

SEO Theory – SEO Theory and Analysis Blog

Algorithm analysis, Web community relationship analysis, SEO practices and techniques, industry news, etc.

Seo-theory.com





SEO Dashboard

Feb 16, 2011




Seo-theory.com: SEO Dashboard

Table of Contents




SEO Value

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

Opportunity

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

Competition

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

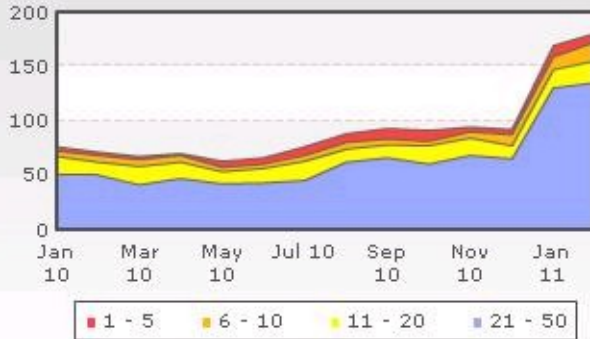
Appendix: Additional and Extended Details

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



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Amount of Keywords in Top Search Results



You show up in the top 50 search results on Google for 180 different keywords. That's up by 6.51% or 11 keywords from last month.

Number of Unique Pages that Rank Organically



75 of your pages appear in the top 50 of at least one search. That's 1 more pages on your site showing up in searches this month than last month.

Total Organic Clicks Per Month



You should be getting 652 clicks per month from your organic placements on Google. That's up 368 clicks or 130% over the past 2 months.

Value of Organic Clicks Per Month



If you had to buy all those organic clicks via Google Adwords, they'd cost \$788. That's an additional savings of \$788 over last month.

You gained 652 clicks last month, worth \$788.



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Biggest Gains

You moved up in ranks on 94 keywords last month. All those gains added up to about 64 clicks you wouldn't have received last month. In equivalent PPC dollars, all those new clicks are worth about \$83.

| | Rank |
|--|--------|
| ▲ google algorithm Estimated Clicks/Month gained: 26 http://www.seo-theory.com/2011/01/07/... | 4 |
| ▲ michael martinez Estimated Clicks/Month gained: 16 http://www.seo-theory.com/author/mich... | 7(+2) |
| ▲ theory com Estimated Clicks/Month gained: 9 http://www.seo-theory.com/ | 8(+2) |
| ▲ seomoz Estimated Clicks/Month gained: 4 http://www.seo-theory.com/2009/12/29/... | 42 |
| ▲ reverse engineer Estimated Clicks/Month gained: 3 http://www.seo-theory.com/2011/01/07/... | 16 |
| ▲ blog seo Estimated Clicks/Month gained: 1 http://www.seo-theory.com/ | 24 |
| ▲ web search engine optimization Estimated Clicks/Month gained: 1 http://www.seo-theory.com/ | 42 |
| ▲ microsities Estimated Clicks/Month gained: 1 http://www.seo-theory.com/2009/02/10/... | 45 |
| ▲ what is search engine optimization Estimated Clicks/Month stayed_the_same http://www.seo-theory.com/ | 42 |
| ▲ dumb things Estimated Clicks/Month stayed_the_same http://www.seo-theory.com/2010/12/02/... | 22 |
| ▲ robert irvine Estimated Clicks/Month stayed_the_same http://www.seo-theory.com/2008/07/19/... | 41(+3) |

[View more](#) (p. 13)

Most Valuable Keywords

You gained ranks on 23 out of your top 100 most valuable keywords. Moving up the charts on those important keywords means about 22 visits to the site that wouldn't have come last month.

| | Rank |
|--|------|
| google algorithm Rank: 4 Est. Clicks/Mo: 26 Est. Value/Mo: \$57 | |
| traffic estimator Rank: 13(-1) Est. Clicks/Mo: 29(-12) Est. Value/Mo: \$57(-\$21.417) | |
| seo glossary Rank: 7(-1) Est. Clicks/Mo: 4(-3) Est. Value/Mo: \$19(-\$12.827) | |
| google meta tags Rank: 7 Est. Clicks/Mo: 12(-2) Est. Value/Mo: \$15(-\$0.138) | |
| theory com Rank: 8(+2) Est. Clicks/Mo: 17(+9) Est. Value/Mo: \$13(+\$7.05) | |
| meta tags google Rank: 8 Est. Clicks/Mo: 7(-2) Est. Value/Mo: \$8.05(-\$1.488) | |
| press release seo Rank: 9(-1) Est. Clicks/Mo: 3(-2) Est. Value/Mo: \$6.99(-\$5.217) | |
| search engine optimization analysis Rank: 18(-3) Est. Clicks/Mo: 1(-2) Est. Value/Mo: \$4.56(-\$11.247) | |
| michael martinez Rank: 7(+2) Est. Clicks/Mo: 32(+16) Est. Value/Mo: \$4.33(+\$2.13) | |

[View more](#) (p. 18)



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Newly Ranked Organic Pages

21 pages show up in Google search results that didn't last month. Combined, those new placements drive 31 clicks, which would be worth about \$467 if you paid for those same clicks in Google Adwords.

<http://www.seo-theory.com/2011/01/07/why-you-cannot-reverse-engineer-googles-algorithm/>

Keywords (rank): google algorithm (4), reverse engineer (16), re engineer (28), reverse engineers (31), search engineers (43)

Est. Total Clicks/Mo: 29

Est. SEO Value: **\$55**

<http://www.seo-theory.com/seo-standards/>

Keywords (rank): reputable search engine optimization (29)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.87**

<http://www.seo-theory.com/2008/09/11/how-to-create-good-content-for-your-web-site/>

Keywords (rank): how to make a good website (39)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.79**

<http://www.seo-theory.com/2009/02/10/how-to-build-a-microsite/>

Keywords (rank): microsites (45)

Est. Total Clicks/Mo: 1

Est. SEO Value: **\$0.51**

<http://www.seo-theory.com/2007/09/12/seo-checklist-fundamental-steps-for-every-seo-campaign/>

Keywords (rank): seo checklist (50)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.42**

<http://www.seo-theory.com/2010/12/02/dumb-things-seos-do/>

Keywords (rank): dumb things (22)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.26**

<http://www.seo-theory.com/2010/11/25/whats-the-point-in-making-a-webspam-report/>

Keywords (rank): whats the point (49)

Est. Total Clicks/Mo: 0

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

<http://www.seo-theory.com/2007/10/11/seo-technique-optimizing-through-copy-blocks/>

Keywords (rank): seo technique (34)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.16**

<http://www.seo-theory.com/2009/09/29/link-zinged-by-jim-boykin-i-think/>

Keywords (rank): jim link (43)

Est. Total Clicks/Mo: 0

Est. SEO Value: **\$0.11**

<http://www.seo-theory.com/2008/05/13/meta-tags-do-matter-get-it-right-for-a-change/>

Keywords (rank): make meta tags (21)

Est. Total Clicks/Mo: 0

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

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



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New Keywords (You weren't ranked on before)

You now place in the top 50 search results on 55 keywords that you didn't even show up on last month. Those keywords drive 38 clicks worth an estimated \$73 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.

google algorithm

Rank: 4 Searches/Mo: 990 Est. Value/Click: \$2.22
Estimated New Clicks/Month: 26

seomoz

Rank: 42 Searches/Mo: 0 Est. Value/Click: \$0.08
Estimated New Clicks/Month: 4

reverse engineer

Rank: 16 Searches/Mo: 990 Est. Value/Click: \$1.34
Estimated New Clicks/Month: 3

blog seo

Rank: 24 Searches/Mo: 720 Est. Value/Click: \$1.38
Estimated New Clicks/Month: 1

web search engine optimization

Rank: 42 Searches/Mo: 3k Est. Value/Click: \$4.71
Estimated New Clicks/Month: 1

microsites

Rank: 45 Searches/Mo: 990 Est. Value/Click: \$1.11
Estimated New Clicks/Month: 1

what is search engine optimization

Rank: 42 Searches/Mo: 2k Est. Value/Click: \$2.82
Estimated New Clicks/Month: 0

dumb things

Rank: 22 Searches/Mo: 0 Est. Value/Click: \$0.66
Estimated New Clicks/Month: 0

search engine indexing

Rank: 22 Searches/Mo: 390 Est. Value/Click: \$3.52
Estimated New Clicks/Month: 0

seo checklist

Rank: 50 Searches/Mo: 870 Est. Value/Click: \$1.4
Estimated New Clicks/Month: 0

whats the point

Rank: 49 Searches/Mo: 0 Est. Value/Click: \$0.95
Estimated New Clicks/Month: 0

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

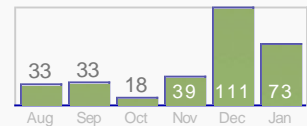
Top Site Sections Summary

The top 3 site sections draw 80% of all of your organic visitors. Together those sections combine for 141 clicks per month.

Clicks/Month

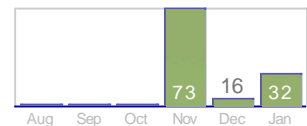
[seo-theory.com/2008](#)

Number of Keywords: 63
Est. Value/Mo: \$96 (-\$49)



[seo-theory.com/author/michael](#)

Number of Keywords: 1
Est. Value/Mo: \$4 (+\$2)



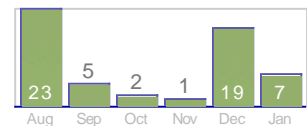
[seo-theory.com/2011/01/07/w...](#)

Number of Keywords: 6
Est. Value/Mo: \$61 (+\$61)



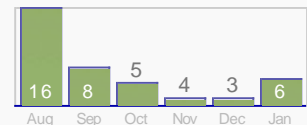
[seo-theory.com/2007](#)

Number of Keywords: 36
Est. Value/Mo: \$12 (-\$14)



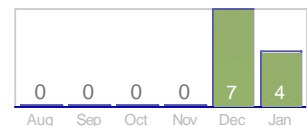
[seo-theory.com/2009](#)

Number of Keywords: 19
Est. Value/Mo: \$4 (-\$4)



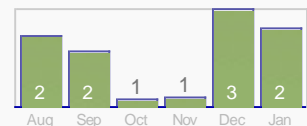
[seo-theory.com/seo-glossary](#)

Number of Keywords: 2
Est. Value/Mo: \$19 (-\$13)



[seo-theory.com/2010/02/15/g...](#)

Number of Keywords: 25
Est. Value/Mo: \$3



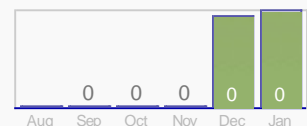
[seo-theory.com/seo-standards](#)

Number of Keywords: 2
Est. Value/Mo: \$1 (+\$1)



[seo-theory.com/category/web...](#)

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



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



Keyword Groups with the Biggest Gains



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Biggest Opportunities

You currently rank somewhere in the top 50 on 180 search phrases on Google. If you could land the number one spot for all of those searches, you'd get about 5k additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you'll get 5k clicks per month. That would cost you more than \$6k in equivalent PPC dollars.

traffic estimator

Rank: 13 (-1) Searches/Mo: 0 Est. Value/Click: \$1.96
Est. Potential New Clicks/Month: 398

webalizer

Rank: 36 (-3) Searches/Mo: 2k Est. Value/Click: \$1.43
Est. Potential New Clicks/Month: 308

web search engine optimization

Rank: 42 Searches/Mo: 3k Est. Value/Click: \$4.71
Est. Potential New Clicks/Month: 85

robert irvine

Rank: 41 (+3) Searches/Mo: 5k Est. Value/Click: \$0.49
Est. Potential New Clicks/Month: 609

google algorithm

Rank: 4 Searches/Mo: 990 Est. Value/Click: \$2.22
Est. Potential New Clicks/Month: 96

what is search engine optimization

Rank: 42 Searches/Mo: 2k Est. Value/Click: \$2.82
Est. Potential New Clicks/Month: 67

seo certification

Rank: 33 (-5) Searches/Mo: 870 Est. Value/Click: \$2.14
Est. Potential New Clicks/Month: 81

search engine optimization certification

Rank: 36 (+1) Searches/Mo: 870 Est. Value/Click: \$4.58
Est. Potential New Clicks/Month: 35

how to make a good website

Rank: 39 Searches/Mo: 570 Est. Value/Click: \$3.11
Est. Potential New Clicks/Month: 51

relevancy

Rank: 23 (-3) Searches/Mo: 0 Est. Value/Click: \$1.08
Est. Potential New Clicks/Month: 146

microsites

Rank: 45 Searches/Mo: 990 Est. Value/Click: \$1.11
Est. Potential New Clicks/Month: 118

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

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 14k searches per month where you are not contesting your competitors. Look at the keywords, and decide whether it makes sense to counter them.

seo plans

Searches/Mo.: 390
Cost/Click: \$7.35 Est. Potential Clicks/Mo.: 3 Avg. Competitor Rank: 10

press release optimization

Searches/Mo.: 300
Cost/Click: \$3.02 Est. Potential Clicks/Mo.: 3 Avg. Competitor Rank: 6

ecko com

Searches/Mo.: 10k
Cost/Click: \$0.58 Est. Potential Clicks/Mo.: 10
Avg. Competitor Rank: 27

one way links

Searches/Mo.: 2k
Cost/Click: \$3.01 Est. Potential Clicks/Mo.: 2 Avg. Competitor Rank: 25

david daniels

Searches/Mo.: 4k
Cost/Click: \$0.97 Est. Potential Clicks/Mo.: 3 Avg. Competitor Rank: 22

seo blog

Searches/Mo.: 10k
Cost/Click: \$2.24 Est. Potential Clicks/Mo.: 2 Avg. Competitor Rank: 43

seo plan

Searches/Mo.: 480
Cost/Click: \$3.70 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 30

seo resume

Searches/Mo.: 0
Cost/Click: \$2.22 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 36

email marketing research

Searches/Mo.: 150
Cost/Click: \$6.77 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 49

doorway pages

Searches/Mo.: 390
Cost/Click: \$0.65 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 25

seo white paper

Searches/Mo.: 150
Cost/Click: \$3.43 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 46

digital market research

Searches/Mo.: 60
Cost/Click: \$2.03 Est. Potential Clicks/Mo.: 0 Avg. Competitor Rank: 28

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



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Keyword Overlap in Your SEO & PPC campaigns

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

Est. Organic Clicks vs. Paid Clicks

None

[View more](#) (p. 32)

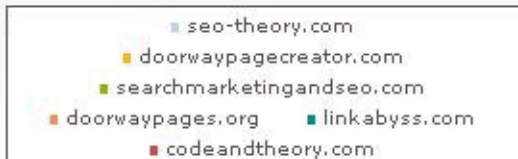
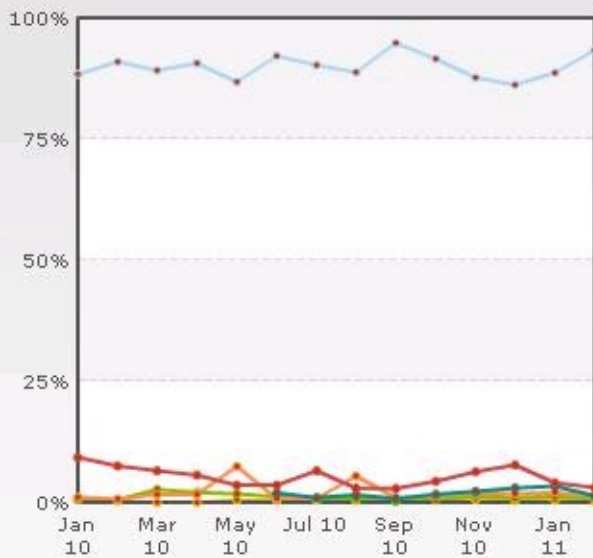
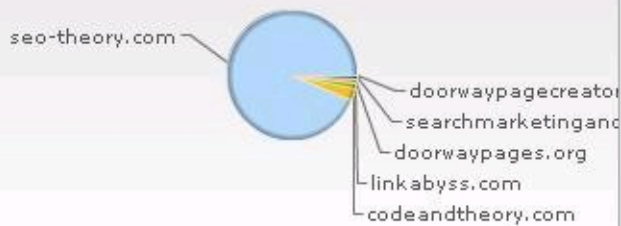


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Keyword Groups with the Most Potential

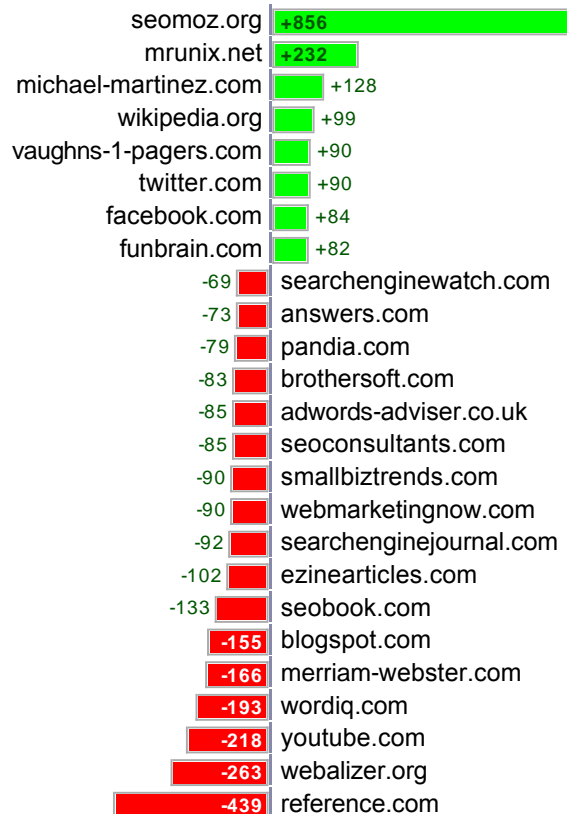
Traffic Share

Relative to your top 5 competitors, your site gained **93% of the traffic share**. During this time *seo-theory.com* has exploded and ripped traffic from *doorwaypagecreator.com* and *searchmarketingandseo.com*.



Domains that Gained or Lost Clicks on your Keywords

This month, **Seomoz.org** gained 856 clicks by improving their position on organic searches that you also rank for.



*competitors in bold



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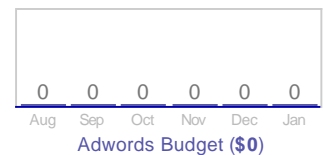
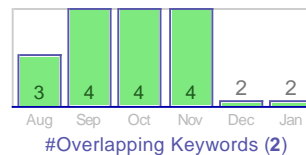
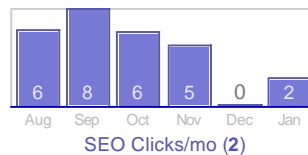
Competition: No data on clicks relative to your top 5 competitors

Top Organic Competitors and their Best Keywords

Combined, your organic competitors get about 100% of their traffic from unpaid search. The biggest mover was *codeandtheory.com*. They picked up 22 organic clicks overall.

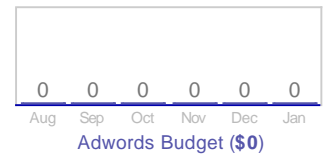
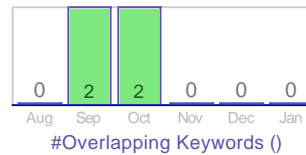
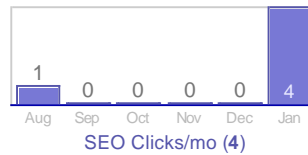
doorwaypagecreator.com

doorway page creator (3),
create doorway pages (19),
doorway pages (25),
seo doorway page (39),
doorway page (40)



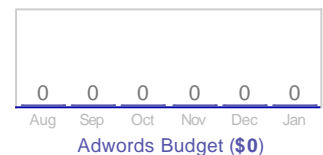
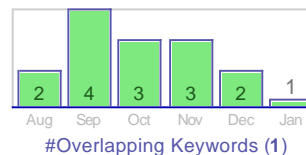
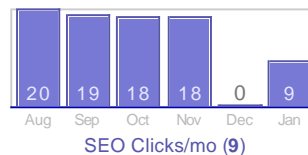
searchmarketingandseo.com

seo plans (10), seo plan (30)



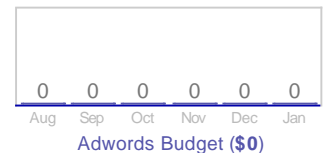
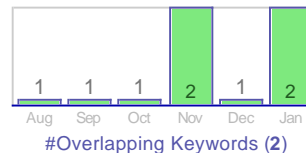
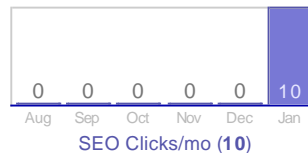
doorwaypages.org

what are doorway pages (10),
what is a doorway page (11),
doorway page (12),
creating doorway pages (22),
doorway page software (24)



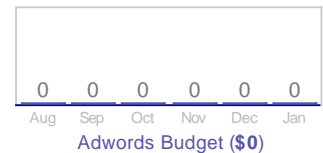
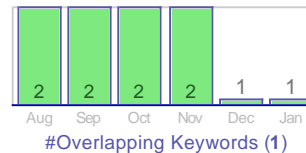
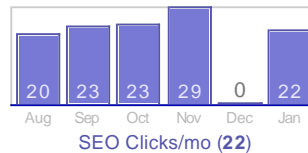
linkabyss.com

1 way links (14),
one way link building (23),
one way links (25)



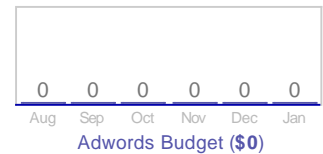
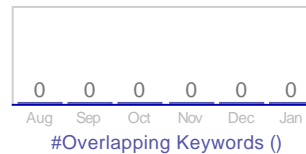
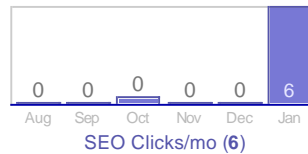
codeandtheory.com

ecko com (27), vh 1 best week ever (40),
theory com (41),
vh1 best week ever (46)



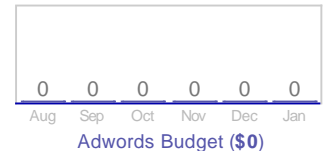
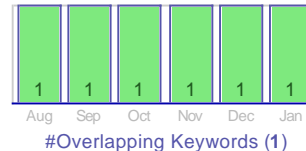
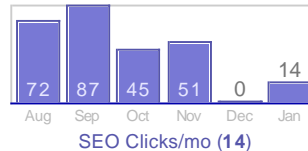
seriousprofits.net

e commerce home based business (8),
phpopenchat chat system (34),
business positioning (47)



mmartinez.com

michael martinez (29)



Seo-theory.com: SEO Dashboard

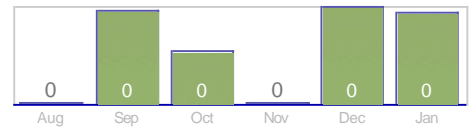
| Biggest Gains (all) | | Clicks/Month | | | | | | | | | | | | | | |
|---|--|--------------|-------|-----|-----|-----|-----|-----|-----|--------|-----|-----|----|----|----|----|
| <p>▲ google algorithm 4 Est. Clicks/Month gained: 26 Est. Value/Click: \$2.22 Estimated Value gained: \$57 http://www.seo-theory.com/2011/01/07/...</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>527</td><td>324</td><td>92</td><td>73</td><td>16</td><td>32</td></tr> </table> | | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 527 | 324 | 92 | 73 | 16 | 32 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | | |
| Clicks | 527 | 324 | 92 | 73 | 16 | 32 | | | | | | | | | | |
| <p>▲ michael martinez 7(+2) Est. Clicks/Month gained: 16 Est. Value/Click: \$0.14 Estimated Value gained: \$2 http://www.seo-theory.com/author/mich...</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>14</td><td>13</td><td>15</td><td>12</td><td>8</td><td>17</td></tr> </table> | | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 14 | 13 | 15 | 12 | 8 | 17 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | | |
| Clicks | 14 | 13 | 15 | 12 | 8 | 17 | | | | | | | | | | |
| <p>▲ theory com 8(+2) Est. Clicks/Month gained: 9 Est. Value/Click: \$0.75 Estimated Value gained: \$7 http://www.seo-theory.com/</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>8</td><td>12</td><td>5</td><td>5</td><td>3</td><td>3</td></tr> </table> | | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 8 | 12 | 5 | 5 | 3 | 3 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | | |
| Clicks | 8 | 12 | 5 | 5 | 3 | 3 | | | | | | | | | | |
| <p>▲ seomoz 42 Est. Clicks/Month gained: 4 Est. Value/Click: \$0.08 Estimated Value gained: \$0 http://www.seo-theory.com/2009/12/29/...</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>4</td></tr> </table> | | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 0 | 0 | 0 | 0 | 0 | 4 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | | |
| Clicks | 0 | 0 | 0 | 0 | 0 | 4 | | | | | | | | | | |
| <p>▲ reverse engineer 16 Est. Clicks/Month gained: 3 Est. Value/Click: \$1.34 Estimated Value gained: \$3 http://www.seo-theory.com/2011/01/07/...</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>1</td><td>0</td><td>0</td><td>3</td></tr> </table> | | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 0 | 0 | 1 | 0 | 0 | 3 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | | |
| Clicks | 0 | 0 | 1 | 0 | 0 | 3 | | | | | | | | | | |
| <p>▲ blog seo 24 Est. Clicks/Month gained: 1 Est. Value/Click: \$1.38 Estimated Value gained: \$2 http://www.seo-theory.com/</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>1</td><td>2</td></tr> </table> | | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 0 | 0 | 0 | 0 | 1 | 2 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | | |
| Clicks | 0 | 0 | 0 | 0 | 1 | 2 | | | | | | | | | | |
| <p>▲ web search engine optimization 42 Est. Clicks/Month gained: 1 Est. Value/Click: \$4.71 Estimated Value gained: \$3 http://www.seo-theory.com/</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>2</td><td>1</td><td>1</td><td>0</td><td>0</td><td>0</td></tr> </table> | | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 2 | 1 | 1 | 0 | 0 | 0 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | | |
| Clicks | 2 | 1 | 1 | 0 | 0 | 0 | | | | | | | | | | |
| <p>▲ microsites 45 Est. Clicks/Month gained: 1 Est. Value/Click: \$1.11 Estimated Value gained: \$1 http://www.seo-theory.com/2009/02/10/...</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>1</td><td>1</td></tr> </table> | | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 0 | 0 | 0 | 0 | 1 | 1 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | | |
| Clicks | 0 | 0 | 0 | 0 | 1 | 1 | | | | | | | | | | |
| <p>▲ what is search engine optimization 42 Est. Clicks/Month unchanged Est. Value/Click: \$2.82 Estimated Value unchanged \$1 http://www.seo-theory.com/</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>1</td><td>1</td></tr> </table> | | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 0 | 0 | 0 | 0 | 1 | 1 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | | |
| Clicks | 0 | 0 | 0 | 0 | 1 | 1 | | | | | | | | | | |
| <p>▲ dumb things 22 Est. Clicks/Month unchanged Est. Value/Click: \$0.66 Estimated Value unchanged \$0 http://www.seo-theory.com/2010/12/02/...</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </table> | | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 0 | 0 | 0 | 0 | 0 | 0 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | | |
| Clicks | 0 | 0 | 0 | 0 | 0 | 0 | | | | | | | | | | |
| <p>▲ robert irvine 41(+3) Est. Clicks/Month unchanged Est. Value/Click: \$0.49 Estimated Value unchanged \$0 http://www.seo-theory.com/2008/07/19/...</p> | <table border="1"> <tr><th>Month</th><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td></tr> <tr><th>Clicks</th><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr> </table> | | Month | Aug | Sep | Oct | Nov | Dec | Jan | Clicks | 0 | 0 | 0 | 0 | 0 | 0 |
| Month | Aug | Sep | Oct | Nov | Dec | Jan | | | | | | | | | | |
| Clicks | 0 | 0 | 0 | 0 | 0 | 0 | | | | | | | | | | |



Seo-theory.com: SEO Dashboard

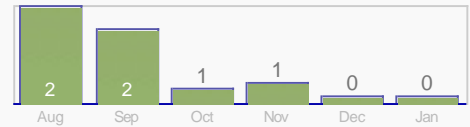
▲ search engine indexing 22

Est. Clicks/Month unchanged Est. Value/Click: \$3.52 Estimated Value unchanged \$1
<http://www.seo-theory.com/2010/03/30/...>



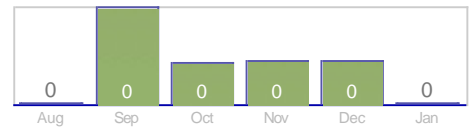
▲ seo checklist 50

Est. Clicks/Month unchanged Est. Value/Click: \$1.4 Estimated Value unchanged \$0
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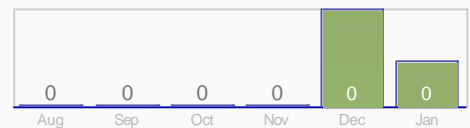
▲ whats the point 49

Est. Clicks/Month unchanged Est. Value/Click: \$0.95 Estimated Value unchanged \$0
<http://www.seo-theory.com/2010/11/25/...>



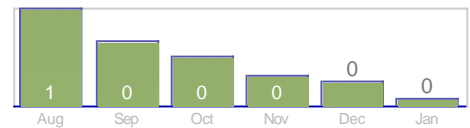
▲ how to make a good website 39

Est. Clicks/Month unchanged Est. Value/Click: \$3.11 Estimated Value unchanged \$1
<http://www.seo-theory.com/2008/09/11/...>



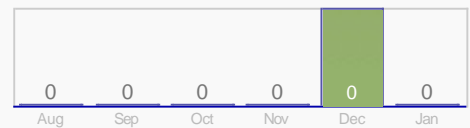
▲ danny sullivan seo 12(+31)

Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
<http://www.seo-theory.com/2010/01/25/...>



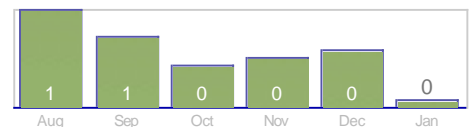
▲ reputable search engine optimization 29

Est. Clicks/Month unchanged Est. Value/Click: \$4.78 Estimated Value unchanged \$1
<http://www.seo-theory.com/seo-standards/>



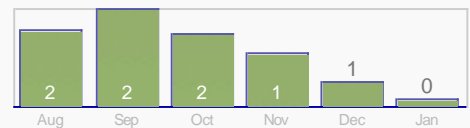
▲ analyse web 44

Est. Clicks/Month unchanged Est. Value/Click: \$2.07 Estimated Value unchanged \$0
<http://www.seo-theory.com/>



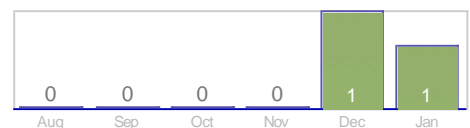
▲ search engine optimization blog 50

Est. Clicks/Month unchanged Est. Value/Click: \$2.16 Estimated Value unchanged \$0
<http://www.seo-theory.com/>



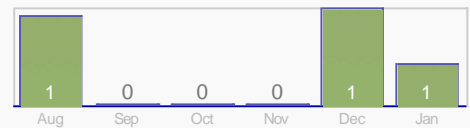
▲ seo technique 34

Est. Clicks/Month unchanged Est. Value/Click: \$1.59 Estimated Value unchanged \$0
<http://www.seo-theory.com/2007/10/11/...>



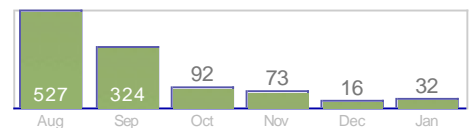
▲ re engineer 28

Est. Clicks/Month unchanged Est. Value/Click: \$2.24 Estimated Value unchanged \$0
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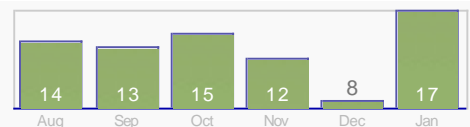
▲ percolation theory 28(+4)

Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
<http://www.seo-theory.com/2009/01/05/...>



▲ keywords meta tags 21

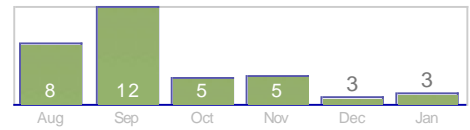
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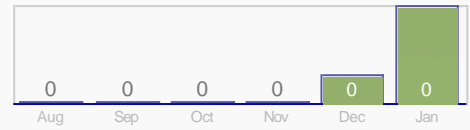
▲ make meta tags 21

Est. Clicks/Month unchanged Est. Value/Click: \$1.1 Estimated Value unchanged \$0
<http://www.seo-theory.com/2008/05/13/...>



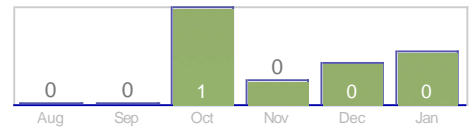
▲ search engine algorithm 46

Est. Clicks/Month unchanged Est. Value/Click: \$0.93 Estimated Value unchanged \$0
<http://www.seo-theory.com/>



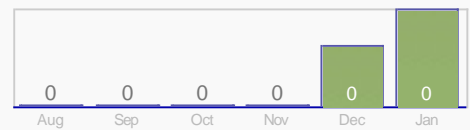
▲ 1 way links 43

Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
<http://www.seo-theory.com/2008/09/09/...>



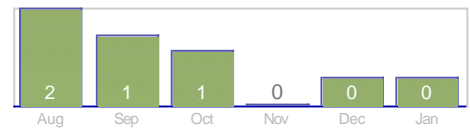
▲ jim link 43

Est. Clicks/Month unchanged Est. Value/Click: \$1.82 Estimated Value unchanged \$0
<http://www.seo-theory.com/2009/09/29/...>



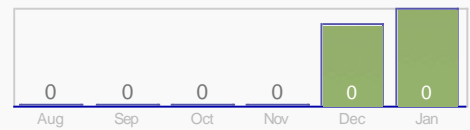
▲ reverse engineers 31

Est. Clicks/Month unchanged Est. Value/Click: \$1.79 Estimated Value unchanged \$0
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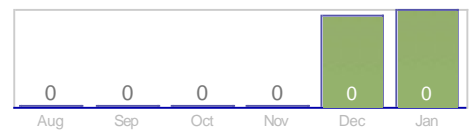
▲ help seo 33

Est. Clicks/Month unchanged Est. Value/Click: \$3.78 Estimated Value unchanged \$0
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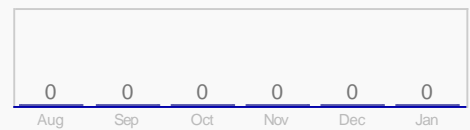
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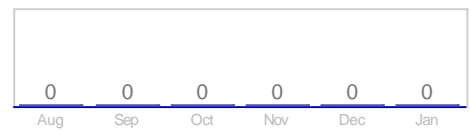
▲ search engine optimization tip 46

Est. Clicks/Month unchanged Est. Value/Click: \$3.8 Estimated Value unchanged \$0
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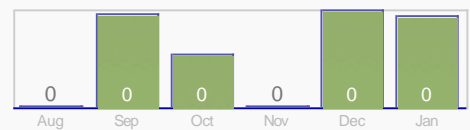
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Est. Clicks/Month unchanged Est. Value/Click: \$0.97 Estimated Value unchanged \$0
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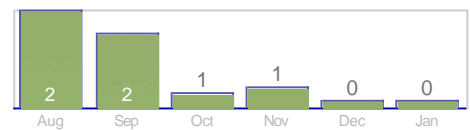
▲ subdomains seo 39(+4)

Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
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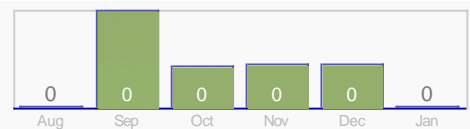
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Est. Clicks/Month unchanged Est. Value/Click: \$2.53 Estimated Value unchanged \$0
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▲ critical need 40

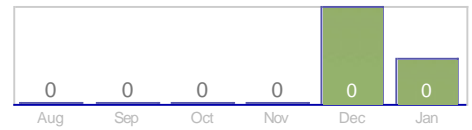
Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
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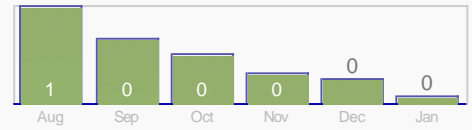
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Est. Clicks/Month unchanged Est. Value/Click: \$6.96 Estimated Value unchanged \$0
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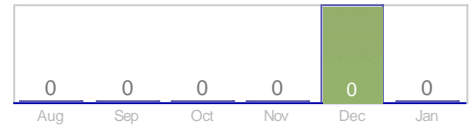
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Est. Clicks/Month unchanged Est. Value/Click: \$1.39 Estimated Value unchanged \$0
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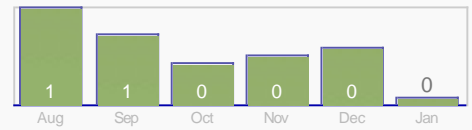
▲ search engine optimization analytics 13

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



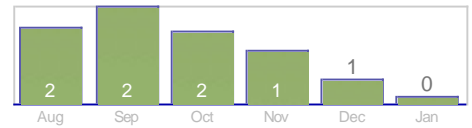
▲ contract webmaster 23

Est. Clicks/Month unchanged Est. Value/Click: \$1.61 Estimated Value unchanged \$0
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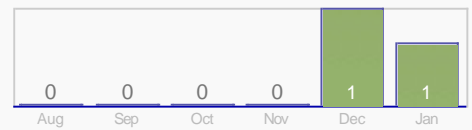
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Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
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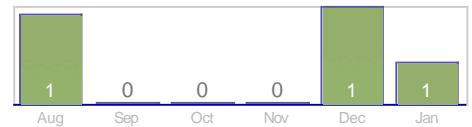
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Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
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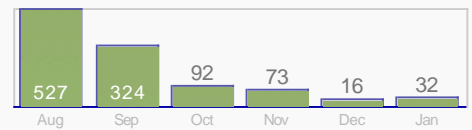
▲ seomz 42

Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
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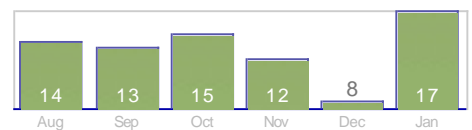
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Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
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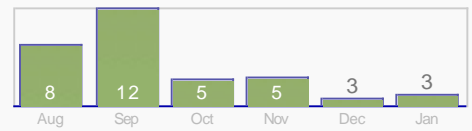
▲ danny sullivan blog 33

Est. Clicks/Month unchanged Est. Value/Click: \$0.08 Estimated Value unchanged \$0
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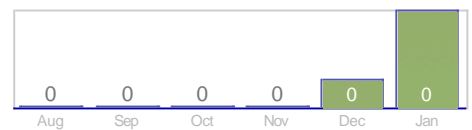
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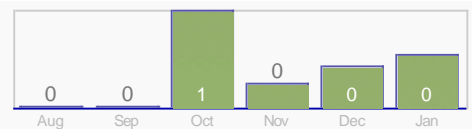
▲ search engineers 43

Est. Clicks/Month unchanged Est. Value/Click: \$1.41 Estimated Value unchanged \$0
<http://www.seo-theory.com/2011/01/07/...>



▲ secrets 2 success 38

Est. Clicks/Month unchanged Est. Value/Click: \$0.63 Estimated Value unchanged \$0
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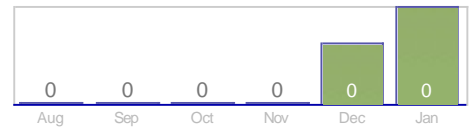


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▲ spamming google 20

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

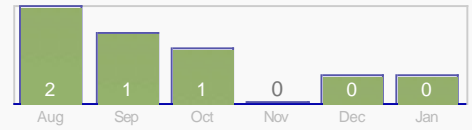
<http://www.seo-theory.com/2009/12/07/...>



▲ web search engine optimisation 35

Est. Clicks/Month unchanged Est. Value/Click: \$7.15 Estimated Value unchanged \$0

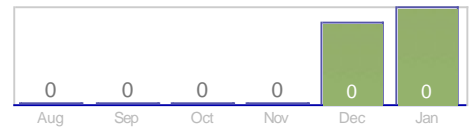
<http://www.seo-theory.com/>



▲ good search engine 26(+3)

Est. Clicks/Month unchanged Est. Value/Click: \$1.6 Estimated Value unchanged \$0

<http://www.seo-theory.com/2009/02/25/...>



[Download as CSV](#)



Seo-theory.com: SEO Dashboard

| Most Valuable Keywords (all) | Rank |
|--|------|
| google algorithm Rank: 4 Est. Clicks/Mo: 26 Est. Value/Mo: \$57 | |
| traffic estimator Rank: 13(-1) Est. Clicks/Mo: 29(-12) Est. Value/Mo: \$57(-\$21.417) | |
| seo glossary Rank: 7(-1) Est. Clicks/Mo: 4(-3) Est. Value/Mo: \$19(-\$12.827) | |
| google meta tags Rank: 7 Est. Clicks/Mo: 12(-2) Est. Value/Mo: \$15(-\$0.138) | |
| theory com Rank: 8(+2) Est. Clicks/Mo: 17(+9) Est. Value/Mo: \$13(+\$7.05) | |
| meta tags google Rank: 8 Est. Clicks/Mo: 7(-2) Est. Value/Mo: \$8(-\$1.488) | |
| press release seo Rank: 9(-1) Est. Clicks/Mo: 3(-2) Est. Value/Mo: \$7(-\$5.217) | |
| search engine optimization analysis Rank: 18(-3) Est. Clicks/Mo: 1(-2) Est. Value/Mo: \$5(-\$11.247) | |
| michael martinez Rank: 7(+2) Est. Clicks/Mo: 32(+16) Est. Value/Mo: \$4(+\$2.13) | |
| reverse engineer Rank: 16 Est. Clicks/Mo: 3 Est. Value/Mo: \$3 | |
| webalizer Rank: 36(-3) Est. Clicks/Mo: 2(-1) Est. Value/Mo: \$3(-\$1.47) | |



Seo-theory.com: SEO Dashboard

web search engine optimization

Rank: 42 Est. Clicks/Mo: 1 Est. Value/Mo: \$3



link analysis

Rank: 20(-5) Est. Clicks/Mo: 2(-3) Est. Value/Mo: \$3(-\$4.709)



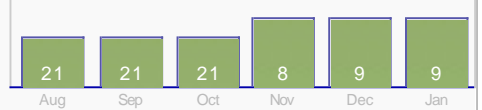
relevancy

Rank: 23(-3) Est. Clicks/Mo: 2(-1) Est. Value/Mo: \$2(-\$1.357)



google meta tag

Rank: 9 Est. Clicks/Mo: 3(-1) Est. Value/Mo: \$2(-\$0.535)



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Seo-theory.com: SEO Dashboard

Newly Ranked Organic Pages

<http://www.seo-theory.com/2011/01/07/why-you-cannot-reverse-engineer-googles-algorithm/>

Estimated SEO Value: **\$55** Estimated Total Clicks/Mo: 29

Keywords (rank): google algorithm (4), reverse engineer (16), re engineer (28), reverse engineers (31), search engineers (43)

<http://www.seo-theory.com/seo-standards/>

Estimated SEO Value: **\$0.87** Estimated Total Clicks/Mo: 0

Keywords (rank): reputable search engine optimization (29)

<http://www.seo-theory.com/2008/09/11/how-to-create-good-content-for-your-web-site/>

Estimated SEO Value: **\$0.79** Estimated Total Clicks/Mo: 0

Keywords (rank): how to make a good website (39)

<http://www.seo-theory.com/2009/02/10/how-to-build-a-microsite/>

Estimated SEO Value: **\$0.51** Estimated Total Clicks/Mo: 1

Keywords (rank): microsites (45)

<http://www.seo-theory.com/2007/09/12/seo-checklist-fundamental-steps-for-every-seo-campaign/>

Estimated SEO Value: **\$0.42** Estimated Total Clicks/Mo: 0

Keywords (rank): seo checklist (50)

<http://www.seo-theory.com/2010/12/02/dumb-things-seos-do/>

Estimated SEO Value: **\$0.26** Estimated Total Clicks/Mo: 0

Keywords (rank): dumb things (22)

<http://www.seo-theory.com/2010/11/25/whats-the-point-in-making-a-webspam-report/>

Estimated SEO Value: **\$0.25** Estimated Total Clicks/Mo: 0

Keywords (rank): whats the point (49)

<http://www.seo-theory.com/2007/10/11/seo-technique-optimizing-through-copy-blocks/>

Estimated SEO Value: **\$0.16** Estimated Total Clicks/Mo: 0

Keywords (rank): seo technique (34)

<http://www.seo-theory.com/2009/09/29/link-zinged-by-jim-boykin-i-think/>

Estimated SEO Value: **\$0.11** Estimated Total Clicks/Mo: 0

Keywords (rank): jim link (43)

<http://www.seo-theory.com/2008/05/13/meta-tags-do-matter-get-it-right-for-a-change/>

Estimated SEO Value: **\$0.09** Estimated Total Clicks/Mo: 0

Keywords (rank): make meta tags (21)

<http://www.seo-theory.com/2007/10/16/20-hard-core-seo-tips/>

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

Keywords (rank): search engine optimization tip (46)

<http://www.seo-theory.com/2010/01/25/offering-seo-advice-to-danny-sullivan/>

Estimated SEO Value: **\$0.02** Estimated Total Clicks/Mo: 0

Keywords (rank): danny sullivan seo (12), danny sullivan blog (33)

<http://www.seo-theory.com/2007/04/19/seo-theory-for-beginners/>

Estimated SEO Value: **\$0.01** Estimated Total Clicks/Mo: 0

Keywords (rank):

<http://www.seo-theory.com/2008/06/30/seo-experts-and-expert-seo-services/>

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



Seo-theory.com: SEO Dashboard

Keywords (rank): expert seos (39)

<http://www.seo-theory.com/2007/10/28/the-theorem-of-search-engine-optimization/>

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

Keywords (rank):

<http://www.seo-theory.com/2008/01/29/we-have-a-critical-need-for-seo-standards/>

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

Keywords (rank): critical need (40)

<http://www.seo-theory.com/2008/08/25/link-building-mistakes-seo-gurus-teach-you-to-make/>

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

Keywords (rank): SEO gurus (23)

<http://www.seo-theory.com/2007/04/13/all-the-link-building-rules-you-will-ever-need/>

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

Keywords (rank): detlev johnson (39)

<http://www.seo-theory.com/2007/09/09/competitive-seo-analysis-for-beginners/>

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

Keywords (rank):

<http://www.seo-theory.com/2009/12/07/google-launches-a-new-spam-industry/>

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

Keywords (rank): spamming google (20)

<http://www.seo-theory.com/2008/06/01/contract-law-and-the-web-how-enforceable-are-webmaster-guide...>

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

Keywords (rank): contract webmaster (23)

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Seo-theory.com: SEO Dashboard

| New Keywords (You weren't ranked on before) | Estimated New Click/Month |
|---|---------------------------|
| google algorithm Rank: 4 Searches/Mo: 990 Est. Value/Click: \$2.22 http://www.seo-theory.com/2011/01/07/why-you-cannot-reverse-engineer-googles-algorithm/ | 26 new clicks/month |
| seomoz Rank: 42 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.seo-theory.com/2009/12/29/a-comment-on-seomoz-latest-bogus-pagerank-sculpting-test/ | 4 new clicks/month |
| reverse engineer Rank: 16 Searches/Mo: 990 Est. Value/Click: \$1.34 http://www.seo-theory.com/2011/01/07/why-you-cannot-reverse-engineer-googles-algorithm/ | 3 new clicks/month |
| blog seo Rank: 24 Searches/Mo: 720 Est. Value/Click: \$1.38 http://www.seo-theory.com/ | 1 new click/month |
| web search engine optimiza... Rank: 42 Searches/Mo: 3k Est. Value/Click: \$4.71 http://www.seo-theory.com/ | 1 new click/month |
| microsites Rank: 45 Searches/Mo: 990 Est. Value/Click: \$1.11 http://www.seo-theory.com/2009/02/10/how-to-build-a-microsite/ | 1 new click/month |
| what is search engine opti... Rank: 42 Searches/Mo: 2k Est. Value/Click: \$2.82 http://www.seo-theory.com/ | 0 new clicks/month |
| dumb things Rank: 22 Searches/Mo: 0 Est. Value/Click: \$0.66 http://www.seo-theory.com/2010/12/02/dumb-things-seos-do/ | 0 new clicks/month |
| search engine indexing Rank: 22 Searches/Mo: 390 Est. Value/Click: \$3.52 http://www.seo-theory.com/2010/03/30/how-many-pages-should-a-search-engine-index/ | 0 new clicks/month |
| seo checklist Rank: 50 Searches/Mo: 870 Est. Value/Click: \$1.4 http://www.seo-theory.com/2007/09/12/seo-checklist-fundamental-steps-for-every-seo-campaign/ | 0 new clicks/month |
| whats the point Rank: 49 Searches/Mo: 0 Est. Value/Click: \$0.95 http://www.seo-theory.com/2010/11/25/whats-the-point-in-making-a-webspam-report/ | 0 new clicks/month |
| how to make a good website Rank: 39 Searches/Mo: 570 Est. Value/Click: \$3.11 http://www.seo-theory.com/2008/09/11/how-to-create-good-content-for-your-web-site/ | 0 new clicks/month |
| reputable search engine op... Rank: 29 Searches/Mo: 480 Est. Value/Click: \$4.78 http://www.seo-theory.com/seo-standards/ | 0 new clicks/month |
| analyse web Rank: 44 Searches/Mo: 30 Est. Value/Click: \$2.07 http://www.seo-theory.com/ | 0 new clicks/month |



Seo-theory.com: SEO Dashboard

| |
|---|
| search engine optimization... Rank: 50 Searches/Mo: 720 Est. Value/Click: \$2.16 0 new clicks/month http://www.seo-theory.com/ |
| seo technique Rank: 34 Searches/Mo: 150 Est. Value/Click: \$1.59 0 new clicks/month http://www.seo-theory.com/2007/10/11/seo-technique-optimizing-through-copy-blocks/ |
| re engineer Rank: 28 Searches/Mo: 300 Est. Value/Click: \$2.24 0 new clicks/month http://www.seo-theory.com/2011/01/07/why-you-cannot-reverse-engineer-googles-algorithm/ |
| keywords meta tags Rank: 21 Searches/Mo: 0 Est. Value/Click: \$0.62 0 new clicks/month http://www.seo-theory.com/2010/11/10/ding-dong-the-keywords-meta-tag-is-finally-dead/ |
| make meta tags Rank: 21 Searches/Mo: 0 Est. Value/Click: \$1.1 0 new clicks/month http://www.seo-theory.com/2008/05/13/meta-tags-do-matter-get-it-right-for-a-change/ |
| search engine algorithm Rank: 46 Searches/Mo: 240 Est. Value/Click: \$0.93 0 new clicks/month http://www.seo-theory.com/ |
| jim link Rank: 43 Searches/Mo: 0 Est. Value/Click: \$1.82 0 new clicks/month http://www.seo-theory.com/2009/09/29/link-zinged-by-jim-boykin-i-think/ |
| 1 way links Rank: 43 Searches/Mo: 0 Est. Value/Click: \$0.08 0 new clicks/month http://www.seo-theory.com/2008/09/09/a-guide-to-one-way-link-building/ |
| reverse engineers Rank: 31 Searches/Mo: 90 Est. Value/Click: \$1.79 0 new clicks/month http://www.seo-theory.com/2011/01/07/why-you-cannot-reverse-engineer-googles-algorithm/ |
| help seo Rank: 33 Searches/Mo: 210 Est. Value/Click: \$3.78 0 new clicks/month http://www.seo-theory.com/2007/06/27/seo-external-links-how-do-external-links-help-seo/ |
| search engine optimization... Rank: 46 Searches/Mo: 300 Est. Value/Click: \$3.8 0 new clicks/month http://www.seo-theory.com/2007/10/16/20-hard-core-seo-tips/ |
| danny sullivan blog Rank: 33 Searches/Mo: 0 Est. Value/Click: \$0.08 0 new clicks/month http://www.seo-theory.com/2010/01/25/offering-seo-advice-to-danny-sullivan/ |
| detlev johnson Rank: 39 Searches/Mo: 90 Est. Value/Click: \$0.08 0 new clicks/month http://www.seo-theory.com/2007/04/13/all-the-link-building-rules-you-will-ever-need/ |
| seomz Rank: 42 Searches/Mo: 0 Est. Value/Click: \$0.08 0 new clicks/month http://www.seo-theory.com/2009/12/29/a-comment-on-seomoz-latest-bogus-pagerank-sculpting-test/ |
| search engineers Rank: 43 Searches/Mo: 0 Est. Value/Click: \$1.41 0 new clicks/month http://www.seo-theory.com/2011/01/07/why-you-cannot-reverse-engineer-googles-algorithm/ |



Seo-theory.com: SEO Dashboard

| | |
|---|--------------------|
| secrets 2 success Rank: 38 Searches/Mo: 90 Est. Value/Click: \$0.63 http://www.seo-theory.com/2010/10/27/the-super-secret-2-word-formula-for-seo-success/ | 0 new clicks/month |
| spamming google Rank: 20 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.seo-theory.com/2009/12/07/google-launches-a-new-spam-industry/ | 0 new clicks/month |
| search engine optimization... Rank: 13 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.seo-theory.com/ | 0 new clicks/month |
| contract webmaster Rank: 23 Searches/Mo: 0 Est. Value/Click: \$1.61 http://www.seo-theory.com/2008/06/01/contract-law-and-the-web-how-enforceable-are-webmaster-guide... | 0 new clicks/month |
| expert seos Rank: 39 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.seo-theory.com/2008/06/30/seo-experts-and-expert-seo-services/ | 0 new clicks/month |
| critical need Rank: 40 Searches/Mo: 0 Est. Value/Click: \$0.08 http://www.seo-theory.com/2008/01/29/we-have-a-critical-need-for-seo-standards/ | 0 new clicks/month |
| web search engine optimisa... Rank: 35 Searches/Mo: 90 Est. Value/Click: \$7.15 http://www.seo-theory.com/ | 0 new clicks/month |
| content management theory Rank: 35 Searches/Mo: 30 Est. Value/Click: \$0.08 http://www.seo-theory.com/2008/04/10/large-web-site-design-theory-and-crawl-management/ | 0 new clicks/month |
| search engines index Rank: 32 Searches/Mo: 0 Est. Value/Click: \$1.39 http://www.seo-theory.com/2010/03/30/how-many-pages-should-a-search-engine-index/ | 0 new clicks/month |

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Seo-theory.com: SEO Dashboard

Top Site Sections Summary

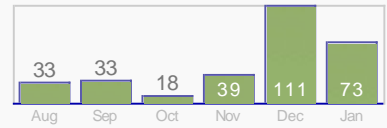
Estimated Clicks/Month

[seo-theory.com/2008](#)

Number of Keywords: 63

Estimated Value/Mo: \$96 (-\$49)

Top Keywords: traffic estimator, google meta tags, Traffic Estimator tool, meta tags google, robert irvine

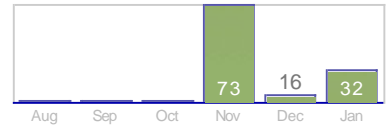


[seo-theory.com/author/michael](#)

Number of Keywords: 1

Estimated Value/Mo: \$4 (+\$2)

Top Keywords: michael martinez

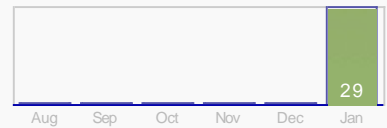


[seo-theory.com/2011/01/07/w...](#)

Number of Keywords: 6

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

Top Keywords: google algorithm, reverse engineer, re engineer, reverse engineers, search engineers

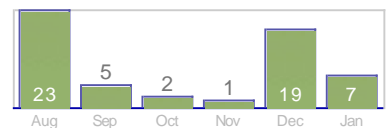


[seo-theory.com/2007](#)

Number of Keywords: 36

Estimated Value/Mo: \$12 (-\$14)

Top Keywords: press release seo, relevancy, seo press release, seo checklist, internal links

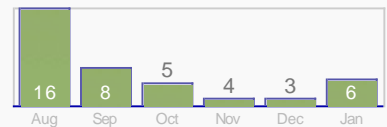


[seo-theory.com/2009](#)

Number of Keywords: 19

Estimated Value/Mo: \$4 (-\$4)

Top Keywords: seomoz, seo certification, microsites, percolation theory, brent payne

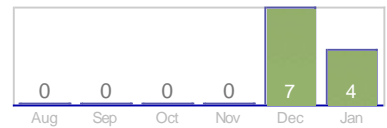


[seo-theory.com/seo-glossary](#)

Number of Keywords: 2

Estimated Value/Mo: \$19 (-\$13)

Top Keywords: seo glossary, search engine optimization glossary

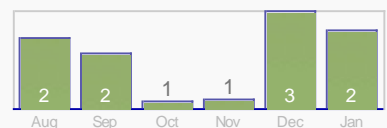


[seo-theory.com/2010/02/15/g...](#)

Number of Keywords: 25

Estimated Value/Mo: \$3

Top Keywords: keywords meta tag, dumb things, search engine indexing, whats the point, danny sullivan seo

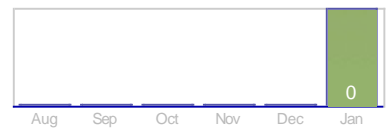


[seo-theory.com/seo-standards](#)

Number of Keywords: 2

Estimated Value/Mo: \$1 (+\$1)

Top Keywords: reputable search engine optimization

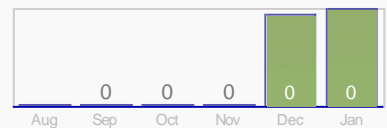


[seo-theory.com/category/web...](#)

Number of Keywords: 1

Estimated Value/Mo: \$0

Top Keywords: web spam



[Download as CSV](#)



Keyword Groups with the Biggest Gains - Details

Biggest Opportunities (all)

Rank

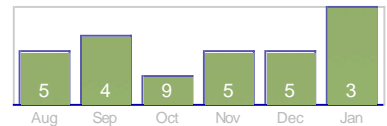
traffic estimator (13)

Searches/Mo: 0 Est. Value/Click: \$1.96 Est. Potential New Clicks/Month: 398
Other Keywords for URL: traffic estimator, Traffic Estimator tool



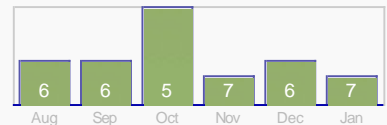
webalizer (36)

Searches/Mo: 2k Est. Value/Click: \$1.43 Est. Potential New Clicks/Month: 308
Other Keywords for URL: webalizer



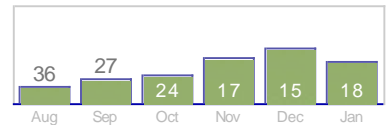
web search engine optimization (42)

Searches/Mo: 3k Est. Value/Click: \$4.71 Est. Potential New Clicks/Month: 85
Other Keywords for URL: theory com, blog seo, search engine optimization analysis, algorithm analysis, analysis seo



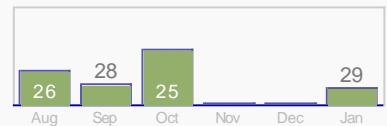
robert irvine (41)

Searches/Mo: 5k Est. Value/Click: \$0.49 Est. Potential New Clicks/Month: 609
Other Keywords for URL: robert irvine



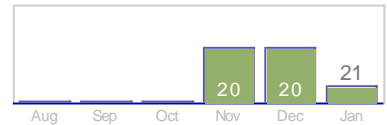
google algorithm (4)

Searches/Mo: 990 Est. Value/Click: \$2.22 Est. Potential New Clicks/Month: 96
Other Keywords for URL: google algorithm, reverse engineer, re engineer, reverse engineers, search engineers



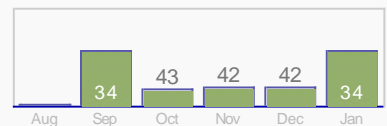
what is search engine optimization (42)

Searches/Mo: 2k Est. Value/Click: \$2.82 Est. Potential New Clicks/Month: 67
Other Keywords for URL: theory com, blog seo, search engine optimization analysis, algorithm analysis, analysis seo



seo certification (33)

Searches/Mo: 870 Est. Value/Click: \$2.14 Est. Potential New Clicks/Month: 81
Other Keywords for URL: seo certification, search engine optimization certification



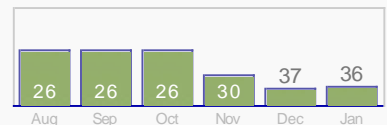
search engine optimization certification (36)

Searches/Mo: 870 Est. Value/Click: \$4.58 Est. Potential New Clicks/Month: 35
Other Keywords for URL: seo certification, search engine optimization certification



how to make a good website (39)

Searches/Mo: 570 Est. Value/Click: \$3.11 Est. Potential New Clicks/Month: 51
Other Keywords for URL: how to make a good website



relevancy (23)

Searches/Mo: 0 Est. Value/Click: \$1.08 Est. Potential New Clicks/Month: 146
Other Keywords for URL: relevancy



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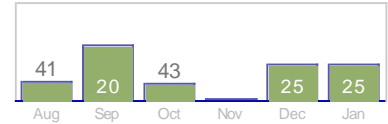
microsites (45)

Searches/Mo: 990 Est. Value/Click: \$1.11 Est. Potential New Clicks/Month: 118
Other Keywords for URL: microsites



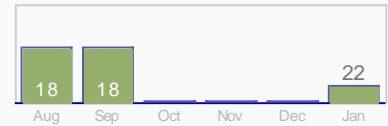
seo checklist (50)

Searches/Mo: 870 Est. Value/Click: \$1.4 Est. Potential New Clicks/Month: 93
Other Keywords for URL: seo checklist



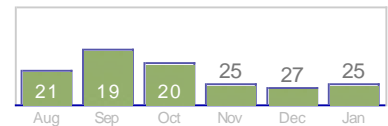
link analysis (20)

Searches/Mo: 990 Est. Value/Click: \$1.35 Est. Potential New Clicks/Month: 95
Other Keywords for URL: link analysis



palindromic (49)

Searches/Mo: 0 Est. Value/Click: \$0.58 Est. Potential New Clicks/Month: 219
Other Keywords for URL: palindromic



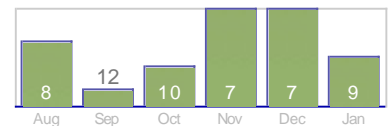
search engine optimization analysis (18)

Searches/Mo: 720 Est. Value/Click: \$5.05 Est. Potential New Clicks/Month: 24
Other Keywords for URL: theory com, blog seo, search engine optimization analysis, algorithm analysis, analysis seo



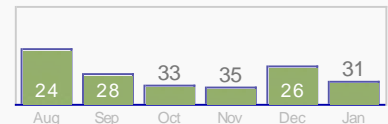
seo glossary (7)

Searches/Mo: 0 Est. Value/Click: \$5.13 Est. Potential New Clicks/Month: 21
Other Keywords for URL: seo glossary, search engine optimization glossary



reverse engineer (16)

Searches/Mo: 990 Est. Value/Click: \$1.34 Est. Potential New Clicks/Month: 79
Other Keywords for URL: google algorithm, reverse engineer, re engineer, reverse engineers, search engineers



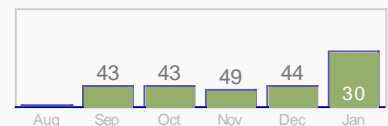
one way link building (30)

Searches/Mo: 0 Est. Value/Click: \$1.06 Est. Potential New Clicks/Month: 96
Other Keywords for URL: one way link building, link building seo, one way link, 1 way links



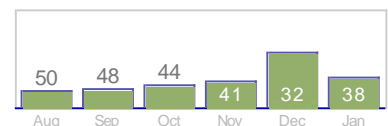
reputable search engine optimization (29)

Searches/Mo: 480 Est. Value/Click: \$4.78 Est. Potential New Clicks/Month: 19
Other Keywords for URL: reputable search engine optimization



search engine optimization blog (50)

Searches/Mo: 720 Est. Value/Click: \$2.16 Est. Potential New Clicks/Month: 39
Other Keywords for URL: theory com, blog seo, search engine optimization analysis, algorithm analysis, analysis seo



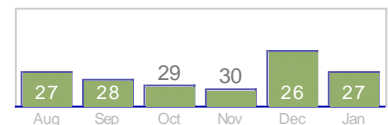
analyse web (44)

Searches/Mo: 30 Est. Value/Click: \$2.07 Est. Potential New Clicks/Month: 41
Other Keywords for URL: theory com, blog seo, search engine optimization analysis, algorithm analysis, analysis seo



seo press release (27)

Searches/Mo: 390 Est. Value/Click: \$2.23 Est. Potential New Clicks/Month: 35
Other Keywords for URL: press release seo, seo press release, good press releases



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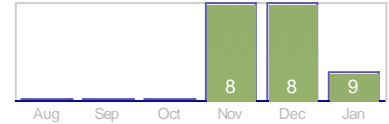
blog seo (24)

Searches/Mo: 720 Est. Value/Click: \$1.38 Est. Potential New Clicks/Month: 56
Other Keywords for URL: theory com, blog seo, search engine optimization analysis, algorithm analysis, analysis seo



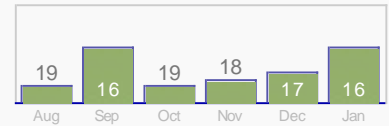
whats the point (49)

Searches/Mo: 0 Est. Value/Click: \$0.95 Est. Potential New Clicks/Month: 81
Other Keywords for URL: whats the point



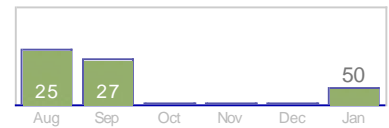
meta tags google (8)

Searches/Mo: 390 Est. Value/Click: \$1.19 Est. Potential New Clicks/Month: 60
Other Keywords for URL: google meta tags, meta tags google, google meta tag, meta tags for google, meta tag google



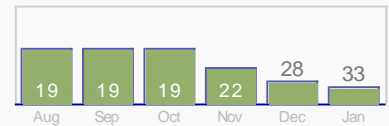
google sandbox (48)

Searches/Mo: 2k Est. Value/Click: \$0.77 Est. Potential New Clicks/Month: 91
Other Keywords for URL: google sandbox



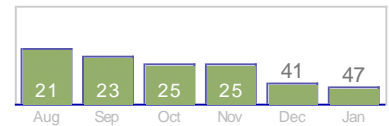
link building seo (37)

Searches/Mo: 2k Est. Value/Click: \$1.18 Est. Potential New Clicks/Month: 56
Other Keywords for URL: one way link building, link building seo, one way link, 1 way links



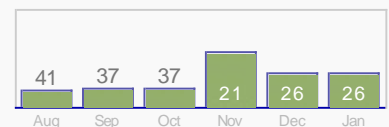
seomoz (42)

Searches/Mo: 0 Est. Value/Click: \$0.08 Est. Potential New Clicks/Month: 715
Other Keywords for URL: seomoz, pagerank test, seomz



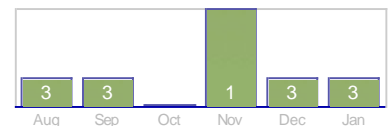
google meta tags (7)

Searches/Mo: 720 Est. Value/Click: \$1.25 Est. Potential New Clicks/Month: 45
Other Keywords for URL: google meta tags, meta tags google, google meta tag, meta tags for google, meta tag google



brent payne (32)

Searches/Mo: 480 Est. Value/Click: \$1.34 Est. Potential New Clicks/Month: 40
Other Keywords for URL: brent payne



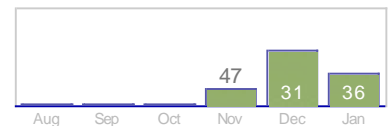
theory com (8)

Searches/Mo: 870 Est. Value/Click: \$0.75 Est. Potential New Clicks/Month: 69
Other Keywords for URL: theory com, blog seo, search engine optimization analysis, algorithm analysis, analysis seo



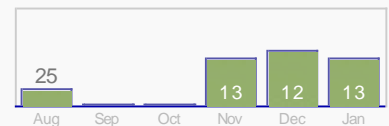
internal links (36)

Searches/Mo: 390 Est. Value/Click: \$1.25 Est. Potential New Clicks/Month: 41
Other Keywords for URL: internal links



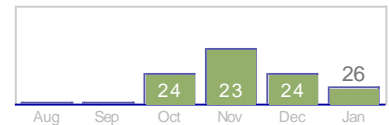
seo links (45)

Searches/Mo: 870 Est. Value/Click: \$1.76 Est. Potential New Clicks/Month: 28
Other Keywords for URL: seo links, help seo



one way link (43)

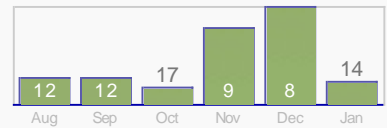
Searches/Mo: 720 Est. Value/Click: \$1.42 Est. Potential New Clicks/Month: 34
Other Keywords for URL: one way link building, link building seo, one way link, 1 way links



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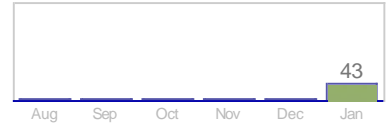
search indexing (38)

Searches/Mo: 0 Est. Value/Click: \$2.31 Est. Potential New Clicks/Month: 15
Other Keywords for URL: search indexing



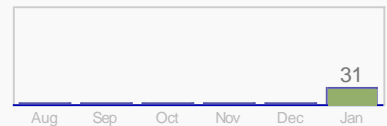
press release seo (9)

Searches/Mo: 0 Est. Value/Click: \$2.21 Est. Potential New Clicks/Month: 15
Other Keywords for URL: press release seo, seo press release, good press releases



algorithm analysis (20)

Searches/Mo: 480 Est. Value/Click: \$1.15 Est. Potential New Clicks/Month: 28
Other Keywords for URL: theory com, blog seo, search engine optimization analysis, algorithm analysis, analysis seo



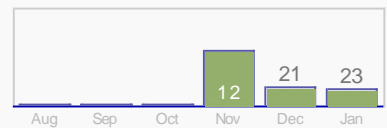
search engine indexing (22)

Searches/Mo: 390 Est. Value/Click: \$3.52 Est. Potential New Clicks/Month: 8
Other Keywords for URL: search engine indexing, search engine index, search engines indexing, search engines index, indexation pages



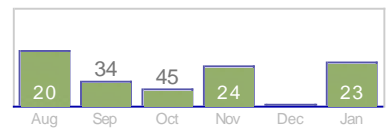
jim link (43)

Searches/Mo: 0 Est. Value/Click: \$1.82 Est. Potential New Clicks/Month: 15
Other Keywords for URL: jim link



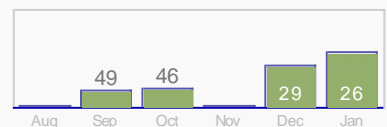
michael martinez (7)

Searches/Mo: 4k Est. Value/Click: \$0.14 Est. Potential New Clicks/Month: 187
Other Keywords for URL: michael martinez



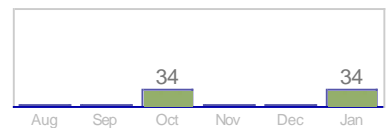
html sitemap (26)

Searches/Mo: 0 Est. Value/Click: \$1.41 Est. Potential New Clicks/Month: 17
Other Keywords for URL: html sitemap, html sitemaps, create html sitemap



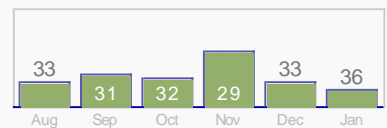
good search engine (26)

Searches/Mo: 240 Est. Value/Click: \$1.6 Est. Potential New Clicks/Month: 15
Other Keywords for URL: good search engine



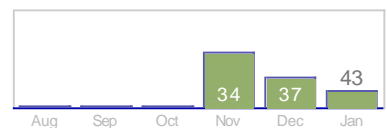
re engineer (28)

Searches/Mo: 300 Est. Value/Click: \$2.24 Est. Potential New Clicks/Month: 10
Other Keywords for URL: google algorithm, reverse engineer, re engineer, reverse engineers, search engineers



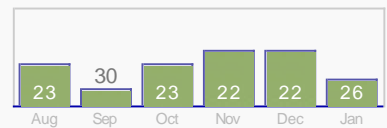
search engine algorithm (46)

Searches/Mo: 240 Est. Value/Click: \$0.93 Est. Potential New Clicks/Month: 20
Other Keywords for URL: theory com, blog seo, search engine optimization analysis, algorithm analysis, analysis seo



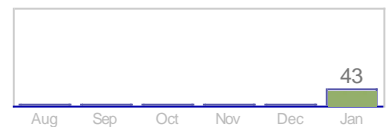
seo technique (34)

Searches/Mo: 150 Est. Value/Click: \$1.59 Est. Potential New Clicks/Month: 11
Other Keywords for URL: seo technique



dumb things (22)

Searches/Mo: 0 Est. Value/Click: \$0.66 Est. Potential New Clicks/Month: 25
Other Keywords for URL: dumb things



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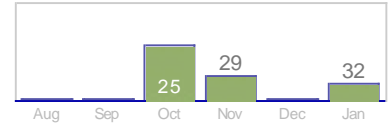
search theory (48)

Searches/Mo: 120 Est. Value/Click: \$0.85 Est. Potential New Clicks/Month: 20
Other Keywords for URL: search theory



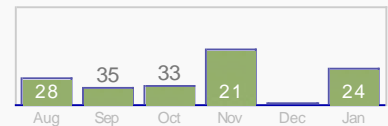
html sitemaps (21)

Searches/Mo: 0 Est. Value/Click: \$4.76 Est. Potential New Clicks/Month: 3
Other Keywords for URL: html sitemap, html sitemaps, create html sitemap



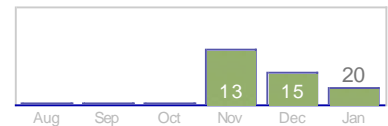
search engine index (25)

Searches/Mo: 210 Est. Value/Click: \$3.16 Est. Potential New Clicks/Month: 5
Other Keywords for URL: search engine indexing, search engine index, search engines indexing, search engines index, indexation pages



huckleberry products (37)

Searches/Mo: 0 Est. Value/Click: \$1.01 Est. Potential New Clicks/Month: 15
Other Keywords for URL: huckleberry products



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Keywords Not Ranked On But Should Be

Estimated Clicks/Month

seo plans

Searches/Month: 390
Cost/Click: \$7.35 Est. Potential Clicks/Month: 3
Avg. Competitor Rank: 10

searchmarketingan... +3

press release optimization

Searches/Month: 300
Cost/Click: \$3.02 Est. Potential Clicks/Month: 3
Avg. Competitor Rank: 6

pressreleaseoptim... +3

ecko com

Searches/Month: 10k
Cost/Click: \$0.58 Est. Potential Clicks/Month: 10
Avg. Competitor Rank: 27

codeandtheory.com +10

one way links

Searches/Month: 2k
Cost/Click: \$3.01 Est. Potential Clicks/Month: 2
Avg. Competitor Rank: 25

linkabyss.com +2

david daniels

Searches/Month: 4k
Cost/Click: \$0.97 Est. Potential Clicks/Month: 3
Avg. Competitor Rank: 22

relevancygroup.com +3

seo blog

Searches/Month: 10k
Cost/Click: \$2.24 Est. Potential Clicks/Month: 2
Avg. Competitor Rank: 43

blogseo.com +2

seo plan

Searches/Month: 480
Cost/Click: \$3.70 Est. Potential Clicks/Month: 0
Avg. Competitor Rank: 30

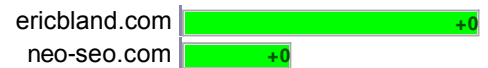
searchmarketingan... +0



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seo resume

Searches/Month: 0
 Cost/Click: \$2.22 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 36



email marketing research

Searches/Month: 150
 Cost/Click: \$6.77 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 49



doorway pages

Searches/Month: 390
 Cost/Click: \$0.65 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 25



seo white paper

Searches/Month: 150
 Cost/Click: \$3.43 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 46



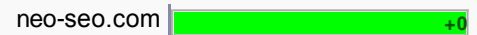
digital market research

Searches/Month: 60
 Cost/Click: \$2.03 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 28



top search engine listings

Searches/Month: 30
 Cost/Click: \$2.08 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 31



business positioning

Searches/Month: 0
 Cost/Click: \$2.11 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 47



doorway page

Searches/Month: 300
 Cost/Click: \$0.47 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 26



vh1 best week ever

Searches/Month: 480
 Cost/Click: \$0.05 Est. Potential Clicks/Month: 0
 Avg. Competitor Rank: 46



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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

