mo: \$3(-\$0.583)



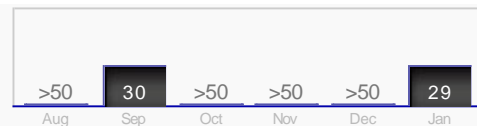
news sites

Rank: 36(+12) Est. Clicks/Mo: 3(+1) Est. Value/Mo: \$2(+\$0.63)



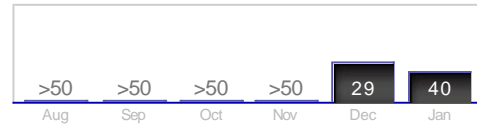
buzzword

Rank: 29 Est. Clicks/Mo: 6 Est. Value/Mo: \$2



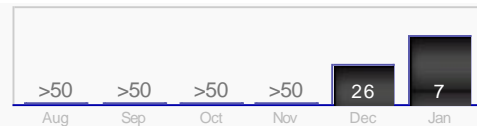
conversion rate optimization

Rank: 40(-11) Est. Clicks/Mo: 1(-2) Est. Value/Mo: \$2(-\$6.651)



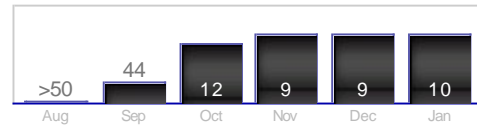
vocus pr

Rank: 7(+19) Est. Clicks/Mo: 18(+16) Est. Value/Mo: \$1(+\$1.33)



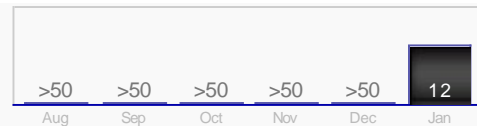
public relations strategist

Rank: 10(-1) Est. Clicks/Mo: 1(-1) Est. Value/Mo: \$1(-\$3.152)



increase focus

Rank: 12 Est. Clicks/Mo: 1 Est. Value/Mo: \$1



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reading level

Rank: 27 Est. Clicks/Mo: 3 Est. Value/Mo: \$1



content syndication

Rank: 43 Est. Clicks/Mo: 0 Est. Value/Mo: \$1



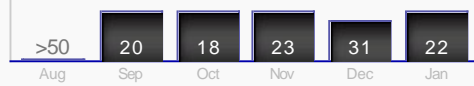
public relations plan

Rank: 40 Est. Clicks/Mo: 0 Est. Value/Mo: \$1



public relations planning

Rank: 22(+9) Est. Clicks/Mo: 0 Est. Value/Mo: \$0(-\$0.594)



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Newly Ranked Organic Pages

<http://www.adamsherk.com/publishing/news-sites-google-reading-level/>

Estimated SEO Value: **\$0.8** Estimated Total Clicks/Mo: 3

Keywords (rank): reading level (27), level reading (40), siets.lv (44)

<http://www.adamsherk.com/publishing/translation-localization-tips-for-publishers/>

Estimated SEO Value: **\$0.07** Estimated Total Clicks/Mo: 0

Keywords (rank): translation and localization (49)

<http://www.adamsherk.com/publishing/pej-baltimore-news-ecosystem-study/>

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

Keywords (rank): print study (43)

<http://www.adamsherk.com/publishing/new-york-times-ihl-redirect/>

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

Keywords (rank):

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New Keywords (You weren't ranked on before)	Estimated New Click/Month
buzzword Rank: 29 Searches/Mo: 7k Est. Value/Click: \$0.37 http://www.adamsherk.com/public-relations/most-overused-press-release-buzzwords/	6 new clicks/month
pew research Rank: 49 Searches/Mo: 4k Est. Value/Click: \$1.38 http://www.adamsherk.com/publishing/pew-research-people-press-survey/	3 new clicks/month
reading level Rank: 27 Searches/Mo: 2k Est. Value/Click: \$0.35 http://www.adamsherk.com/publishing/news-sites-google-reading-level/	3 new clicks/month
increase focus Rank: 12 Searches/Mo: 150 Est. Value/Click: \$1.03 http://www.adamsherk.com/public-relations/vocus-pr-planning-survey/	1 new click/month
public relations organizat... Rank: 17 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.adamsherk.com/public-relations/vocus-pr-planning-survey/	0 new clicks/month
content syndication Rank: 43 Searches/Mo: 3k Est. Value/Click: \$1.64 http://www.adamsherk.com/seo/content-syndication-best-practices/	0 new clicks/month
public relations plan Rank: 40 Searches/Mo: 570 Est. Value/Click: \$1.9 http://www.adamsherk.com/public-relations/vocus-pr-planning-survey/	0 new clicks/month
vocuspr Rank: 29 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.adamsherk.com/public-relations/vocus-pr-planning-survey/	0 new clicks/month
site speed Rank: 43 Searches/Mo: 390 Est. Value/Click: \$1.04 http://www.adamsherk.com/seo/site-speed-optimization-for-news-sites/	0 new clicks/month
public relations tips Rank: 38 Searches/Mo: 390 Est. Value/Click: \$0.97 http://www.adamsherk.com/public-relations/pro-pr-tips-book-review/	0 new clicks/month
book pr Rank: 33 Searches/Mo: 390 Est. Value/Click: \$1.86 http://www.adamsherk.com/public-relations/pro-pr-tips-book-review/	0 new clicks/month
translation and localization Rank: 49 Searches/Mo: 720 Est. Value/Click: \$2.24 http://www.adamsherk.com/publishing/translation-localization-tips-for-publishers/	0 new clicks/month
level reading Rank: 40 Searches/Mo: 120 Est. Value/Click: \$0.33 http://www.adamsherk.com/publishing/news-sites-google-reading-level/	0 new clicks/month
public relations book Rank: 47 Searches/Mo: 90 Est. Value/Click: \$1.78 http://www.adamsherk.com/public-relations/pro-pr-tips-book-review/	0 new clicks/month

Adamsherk.com: SEO Dashboard

print study Rank: 43 Searches/Mo: 0 Est. Value/Click: \$1.06 http://www.adamsherk.com/publishing/pej-baltimore-news-ecosystem-study/	0 new clicks/month
news seo Rank: 37 Searches/Mo: 90 Est. Value/Click: \$1.68 http://www.adamsherk.com/	0 new clicks/month
siets.lv Rank: 44 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.adamsherk.com/publishing/news-sites-google-reading-level/	0 new clicks/month
tools hot Rank: 41 Searches/Mo: 30 Est. Value/Click: \$0.73 http://www.adamsherk.com/seo/search-trend-tracking-tools/	0 new clicks/month
plan public relations Rank: 20 Searches/Mo: 0 Est. Value/Click: \$1.92 http://www.adamsherk.com/public-relations/vocus-pr-planning-survey/	0 new clicks/month

[Download as CSV](#)

Top Site Sections Summary

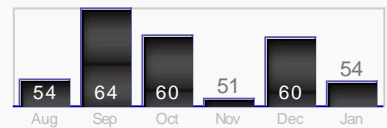
Estimated Clicks/Month

[adamsherk.com/public-relati...](#)

Number of Keywords: 22

Estimated Value/Mo: \$25 (-\$27)

Top Keywords: buzz words, vocus pr, buzzword, overused, marketing buzz words

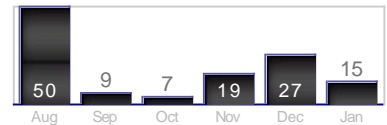


[adamsherk.com/seo/search-tr...](#)

Number of Keywords: 19

Estimated Value/Mo: \$14 (-\$6)

Top Keywords: search hot, news sites, content syndication, syndicating content, syndicating

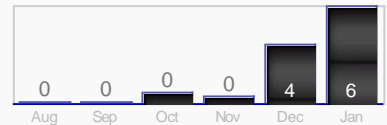


[adamsherk.com/publishing/ha...](#)

Number of Keywords: 19

Estimated Value/Mo: \$7 (-\$3)

Top Keywords: pew research, reading level, conversion rate optimization, aaron goldman, content aggregation

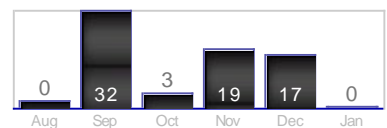


[adamsherk.com/social-media/...](#)

Number of Keywords: 2

Estimated Value/Mo: \$0 (-\$6)

Top Keywords: media super, less than \$ 1



[Download as CSV](#)

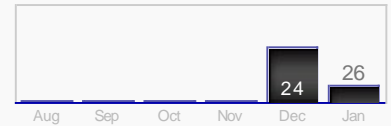
Keyword Groups with the Biggest Gains - Details

Biggest Opportunities (all)

Rank

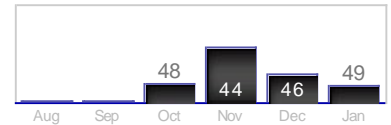
pew research (49)

Searches/Mo: 4k Est. Value/Click: \$1.38 Est. Potential New Clicks/Month: 716
Other Keywords for URL: pew research, news survey, survey findings



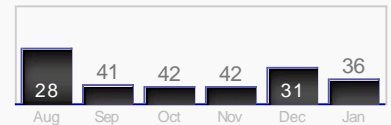
search hot (20)

Searches/Mo: 5k Est. Value/Click: \$0.95 Est. Potential New Clicks/Month: 480
Other Keywords for URL: search hot, hot search, trend tools, tools hot, hot search engines



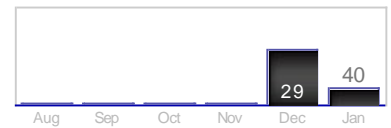
conversion rate optimization (40)

Searches/Mo: 990 Est. Value/Click: \$3.04 Est. Potential New Clicks/Month: 96
Other Keywords for URL: conversion rate optimization, optimize conversion rate, ad conversion rate, web site publishing optimization, 7 conversion



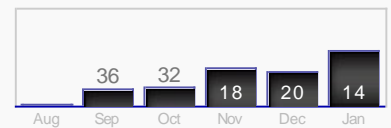
buzzword (29)

Searches/Mo: 7k Est. Value/Click: \$0.37 Est. Potential New Clicks/Month: 606
Other Keywords for URL: buzz words, buzzword, overused, marketing buzz words, buzz words list



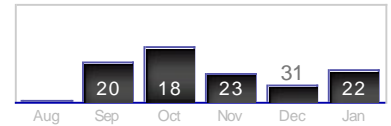
news sites (36)

Searches/Mo: 40k Est. Value/Click: \$0.71 Est. Potential New Clicks/Month: 201
Other Keywords for URL: news sites, site speed



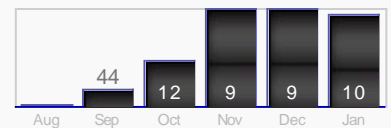
content syndication (43)

Searches/Mo: 3k Est. Value/Click: \$1.64 Est. Potential New Clicks/Month: 78
Other Keywords for URL: content syndication, syndicating content, syndicating, news content syndication



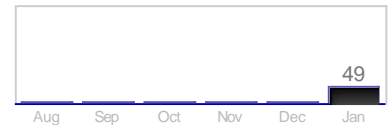
buzz words (7)

Searches/Mo: 2k Est. Value/Click: \$0.63 Est. Potential New Clicks/Month: 149
Other Keywords for URL: buzz words, buzzword, overused, marketing buzz words, buzz words list



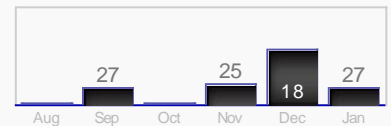
interactive media marketing (49)

Searches/Mo: 300 Est. Value/Click: \$3.89 Est. Potential New Clicks/Month: 20
Other Keywords for URL: interactive media marketing, interactive marketing media



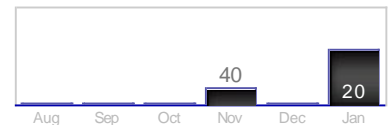
reading level (27)

Searches/Mo: 2k Est. Value/Click: \$0.35 Est. Potential New Clicks/Month: 217
Other Keywords for URL: reading level, level reading, siets.lv



seo pr (14)

Searches/Mo: 390 Est. Value/Click: \$3.01 Est. Potential New Clicks/Month: 20
Other Keywords for URL: seo pr, news seo, adam media



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site speed (43)

Searches/Mo: 390 Est. Value/Click: \$1.04 Est. Potential New Clicks/Month: 39
Other Keywords for URL: news sites, site speed



public relations plan (40)

Searches/Mo: 570 Est. Value/Click: \$1.9 Est. Potential New Clicks/Month: 21
Other Keywords for URL: vocus pr, increase focus, public relations organizations, public relations plan, vocuspr



marketing buzz words (7)

Searches/Mo: 300 Est. Value/Click: \$1.58 Est. Potential New Clicks/Month: 23
Other Keywords for URL: buzz words, buzzword, overused, marketing buzz words, buzz words list



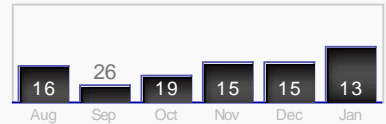
content aggregation (31)

Searches/Mo: 0 Est. Value/Click: \$1.59 Est. Potential New Clicks/Month: 20
Other Keywords for URL: content aggregation



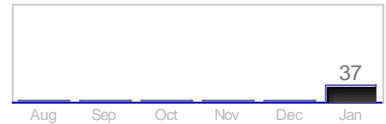
trend tools (42)

Searches/Mo: 300 Est. Value/Click: \$1.9 Est. Potential New Clicks/Month: 15
Other Keywords for URL: search hot, hot search, trend tools, tools hot, hot search engines



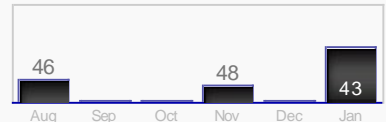
public relations planning (22)

Searches/Mo: 0 Est. Value/Click: \$2.7 Est. Potential New Clicks/Month: 10
Other Keywords for URL: pr planning, public relations planning, planning pr



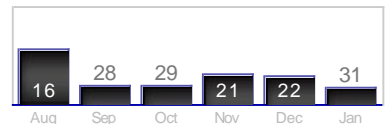
translation and localization (49)

Searches/Mo: 720 Est. Value/Click: \$2.24 Est. Potential New Clicks/Month: 10
Other Keywords for URL: translation and localization



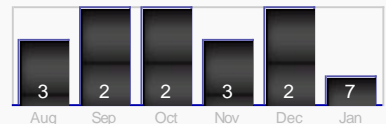
syndicating (22)

Searches/Mo: 0 Est. Value/Click: \$1.44 Est. Potential New Clicks/Month: 14
Other Keywords for URL: content syndication, syndicating content, syndicating, news content syndication



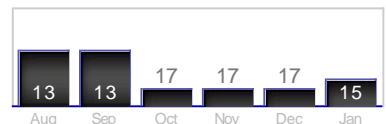
book pr (33)

Searches/Mo: 390 Est. Value/Click: \$1.86 Est. Potential New Clicks/Month: 11
Other Keywords for URL: public relations tips, pr tips, book pr, public relations book



public relations tips (38)

Searches/Mo: 390 Est. Value/Click: \$0.97 Est. Potential New Clicks/Month: 20
Other Keywords for URL: public relations tips, pr tips, book pr, public relations book



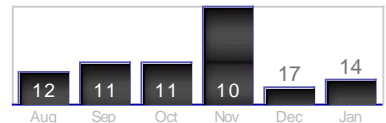
increase focus (12)

Searches/Mo: 150 Est. Value/Click: \$1.03 Est. Potential New Clicks/Month: 19
Other Keywords for URL: vocus pr, increase focus, public relations organizations, public relations plan, vocuspr



pr tips (33)

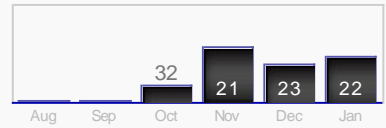
Searches/Mo: 240 Est. Value/Click: \$1.23 Est. Potential New Clicks/Month: 15
Other Keywords for URL: public relations tips, pr tips, book pr, public relations book



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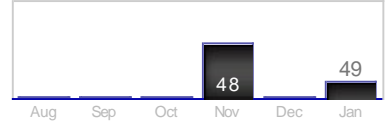
interactive marketing media (36)

Searches/Mo: 0 Est. Value/Click: \$3.81 Est. Potential New Clicks/Month: 5
Other Keywords for URL: interactive media marketing, interactive marketing media



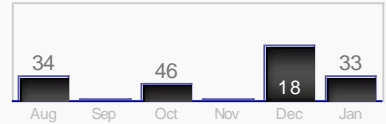
news syndication (29)

Searches/Mo: 33k Est. Value/Click: \$1.22 Est. Potential New Clicks/Month: 15
Other Keywords for URL: news syndication



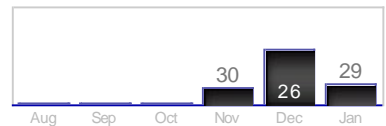
hot search (31)

Searches/Mo: 240 Est. Value/Click: \$0.66 Est. Potential New Clicks/Month: 20
Other Keywords for URL: search hot, hot search, trend tools, tools hot, hot search engines



public relations strategist (10)

Searches/Mo: 90 Est. Value/Click: \$2.34 Est. Potential New Clicks/Month: 4
Other Keywords for URL: buzz words, buzzword, overused, marketing buzz words, buzz words list



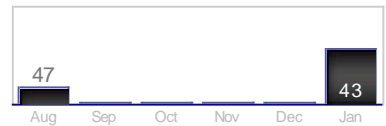
overused words (41)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 96
Other Keywords for URL: buzz words, buzzword, overused, marketing buzz words, buzz words list



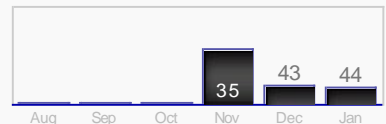
syndicating content (12)

Searches/Mo: 0 Est. Value/Click: \$1.53 Est. Potential New Clicks/Month: 5
Other Keywords for URL: content syndication, syndicating content, syndicating, news content syndication



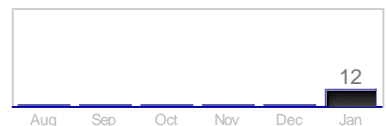
pr planning (14)

Searches/Mo: 0 Est. Value/Click: \$1.46 Est. Potential New Clicks/Month: 5
Other Keywords for URL: pr planning, public relations planning, planning pr



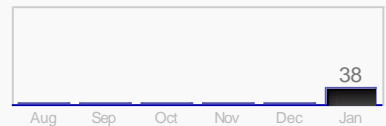
public relations book (47)

Searches/Mo: 90 Est. Value/Click: \$1.78 Est. Potential New Clicks/Month: 4
Other Keywords for URL: public relations tips, pr tips, book pr, public relations book



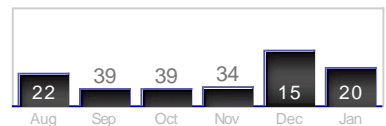
vocus pr (7)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 68
Other Keywords for URL: vocus pr, increase focus, public relations organizations, public relations plan, vocuspr



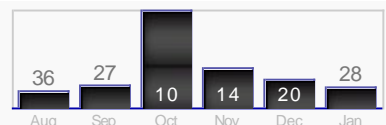
aaron goldman (40)

Searches/Mo: 0 Est. Value/Click: \$0.22 Est. Potential New Clicks/Month: 25
Other Keywords for URL: aaron goldman



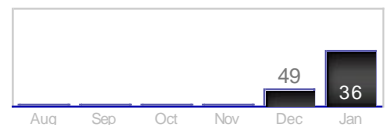
buzz words business (44)

Searches/Mo: 0 Est. Value/Click: \$1.04 Est. Potential New Clicks/Month: 5
Other Keywords for URL: buzz words, buzzword, overused, marketing buzz words, buzz words list



overused (13)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 63
Other Keywords for URL: buzz words, buzzword, overused, marketing buzz words, buzz words list



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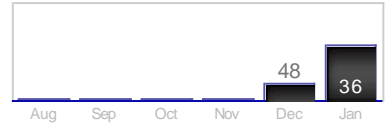
increase pr (36)

Searches/Mo: 120 Est. Value/Click: \$0.75 Est. Potential New Clicks/Month: 5
 Other Keywords for URL: vocus pr, increase focus, public relations organizations, public relations plan, vocuspr



vocuspr (29)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 24
 Other Keywords for URL: vocus pr, increase focus, public relations organizations, public relations plan, vocuspr



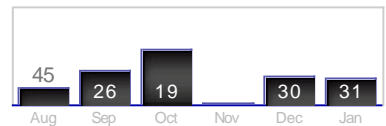
level reading (40)

Searches/Mo: 120 Est. Value/Click: \$0.33 Est. Potential New Clicks/Month: 4
 Other Keywords for URL: reading level, level reading, siets.lv



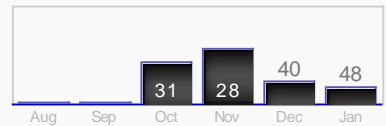
public relations organizations (17)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 6
 Other Keywords for URL: vocus pr, increase focus, public relations organizations, public relations plan, vocuspr



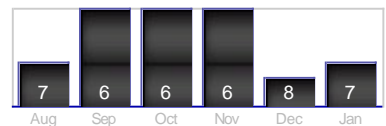
news survey (38)

Searches/Mo: 30 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 5
 Other Keywords for URL: pew research, news survey, survey findings



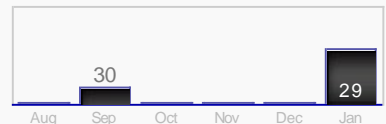
optimization tips (28)

Searches/Mo: 60 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 5
 Other Keywords for URL: optimization tips



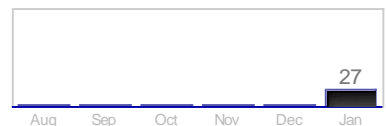
weird and wonderful words (26)

Searches/Mo: 210 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 5
 Other Keywords for URL: weird and wonderful words



buzz words list (7)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 4
 Other Keywords for URL: buzz words, buzzword, overused, marketing buzz words, buzz words list



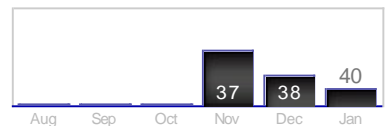
hot search engines (13)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0
 Other Keywords for URL: search hot, hot search, trend tools, tools hot, hot search engines



news content syndication (24)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0
 Other Keywords for URL: content syndication, syndicating content, syndicating, news content syndication



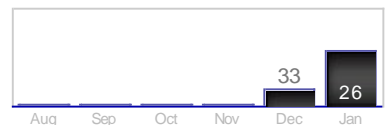
blog news sites (10)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0
 Other Keywords for URL: blog news sites



siets.lv (44)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0
 Other Keywords for URL: reading level, level reading, siets.lv



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survey findings (19)

Searches/Mo: 120 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 0
Other Keywords for URL: pew research, news survey, survey findings



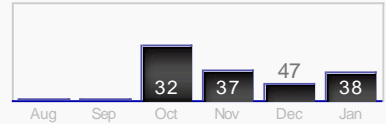
planning pr (15)

Searches/Mo: 90 Est. Value/Click: \$1.58 Est. Potential New Clicks/Month: 0
Other Keywords for URL: pr planning, public relations planning, planning pr



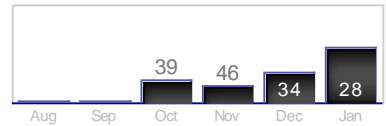
adam media (28)

Searches/Mo: 0 Est. Value/Click: \$0.93 Est. Potential New Clicks/Month: 0
Other Keywords for URL: seo pr, news seo, adam media



media super (13)

Searches/Mo: 0 Est. Value/Click: \$1.7 Est. Potential New Clicks/Month: 0
Other Keywords for URL: media super



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Keywords Not Ranked On But Should Be

Estimated Clicks/Month

prsa

Searches/Month: 12k
Cost/Click: \$1.24 Est. Potential Clicks/Month: 142
Avg. Competitor Rank: 10

prsaleveland.org	+142
prsaleveland.org	+142
prsaleveland.org	+142
prsaleveland.org	+142

ment

Searches/Month: 15k
Cost/Click: \$0.99 Est. Potential Clicks/Month: 54
Avg. Competitor Rank: 13

content-ment.com	+54
content-ment.com	+54
content-ment.com	+54
content-ment.com	+54

ppc expert

Searches/Month: 720
Cost/Click: \$6.21 Est. Potential Clicks/Month: 6
Avg. Competitor Rank: 8

eightfoldlogic.com	+6
eightfoldlogic.com	+6
eightfoldlogic.com	+6
eightfoldlogic.com	+6

elle

Searches/Month: 60k
Cost/Click: \$0.62 Est. Potential Clicks/Month: 64
Avg. Competitor Rank: 30

ellecomm.com	+64
ellecomm.com	+64
ellecomm.com	+64
ellecomm.com	+64

ocean media

Searches/Month: 0
Cost/Click: \$2.06 Est. Potential Clicks/Month: 11
Avg. Competitor Rank: 5

oceanmediasystems...	+11
oceanmediasystems...	+11
oceanmediasystems...	+11
oceanmediasystems...	+11

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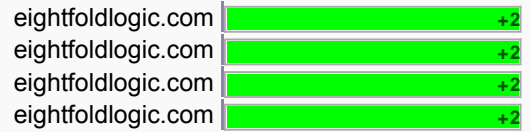
public relations society of america

Searches/Month: 2k
 Cost/Click: \$1.53 Est. Potential Clicks/Month: 7
 Avg. Competitor Rank: 17



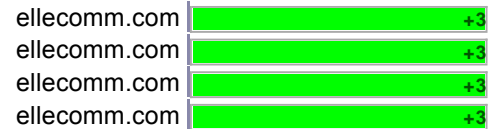
marketing optimization

Searches/Month: 870
 Cost/Click: \$12.00 Est. Potential Clicks/Month: 2
 Avg. Competitor Rank: 16



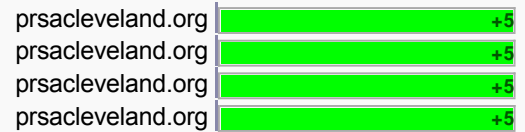
san diego pr firms

Searches/Month: 0
 Cost/Click: \$3.15 Est. Potential Clicks/Month: 3
 Avg. Competitor Rank: 7



cleveland pr

Searches/Month: 0
 Cost/Click: \$1.99 Est. Potential Clicks/Month: 5
 Avg. Competitor Rank: 1



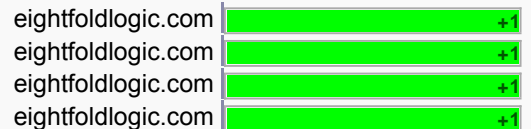
aaron chang

Searches/Month: 2k
 Cost/Click: \$0.41 Est. Potential Clicks/Month: 20
 Avg. Competitor Rank: 8



search metrics

Searches/Month: 90
 Cost/Click: \$4.48 Est. Potential Clicks/Month: 1
 Avg. Competitor Rank: 11



public relations event planning

Searches/Month: 210
 Cost/Click: \$5.59 Est. Potential Clicks/Month: 1
 Avg. Competitor Rank: 5



san diego public relations

Searches/Month: 480
 Cost/Click: \$2.64 Est. Potential Clicks/Month: 2
 Avg. Competitor Rank: 13



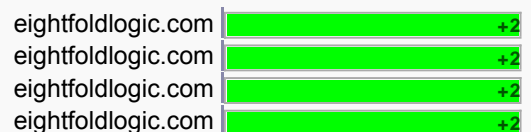
search engine market share

Searches/Month: 2k
 Cost/Click: \$2.51 Est. Potential Clicks/Month: 2
 Avg. Competitor Rank: 32



inbound marketing

Searches/Month: 5k
 Cost/Click: \$2.39 Est. Potential Clicks/Month: 2
 Avg. Competitor Rank: 47



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traffic surveys

Searches/Month: 120
 Cost/Click: \$1.11 Est. Potential Clicks/Month: 1
 Avg. Competitor Rank: 6

trafficsurveys.net	
trafficsurveys.net	
trafficsurveys.net	
trafficsurveys.net	

fashion pr firms

Searches/Month: 870
 Cost/Click: \$2.95 Est. Potential Clicks/Month: 1
 Avg. Competitor Rank: 27

ellecomm.com	
ellecomm.com	
ellecomm.com	
ellecomm.com	

san diego advertising

Searches/Month: 390
 Cost/Click: \$3.23 Est. Potential Clicks/Month: 1
 Avg. Competitor Rank: 22

ellecomm.com	
ellecomm.com	
ellecomm.com	
ellecomm.com	

toplink

Searches/Month: 870
 Cost/Click: \$2.45 Est. Potential Clicks/Month: 1
 Avg. Competitor Rank: 26

eightfoldlogic.com	
eightfoldlogic.com	
eightfoldlogic.com	
eightfoldlogic.com	

referral source

Searches/Month: 300
 Cost/Click: \$1.53 Est. Potential Clicks/Month: 1
 Avg. Competitor Rank: 17

eightfoldlogic.com	
eightfoldlogic.com	
eightfoldlogic.com	
eightfoldlogic.com	

public relations firm

Searches/Month: 40k
 Cost/Click: \$3.54 Est. Potential Clicks/Month: 1
 Avg. Competitor Rank: 41

ellecomm.com	
ellecomm.com	
ellecomm.com	
ellecomm.com	

fashion public relations

Searches/Month: 1k
 Cost/Click: \$1.84 Est. Potential Clicks/Month: 1
 Avg. Competitor Rank: 29

ellecomm.com	
ellecomm.com	
ellecomm.com	
ellecomm.com	

pr agency

Searches/Month: 3k
 Cost/Click: \$3.72 Est. Potential Clicks/Month: 1
 Avg. Competitor Rank: 43

ellecomm.com	
ellecomm.com	
ellecomm.com	
ellecomm.com	

event pr

Searches/Month: 150
 Cost/Click: \$2.05 Est. Potential Clicks/Month: 1
 Avg. Competitor Rank: 7

ellecomm.com	
ellecomm.com	
ellecomm.com	
ellecomm.com	

paid search marketing

Searches/Month: 2k
 Cost/Click: \$5.48 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 46

eightfoldlogic.com	
eightfoldlogic.com	
eightfoldlogic.com	
eightfoldlogic.com	

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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