

# Etrade.com



## SEO Dashboard

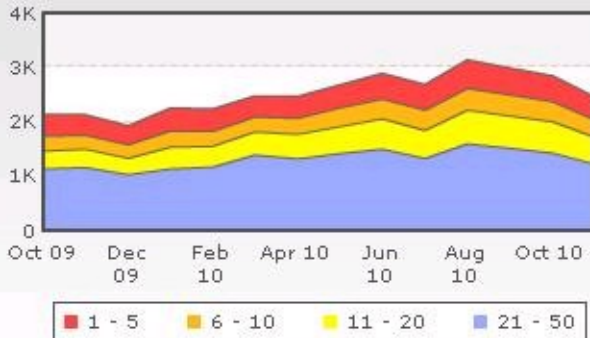
Nov 12, 2010



## Table of Contents

- ✓ [Table of Contents](#)
- ✓ [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](#)
- ✓ [Biggest Opportunities / Not Ranked Keywords](#)
- ✓ [Keyword Overlap in Your SEO & PPC campaigns](#)
- ✓ [Keyword Groups with the Most Potential](#)
- ✓ [Traffic Share and Movers Shakers](#)
- ✓ [Competition](#)
- ✓ [Top Organic Competitors / Partners and their Best Keywords](#)
- ✓ [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](#)

Amount of Keywords in Top Search Results



**You show up in the top 50 search results on Google for 2k different keywords.** *The largest portion of those are not on the first page, and that represents a huge amount of potential of over 501k clicks per month. That is comparable to \$921k in equivalent Adwords dollars.*

Number of Unique Pages that Rank Organically



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

Total Organic Clicks Per Month



**You should be getting 397k clicks per month from your organic placements on Google.** *That's up 24k clicks or 6.54% 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 \$1M.** *That's an additional savings of \$74k over last month.*

**You gained 16,918 clicks last month, worth \$74,968.**

### Biggest Gains

You moved up in ranks on 375 keywords last month. All those gains added up to about 6k clicks you wouldn't have received last month. In equivalent PPC dollars, all those new clicks are worth about \$20k.

	Rank
▲ investing Clicks/Month gained: 713 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	5(+4)
▲ buy stocks Clicks/Month gained: 391 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	1(+2)
▲ online trading Clicks/Month gained: 301 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	2(+1)
▲ online brokerage Clicks/Month gained: 183 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	2(+4)
▲ brokerage Clicks/Month gained: 179 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	5(+9)
▲ buy stock online Clicks/Month gained: 156 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	1(+1)
▲ online stock investing Clicks/Month gained: 152 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	1(+1)
▲ online investment Clicks/Month gained: 118 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	3(+6)
▲ sec filings Clicks/Month gained: 110 <a href="https://investor.etrade.com/sec.cfm">https://investor.etrade.com/sec.cfm</a>	10(+2)
▲ money market Clicks/Month gained: 65 <a href="https://us.etrade.com/e/t/welcome/mon...">https://us.etrade.com/e/t/welcome/mon...</a>	13(+3)
▲ trades Clicks/Month gained: 57 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	6(+4)

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

### Most Valuable Keywords

You gained ranks on 27 out of your top 100 most valuable keywords. Moving up the charts on those important keywords means about 5k visits to the site that wouldn't have come last month.

	Rank
<b>etrade</b> Rank: 1 Est. Clicks/Mo: 53k(-32k) Value/Mo: \$108k(\$-0,065k)	
<b>online stock trades</b> Rank: 3 Est. Clicks/Mo: 2k(-501) Value/Mo: \$23k(\$-0,006k)	
<b>stock trading</b> Rank: 2 Est. Clicks/Mo: 2k(-770) Value/Mo: \$12k(\$-0,004k)	
<b>etrade com</b> Rank: 1 Est. Clicks/Mo: 7k(-5k) Value/Mo: \$11k(\$-0,008k)	
<b>online stock trading</b> Rank: 4 Est. Clicks/Mo: 2k(+1k) Value/Mo: \$11k(\$+5k)	
<b>e trade</b> Rank: 1 Est. Clicks/Mo: 5k(-3k) Value/Mo: \$10k(\$-0,006k)	
<b>e</b> Rank: 8 Est. Clicks/Mo: 17k(+3k) Value/Mo: \$9k(\$+1k)	
<b>buy stocks</b> Rank: 1(+2) Est. Clicks/Mo: 702(+391) Value/Mo: \$6k(\$+3k)	
<b>online trading</b> Rank: 2(+1) Est. Clicks/Mo: 1k(+301) Value/Mo: \$6k(\$+1k)	

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

## Newly Ranked Organic Pages

**121 pages show up in Google search results that didn't last month.** Combined, those new placements drive 3k clicks, which would be worth about \$5k if you paid for those same clicks in Google Adwords.

<https://us.etrade.com/e/t/onlineenroll>

Keywords (rank): etrade us (4), etrade home (5), www etrade com (6), online account access (20), onlineaccountaccess (21)

Total Clicks/Mo: 3k

SEO Value: **\$1k**

<https://us.etrade.com/e/t/invest/petprohome>

Keywords (rank): etrade pro (2), trade pro (9)

Total Clicks/Mo: 59

SEO Value: **\$56**

<https://us.etrade.com/e/t/jumppage/viewjumppage?pagename=unbeatablemm50cash>

Keywords (rank): etrade money market (2)

Total Clicks/Mo: 56

SEO Value: **\$48**

<https://global.etrade.com/hk/en/help-center&tab=2>

Keywords (rank): etrade securities (10), hang seng bank swift code (42)

Total Clicks/Mo: 35

SEO Value: **\$34**

[https://corpserviceshome.etrade.com/e/t/cspuser/login\\_csp?type=33554433&realmoid=06-0005a877-8c75...](https://corpserviceshome.etrade.com/e/t/cspuser/login_csp?type=33554433&realmoid=06-0005a877-8c75...)

Keywords (rank): optionslink (2)

Total Clicks/Mo: 46

SEO Value: **\$33**

<http://clearstation.etrade.com/cgi-bin/details?symbol=brk.b>

Keywords (rank): brk b (33), brk.b (40)

Total Clicks/Mo: 59

SEO Value: **\$26**

<https://us.etrade.com/e/t/prospectestation/help?id=508000000>

Keywords (rank): etrade loan (2)

Total Clicks/Mo: 10

SEO Value: **\$13**

[https://optionslink.etrade.com/&sa=u&ei=o7yptpqvjy-0lqfp4\\_jncw&ved=0cbqqfjaa&usg=afqjcnfdtgv161h...](https://optionslink.etrade.com/&sa=u&ei=o7yptpqvjy-0lqfp4_jncw&ved=0cbqqfjaa&usg=afqjcnfdtgv161h...)

Keywords (rank): etrade optionslink (1)

Total Clicks/Mo: 17

SEO Value: **\$13**

<https://us.etrade.com/e/t/home/pet>

Keywords (rank): etrade visa (4), trade trading (8)

Total Clicks/Mo: 14

SEO Value: **\$12**

[http://clearstation.etrade.com/cgi-bin/details?symbol=\\_iux\\$ion=front&refer=/index.html](http://clearstation.etrade.com/cgi-bin/details?symbol=_iux$ion=front&refer=/index.html)

Keywords (rank): russell 2000 (21)

Total Clicks/Mo: 25

SEO Value: **\$11**

[View more](#) (p. 23)

**New Keywords (You weren't ranked on before)**

You now place in the top 50 search results on 321 keywords that you didn't even show up on last month. Those keywords drive 614 clicks worth an estimated \$1k per month in equivalent PPC dollars. All those new keywords represent a beachhead to an opportunity that could lead to as many as 33k clicks per month if you could be in the first position on each of the keywords.

**www etrade**

Rank: 1 Searches/Mo: 2k Value/Click: \$3.51  
New Clicks/Month: 188

**trading on line**

Rank: 1 Searches/Mo: 870 Value/Click: \$3.59  
New Clicks/Month: 112

**e online**

Rank: 47 Searches/Mo: 109k Value/Click: \$0.51  
New Clicks/Month: 72

**brk b**

Rank: 33 Searches/Mo: 73k Value/Click: \$0.67  
New Clicks/Month: 35

**e trade brokerage**

Rank: 1 Searches/Mo: 120 Value/Click: \$4.19  
New Clicks/Month: 24

**brk.b**

Rank: 40 Searches/Mo: 73k Value/Click: \$0.95  
New Clicks/Month: 24

**stock trade online**

Rank: 3 Searches/Mo: 570 Value/Click: \$7.27  
New Clicks/Month: 19

**stock trading company**

Rank: 5 Searches/Mo: 870 Value/Click: \$4.6  
New Clicks/Month: 15

**online stockbrokers**

Rank: 8 Searches/Mo: 300 Value/Click: \$4.91  
New Clicks/Month: 7

**esrx**

Rank: 40 Searches/Mo: 4k Value/Click: \$0.62  
New Clicks/Month: 6

**standard and poor's**

Rank: 38 Searches/Mo: 9k Value/Click: \$0.14  
New Clicks/Month: 5

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

**Top Site Sections Summary**

The top 2 site sections draw 141% of all of your organic visitors. Together those sections combine for 561k clicks per month.

**Clicks/Month**

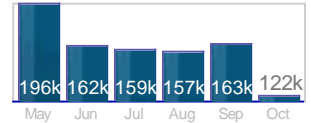
[us.etrade.com/e](#)

Number of Keywords: 2k  
Value/Mo: \$536k (-\$225k)



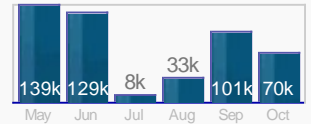
[us.etrade.com](#)

Number of Keywords: 2k  
Value/Mo: \$536k (-\$225k)



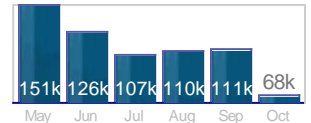
[optionslink.etrade.com](#)

Number of Keywords: 23  
Value/Mo: \$138k (-\$63k)



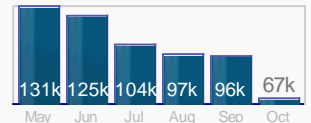
[clearstation.etrade.com](#)

Number of Keywords: 142  
Value/Mo: \$133k (-\$85k)



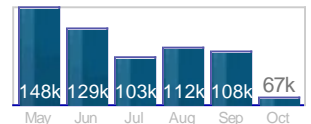
[investor.etrade.com](#)

Number of Keywords: 60  
Value/Mo: \$133k (-\$61k)



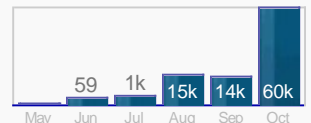
[wireless.etrade.com](#)

Number of Keywords: 13  
Value/Mo: \$132k (-\$84k)



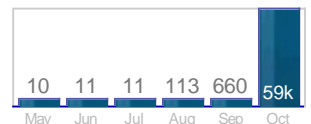
[fr.etrade.com](#)

Number of Keywords: 18  
Value/Mo: \$120k (+\$97k)



[hk.etrade.com](#)

Number of Keywords: 8  
Value/Mo: \$119k (+\$118k)



[mobile.etrade.com](#)

Number of Keywords: 22  
Value/Mo: \$19k (-\$204k)



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

## Keyword Groups with the Biggest Gains

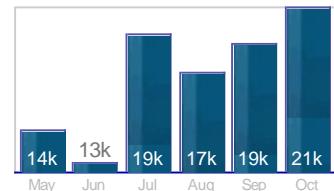
### Keyword Group: Stocks

Positions Gained: 150 → Est. Total Clicks/Mo: (+1k) → Est. Percent Traffic Gain: 10%  
 Unique Pages Ranked: 22

#### Keywords:

- stocks: stock trading company (+55) - **NEW**, where can i buy stocks (+52) - **NEW**, stocks w...
- stocks > online: stock prices online (+30) - **NEW**, buy and sell stock online (+19) - **NE...**
- stocks > market: market options stock (+6), stock trading market (-2), stock options m...
- stocks > online > stock trades: stock trade online (+57) - **NEW**, online software sto...

#### Clicks per Month



[Additional Details](#) (p. 32)

### Keyword Group: Investment

Positions Gained: 181 → Est. Total Clicks/Mo: (+878) → Est. Percent Traffic Gain: 41%  
 Unique Pages Ranked: 6

#### Keywords:

- investment: online market investing stock (+53) - **NEW**, open investing (+52) - **NEW**, inve...
- investment > option: stock options investing (+14), options investing (+12), stock in...
- investment > broker: investing broker (+8), online investment broker (+1), investment...
- investment > plans: investments plans (+17) - **NEW**, automatic investment plan, financi...

#### Clicks per Month



[Additional Details](#) (p. 33)

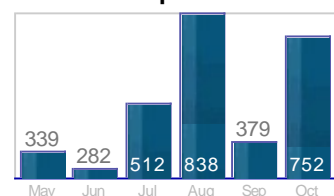
### Keyword Group: Brokerage

Positions Gained: 273 → Est. Total Clicks/Mo: (+372) → Est. Percent Traffic Gain: 98%  
 Unique Pages Ranked: 3

#### Keywords:

- brokerage: e trade brokerage (+59) - **NEW**, online brokerage market (+52) - **NEW**, best bro...
- brokerage > firm: online brokerage firms (+2)
- brokerage > discount: discount stock brokerage (+1)

#### Clicks per Month



[Additional Details](#) (p. 34)



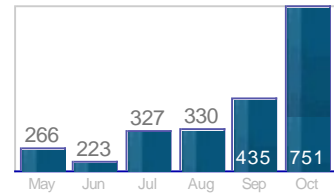
## Keyword Group: Invest Stock

Positions Gained: -21 → Est. Total Clicks/Mo: (+316) → Est. Percent Traffic Gain: 72%  
 Unique Pages Ranked: 1

### Keywords:

- invest stock > investing: online market investing stock (+53) - **NEW**, why invest in s...
- invest stock > investing > options: stock investment options (+7), investing stock...
- invest stock > investing > tool: stock investing tools (+1), stock investment tool...

### Clicks per Month



[Additional Details \(p. 35\)](#)

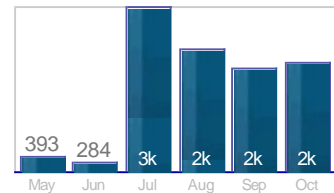
## Keyword Group: Buying

Positions Gained: 162 → Est. Total Clicks/Mo: (+111) → Est. Percent Traffic Gain: 5%  
 Unique Pages Ranked: 1

### Keywords:

- buying: buy home mobile (+17), buy futures (+6), corporate buy (+3), buy index funds, b...
- buying > stocks: where can i buy stocks (+52) - **NEW**, buying stock on margin (+20) - **NE...**
- buying > stocks > online: buy and sell stock online (+19) - **NEW**, stock buying online...
- buying > sell: buy sell trade online (+5), buy sell or trade (-2), buy sell and trade ...

### Clicks per Month



[Additional Details \(p. 36\)](#)

## Biggest Opportunities

You currently rank somewhere in the top 50 on 2k search phrases on Google. If you could land the number one spot for all of those searches, you'd get about 501k additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you'll get 449k clicks per month. That would cost you more than \$775k in equivalent PPC dollars.

**buy stocks on line**

Rank: 9 Searches/Mo: 390 Value/Click: \$13  
**Potential New Clicks/Month: 47**

**stocks online**

Rank: 2 (+1) Searches/Mo: 1k Value/Click: \$13  
**Potential New Clicks/Month: 48**

**roth ira account**

Rank: 18 Searches/Mo: 990 Value/Click: \$13  
**Potential New Clicks/Month: 86**

**free stock trades**

Rank: 5 (-2) Searches/Mo: 1k Value/Click: \$11  
**Potential New Clicks/Month: 85**

**stock buying online**

Rank: 3 (+3) Searches/Mo: 720 Value/Click: \$11  
**Potential New Clicks/Month: 50**

**online stock trades**

Rank: 3 Searches/Mo: 60k Value/Click: \$11  
**Potential New Clicks/Month: 3,091**

**stock buying**

Rank: 23 (-3) Searches/Mo: 1k Value/Click: \$10  
**Potential New Clicks/Month: 68**

**online savings**

Rank: 18 (+4) Searches/Mo: 3k Value/Click: \$10  
**Potential New Clicks/Month: 192**

**buy stocks online**

Rank: 3 Searches/Mo: 6k Value/Click: \$10  
**Potential New Clicks/Month: 377**

**trading stocks online**

Rank: 4 (+1) Searches/Mo: 1k Value/Click: \$9.97  
**Potential New Clicks/Month: 76**

**stock market trading online**

Rank: 3 Searches/Mo: 390 Value/Click: \$9.97  
**Potential New Clicks/Month: 16**

[View more](#) (p. 37)

## 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 5M searches per month where you are not contesting your competitors. Look at the keywords, and decide whether it makes sense to counter them.

**options trading**

**Searches/Mo.: 27k**  
 Cost/Click: \$5.84 Potential Clicks/Mo.: 170 Avg. Competitor Rank: 21

**scottrade**

**Searches/Mo.: 822k**  
 Cost/Click: \$3.63 Potential Clicks/Mo.: 41k Avg. Competitor Rank: 12

**online option trading**

**Searches/Mo.: 1k**  
 Cost/Click: \$6.30 Potential Clicks/Mo.: 47 Avg. Competitor Rank: 12

**internet stock trading**

**Searches/Mo.: 1k**  
 Cost/Click: \$10.00 Potential Clicks/Mo.: 110 Avg. Competitor Rank: 11

**options brokers**

**Searches/Mo.: 870**  
 Cost/Click: \$7.76 Potential Clicks/Mo.: 36 Avg. Competitor Rank: 10

**cheap online trading**

**Searches/Mo.: 570**  
 Cost/Click: \$16.00 Potential Clicks/Mo.: 38 Avg. Competitor Rank: 16

**option trading**

**Searches/Mo.: 18k**  
 Cost/Click: \$4.38 Potential Clicks/Mo.: 70 Avg. Competitor Rank: 32

**optionsxpress**

**Searches/Mo.: 40k**  
 Cost/Click: \$11.00 Potential Clicks/Mo.: 1k Avg. Competitor Rank: 7

**online options broker**

**Searches/Mo.: 300**  
 Cost/Click: \$8.96 Potential Clicks/Mo.: 10 Avg. Competitor Rank: 8

**fideliy**

**Searches/Mo.: 822k**  
 Cost/Click: \$4.43 Potential Clicks/Mo.: 70k Avg. Competitor Rank: 5

**scottrade login**

**Searches/Mo.: 201k**  
 Cost/Click: \$10.00 Potential Clicks/Mo.: 19k Avg. Competitor Rank: 2

**future online option trading**

**Searches/Mo.: 570**  
 Cost/Click: \$12.00 Potential Clicks/Mo.: 13 Avg. Competitor Rank: 17

**option broker**

**Searches/Mo.: 870**  
 Cost/Click: \$8.67 Potential Clicks/Mo.: 34 Avg. Competitor Rank: 11

**fideliy 401k**

**Searches/Mo.: 90k**  
 Cost/Click: \$4.96 Potential Clicks/Mo.: 18k Avg. Competitor Rank: 9

[View more](#) (p. 42)

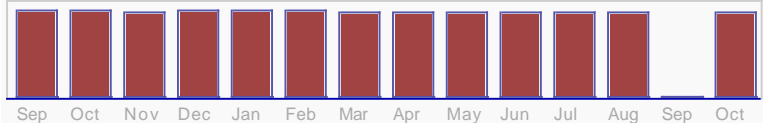
Keyword Overlap in Your SEO & PPC campaigns

You rank somewhere in the top 50 organic search results on 949 keywords that you also buy (possibly by broad match) on Google Adwords. By working to improve your position on those keywords alone, you could save up to 12M per month on paid search -- or you could pick up an additional 3M clicks per month on the same keywords.

Organic Clicks vs. Paid Clicks

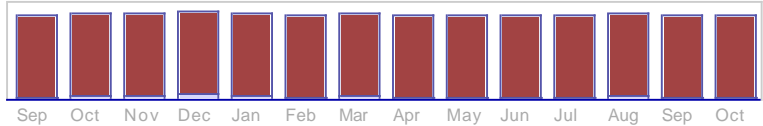
stock

Organic Rank: 5 (+7) Searches/Month:135k  
 Cost/Click: \$2.31 Est. Paid Clicks Per Month: 353k  
**Potential Monthly Savings: \$878k**



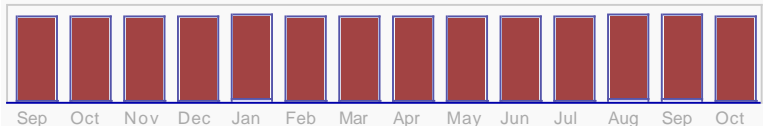
trading

Organic Rank: 3 Searches/Month:40k  
 Cost/Click: \$3.56 Est. Paid Clicks Per Month: 134k  
**Potential Monthly Savings: \$518k**



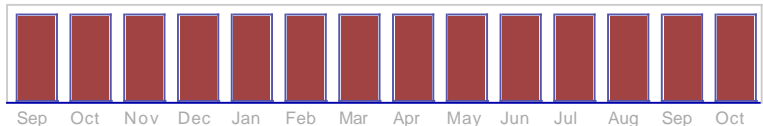
trade

Organic Rank: 12 (-7) Searches/Month:73k  
 Cost/Click: \$2.39 Est. Paid Clicks Per Month: 123k  
**Potential Monthly Savings: \$317k**



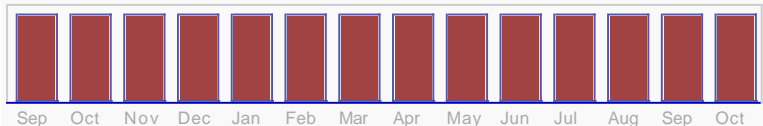
brokerage

Organic Rank: 5 (+9) Searches/Month:12k  
 Cost/Click: \$3.19 Est. Paid Clicks Per Month: 70k  
**Potential Monthly Savings: \$242k**



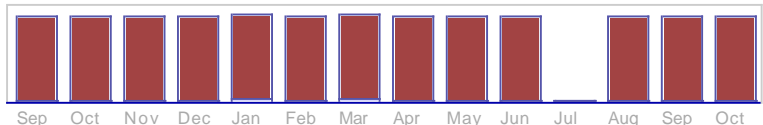
stock brokerage

Organic Rank: 4 Searches/Month:1k  
 Cost/Click: \$3.11 Est. Paid Clicks Per Month: 63k  
**Potential Monthly Savings: \$213k**



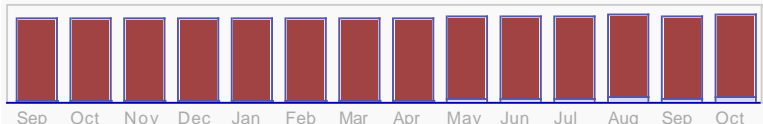
stocks

Organic Rank: 44 (-1) Searches/Month:246k  
 Cost/Click: \$3.48 Est. Paid Clicks Per Month: 39k  
**Potential Monthly Savings: \$150k**



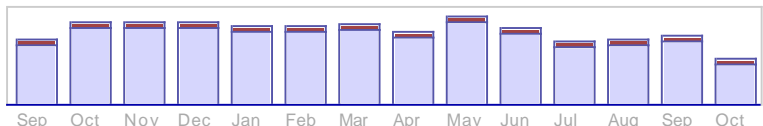
investing

Organic Rank: 5 (+4) Searches/Month:73k  
 Cost/Click: \$4.11 Est. Paid Clicks Per Month: 21k  
**Potential Monthly Savings: \$98k**



online trading

Organic Rank: 2 (+1) Searches/Month:73k  
 Cost/Click: \$10 Est. Paid Clicks Per Month: 2k  
**Potential Monthly Savings: \$31k**



[View more](#) (p. 45)

## Keyword Groups with the Most Potential

### Keyword Group: Stock

Unique Pages Ranked: 22 Searches Per Month: 67k

**Potential Clicks with Incremental Gain:** 5.0k **Value of Incremental Gain:** \$24.0k

**Potential Clicks Gained at Top Positions:** 127.0k

**Value of Gain at Top Positions:** \$385.0k

#### Keywords:

- stock: stock market (17), stock (5), stocks (44), stock futures (27), trading stocks (4)
- stock > online: stock buying online (3), online stock brokerage (7), online stock quot...
- stock > online > stock trading: online stock trades (3), online stock trading (4), ...
- stock > stock broker > broker: stock broker (4), stock brokers (4), stocks broker (...)

#### Share of Clicks

<a href="#">tdameritrade.com</a>	22k (+3k)
<a href="#">etrade.com</a>	21k (+1k)
<a href="#">scottrade.com</a>	13k (+1k)
<a href="#">sharebuilder.com</a>	8k (+905)
<a href="#">sogotrade.com</a>	5k (+1k)
<a href="#">zecco.com</a>	5k (+1k)

[Additional Details](#) (p. 50)

### Keyword Group: Online

Unique Pages Ranked: 9 Searches Per Month: 27k

**Potential Clicks with Incremental Gain:** 4.0k **Value of Incremental Gain:** \$25.0k

**Potential Clicks Gained at Top Positions:** 98.0k

**Value of Gain at Top Positions:** \$398.0k

#### Keywords:

- online: online investing (4), online stock trades (3), online stock trading (4), online...
- online > banking: online banking (35), td online banking, harris online banking, onli...
- online > brokers: online brokers (16), online broker (5), best online broker (32), on...
- online > stock online: how to buy stocks online (4), buy stocks online (3), stocks o...

#### Share of Clicks

<a href="#">tdameritrade.com</a>	17k (+5k)
<a href="#">etrade.com</a>	12k (+687)
<a href="#">scottrade.com</a>	11k (+568)
<a href="#">sharebuilder.com</a>	6k (+339)
<a href="#">zecco.com</a>	4k (+1k)
<a href="#">sogotrade.com</a>	3k (+1k)

[Additional Details](#) (p. 51)

### Keyword Group: Trades

Unique Pages Ranked: 25 Searches Per Month: 39k

**Potential Clicks with Incremental Gain:** 3.0k **Value of Incremental Gain:** \$19.0k

**Potential Clicks Gained at Top Positions:** 68.0k

**Value of Gain at Top Positions:** \$276.0k

#### Keywords:

- trades: trade (12), online stock trades (3), online stock trading (4), trading (3), onl...
- trades > trade stock > stock: trading stocks (4), how to trade in stocks (12), how ...
- trades > hours: after hour trading, after hours stock trading, extended hours trading ...

#### Share of Clicks

<a href="#">etrade.com</a>	21k (+5k)
<a href="#">tdameritrade.com</a>	21k (+8k)
<a href="#">scottrade.com</a>	14k (+3k)
<a href="#">zecco.com</a>	6k (+2k)
<a href="#">sharebuilder.com</a>	4k (+1k)
<a href="#">sogotrade.com</a>	4k (+2k)

[Additional Details](#) (p. 52)

## Keyword Group: Stock Trade

Unique Pages Ranked: 4 Searches Per Month: 9k  
**Potential Clicks with Incremental Gain: 1.0k Value of Incremental Gain: \$14.0k**  
**Potential Clicks Gained at Top Positions: 17.0k**  
**Value of Gain at Top Positions: \$101.0k**

**Keywords:**

- stock trade > stock > trades: stock trading accounts (4), stock trading account (4)...
- stock trade > online: online stock trades (3), online stock trading (4), brokerage on...
- stock trade > stock > software: stock trading software, best stock trading software...

Share of Clicks	
<a href="#">tdameritrade.com</a>	16k (+6k)
<a href="#">etrade.com</a>	8k (+299)
<a href="#">scottrade.com</a>	8k (+251)
<a href="#">sharebuilder.com</a>	4k (+1k)
<a href="#">sogotrade.com</a>	3k (+1k)
<a href="#">zecco.com</a>	3k (+1k)

[Additional Details \(p. 53\)](#)

## Keyword Group: Investment

Unique Pages Ranked: 6 Searches Per Month: 15k  
**Potential Clicks with Incremental Gain: 1.0k Value of Incremental Gain: \$6.0k**  
**Potential Clicks Gained at Top Positions: 31.0k**  
**Value of Gain at Top Positions: \$105.0k**

**Keywords:**

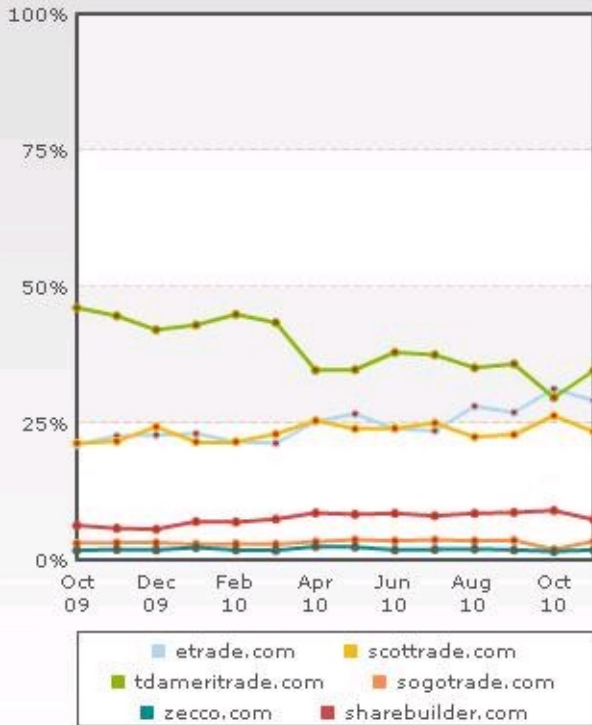
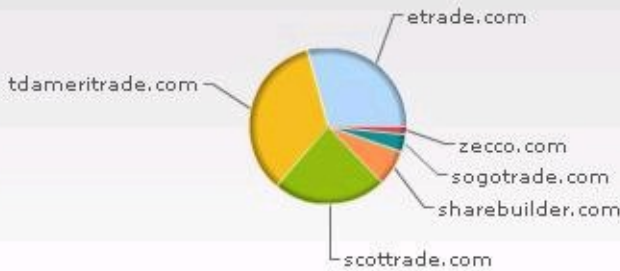
- investment: online investing (4), investing (5), online investment (3), investing in st...
- investment > stock market > market: invest in stock market, investing in the stock...
- investment > stock market > market > stock market investing: stock market inv...
- investment > firm: investment firms, investment firm, best investment firms, financia...

Share of Clicks	
<a href="#">etrade.com</a>	3k (+872)
<a href="#">sharebuilder.com</a>	2k (+390)
<a href="#">tdameritrade.com</a>	1k (+178)
<a href="#">scottrade.com</a>	1k (+220)
<a href="#">sogotrade.com</a>	299 (+10)
<a href="#">zecco.com</a>	198 (+36)

[Additional Details \(p. 54\)](#)

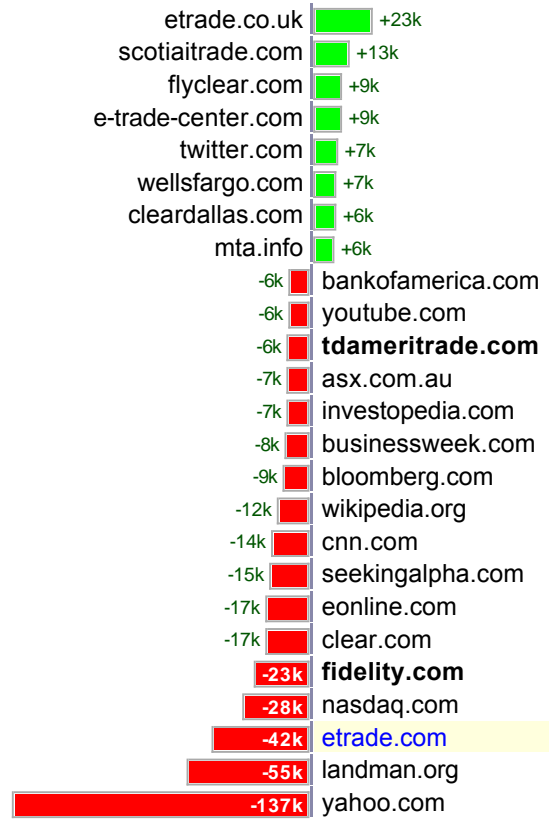
Traffic Share

Relative to your top 5 competitors, your site has 29% of the traffic share. At the same time, tdameritrade.com has surged and stolen traffic away from scottrade.com and etrade.com.



Domains that Gained or Lost Clicks on your Keywords

This month, Fidelity.com lost 22k clicks after losing position on organic searches that you also rank for. But, perhaps most interesting was the gains made by Etrade.co.uk. That site is not considered a direct competitor, but they gained 23k clicks on your keywords, which is a 2k percent growth on your keywords. They are either doing something right or getting pretty lucky.



\*competitors in bold

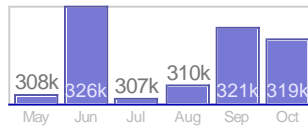
Competition: You Lost 2% in Share of Clicks Relative to your Top 5 Competitors

Top Organic Competitors and their Best Keywords

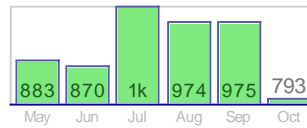
Combined, your organic competitors get about 45% of their traffic from unpaid search. The biggest mover was *tdameritrade.com*. They picked up 109k organic clicks overall while actually decreasing the number of keywords they overlap with you.

**scottrade.com**

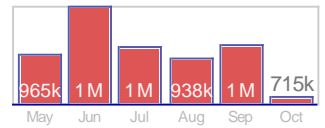
scottrade login (1), scottrade (1), scott trade (1), online stock trading (2), online stock trades (4)



SEO Clicks/mo (319k)



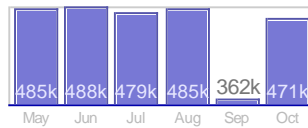
#Overlapping Keywords (793)



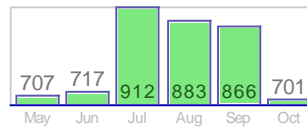
Adwords Budget (\$715k)

**tdameritrade.com**

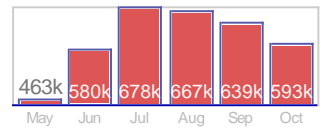
online stock trading (1), stock trading (1), ameritrade (1), tdameritrade (1), online stock trades (2)



SEO Clicks/mo (471k)



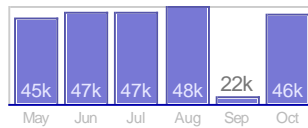
#Overlapping Keywords (701)



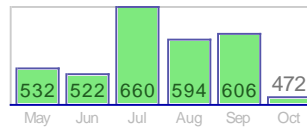
Adwords Budget (\$593k)

**sogotrade.com**

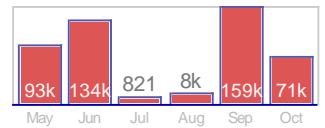
cheap online trading (1), online stock (8), online stock trading (8), online stock trades (10), stock trading (11)



SEO Clicks/mo (46k)



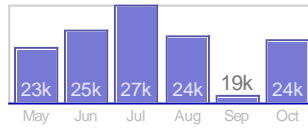
#Overlapping Keywords (472)



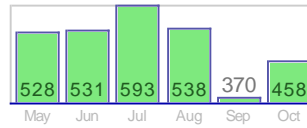
Adwords Budget (\$71k)

**zecco.com**

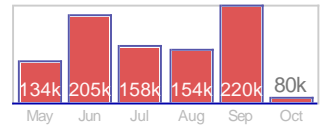
free online stock trading (1), online trading (6), online stock trades (7), stock trading (7), online stock trading (14)



SEO Clicks/mo (24k)



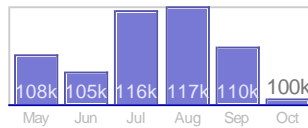
#Overlapping Keywords (458)



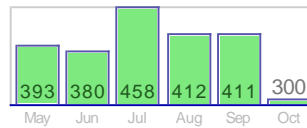
Adwords Budget (\$80k)

**sharebuilder.com**

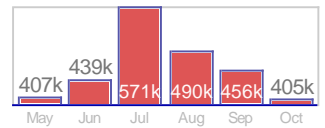
sharebuilder (1), buy stocks online (1), online stock trades (5), online stock trading (7), ing direct (8)



SEO Clicks/mo (100k)



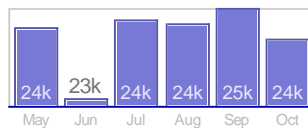
#Overlapping Keywords (300)



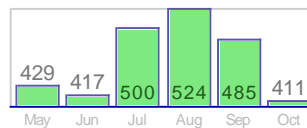
Adwords Budget (\$405k)

**tradeking.com**

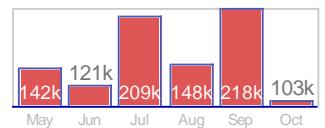
tradeking (1), online stock trading (5), online stock trades (8), stock trading (9), online trading (9)



SEO Clicks/mo (24k)



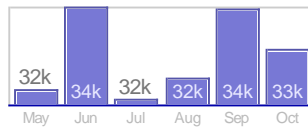
#Overlapping Keywords (411)



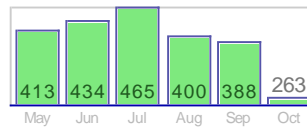
Adwords Budget (\$103k)

**optionsxpress.com**

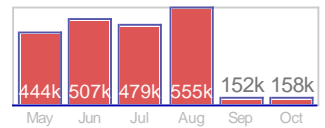
optionsxpress (1), online options trading (1), optionsxpress com (1), optionxpress (1), options express (1)



SEO Clicks/mo (33k)



#Overlapping Keywords (263)



Adwords Budget (\$158k)

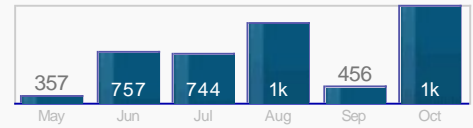
Biggest Gains (all)

Clicks/Month

▲ investing 5(+4)

Clicks/Month gained: 713 Value/Click: \$1.8 Value gained: \$1k

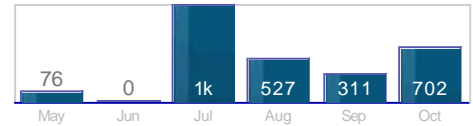
<https://us.etrade.com/e/t/home>



▲ buy stocks 1(+2)

Clicks/Month gained: 391 Value/Click: \$9.96 Value gained: \$3k

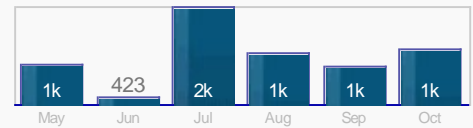
<https://us.etrade.com/e/t/home>



▲ online trading 2(+1)

Clicks/Month gained: 301 Value/Click: \$5.06 Value gained: \$1k

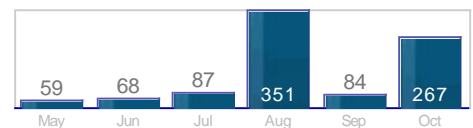
<https://us.etrade.com/e/t/home>



▲ online brokerage 2(+4)

Clicks/Month gained: 183 Value/Click: \$5.86 Value gained: \$1k

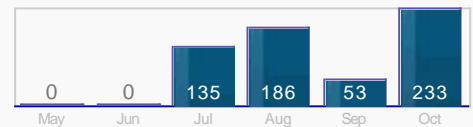
<https://us.etrade.com/e/t/home>



▲ brokerage 5(+9)

Clicks/Month gained: 179 Value/Click: \$1.31 Value gained: \$234

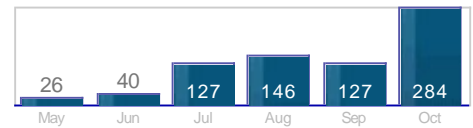
<https://us.etrade.com/e/t/home>



▲ buy stock online 1(+1)

Clicks/Month gained: 156 Value/Click: \$8.64 Value gained: \$1k

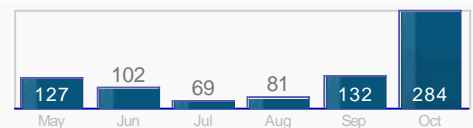
<https://us.etrade.com/e/t/home>



▲ online stock investing 1(+1)

Clicks/Month gained: 152 Value/Click: \$8.91 Value gained: \$1k

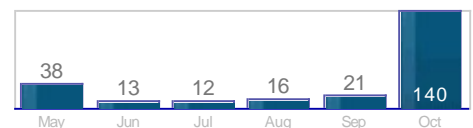
<https://us.etrade.com/e/t/home>



▲ online investment 3(+6)

Clicks/Month gained: 118 Value/Click: \$4.26 Value gained: \$506

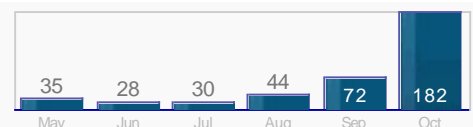
<https://us.etrade.com/e/t/home>



▲ sec filings 10(+2)

Clicks/Month gained: 110 Value/Click: \$0.73 Value gained: \$80

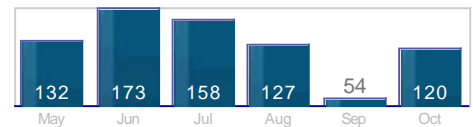
<https://investor.etrade.com/sec.cfm>



▲ money market 13(+3)

Clicks/Month gained: 65 Value/Click: \$5.23 Value gained: \$343

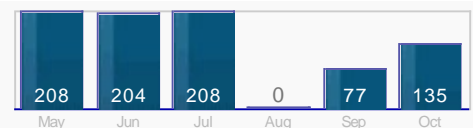
<https://us.etrade.com/e/t/welcome/mon...>



▲ trades 6(+4)

Clicks/Month gained: 57 Value/Click: \$1.26 Value gained: \$72

<https://us.etrade.com/e/t/home>

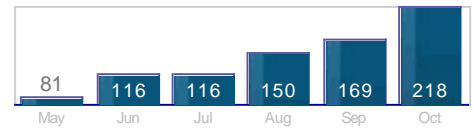




▲ trading online 2(+1)

Clicks/Month gained: 49 Value/Click: \$6.05 Value gained: \$297

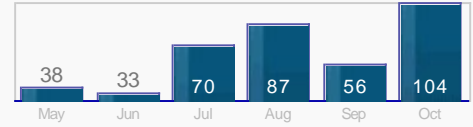
<https://us.etrade.com/e/t/home>



▲ online broker 5(+2)

Clicks/Month gained: 47 Value/Click: \$4.77 Value gained: \$228

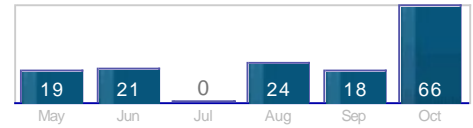
<https://us.etrade.com/e/t/home>



▲ online stock broker 8(+2)

Clicks/Month gained: 47 Value/Click: \$6 Value gained: \$287

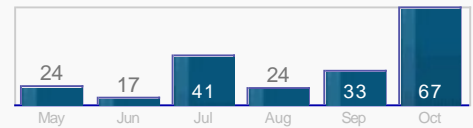
<https://us.etrade.com/e/t/home>



▲ online stocks trading 1(+1)

Clicks/Month gained: 34 Value/Click: \$6.2 Value gained: \$210

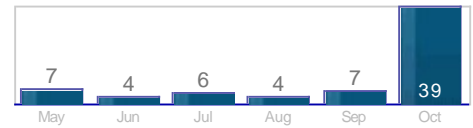
<https://us.etrade.com/e/t/home>



▲ compare checking accounts 9(+9)

Clicks/Month gained: 33 Value/Click: \$7.39 Value gained: \$246

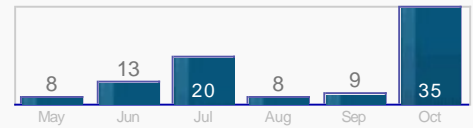
<https://us.etrade.com/e/t/welcome/com...>



▲ stock buying online 3(+3)

Clicks/Month gained: 25 Value/Click: \$11 Value gained: \$296

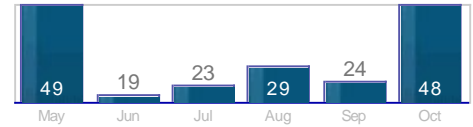
<https://us.etrade.com/e/t/home>



▲ online stock investment 2(+1)

Clicks/Month gained: 24 Value/Click: \$9.77 Value gained: \$240

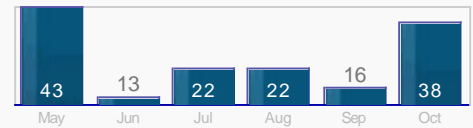
<https://us.etrade.com/e/t/home>



▲ stock trading companies 4(+1)

Clicks/Month gained: 22 Value/Click: \$7.4 Value gained: \$162

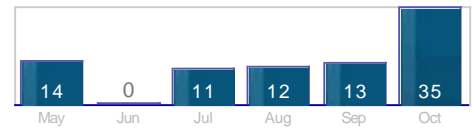
<https://us.etrade.com/e/t/home>



▲ how to buy stock 13(+5)

Clicks/Month gained: 21 Value/Click: Value gained:

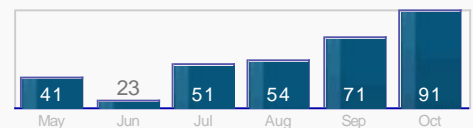
<https://us.etrade.com/e/t/home>



▲ online stock market 1(+1)

Clicks/Month gained: 20 Value/Click: \$4.9 Value gained: \$100

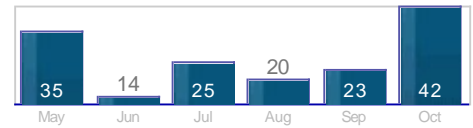
<https://us.etrade.com/e/t/home>



▲ how to trade stocks online 3(+1)

Clicks/Month gained: 19 Value/Click: \$7.76 Value gained: \$149

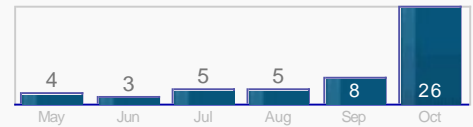
<https://us.etrade.com/e/t/home>



▲ stock investment companies 2(+3)

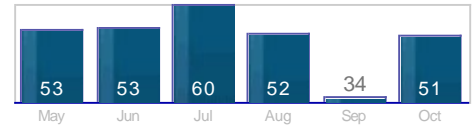
Clicks/Month gained: 18 Value/Click: \$4.55 Value gained: \$82

<https://us.etrade.com/e/t/home>



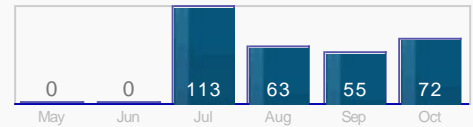
**▲ high yield savings account 18(+1)**

Clicks/Month gained: **17** Value/Click: \$3.77 Value gained: \$65  
<https://us.etrade.com/e/t/banking?pag...>



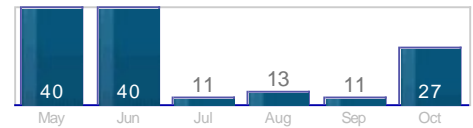
**▲ how to buy stocks 10(+1)**

Clicks/Month gained: **17** Value/Click: Value gained:  
<https://us.etrade.com/e/t/home>



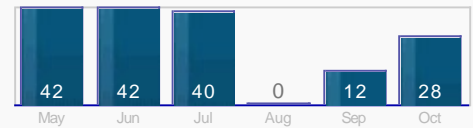
**▲ plxs 9(+2)**

Clicks/Month gained: **15** Value/Click: \$0.42 Value gained: \$6  
<http://clearstation.etrade.com/cgi-bi...>



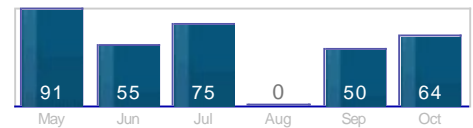
**▲ bank account application 1(+1)**

Clicks/Month gained: **15** Value/Click: \$3.76 Value gained: \$58  
<https://content.etrade.com/etrade/ext...>



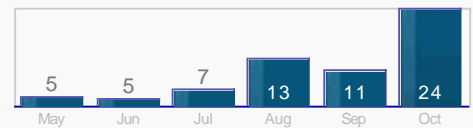
**▲ stocks online 2(+1)**

Clicks/Month gained: **14** Value/Click: \$13 Value gained: \$193  
<https://us.etrade.com/e/t/home>



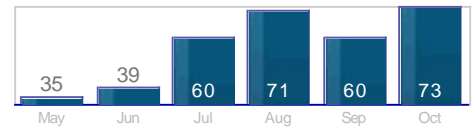
**▲ stock trades online 1(+1)**

Clicks/Month gained: **13** Value/Click: \$10 Value gained: \$137  
<https://us.etrade.com/e/t/home>



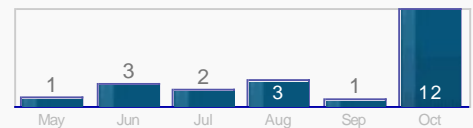
**▲ custodial 6(+2)**

Clicks/Month gained: **12** Value/Click: \$0.6 Value gained: \$8  
<https://us.etrade.com/e/t/welcome/edu...>



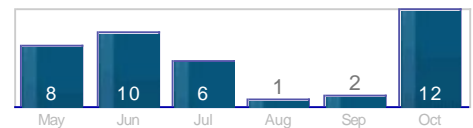
**▲ investment bond 5(+26)**

Clicks/Month gained: **11** Value/Click: \$2.78 Value gained: \$32  
<https://us.etrade.com/e/t/investingan...>



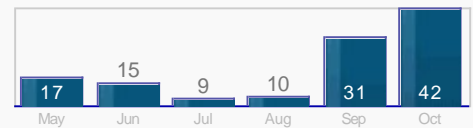
**▲ investment bonds 7(+22)**

Clicks/Month gained: **10** Value/Click: \$3.49 Value gained: \$37  
<https://us.etrade.com/e/t/investingan...>



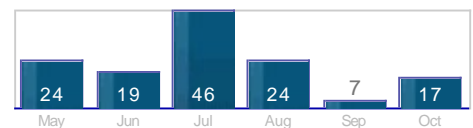
**▲ investor relations 18(+3)**

Clicks/Month gained: **10** Value/Click: \$1.9 Value gained: \$20  
<https://investor.etrade.com/>



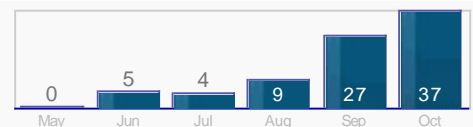
**▲ trade securities 1(+3)**

Clicks/Month gained: **10** Value/Click: \$3.91 Value gained: \$40  
<https://us.etrade.com/e/t/home>



**▲ stock trading game 14(+2)**

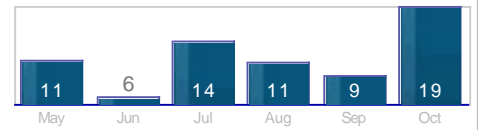
Clicks/Month gained: **10** Value/Click: \$2.43 Value gained: \$24  
<https://us.etrade.com/e/t/welcome/spe...>



**▲ stock trading site 3(+1)**

Clicks/Month gained: **10** Value/Click: \$6.49 Value gained: \$64

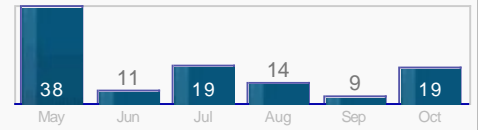
<https://us.etrade.com/e/t/home>



**▲ brokerage online stock trading 3(+1)**

Clicks/Month gained: **10** Value/Click: \$6.49 Value gained: \$64

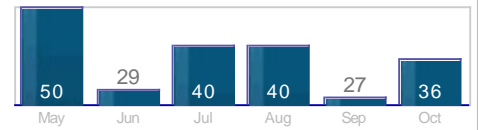
<https://us.etrade.com/e/t/home>



**▲ trading stocks online 4(+1)**

Clicks/Month gained: **10** Value/Click: \$9.97 Value gained: \$97

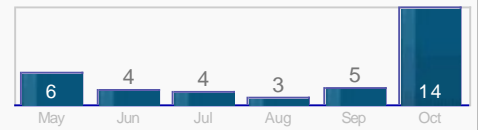
<https://us.etrade.com/e/t/home>



**▲ online trading service 2(+3)**

Clicks/Month gained: **10** Value/Click: \$5.26 Value gained: \$50

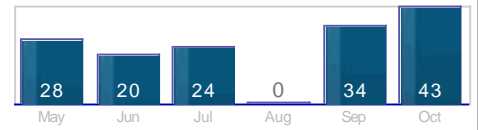
<https://us.etrade.com/e/t/home>



**▲ sep ira 16(+1)**

Clicks/Month gained: **10** Value/Click: \$7.15 Value gained: \$68

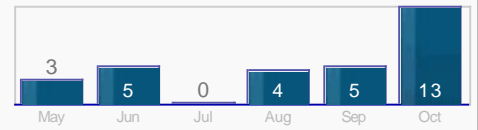
<https://content.etrade.com/etrade/est...>



**▲ international investing 10(+3)**

Clicks/Month gained: **9** Value/Click: \$4.55 Value gained: \$39

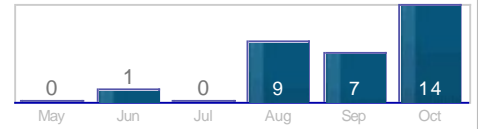
<https://us.etrade.com/e/t/investingan...>



**▲ stock trading games 15(+11)**

Clicks/Month gained: **8** Value/Click: \$2.7 Value gained: \$21

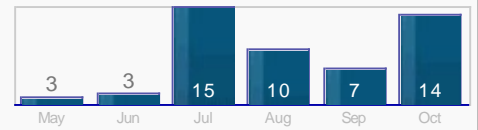
<https://us.etrade.com/e/t/welcome/spe...>



**▲ online stockbroker 3(+1)**

Clicks/Month gained: **8** Value/Click: \$5.81 Value gained: \$44

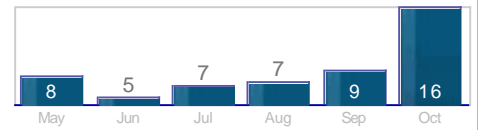
<https://us.etrade.com/e/t/home>



**▲ online stock trading account 2(+1)**

Clicks/Month gained: **8** Value/Click: \$6.02 Value gained: \$45

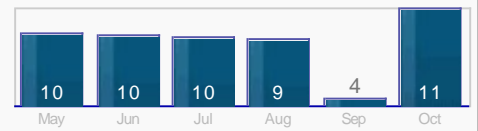
<https://us.etrade.com/e/t/home>



**▲ online stock brokerage 7(+1)**

Clicks/Month gained: **7** Value/Click: \$5.84 Value gained: \$43

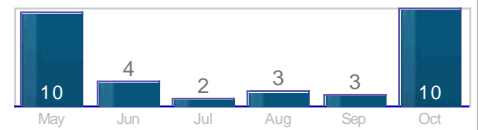
<https://us.etrade.com/e/t/home>



**▲ brokerage online 9(+2)**

Clicks/Month gained: **7** Value/Click: \$7.68 Value gained: \$56

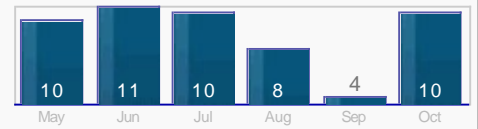
<https://us.etrade.com/e/t/home>



**▲ how to trade online 6(+2)**

Clicks/Month gained: **7** Value/Click: \$4.71 Value gained: \$33

<https://us.etrade.com/e/t/home>



**▲ discount brokers 17(+2)**

**Clicks/Month gained: 7** Value/Click: \$5.46 Value gained: \$38

<https://us.etrade.com/e/t/home>

**▲ best online stock trade 4(+2)**

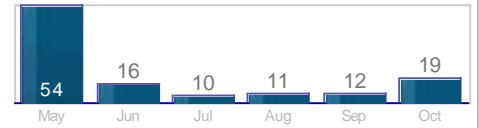
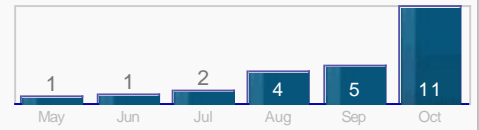
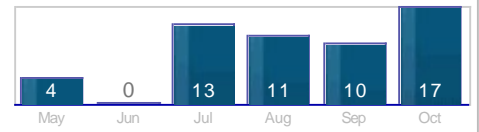
**Clicks/Month gained: 7** Value/Click: \$6.8 Value gained: \$46

<https://us.etrade.com/e/t/home>

**▲ ira contribution deadline 3(+1)**

**Clicks/Month gained: 7** Value/Click: \$1.71 Value gained: \$11

<https://us.etrade.com/e/t/plan/retire...>



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Most Valuable Keywords (all)

Rank

**etrade**

Rank: 1 Est. Clicks/Mo: 53k(-32k) Value/Mo: \$108k(-\$0,065k)



**online stock trades**

Rank: 3 Est. Clicks/Mo: 2k(-501) Value/Mo: \$23k(-\$0,006k)



**stock trading**

Rank: 2 Est. Clicks/Mo: 2k(-770) Value/Mo: \$12k(-\$0,004k)



**etrade com**

Rank: 1 Est. Clicks/Mo: 7k(-5k) Value/Mo: \$11k(-\$0,008k)



**online stock trading**

Rank: 4 Est. Clicks/Mo: 2k(+1k) Value/Mo: \$11k(+\$5k)



**e trade**

Rank: 1 Est. Clicks/Mo: 5k(-3k) Value/Mo: \$10k(-\$0,006k)



**e**

Rank: 8 Est. Clicks/Mo: 17k(+3k) Value/Mo: \$9k(+\$1k)



**buy stocks**

Rank: 1(+2) Est. Clicks/Mo: 702(+391) Value/Mo: \$6k(+\$3k)



**online trading**

Rank: 2(+1) Est. Clicks/Mo: 1k(+301) Value/Mo: \$6k(+\$1k)



**buy stock**

Rank: 1 Est. Clicks/Mo: 575(-488) Value/Mo: \$4k(-\$0,004k)



**www etrade com**

Rank: 1 Est. Clicks/Mo: 3k(-2k) Value/Mo: \$4k(-\$0,003k)



**online stock**

Rank: 1 Est. Clicks/Mo: 426(-45) Value/Mo: \$4k(-\$0,425)

**stock market**

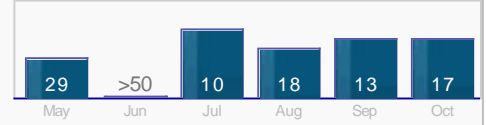
Rank: 17(-4) Est. Clicks/Mo: 1k(-360) Value/Mo: \$3k(-\$0,882)

**stock broker**

Rank: 4(-1) Est. Clicks/Mo: 1k(-501) Value/Mo: \$2k(-\$0,001k)

**buy stocks online**

Rank: 3 Est. Clicks/Mo: 263(+93) Value/Mo: \$2k(+\$958)



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## Newly Ranked Organic Pages

<https://us.etrade.com/e/t/onlineenroll>

SEO Value: **\$1k** Total Clicks/Mo: 3k

Keywords (rank): etrade us (4), etrade home (5), www etrade com (6), online account access (20), onlineaccountaccess (21)

<https://us.etrade.com/e/t/invest/petprohome>

SEO Value: **\$56** Total Clicks/Mo: 59

Keywords (rank): etrade pro (2), trade pro (9)

<https://us.etrade.com/e/t/jumppage/viewjumppage?pagename=unbeatablemm50cash>

SEO Value: **\$48** Total Clicks/Mo: 56

Keywords (rank): etrade money market (2)

<https://global.etrade.com/hk/en/help-center&tab=2>

SEO Value: **\$34** Total Clicks/Mo: 35

Keywords (rank): etrade securities (10), hang seng bank swift code (42)

[https://corpserviceshome.etrade.com/e/t/cspuser/login\\_csp?type=33554433&realmoid=06-0005a877-8c75...](https://corpserviceshome.etrade.com/e/t/cspuser/login_csp?type=33554433&realmoid=06-0005a877-8c75...)

SEO Value: **\$33** Total Clicks/Mo: 46

Keywords (rank): optionslink (2)

<http://clearstation.etrade.com/cgi-bin/details?symbol=brk.b>

SEO Value: **\$26** Total Clicks/Mo: 59

Keywords (rank): brk b (33), brk.b (40)

<https://us.etrade.com/e/t/prospectestation/help?id=508000000>

SEO Value: **\$13** Total Clicks/Mo: 10

Keywords (rank): etrade loan (2)

[https://optionslink.etrade.com/&sa=u&ei=o7ytpqvjy-0lqfp4\\_jncw&ved=0cbqqfjaa&usg=afqjcnfidtgv161h...](https://optionslink.etrade.com/&sa=u&ei=o7ytpqvjy-0lqfp4_jncw&ved=0cbqqfjaa&usg=afqjcnfidtgv161h...)

SEO Value: **\$13** Total Clicks/Mo: 17

Keywords (rank): etrade optionslink (1)

<https://us.etrade.com/e/t/home/pet>

SEO Value: **\$12** Total Clicks/Mo: 14

Keywords (rank): etrade visa (4), trade trading (8)

[http://clearstation.etrade.com/cgi-bin/details?symbol=\\_iux\\$ion=front&refer=/index.html](http://clearstation.etrade.com/cgi-bin/details?symbol=_iux$ion=front&refer=/index.html)

SEO Value: **\$11** Total Clicks/Mo: 25

Keywords (rank): russell 2000 (21)

<https://us.etrade.com/e/t/investingandtrading/bondsandfixedincome&sa=u&ei=eww0tpuud4ee8wbl6ududg&...>

SEO Value: **\$10** Total Clicks/Mo: 12

Keywords (rank): investment bonds (7)

<https://us.etrade.com/e/t/estation/help?id=0203140510>

SEO Value: **\$10** Total Clicks/Mo: 10

Keywords (rank): etrade atm (3)

[https://us.etrade.com/e/t/estation/help?id=508000000&\\_skinnertab=mortgage](https://us.etrade.com/e/t/estation/help?id=508000000&_skinnertab=mortgage)

SEO Value: **\$6.7** Total Clicks/Mo: 7

Keywords (rank): etrade home equity (1)

<https://us.etrade.com/e/t/home&sa=u&ei=ptattinzonidlqfyrm2kbw&ved=0ceoqfjaj&usg=afqjcnfvkj31kopkr...>

SEO Value: **\$6.67** Total Clicks/Mo: 7

Keywords (rank): online traders (7)

[http://clearstation.etrade.com/cgi-bin/details?symbol=\\_compX\\$ion=front&refer=/index.html](http://clearstation.etrade.com/cgi-bin/details?symbol=_compX$ion=front&refer=/index.html)

SEO Value: **\$6.19** Total Clicks/Mo: 7

Keywords (rank): nasdaq composite (18)

[https://us.etrade.com/e/t/invest?traxui=f\\_hv](https://us.etrade.com/e/t/invest?traxui=f_hv)

SEO Value: **\$6.09** Total Clicks/Mo: 14

Keywords (rank): etrade financials (2)

<https://us.etrade.com/e/t/jumppage/viewjumppage?pagename=marketdepth>

SEO Value: **\$5.02** Total Clicks/Mo: 5

Keywords (rank): nasdaq totalview (5)

<https://investor.etrade.com/releasedetail.cfm?releaseid=360985>

SEO Value: **\$4.62** Total Clicks/Mo: 14

Keywords (rank): etrade game (3)

<https://content.etrade.com/etrade/estation/pdf/charrisk.pdf>

SEO Value: **\$3.07** Total Clicks/Mo: 4

Keywords (rank): etrade option (7), disclosure documents (35)

<https://us.etrade.com/e/t/banking/savings&sa=u&ei=u0sptpz1baxotapc4-wwaw&ved=0cfcqfjao&usg=afqjcn...>

SEO Value: **\$2.28** Total Clicks/Mo: 2

Keywords (rank): high yeild savings (14)

[https://content.etrade.com/etrade/customer/invest/margin\\_option.pdf](https://content.etrade.com/etrade/customer/invest/margin_option.pdf)

SEO Value: **\$2.11** Total Clicks/Mo: 2

Keywords (rank): margin account (29)

<http://clearstation.etrade.com/cgi-bin/details?symbol=esrx>

SEO Value: **\$2.08** Total Clicks/Mo: 6

Keywords (rank): esrx (40)

<https://us.etrade.com/e/t/activetrading/poweretradepro&sa=u&ei=ef2vtpjrn4f6lwf2yncbq&ved=0ccaqfj...>

SEO Value: **\$1.86** Total Clicks/Mo: 7

Keywords (rank): power e (4)

[http://clearstation.etrade.com/cgi-bin/details?symbol=xrtx&event=zlist&purv\\_id=500084884¶m=&o...](http://clearstation.etrade.com/cgi-bin/details?symbol=xrtx&event=zlist&purv_id=500084884¶m=&o...)

SEO Value: **\$1.36** Total Clicks/Mo: 2

Keywords (rank): xrtx (33)

<http://clearstation.etrade.com/cgi-bin/details?symbol=driv>

SEO Value: **\$1.18** Total Clicks/Mo: 4

Keywords (rank): driv (37)

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New Keywords (You weren't ranked on before)	New Clicks/Month
<b>www etrade</b> Rank: 1 Searches/Mo: 2k Value/Click: \$3.51 <a href="https://us.etrade.com/e/t/user/login">https://us.etrade.com/e/t/user/login</a>	188 new clicks/month
<b>trading on line</b> Rank: 1 Searches/Mo: 870 Value/Click: \$3.59 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	112 new clicks/month
<b>e online</b> Rank: 47 Searches/Mo: 109k Value/Click: \$0.51 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	72 new clicks/month
<b>brk b</b> Rank: 33 Searches/Mo: 73k Value/Click: \$0.67 <a href="http://clearstation.etrade.com/cgi-bin/details?symbol=brk.b">http://clearstation.etrade.com/cgi-bin/details?symbol=brk.b</a>	35 new clicks/month
<b>e trade brokerage</b> Rank: 1 Searches/Mo: 120 Value/Click: \$4.19 <a href="https://us.etrade.com/e/t/home/openanaccount">https://us.etrade.com/e/t/home/openanaccount</a>	24 new clicks/month
<b>brk.b</b> Rank: 40 Searches/Mo: 73k Value/Click: \$0.95 <a href="http://clearstation.etrade.com/cgi-bin/details?symbol=brk.b">http://clearstation.etrade.com/cgi-bin/details?symbol=brk.b</a>	24 new clicks/month
<b>stock trade online</b> Rank: 3 Searches/Mo: 570 Value/Click: \$7.27 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	19 new clicks/month
<b>stock trading company</b> Rank: 5 Searches/Mo: 870 Value/Click: \$4.6 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	15 new clicks/month
<b>online stockbrokers</b> Rank: 8 Searches/Mo: 300 Value/Click: \$4.91 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	7 new clicks/month
<b>esrx</b> Rank: 40 Searches/Mo: 4k Value/Click: \$0.62 <a href="http://clearstation.etrade.com/cgi-bin/details?symbol=esrx">http://clearstation.etrade.com/cgi-bin/details?symbol=esrx</a>	6 new clicks/month
<b>standard and poor's</b> Rank: 38 Searches/Mo: 9k Value/Click: \$0.14 <a href="http://clearstation.etrade.com/cgi-bin/details?symbol=_inx">http://clearstation.etrade.com/cgi-bin/details?symbol=_inx</a>	5 new clicks/month
<b>power pro</b> Rank: 43 Searches/Mo: 4k Value/Click: \$0.35 <a href="https://us.etrade.com/e/t/activetrading/poweretradepr">https://us.etrade.com/e/t/activetrading/poweretradepr</a>	5 new clicks/month
<b>rollover iras</b> Rank: 15 Searches/Mo: 480 Value/Click: \$6.08 <a href="https://us.etrade.com/e/t/retirementplanning/checklist">https://us.etrade.com/e/t/retirementplanning/checklist</a>	4 new clicks/month
<b>stock markets</b> Rank: 47 Searches/Mo: 9k Value/Click: \$3.4 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	4 new clicks/month

<b>standard and poors</b> Rank: 47 Searches/Mo: 8k Value/Click: \$0.06 <a href="http://clearstation.etrade.com/cgi-bin/details?symbol=_inx\$ion=redge&amp;refer=/redge.html">http://clearstation.etrade.com/cgi-bin/details?symbol=_inx\$ion=redge&amp;refer=/redge.html</a>	4 new clicks/month
<b>dow chart</b> Rank: 23 Searches/Mo: 990 Value/Click: n/a <a href="http://clearstation.etrade.com/cgi-bin/details?symbol=_indu\$ion=front&amp;refer=/index.html">http://clearstation.etrade.com/cgi-bin/details?symbol=_indu\$ion=front&amp;refer=/index.html</a>	4 new clicks/month
<b>driv</b> Rank: 37 Searches/Mo: 2k Value/Click: \$0.59 <a href="http://clearstation.etrade.com/cgi-bin/details?symbol=driv">http://clearstation.etrade.com/cgi-bin/details?symbol=driv</a>	4 new clicks/month
<b>etrade bonus</b> Rank: 1 Searches/Mo: 30 Value/Click: \$0 <a href="http://etrade.com/get25">http://etrade.com/get25</a>	4 new clicks/month
<b>bond trading online</b> Rank: 8 Searches/Mo: 120 Value/Click: \$5.81 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	3 new clicks/month
<b>trading foreign exchange</b> Rank: 14 Searches/Mo: 480 Value/Click: \$4.25 <a href="https://us.etrade.com/e/t/investingandtrading/globaltrading">https://us.etrade.com/e/t/investingandtrading/globaltrading</a>	3 new clicks/month
<b>how to trade options</b> Rank: 41 Searches/Mo: 3k Value/Click: \$2.42 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	3 new clicks/month
<b>on line banks</b> Rank: 15 Searches/Mo: 720 Value/Click: \$7.6 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	3 new clicks/month
<b>foreign exchange trade</b> Rank: 19 Searches/Mo: 720 Value/Click: \$4.33 <a href="https://us.etrade.com/e/t/investingandtrading/globaltrading">https://us.etrade.com/e/t/investingandtrading/globaltrading</a>	3 new clicks/month
<b>1 solution</b> Rank: 17 Searches/Mo: 480 Value/Click: \$0 <a href="https://content.etrade.com/etrade/corpservices/10b5-1sellsheet.pdf">https://content.etrade.com/etrade/corpservices/10b5-1sellsheet.pdf</a>	3 new clicks/month
<b>corporate resolution</b> Rank: 44 Searches/Mo: 2k Value/Click: \$0.38 <a href="https://content.etrade.com/etrade/estation/pdf/corporate_resolution.pdf">https://content.etrade.com/etrade/estation/pdf/corporate_resolution.pdf</a>	3 new clicks/month
<b>options broker</b> Rank: 24 Searches/Mo: 990 Value/Click: \$6.75 <a href="http://fr.etrade.com/">http://fr.etrade.com/</a>	2 new clicks/month
<b>margin account</b> Rank: 29 Searches/Mo: 1k Value/Click: \$2.78 <a href="https://content.etrade.com/etrade/customer/invest/margin_option.pdf">https://content.etrade.com/etrade/customer/invest/margin_option.pdf</a>	2 new clicks/month
<b>xrtx</b> Rank: 33 Searches/Mo: 570 Value/Click: \$1.26 <a href="http://clearstation.etrade.com/cgi-bin/details?symbol=xrtx&amp;event=zlist&amp;purv_id=500084884[m=&amp;o...">http://clearstation.etrade.com/cgi-bin/details?symbol=xrtx&amp;event=zlist&amp;purv_id=500084884[m=&amp;o...</a>	2 new clicks/month
<b>online account access</b> Rank: 20 Searches/Mo: 720 Value/Click: \$3.79 <a href="https://us.etrade.com/e/t/onlineenroll">https://us.etrade.com/e/t/onlineenroll</a>	2 new clicks/month

<b>online business savings account</b> Rank: 23 Searches/Mo: 720 Value/Click: \$4.97 2 new clicks/month <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	
<b>oakbx</b> Rank: 49 Searches/Mo: 3k Value/Click: \$0.4 2 new clicks/month <a href="http://clearstation.etrade.com/cgi-bin/details?symbol=oakbx">http://clearstation.etrade.com/cgi-bin/details?symbol=oakbx</a>	
<b>standard and poor's 500</b> Rank: 11 Searches/Mo: 210 Value/Click: \$1.44 2 new clicks/month <a href="http://clearstation.etrade.com/cgi-bin/details?symbol=_inx">http://clearstation.etrade.com/cgi-bin/details?symbol=_inx</a>	
<b>bank account online</b> Rank: 46 Searches/Mo: 1k Value/Click: \$3.25 2 new clicks/month <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	
<b>check account</b> Rank: 39 Searches/Mo: 990 Value/Click: \$6.24 1 new clicks/month <a href="https://us.etrade.com/e/t/welcome/maxratechecking">https://us.etrade.com/e/t/welcome/maxratechecking</a>	
<b>checking bank account</b> Rank: 34 Searches/Mo: 720 Value/Click: \$6.02 1 new clicks/month <a href="https://us.etrade.com/e/t/banking">https://us.etrade.com/e/t/banking</a>	
<b>open e</b> Rank: 42 Searches/Mo: 990 Value/Click: \$1.03 1 new clicks/month <a href="https://us.etrade.com/e/t/welcome/openanaccount">https://us.etrade.com/e/t/welcome/openanaccount</a>	
<b>option stocks</b> Rank: 17 Searches/Mo: 240 Value/Click: \$3.45 1 new clicks/month <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	
<b>municipal bond quotes</b> Rank: 27 Searches/Mo: 210 Value/Click: \$2.37 1 new clicks/month <a href="https://us.etrade.com/e/t/estation/pophelp?id=1306000000">https://us.etrade.com/e/t/estation/pophelp?id=1306000000</a>	
<b>stock broker firms</b> Rank: 22 Searches/Mo: 300 Value/Click: \$3.1 1 new clicks/month <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	
<b>live stock quotes</b> Rank: 42 Searches/Mo: 1k Value/Click: \$2.9 1 new clicks/month <a href="https://us.etrade.com/e/t/toolsandresearch/quotesandcharting">https://us.etrade.com/e/t/toolsandresearch/quotesandcharting</a>	
<b>dow jones quotes</b> Rank: 36 Searches/Mo: 480 Value/Click: n/a 1 new clicks/month <a href="https://us.etrade.com/e/t/invest/story?id=storyid=etrade_2006_04_19_eng-etrade_cbs2_market_watch_...">https://us.etrade.com/e/t/invest/story?id=storyid=etrade_2006_04_19_eng-etrade_cbs2_market_watch_...</a>	
<b>stock market games</b> Rank: 43 Searches/Mo: 2k Value/Click: \$1.04 1 new clicks/month <a href="https://us.etrade.com/e/t/welcome/specialdeals">https://us.etrade.com/e/t/welcome/specialdeals</a>	
<b>cash management account</b> Rank: 27 Searches/Mo: 390 Value/Click: \$1.29 1 new clicks/month <a href="https://us.etrade.com/e/t/investingandtrading/cashmanagement">https://us.etrade.com/e/t/investingandtrading/cashmanagement</a>	
<b>rscr</b> Rank: 33 Searches/Mo: 300 Value/Click: \$0.58 1 new clicks/month <a href="http://clearstation.etrade.com/cgi-bin/details?symbol=rscr">http://clearstation.etrade.com/cgi-bin/details?symbol=rscr</a>	

<b>online saving account</b> Rank: 41 Searches/Mo: 870 Value/Click: \$5.85 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	1 new clicks/month
<b>usa federal savings bank</b> Rank: 17 Searches/Mo: 120 Value/Click: \$1.05 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	1 new clicks/month
<b>stock option trading software</b> Rank: 46 Searches/Mo: 570 Value/Click: \$4.86 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	1 new clicks/month
<b>online banking accounts</b> Rank: 32 Searches/Mo: 480 Value/Click: \$4.23 <a href="https://us.etrade.com/e/t/banking">https://us.etrade.com/e/t/banking</a>	1 new clicks/month
<b>stock market options trading</b> Rank: 29 Searches/Mo: 390 Value/Click: \$0 <a href="https://us.etrade.com/e/t/home">https://us.etrade.com/e/t/home</a>	1 new clicks/month
<b>guaranty online banking</b> Rank: 29 Searches/Mo: 570 Value/Click: \$1.66 <a href="https://us.etrade.com/e/t/banking">https://us.etrade.com/e/t/banking</a>	1 new clicks/month

[Download as CSV](#)

Top Site Sections Summary

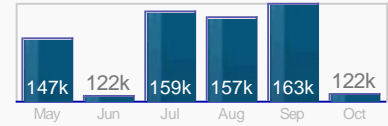
Clicks/Month

[us.etrade.com/e](http://us.etrade.com/e)

Number of Keywords: 2k

Value/Mo: \$536k (-\$225k)

Top Keywords: etrade, etrade, e, etrade com, etrade com

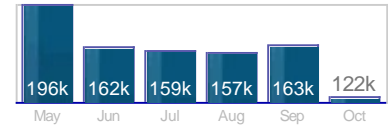


[us.etrade.com](http://us.etrade.com)

Number of Keywords: 2k

Value/Mo: \$536k (-\$225k)

Top Keywords: etrade, etrade, e, etrade com, etrade com

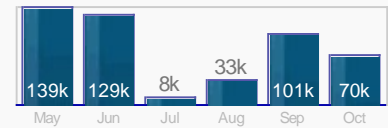


[optionslink.etrade.com](http://optionslink.etrade.com)

Number of Keywords: 23

Value/Mo: \$138k (-\$63k)

Top Keywords: etrade, etrade com, e trade, www etrade com, etrade stock

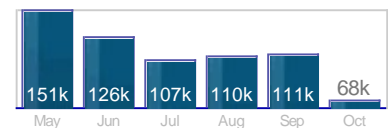


[clearstation.etrade.com](http://clearstation.etrade.com)

Number of Keywords: 142

Value/Mo: \$133k (-\$85k)

Top Keywords: etrade, etrade com, e trade, clearstation, clearstation

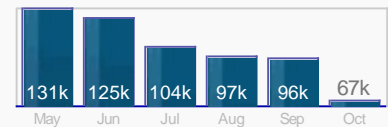


[investor.etrade.com](http://investor.etrade.com)

Number of Keywords: 60

Value/Mo: \$133k (-\$61k)

Top Keywords: etrade, etrade com, e trade, etrade financial, e trade com

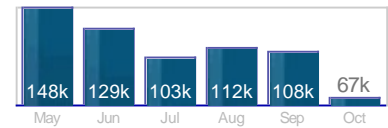


[wireless.etrade.com](http://wireless.etrade.com)

Number of Keywords: 13

Value/Mo: \$132k (-\$84k)

Top Keywords: etrade, etrade com, e trade, e trade com, www e trade com

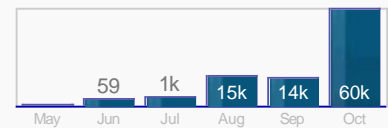


[fr.etrade.com](http://fr.etrade.com)

Number of Keywords: 18

Value/Mo: \$120k (+\$97k)

Top Keywords: etrade, e trade, clearstation, etrade financial, etrader

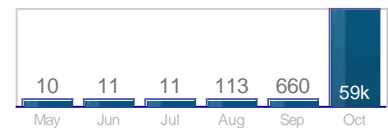


[hk.etrade.com](http://hk.etrade.com)

Number of Keywords: 8

Value/Mo: \$119k (+\$118k)

Top Keywords: etrade, e trade, etrade financial, hong kong trading, trade hong kong

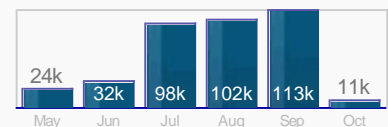


[mobile.etrade.com](http://mobile.etrade.com)

Number of Keywords: 22

Value/Mo: \$19k (-\$204k)

Top Keywords: etrade com, www etrade com, e trade com, www etrade, www e trade com

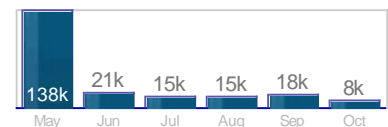


[global.etrade.com](http://global.etrade.com)

Number of Keywords: 28

Value/Mo: \$13k (-\$36k)

Top Keywords: etrade com, etrade financial, e trade financial, www e trade com, etrade us

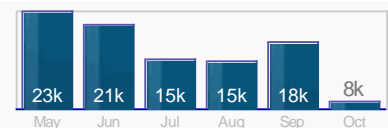


[global.etrade.com/e](http://global.etrade.com/e)

Number of Keywords: 26

Value/Mo: \$13k (-\$36k)

Top Keywords: etrade com, etrade financial, e trade financial, www e trade com, etrade us



[content.etrade.com](http://content.etrade.com)

Number of Keywords: 241

Value/Mo: \$9k (-\$6k)

Top Keywords: www etrade com, www etrade, etrade mortgage, e trade bank, etrade pro

[content.etrade.com/etrade](http://content.etrade.com/etrade)

Number of Keywords: 241

Value/Mo: \$9k (-\$6k)

Top Keywords: www etrade com, www etrade, etrade mortgage, e trade bank, etrade pro

[etrade.com/mutualfunds](http://etrade.com/mutualfunds)

Number of Keywords: 3

Value/Mo: \$5k (+\$4k)

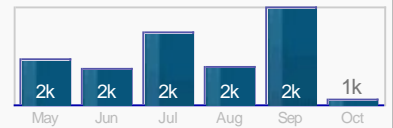
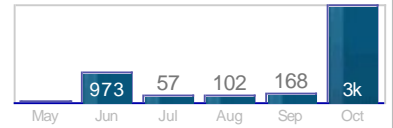
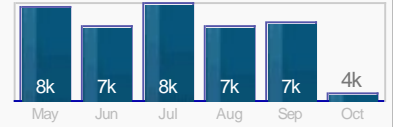
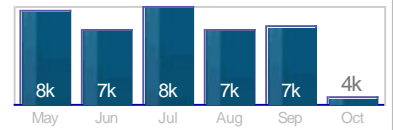
Top Keywords: www etrade com, www etrade, etrade fees

[clearstation.etrade.com/cgi-bin](http://clearstation.etrade.com/cgi-bin)

Number of Keywords: 96

Value/Mo: \$1k (-\$996)

Top Keywords: clearstation, aapl, amzn, intc, brk b



[Download as CSV](#)

## Keyword Groups with the Biggest Gains - Details

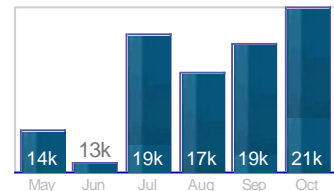
### Keyword Group: **Stocks**

Positions Gained: 150 → Est. Total Clicks/Mo: (+1k) → Est. Percent Traffic Gain: 10%  
 Unique Pages Ranked: 22

**Keywords:**

- **stocks**: stock trading company (+55) - **NEW**, where can i buy stocks (+52) - **NEW**, stocks w...
- **stocks > online**: stock prices online (+30) - **NEW**, buy and sell stock online (+19) - **NE...**
- **stocks > market**: market options stock (+6), stock trading market (-2), stock options m...
- **stocks > online > stock trades**: stock trade online (+57) - **NEW**, online software sto...

Clicks per Month



### Biggest Opportunities Within This Group

**stocks**

>[bullitin board stocks (29), buying stock (8), buying stock on margin (40), buying stocks (42), rule 144 stock (34)]

Potential New Clicks/Month: **34,774** Searches/Mo: 614k Average Value/Click: \$2.25

**stocks > market > market stocks**

>[how to buy stocks in the stock market (7), stock market trading courses (22), trade stock market (5), market stock trading (4), trading the stock market (25)]

Potential New Clicks/Month: **21,104** Searches/Mo: 320k Average Value/Click: \$1.55

**stocks > online > stock trades**

>[trade stock online (1), trade stocks online (1), discount online stock trading (13), rating online stock trading (9), stock trading information online (6)]

Potential New Clicks/Month: **8,785** Searches/Mo: 123k Average Value/Click: \$4.9

**stocks > brokers > broker stock**

>[free online stock brokers (11), stock broker account (11), stocks brokers (5), day trading stock broker (19), investment stock brokers (7)]

Potential New Clicks/Month: **4,339** Searches/Mo: 69k Average Value/Click: \$2.18

### Clicks Gained or Lost on these Keywords

moneycontrol.com	+3k
amex.com	+2k
investorwords.com	+2k
<b>etrade.com</b>	+1k
bseindia.com	+1k
sxc.hu	+1k
<b>sogotrade.com</b>	+1k
<b>tradeking.com</b>	+1k
<b>zecco.com</b>	+1k
-2k	stockmarketweekly...
-3k	nyse.com
-3k	rediff.com
-3k	tdameritrade.com
-5k	toptenreviews.com
-5k	cnn.com

*\*competitors in bold*

### Pages That Rank

<https://us.etrade.com/e/t/jumppage/viewjumppage>

etrade(1), e(8), etrade com(1)

Clicks per Month: 21k(+2k) Potential Incremental Gain: 78k clicks/mo.

<https://content.etrade.com/etrade/corpservices/sarsfactsheet.pdf>

stock appreciation rights(12), stock appreciation plan(8), appreciation plans(48)

Clicks per Month: 7(-1) Potential Incremental Gain: 78 clicks/mo.

<https://content.etrade.com/etrade/corpservices/restrictedstocksolutions.pdf>

restricted stock(25), restricted stock plans(23), grant restricted stock(26)

Clicks per Month: 6(-4) Potential Incremental Gain: 175 clicks/mo.



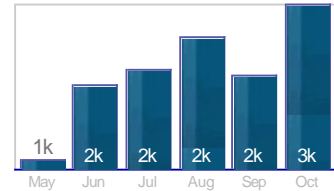
Keyword Group: **Investment**

Positions Gained: 181 → Est. Total Clicks/Mo: (+878) → Est. Percent Traffic Gain: 41%  
 Unique Pages Ranked: 6

**Keywords:**

- **investment**: online market investing stock (+53) - **NEW**, open investing (+52) - **NEW**, inve...
- **investment > option**: stock options investing (+14), options investing (+12), stock in...
- **investment > broker**: investing broker (+8), online investment broker (+1), investment...
- **investment > plans**: investments plans (+17) - **NEW**, automatic investment plan, financi...

## Clicks per Month



## Biggest Opportunities Within This Group

**investment**

>[bank investment rep (13), business daily trading or stock or investing (25), citadel investment group san francisco (16), invest in stock online (14), online investment accounts (9)]

**Potential New Clicks/Month: 8,632** Searches/Mo: 154k Average Value/Click: \$2.15

**investment > option**

>[investing in stock option (14), investing with options (14), investing stock option (14), investing stock options (11), stock investment options (42)]

**Potential New Clicks/Month: 277** Searches/Mo: 2k Average Value/Click: \$1.61

**investment > company**

>[investment brokerage company (23), online investing company (30), online investment company (17), stock investment company (6), online investment companies (12)]

**Potential New Clicks/Month: 152** Searches/Mo: 2k Average Value/Click: \$4.48

**investment > portfolios**

>[investment portfolio tracker (37), investing portfolios (22), online investment portfolio (27), investment portfolios (19)]

**Potential New Clicks/Month: 89** Searches/Mo: 720 Average Value/Click: \$1.34

Clicks **Gained** or **Lost** on these Keywords

<b>etrade.com</b>	+878
msn.com	+754
abcstockinvesting...	+360
<b>fidelity.com</b>	+333
nasdaq.com	+257
kiplinger.com	+257
<b>scottrade.com</b>	+257
beforeyouinvest.com	+225
businessweek.com	+218
-231	find.co.uk
-316	investinginbonds.com
-327	investmentu.com
-380	<b>sharebuilder.com</b>
-397	yahoo.com
-408	sec.gov

\*competitors in **bold**

## Pages That Rank

<https://us.etrade.com/e/t/jumppage/viewjumppage>

etrade(1), e(8), etrade com(1)

Clicks per Month: 2k(+897) Potential Incremental Gain: 9k clicks/mo.

[https://content.etrade.com/etrade/estation/pdf/brokerage\\_account\\_kit.pdf](https://content.etrade.com/etrade/estation/pdf/brokerage_account_kit.pdf)

www etrade com(10), www etrade(16), bank account application(3)

Clicks per Month: 11(-1) Potential Incremental Gain: 212 clicks/mo.

[https://content.etrade.com/etrade/estation/pdf/investment\\_club.pdf](https://content.etrade.com/etrade/estation/pdf/investment_club.pdf)

investment club agreement(20), investment club partnership agreement(40), investment club account(2)

Clicks per Month: 1(-1) Potential Incremental Gain: 31 clicks/mo.

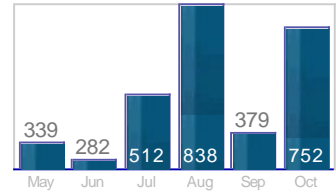
## Keyword Group: Brokerage

Positions Gained: 273 → Est. Total Clicks/Mo: (+372) → Est. Percent Traffic Gain: 98%  
 Unique Pages Ranked: 3

**Keywords:**

- brokerage: e trade brokerage (+59) - **NEW**, online brokerage market (+52) - **NEW**, best bro...
- brokerage > firm: online brokerage firms (+2)
- brokerage > discount: discount stock brokerage (+1)

**Clicks per Month**



### Biggest Opportunities Within This Group

**brokerage**

>[best brokerage account (24), brokerage online services (11), investment brokerage company (23), stock brokerage fees (26), brokerage online service (10)]

Potential New Clicks/Month: 2,101 Searches/Mo: 31k Average Value/Click: \$2.71

**brokerage > firm**

>[online brokerage firms (18)]

Potential New Clicks/Month: 147 Searches/Mo: 720 Average Value/Click: \$7.46

**brokerage > discount**

>[discount stock brokerage (22)]

Potential New Clicks/Month: 27 Searches/Mo: 390 Average Value/Click: \$6.43

### Clicks Gained or Lost on these Keywords

etrade.com	+372
<b>scottrade.com</b>	+92
about.com	+89
cashmoneylife.com	+86
theglobeandmail.com	+76
qtrade.ca	+67
credentialdirect.com	+65
<b>firsttrade.com</b>	+61
<b>tdameritrade.com</b>	+61
limebrokerage.com	+56
financial-brokera...	+55
-52	mit.edu
-66	financialbrokerag...
-80	<b>stocktradingtogo.com</b>
-116	<b>interactivebroker...</b>

\*competitors in bold

### Pages That Rank

<https://us.etrade.com/e/t/jumppage/viewjumppage>

etrade(1), e(8), etrade com(1)

Clicks per Month: 752(+405) Potential Incremental Gain: 2k clicks/mo.

[https://content.etrade.com/etrade/extras/business\\_app1.pdf](https://content.etrade.com/etrade/extras/business_app1.pdf)

brokerage business(35), business brokerage firm(42)

Clicks per Month: 0 Potential Incremental Gain: 16 clicks/mo.

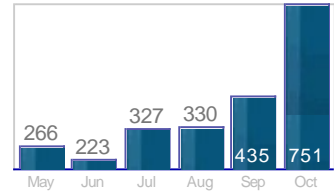
## Keyword Group: Invest Stock

Positions Gained: -21 → Est. Total Clicks/Mo: (+316) → Est. Percent Traffic Gain: 72%  
 Unique Pages Ranked: 1

### Keywords:

- invest stock > investing: online market investing stock (+53) - **NEW**, why invest in s...
- invest stock > investing > options: stock investment options (+7), investing stock...
- invest stock > investing > tool: stock investing tools (+1), stock investment tool...

### Clicks per Month



### Biggest Opportunities Within This Group

#### invest stock > investing

>[business daily trading or stock or investing (25), invest in stock online (14), stock investment online (2), online investment stock (1), stock and investing (23)]

Potential New Clicks/Month: 2,042 Searches/Mo: 34k Average Value/Click: \$2.31

#### invest stock > investing > tool

>[stock investing tools (25), stock investing tool (40), investment stock tool (29), stock investment tool (45)]

Potential New Clicks/Month: 16 Searches/Mo: 300 Average Value/Click: \$0.95

#### invest stock > investing > options

>[investing in stock option (14), investing stock option (14), investing stock options (11), stock investment options (42), invest in stock options (11)]

Potential New Clicks/Month: 6 Searches/Mo: Average Value/Click: \$0.62

### Clicks Gained or Lost on these Keywords

abcstockinvesting...	+360
<b>etrade.com</b>	+316
<b>2stocktrading.com</b>	+212
ehow.com	+124
stockinvestingide...	+103
businessweek.com	+100
simplestockinvest...	+87
amazon.com	+85
investingstockonl...	+79
investingthestock...	+68
smartmoney.com	+63
blogspot.com	+61
-63	stockinvestment12...
-65	investmentu.com
-136	cnn.com

\*competitors in bold

### Pages That Rank

<https://us.etrade.com/e/t/jumppage/viewjumppage>

etrade(1), e(8), etrade com(1)

Clicks per Month: 751(+322) Potential Incremental Gain: 2k clicks/mo.

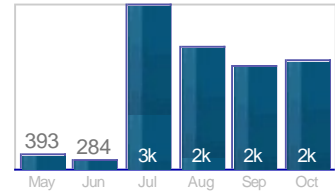
## Keyword Group: Buying

Positions Gained: 162 → Est. Total Clicks/Mo: (+111) → Est. Percent Traffic Gain: 5%  
 Unique Pages Ranked: 1

### Keywords:

- **buying**: buy home mobile (+17), buy futures (+6), corporate buy (+3), buy index funds, b...
- **buying > stocks**: where can i buy stocks (+52) - **NEW**, buying stock on margin (+20) - **NE...**
- **buying > stocks > online**: buy and sell stock online (+19) - **NEW**, stock buying online...
- **buying > sell**: buy sell trade online (+5), buy sell or trade (-2), buy sell and trade ...

### Clicks per Month



## Biggest Opportunities Within This Group

### buying > stocks

>[buying stock (8), buying stock on margin (40), buying stocks (42), how do i buy stocks (10), where can i buy stocks (8)]

Potential New Clicks/Month: **1,664** Searches/Mo: 39k Average Value/Click: \$3.27

### buying > stocks > online

>[buying stock online (5), buying stocks online (5), online stock buy (5), buy online stocks (5), online buying stocks (7)]

Potential New Clicks/Month: **645** Searches/Mo: 11k Average Value/Click: \$5.38

### buying

>[buy futures (13), buy etfs (38), buying on line (2), buy home mobile (22), corporate buy (24)]

Potential New Clicks/Month: **250** Searches/Mo: 4k Average Value/Click: \$1.04

### buying > stocks > options

>[buying stock options (13), buying stock option (13), buy stock option (12), how to buy stock option (12), how to buy stock options (14)]

Potential New Clicks/Month: **107** Searches/Mo: 690 Average Value/Click: \$4.42

## Clicks Gained or Lost on these Keywords

<b>tdameritrade.com</b>	+243
junotrade.com	+162
<b>etrade.com</b>	+111
msn.com	+103
<b>sogotrade.com</b>	+85
-85	moneyweek.com
-95	10stockstobuy.com
-102	ioffer.com
-112	cnbc.com
-126	investorguide.com
-129	ebay.com
-135	ebay.co.uk
-138	smartmoney.com
-140	fool.com
-140	indianstocksnews.com

\*competitors in bold

## Pages That Rank

<https://us.etrade.com/e/t/jumppage/viewjumppage>

etrade(1), e(8), etrade com(1)

Clicks per Month: 2k(+195) Potential Incremental Gain: 3k clicks/mo.

**Biggest Opportunities (all)**

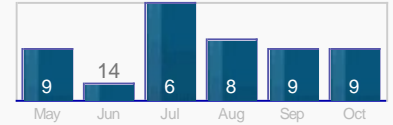
Rank

**buy stocks on line (9)**

Searches/Mo: 390 Value/Click: \$13 Potential New Clicks/Month: 47

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

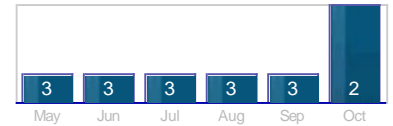


**stocks online (2)**

Searches/Mo: 1k Value/Click: \$13 Potential New Clicks/Month: 48

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

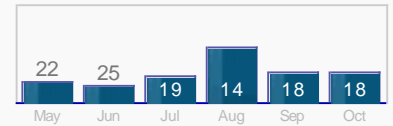


**roth ira account (18)**

Searches/Mo: 990 Value/Click: \$13 Potential New Clicks/Month: 86

<https://us.etrade.com/e/t/welcome/ira...>

Other Keywords for URL: roth ira, roth ira account, roth ira requirement, ira account, roth ira eligibility

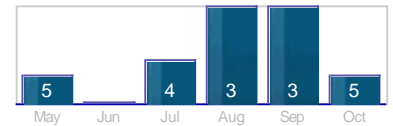


**free stock trades (5)**

Searches/Mo: 1k Value/Click: \$11 Potential New Clicks/Month: 85

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

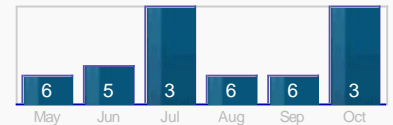


**stock buying online (3)**

Searches/Mo: 720 Value/Click: \$11 Potential New Clicks/Month: 50

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

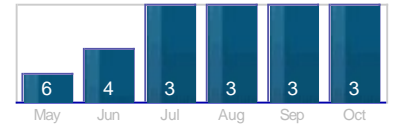


**online stock trades (3)**

Searches/Mo: 60k Value/Click: \$11 Potential New Clicks/Month: 3k

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

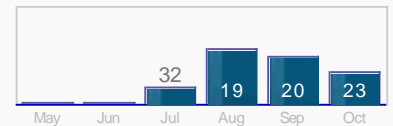


**stock buying (23)**

Searches/Mo: 1k Value/Click: \$10 Potential New Clicks/Month: 68

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

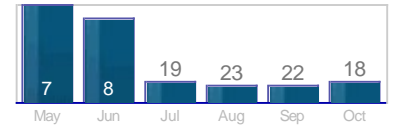


**online savings (18)**

Searches/Mo: 3k Value/Click: \$10 Potential New Clicks/Month: 192

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

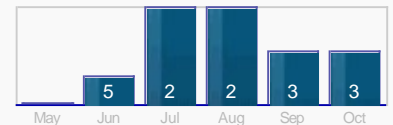


**buy stocks online (3)**

Searches/Mo: 6k Value/Click: \$10 Potential New Clicks/Month: 377

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

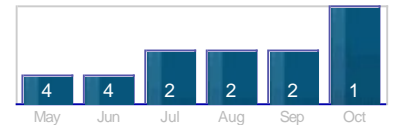


**trading stocks online (4)**

Searches/Mo: 1k Value/Click: \$9.97 Potential New Clicks/Month: 76

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

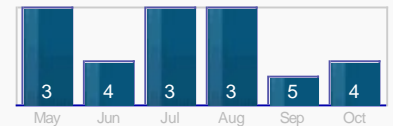


**stock market trading online (3)**

Searches/Mo: 390 Value/Click: \$9.97 Potential New Clicks/Month: 16

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

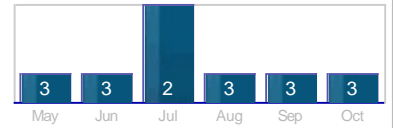


**rollover ira (13)**

Searches/Mo: 2k Value/Click: \$9.94 Potential New Clicks/Month: 398

<https://us.etrade.com/e/t/welcome/ira...>

Other Keywords for URL: rollover ira, ira accounts, roll over ira, sep ira rollover, rollover account

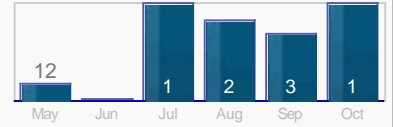


**free online trading (3)**

Searches/Mo: 990 Value/Click: \$9.91 Potential New Clicks/Month: 69

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

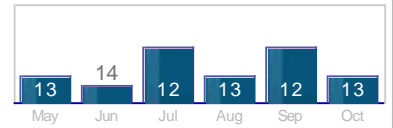


**free online trades (3)**

Searches/Mo: 300 Value/Click: \$9.87 Potential New Clicks/Month: 17

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

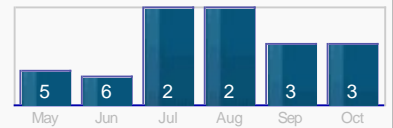


**open roth ira (41)**

Searches/Mo: 990 Value/Click: \$9.84 Potential New Clicks/Month: 69

<https://us.etrade.com/e/t/welcome/ira...>

Other Keywords for URL: roth ira, roth ira account, roth ira requirement, ira account, roth ira eligibility

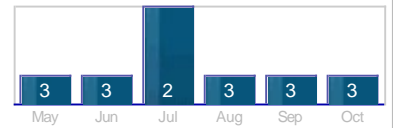


**purchase stocks online (12)**

Searches/Mo: 240 Value/Click: \$9.79 Potential New Clicks/Month: 43

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

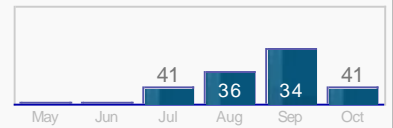


**online stock investment (2)**

Searches/Mo: 570 Value/Click: \$9.77 Potential New Clicks/Month: 37

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

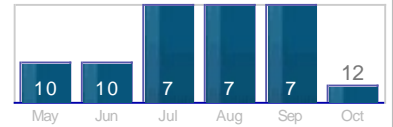


**online stock buying (10)**

Searches/Mo: 570 Value/Click: \$9.71 Potential New Clicks/Month: 57

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

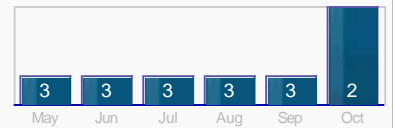


**no fee ira (35)**

Searches/Mo: 870 Value/Click: \$9.66 Potential New Clicks/Month: 102

<https://us.etrade.com/e/t/welcome/ira...>

Other Keywords for URL: roth ira, roth ira account, roth ira requirement, ira account, roth ira eligibility

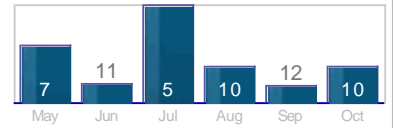


**online stock traders (4)**

Searches/Mo: 390 Value/Click: \$9.53 Potential New Clicks/Month: 14

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

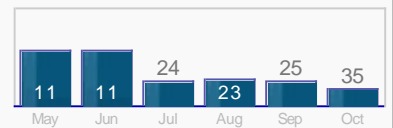


**stock trade on line (3)**

Searches/Mo: 0 Value/Click: \$9.51 Potential New Clicks/Month: 0

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

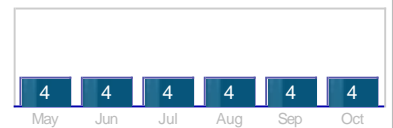


**futures options broker (42)**

Searches/Mo: 240 Value/Click: \$9.5 Potential New Clicks/Month: 28

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

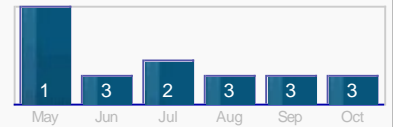


**no fee roth ira (6)**

Searches/Mo: 390 Value/Click: \$9.49 Potential New Clicks/Month: 35

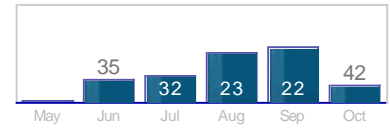
<https://us.etrade.com/e/t/home/iraroth>

Other Keywords for URL: online roth ira, no fee roth ira, ira online, roth ira loan, fee roth ira



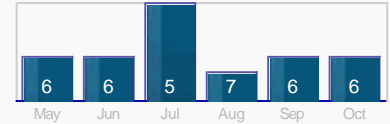
**online stock purchasing (5)**

Searches/Mo: 300 Value/Click: \$9.47 Potential New Clicks/Month: 21  
<https://us.etrade.com/e/t/home>  
 Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com



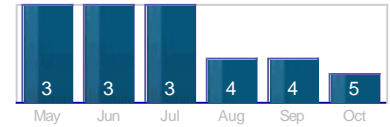
**cheap online stock trading (31)**

Searches/Mo: 480 Value/Click: \$9.42 Potential New Clicks/Month: 46  
<https://us.etrade.com/e/t/home>  
 Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com



**online trading in canada (46)**

Searches/Mo: 210 Value/Click: \$9.35 Potential New Clicks/Month: 25  
<https://us.etrade.com/e/t/investingan...>  
 Other Keywords for URL: global trading, international investing, etrade canada, e trade canada, trading foreign exchange



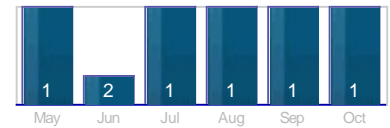
**on line stock trading (2)**

Searches/Mo: 1k Value/Click: \$9.27 Potential New Clicks/Month: 66  
<https://us.etrade.com/e/t/home>  
 Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com



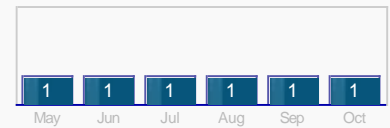
**free stock trade (7)**

Searches/Mo: 720 Value/Click: \$9.25 Potential New Clicks/Month: 45  
<https://us.etrade.com/e/t/home>  
 Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com



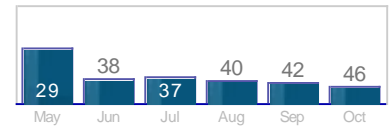
**online broker ratings (42)**

Searches/Mo: 570 Value/Click: \$9.14 Potential New Clicks/Month: 67  
<https://us.etrade.com/e/t/home>  
 Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com



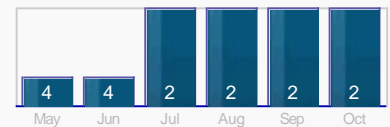
**best online stock trading (10)**

Searches/Mo: 1k Value/Click: \$9.14 Potential New Clicks/Month: 159  
<https://us.etrade.com/e/t/home>  
 Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com



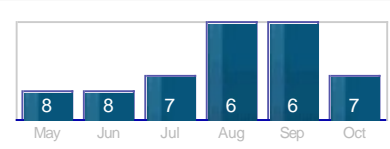
**discount stock broker (7)**

Searches/Mo: 570 Value/Click: \$9.1 Potential New Clicks/Month: 54  
<https://us.etrade.com/e/t/home>  
 Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com



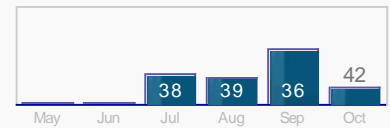
**trading futures online (42)**

Searches/Mo: 390 Value/Click: \$9.07 Potential New Clicks/Month: 27  
<https://us.etrade.com/e/t/investingan...>  
 Other Keywords for URL: trading options, investing trading, trading investing, options trade, investing in options



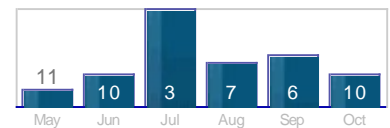
**online stock options (3)**

Searches/Mo: 210 Value/Click: \$9 Potential New Clicks/Month: 13  
<https://us.etrade.com/e/t/home>  
 Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com



**roth ira interest rate (36)**

Searches/Mo: 300 Value/Click: \$8.93 Potential New Clicks/Month: 46  
<https://us.etrade.com/e/t/welcome/ira...>  
 Other Keywords for URL: roth ira, roth ira account, roth ira requirement, ira account, roth ira eligibility



**stock online (2)**

Searches/Mo: 870 Value/Click: \$8.93 Potential New Clicks/Month: 29

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

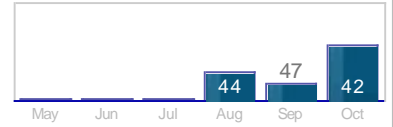


**low cost stock trade (50)**

Searches/Mo: 90 Value/Click: \$8.86 Potential New Clicks/Month: 14

<https://us.etrade.com/e/t/investingan...>

Other Keywords for URL: margin rate, margin rates, low cost stock trade, low margin rates, low margin rate



**roth ira accounts (24)**

Searches/Mo: 480 Value/Click: \$8.86 Potential New Clicks/Month: 33

<https://us.etrade.com/e/t/welcome/ira...>

Other Keywords for URL: roth ira, roth ira account, roth ira requirement, ira account, roth ira eligibility

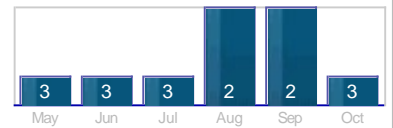


**online options trading (31)**

Searches/Mo: 1k Value/Click: \$8.71 Potential New Clicks/Month: 221

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

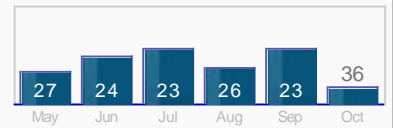


**online trades (6)**

Searches/Mo: 570 Value/Click: \$8.7 Potential New Clicks/Month: 79

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

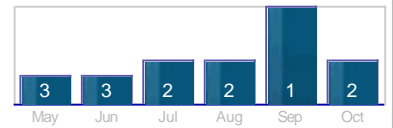


**buy stock market (8)**

Searches/Mo: 570 Value/Click: \$8.7 Potential New Clicks/Month: 27

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com



**e saving account (17)**

Searches/Mo: 30 Value/Click: \$8.69 Potential New Clicks/Month: 0

<https://us.etrade.com/e/t/welcome/com...>

Other Keywords for URL: trade account, e savings accounts, e savings account, e saving accounts, e saving account



**trade options online (17)**

Searches/Mo: 480 Value/Click: \$8.63 Potential New Clicks/Month: 44

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

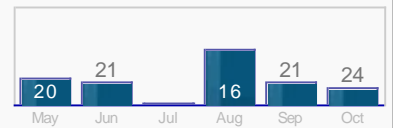


**options trading online (7)**

Searches/Mo: 480 Value/Click: \$8.6 Potential New Clicks/Month: 45

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

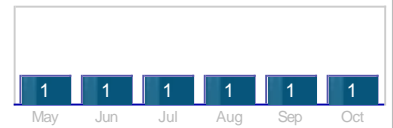


**online trade (6)**

Searches/Mo: 990 Value/Click: \$8.58 Potential New Clicks/Month: 79

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

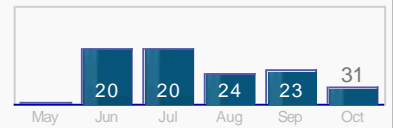


**buy stock on line (7)**

Searches/Mo: 300 Value/Click: \$8.49 Potential New Clicks/Month: 37

<https://us.etrade.com/e/t/home>

Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com

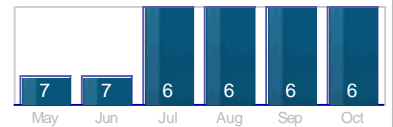


**free stock trading (3)**

Searches/Mo: 1k Value/Click: \$8.48 Potential New Clicks/Month: 69

<https://us.etrade.com/e/t/home>

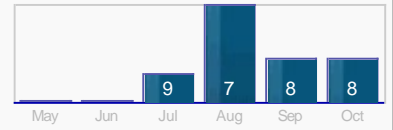
Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com





**internet trading (8)**

Searches/Mo: 1k Value/Click: \$8.48 Potential New Clicks/Month: 94  
<https://us.etrade.com/e/t/home>  
 Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com



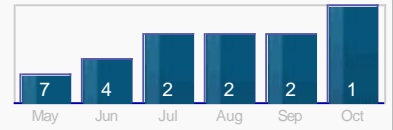
**stock trade (2)**

Searches/Mo: 5k Value/Click: \$8.4 Potential New Clicks/Month: 133  
<https://us.etrade.com/e/t/home>  
 Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com



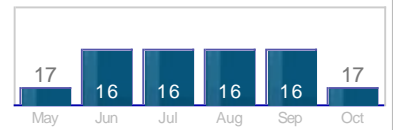
**ira account (36)**

Searches/Mo: 2k Value/Click: \$8.39 Potential New Clicks/Month: 338  
<https://us.etrade.com/e/t/welcome/ira...>  
 Other Keywords for URL: roth ira, roth ira account, roth ira requirement, ira account, roth ira eligibility



**stock trading on line (4)**

Searches/Mo: 480 Value/Click: \$8.39 Potential New Clicks/Month: 31  
<https://us.etrade.com/e/t/home>  
 Other Keywords for URL: etrade, e, etrade com, e trade, www etrade com



Download as CSV

Keywords Not Ranked On But Should Be	Clicks/Month
<p><b>options trading</b>            Searches/Month: 27k            Cost/Click: \$5.84 Potential Clicks/Month: 170            Avg. Competitor Rank: 21</p>	<p>optionsxpress.com +399            thinkorswim.com +305            clarkfinancial.com +299            optionshouse.com +190</p>
<p><b>scottrade</b>            Searches/Month: 822k            Cost/Click: \$3.63 Potential Clicks/Month: 41k            Avg. Competitor Rank: 12</p>	<p>scottrade.com +47k            stocktrak.com +524</p>
<p><b>online option trading</b>            Searches/Month: 1k            Cost/Click: \$6.30 Potential Clicks/Month: 47            Avg. Competitor Rank: 12</p>	<p>optionsxpress.com +188            scottrade.com +77            thinkorswim.com +61            zecco.com +44</p>
<p><b>internet stock trading</b>            Searches/Month: 1k            Cost/Click: \$10.00 Potential Clicks/Month: 110            Avg. Competitor Rank: 11</p>	<p>tdameritrade.com +284            choicetrade.com +162            sogotrade.com +77            nobletrading.com +4</p>
<p><b>options brokers</b>            Searches/Month: 870            Cost/Click: \$7.76 Potential Clicks/Month: 36            Avg. Competitor Rank: 10</p>	<p>interactivebroker... +117            optionsxpress.com +48            optionshouse.com +38            tradeking.com +31</p>
<p><b>cheap online trading</b>            Searches/Month: 570            Cost/Click: \$16.00 Potential Clicks/Month: 38            Avg. Competitor Rank: 16</p>	<p>sogotrade.com +103            zecco.com +33            scottrade.com +28            choicetrade.com +1</p>
<p><b>option trading</b>            Searches/Month: 18k            Cost/Click: \$4.38 Potential Clicks/Month: 70            Avg. Competitor Rank: 32</p>	<p>optionsxpress.com +305            thinkorswim.com +71            clarkfinancial.com +52            scottrade.com +45</p>
<p><b>optionsxpress</b>            Searches/Month: 40k            Cost/Click: \$11.00 Potential Clicks/Month: 1k            Avg. Competitor Rank: 7</p>	<p>optionsxpress.com +2k            stocktradingtogo.com +203</p>
<p><b>online options broker</b>            Searches/Month: 300            Cost/Click: \$8.96 Potential Clicks/Month: 10            Avg. Competitor Rank: 8</p>	<p>optionsxpress.com +35            tradeking.com +20            nobletrading.com +11            thinkorswim.com +8</p>
<p><b>fidelity</b>            Searches/Month: 822k            Cost/Click: \$4.43 Potential Clicks/Month: 70k            Avg. Competitor Rank: 5</p>	<p>fidelity.com +70k</p>





**scottrade login**

Searches/Month: 201k  
 Cost/Click: \$10.00 Potential Clicks/Month: 19k  
 Avg. Competitor Rank: 2

scottrade.com  +19k





**future online option trading**

Searches/Month: 570  
 Cost/Click: \$12.00 Potential Clicks/Month: 13  
 Avg. Competitor Rank: 17

nobletrading.com  +67  
 tradeking.com  +15  
 optionsxpress.com  +13  
 trademonster.com  +5

**option broker**

Searches/Month: 870  
 Cost/Click: \$8.67 Potential Clicks/Month: 34  
 Avg. Competitor Rank: 11

optionsxpress.com  +85  
 optionshouse.com  +48  
 interactivebroker...  +35  
 thinkorswim.com  +27



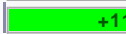

**fidelity 401k**

Searches/Month: 90k  
 Cost/Click: \$4.96 Potential Clicks/Month: 18k  
 Avg. Competitor Rank: 9

fidelity.com  +18k

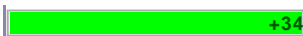



**online options brokers**

Searches/Month: 240  
 Cost/Click: \$8.56 Potential Clicks/Month: 9  
 Avg. Competitor Rank: 9

tradeking.com  +28  
 optionsxpress.com  +16  
 thinkorswim.com  +11  
 interactivebroker...  +9

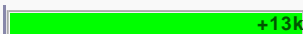
**option brokers**

Searches/Month: 390  
 Cost/Click: \$7.86 Potential Clicks/Month: 10  
 Avg. Competitor Rank: 13

optionsxpress.com  +34  
 interactivebroker...  +19  
 tradeking.com  +14  
 thinkorswim.com  +9

**sharebuilder**

Searches/Month: 109k  
 Cost/Click: \$7.49 Potential Clicks/Month: 13k  
 Avg. Competitor Rank: 2

sharebuilder.com  +13k



**schwab**

Searches/Month: 300k  
 Cost/Click: \$2.80 Potential Clicks/Month: 26k  
 Avg. Competitor Rank: 11

schwab.com  +26k





**scottrade**

Searches/Month: 22k  
 Cost/Click: \$2.85 Potential Clicks/Month: 920  
 Avg. Competitor Rank: 12

scottrade.com  +1k  
 stocktrak.com  +10


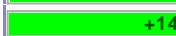
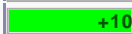

**forex online option trading**

Searches/Month: 720  
 Cost/Click: \$8.01 Potential Clicks/Month: 33  
 Avg. Competitor Rank: 15

nobletrading.com  +103  
 thinkorswim.com  +33  
 zecco.com  +28  
 interactivebroker...  +6

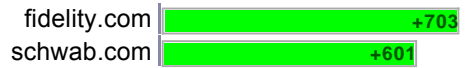
**online option broker**

Searches/Month: 210  
 Cost/Click: \$5.69 Potential Clicks/Month: 6  
 Avg. Competitor Rank: 16

interactivebroker...  +24  
 optionsxpress.com  +14  
 optionshouse.com  +10  
 tradeking.com  +8

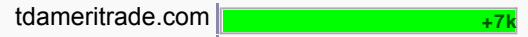
**ira**

Searches/Month: 109k  
 Cost/Click: \$13.00 Potential Clicks/Month: 652  
 Avg. Competitor Rank: 12



**tdameritrade**

Searches/Month: 135k  
 Cost/Click: \$5.67 Potential Clicks/Month: 7k  
 Avg. Competitor Rank: 7



**ameritrade**

Searches/Month: 201k  
 Cost/Click: \$3.28 Potential Clicks/Month: 14k  
 Avg. Competitor Rank: 5



**fidelity investments**

Searches/Month: 165k  
 Cost/Click: \$1.08 Potential Clicks/Month: 14k  
 Avg. Competitor Rank: 5



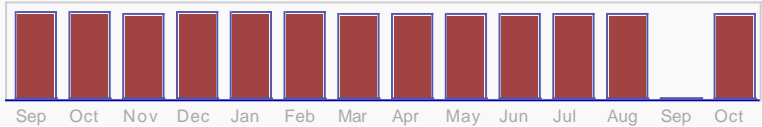
[Download as CSV](#)

Keyword Overlap in Your SEO & PPC campaigns

Organic Clicks vs. Paid Clicks

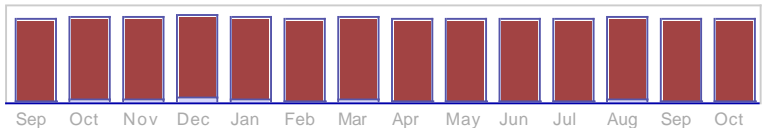
**stock**

Organic Rank: 5 (+7) Searches/Month:135k  
 Cost/Click: \$2.31 Est. Paid Clicks Per Month: 353k  
**Potential Monthly Savings: \$878k**



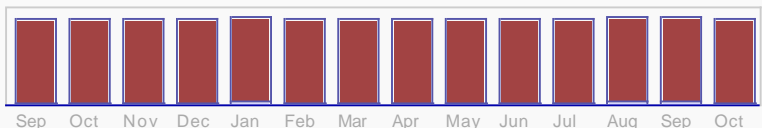
**trading**

Organic Rank: 3 Searches/Month:40k  
 Cost/Click: \$3.56 Est. Paid Clicks Per Month: 134k  
**Potential Monthly Savings: \$518k**



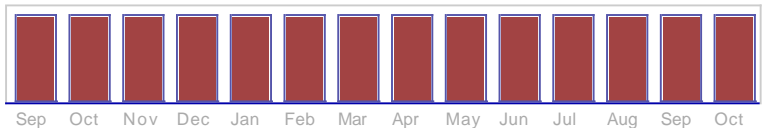
**trade**

Organic Rank: 12 (-7) Searches/Month:73k  
 Cost/Click: \$2.39 Est. Paid Clicks Per Month: 123k  
**Potential Monthly Savings: \$317k**



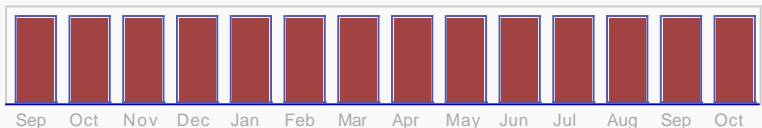
**brokerage**

Organic Rank: 5 (+9) Searches/Month:12k  
 Cost/Click: \$3.19 Est. Paid Clicks Per Month: 70k  
**Potential Monthly Savings: \$242k**



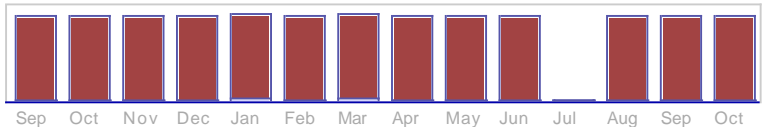
**stock brokerage**

Organic Rank: 4 Searches/Month:1k  
 Cost/Click: \$3.11 Est. Paid Clicks Per Month: 63k  
**Potential Monthly Savings: \$213k**



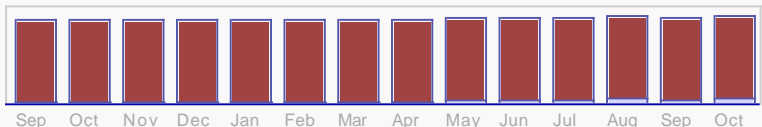
**stocks**

Organic Rank: 44 (-1) Searches/Month:246k  
 Cost/Click: \$3.48 Est. Paid Clicks Per Month: 39k  
**Potential Monthly Savings: \$150k**



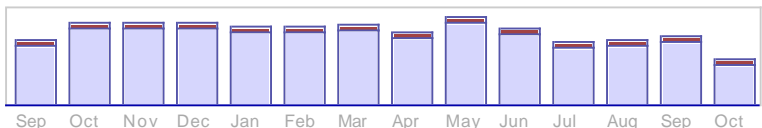
**investing**

Organic Rank: 5 (+4) Searches/Month:73k  
 Cost/Click: \$4.11 Est. Paid Clicks Per Month: 21k  
**Potential Monthly Savings: \$98k**



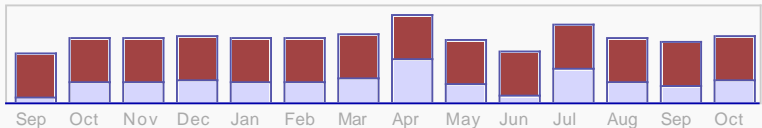
**online trading**

Organic Rank: 2 (+1) Searches/Month:73k  
 Cost/Click: \$10 Est. Paid Clicks Per Month: 2k  
**Potential Monthly Savings: \$31k**



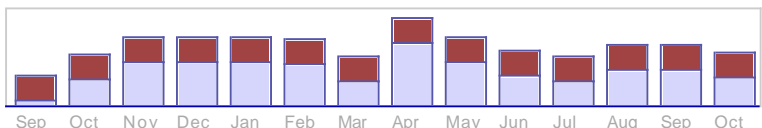
**stock trading**

Organic Rank: 2 Searches/Month:73k  
 Cost/Click: \$10 Est. Paid Clicks Per Month: 2k  
**Potential Monthly Savings: \$25k**



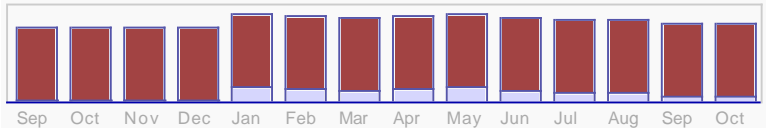
**mutual funds**

Organic Rank: 34 (+3) Searches/Month:90k  
 Cost/Click: \$8.97 Est. Paid Clicks Per Month: 1k  
**Potential Monthly Savings: \$19k**



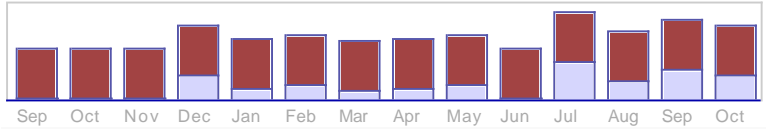
**stock market**

Organic Rank: 17 (-4) Searches/Month:300k  
 Cost/Click: \$4.88 Est. Paid Clicks Per Month: 3k  
**Potential Monthly Savings: \$17k**



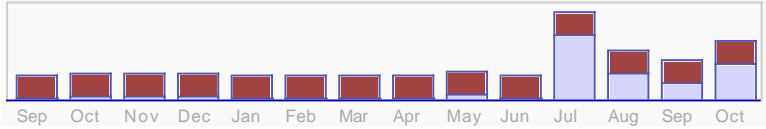
**online stock trading**

Organic Rank: 4 Searches/Month:40k  
 Cost/Click: \$8.97 Est. Paid Clicks Per Month: 939  
**Potential Monthly Savings: \$9k**



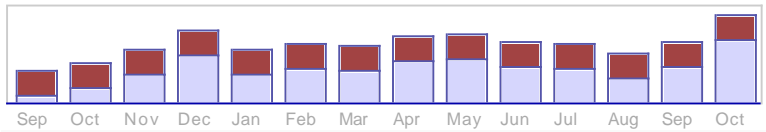
**stock investing**

Organic Rank: 6 Searches/Month:12k  
 Cost/Click: \$7.38 Est. Paid Clicks Per Month: 778  
**Potential Monthly Savings: \$6k**



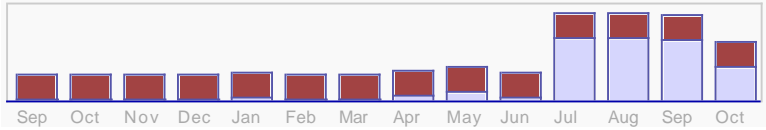
**online investing**

Organic Rank: 4 (-2) Searches/Month:14k  
 Cost/Click: \$6.58 Est. Paid Clicks Per Month: 859  
**Potential Monthly Savings: \$6k**



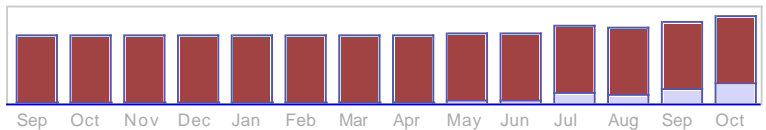
**roth ira**

Organic Rank: 28 Searches/Month:90k  
 Cost/Click: \$9.84 Est. Paid Clicks Per Month: 537  
**Potential Monthly Savings: \$5k**



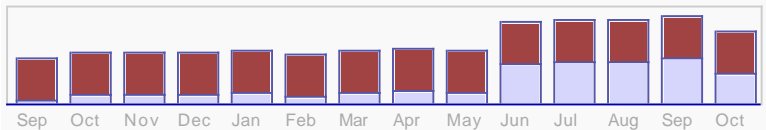
**discount broker**

Organic Rank: 45 (-4) Searches/Month:2k  
 Cost/Click: \$13 Est. Paid Clicks Per Month: 322  
**Potential Monthly Savings: \$5k**



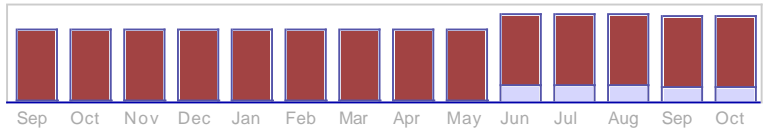
**online stock broker**

Organic Rank: 8 (+2) Searches/Month:1k  
 Cost/Click: \$10 Est. Paid Clicks Per Month: 402  
**Potential Monthly Savings: \$4k**



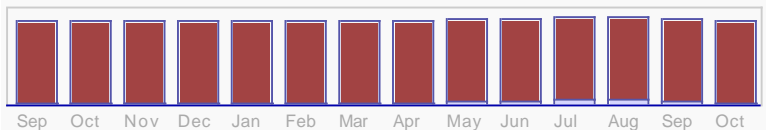
**stockbrokers**

Organic Rank: 12 (+3) Searches/Month:1k  
 Cost/Click: \$1.78 Est. Paid Clicks Per Month: 2k  
**Potential Monthly Savings: \$4k**



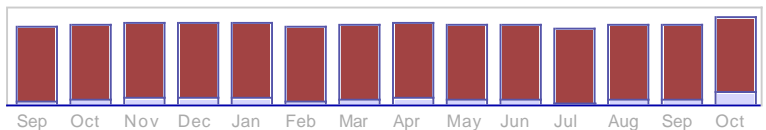
**online broker**

Organic Rank: 5 (+2) Searches/Month:3k  
 Cost/Click: \$7.99 Est. Paid Clicks Per Month: 456  
**Potential Monthly Savings: \$4k**



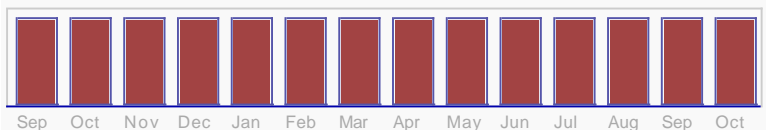
**mutual fund**

Organic Rank: 20 (-1) Searches/Month:33k  
 Cost/Click: \$5.18 Est. Paid Clicks Per Month: 537  
**Potential Monthly Savings: \$3k**



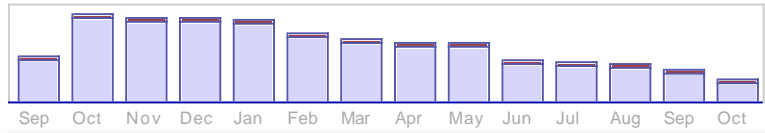
**buy stocks online**

Organic Rank: 3 Searches/Month:6k  
 Cost/Click: \$16 Est. Paid Clicks Per Month: 134  
**Potential Monthly Savings: \$2k**



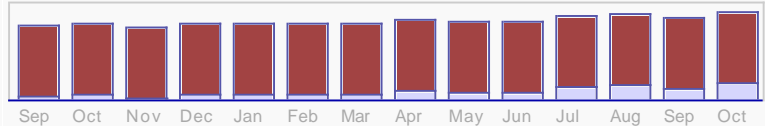
**stock broker**

Organic Rank: 4 (-1) Searches/Month:49k  
 Cost/Click: \$3.54 Est. Paid Clicks Per Month: 563  
**Potential Monthly Savings: \$2k**



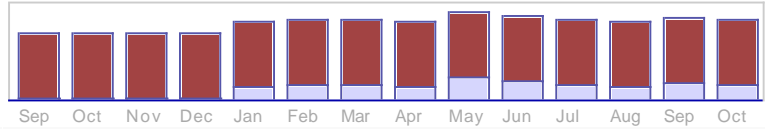
**online stock brokers**

Organic Rank: 6 (-1) Searches/Month:2k  
 Cost/Click: \$5.24 Est. Paid Clicks Per Month: 349  
**Potential Monthly Savings: \$2k**



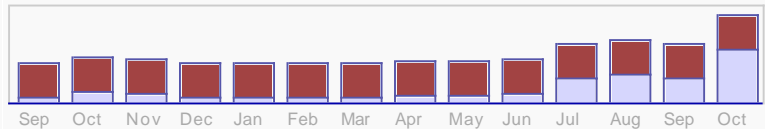
**online brokers**

Organic Rank: 16 (-5) Searches/Month:40k  
 Cost/Click: \$7.46 Est. Paid Clicks Per Month: 241  
**Potential Monthly Savings: \$2k**



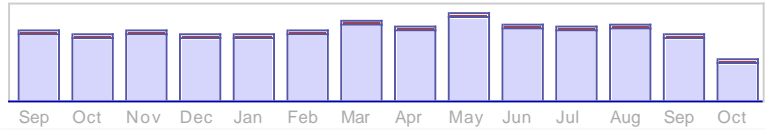
**trade stock**

Organic Rank: 2 Searches/Month:4k  
 Cost/Click: \$12 Est. Paid Clicks Per Month: 134  
**Potential Monthly Savings: \$2k**



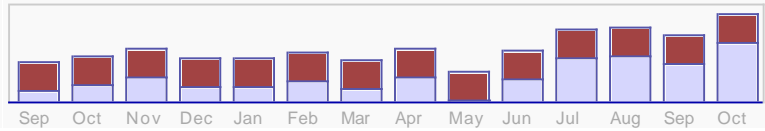
**buying stock**

Organic Rank: 8 (-3) Searches/Month:2k  
 Cost/Click: \$14 Est. Paid Clicks Per Month: 107  
**Potential Monthly Savings: \$1k**



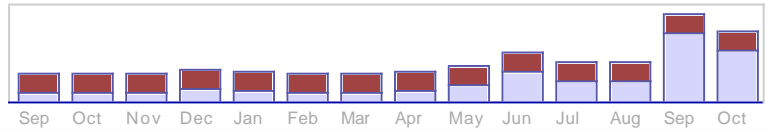
**trading online**

Organic Rank: 2 (+1) Searches/Month:3k  
 Cost/Click: \$9.32 Est. Paid Clicks Per Month: 161  
**Potential Monthly Savings: \$1k**



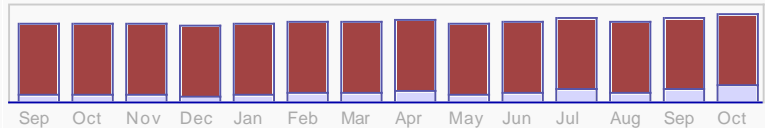
**stock brokers**

Organic Rank: 4 Searches/Month:9k  
 Cost/Click: \$6.3 Est. Paid Clicks Per Month: 214  
**Potential Monthly Savings: \$1k**



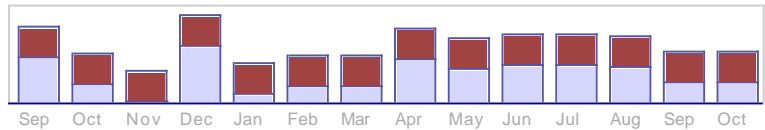
**buying stocks**

Organic Rank: 42 (+5) Searches/Month:4k  
 Cost/Click: \$14 Est. Paid Clicks Per Month: 107  
**Potential Monthly Savings: \$1k**



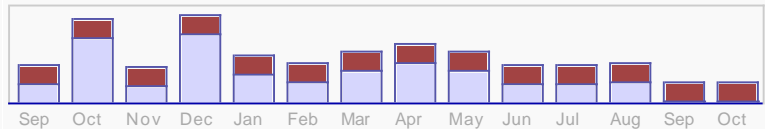
**stock markets**

Organic Rank: 47 (+13) Searches/Month:9k  
 Cost/Click: \$5.4 Est. Paid Clicks Per Month: 214  
**Potential Monthly Savings: \$1k**



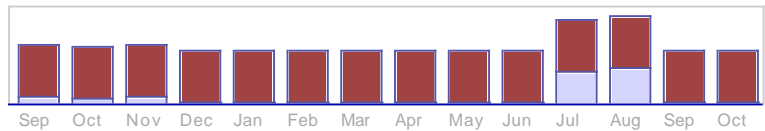
**online brokerage**

Organic Rank: 2 (+4) Searches/Month:5k  
 Cost/Click: \$8.82 Est. Paid Clicks Per Month: 134  
**Potential Monthly Savings: \$1k**



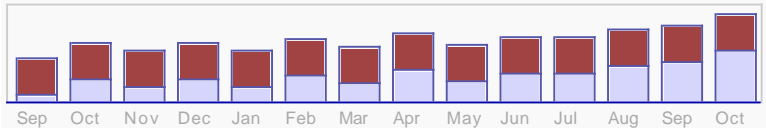
**discount stock broker**

Organic Rank: 7 (-2) Searches/Month:570  
 Cost/Click: \$13 Est. Paid Clicks Per Month: 80  
**Potential Monthly Savings: \$1k**



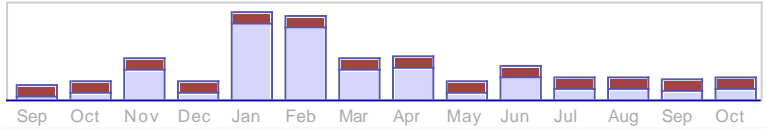
**investing online**

Organic Rank: 4 Searches/Month:3k  
 Cost/Click: \$8.11 Est. Paid Clicks Per Month: 134  
**Potential Monthly Savings: \$1k**



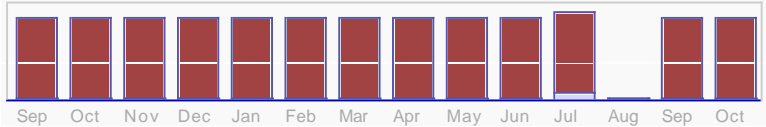
**stock trade**

Organic Rank: 2 Searches/Month:5k  
 Cost/Click: \$12 Est. Paid Clicks Per Month: 80  
**Potential Monthly Savings: \$1k**



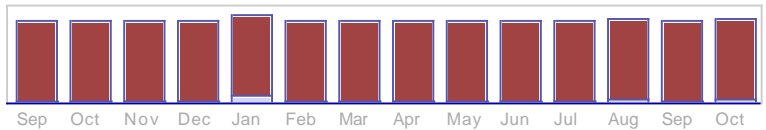
**discount brokers**

Organic Rank: 17 (+2) Searches/Month:3k  
 Cost/Click: \$7.96 Est. Paid Clicks Per Month: 107  
**Potential Monthly Savings: \$1k**



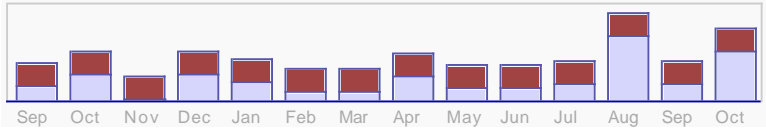
**stock options**

Organic Rank: 10 (-2) Searches/Month:12k  
 Cost/Click: \$3.03 Est. Paid Clicks Per Month: 295  
**Potential Monthly Savings: \$1k**



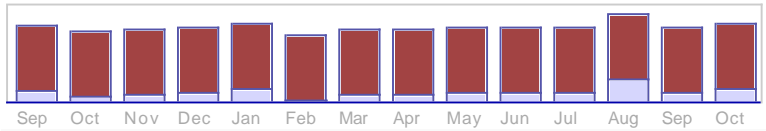
**stock market trading**

Organic Rank: 15 (-5) Searches/Month:5k  
 Cost/Click: \$6.58 Est. Paid Clicks Per Month: 107  
**Potential Monthly Savings: \$947**



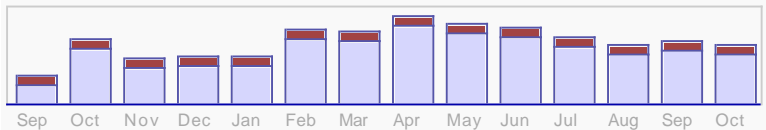
**stock trades**

Organic Rank: 2 Searches/Month:3k  
 Cost/Click: \$10 Est. Paid Clicks Per Month: 80  
**Potential Monthly Savings: \$940**



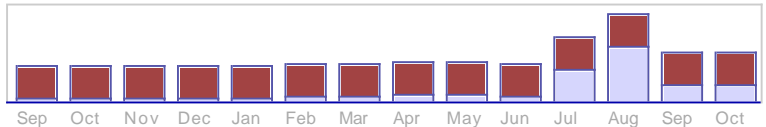
**free online trading**

Organic Rank: 3 Searches/Month:990  
 Cost/Click: \$14 Est. Paid Clicks Per Month: 53  
**Potential Monthly Savings: \$938**



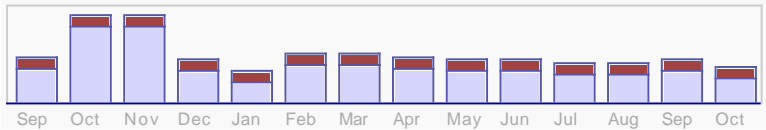
**trade stocks**

Organic Rank: 3 Searches/Month:4k  
 Cost/Click: \$8.85 Est. Paid Clicks Per Month: 80  
**Potential Monthly Savings: \$935**



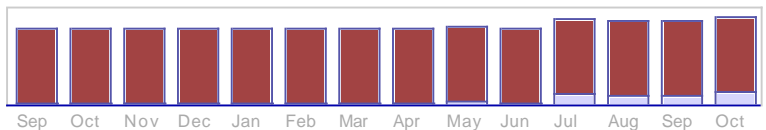
**buying stock online**

Organic Rank: 5 (-2) Searches/Month:1k  
 Cost/Click: \$12 Est. Paid Clicks Per Month: 53  
**Potential Monthly Savings: \$934**



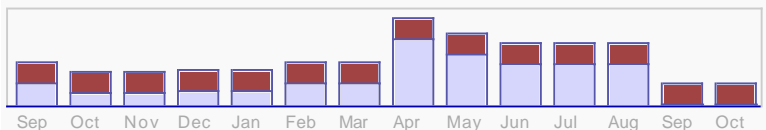
**free stock trading**

Organic Rank: 3 Searches/Month:1k  
 Cost/Click: \$11 Est. Paid Clicks Per Month: 53  
**Potential Monthly Savings: \$932**



**free stock quotes**

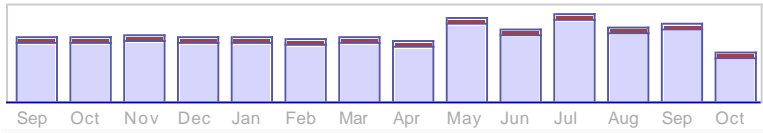
Organic Rank: 39 (-22) Searches/Month:4k  
 Cost/Click: \$3.18 Est. Paid Clicks Per Month: 241  
**Potential Monthly Savings: \$855**





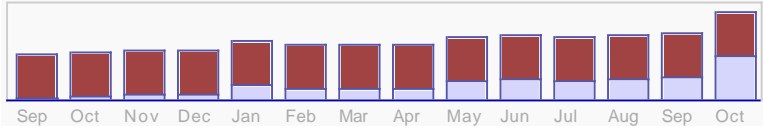
**online investment**

Organic Rank: 3 (+6) Searches/Month:3k  
 Cost/Click: \$6.29 Est. Paid Clicks Per Month: 107  
**Potential Monthly Savings: \$798**



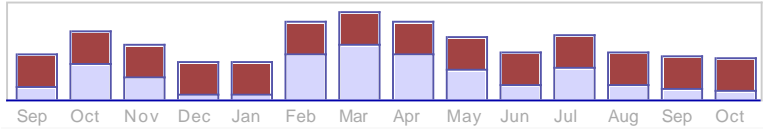
**retirement investing**

Organic Rank: 37 (-2) Searches/Month:4k  
 Cost/Click: \$7.3 Est. Paid Clicks Per Month: 80  
**Potential Monthly Savings: \$783**



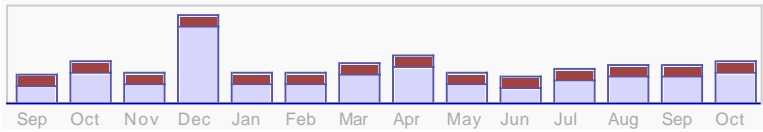
**internet trading**

Organic Rank: 8 (-3) Searches/Month:1k  
 Cost/Click: \$11 Est. Paid Clicks Per Month: 53  
**Potential Monthly Savings: \$782**



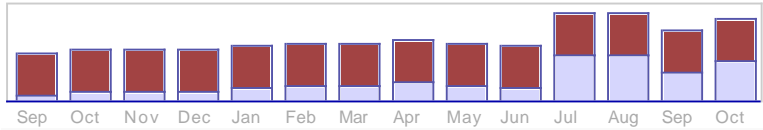
**trading stocks**

Organic Rank: 4 (-1) Searches/Month:6k  
 Cost/Click: \$7.82 Est. Paid Clicks Per Month: 80  
**Potential Monthly Savings: \$780**



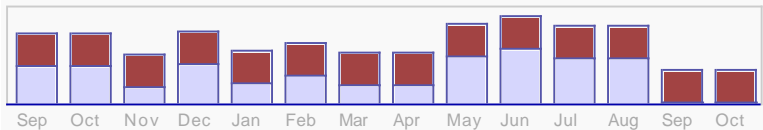
**stocks online**

Organic Rank: 2 (+1) Searches/Month:1k  
 Cost/Click: \$18 Est. Paid Clicks Per Month: 26  
**Potential Monthly Savings: \$774**



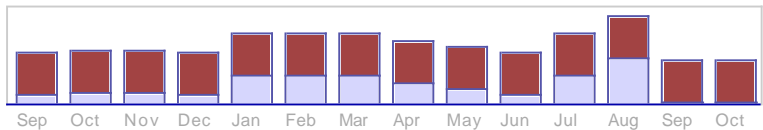
**investing in stock**

Organic Rank: 15 (-1) Searches/Month:1k  
 Cost/Click: \$5.25 Est. Paid Clicks Per Month: 80  
**Potential Monthly Savings: \$638**



**investing in the stock market**

Organic Rank: 17 (+2) Searches/Month:3k  
 Cost/Click: \$6.55 Est. Paid Clicks Per Month: 80  
**Potential Monthly Savings: \$635**



[Download as CSV](#)

## Keyword Groups with the Most Potential - Details

### Keyword Group: Stock

Unique Pages Ranked: 22 Searches Per Month: 67k

**Potential Clicks with Incremental Gain:** 5.0k **Value of Incremental Gain:** \$5.0k

**Potential Clicks Gained at Top Positions:** 127.0k **Value of Gain at Top Positions:** \$385.0k

#### Keywords:

- **stock:** stock market (17), stock (5), stocks (44), stock futures (27), trading stocks (4)
- **stock > online:** stock buying online (3), online stock brokerage (7), online stock quot...
- **stock > online > stock trading:** online stock trades (3), online stock trading (4), ...
- **stock > stock broker > broker:** stock broker (4), stock brokers (4), stocks broker (...)

#### Share of Clicks

<a href="#">tdameritrade.com</a>	22k (+3k)
<a href="#">etrade.com</a>	21k (+1k)
<a href="#">scottrade.com</a>	13k (+1k)
<a href="#">sharebuilder.com</a>	8k (+905)
<a href="#">sogotrade.com</a>	5k (+1k)
<a href="#">zecco.com</a>	5k (+1k)

### Biggest Opportunities Within This Group

#### stock

>[bullitin board stocks (29), business daily trading or stock or investing (25), buying stock (8), buying stocks (42), etrader stock (1)]

**Potential New Clicks/Month: 58,852** Searches/Mo: 980k Average Value/Click: \$2.01

#### stock > online > stock trading

>[discount online stock trading (13), online free stock trading (4), free stock trading online (3), stock trading advice online (2), history online stock trading (12)]

**Potential New Clicks/Month: 8,793** Searches/Mo: 121k Average Value/Click: \$4.63

#### stock > stock broker > broker

>[stock broker account (11), stocks brokers (5), day trading stock broker (19), investment stock brokers (7), of stock brokers (8)]

**Potential New Clicks/Month: 3,593** Searches/Mo: 63k Average Value/Click: \$1.89

#### stock > stock option > options

>[buying stock options (13), what are stock options (16), buying stock option (13), stock options trade (29), stock option research (39)]

**Potential New Clicks/Month: 2,449** Searches/Mo: 21k Average Value/Click: \$2.02

### Clicks Gained or Lost on these Keywords

<a href="#">moneycontrol.com</a>	+3k
<a href="#">amex.com</a>	+2k
<a href="#">investorwords.com</a>	+2k
<a href="#">etrade.com</a>	+1k
<a href="#">bseindia.com</a>	+1k
<a href="#">sxc.hu</a>	+1k
<a href="#">sogotrade.com</a>	+1k
<a href="#">tradeking.com</a>	+1k
<a href="#">zecco.com</a>	+1k
<a href="#">stockmarketweekly...</a>	-2k
<a href="#">nyse.com</a>	-3k
<a href="#">rediff.com</a>	-3k
<a href="#">tdameritrade.com</a>	-3k
<a href="#">toptenreviews.com</a>	-5k
<a href="#">cnn.com</a>	-5k

\*competitors in bold

### Pages That Rank

<https://us.etrade.com/e/t/jumppage/viewjumppage>

etrade(1), e(8), etrade com(1)

**Clicks per Month: 21k(+2k)** **Potential Incremental Gain: 78k clicks/mo.**

<https://content.etrade.com/etrade/corpservices/sarsfactsheet.pdf>

stock appreciation rights(12), stock appreciation plan(8), appreciation plans(48)

**Clicks per Month: 7(-1)** **Potential Incremental Gain: 78 clicks/mo.**

<https://content.etrade.com/etrade/corpservices/restrictedstockolutions.pdf>

restricted stock(25), restricted stock plans(23), grant restricted stock(26)

**Clicks per Month: 6(-4)** **Potential Incremental Gain: 175 clicks/mo.**

## Keyword Group: Online

Unique Pages Ranked: 9 Searches Per Month: 27k

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

**Potential Clicks Gained at Top Positions: 98.0k Value of Gain at Top Positions: \$398.0k**

### Keywords:

- **online:** online investing (4), online stock trades (3), online stock trading (4), online...
- **online > banking:** online banking (35), td online banking, harris online banking, onli...
- **online > brokers:** online brokers (16), online broker (5), best online broker (32), on...
- **online > stock online:** how to buy stocks online (4), buy stocks online (3), stocks o...

### Share of Clicks

<a href="#">tdameritrade.com</a>	17k (+5k)
<a href="#">etrade.com</a>	12k (+687)
<a href="#">scottrade.com</a>	11k (+568)
<a href="#">sharebuilder.com</a>	6k (+339)
<a href="#">zecco.com</a>	4k (+1k)
<a href="#">sogotrade.com</a>	3k (+1k)

## Biggest Opportunities Within This Group

### online > banking

>[online banking rates (13), online bank access (44), online banking savings (23), online banking ratings (35), online banking market (33)]

**Potential New Clicks/Month: 43,650** Searches/Mo: 204k Average Value/Click: \$2.8

### online

>[buying online from usa (10), cash manager online (18), online investment firms (48), stock prices online (30), stock traders online (4)]

**Potential New Clicks/Month: 15,898** Searches/Mo: 288k Average Value/Click: \$3.7

### online > banking > bank online

>[bank banking online us (16), account bank online open (26), bank online checking account (31), online banking online (32), us bank online banking (25)]

**Potential New Clicks/Month: 4,399** Searches/Mo: 3k Average Value/Click: \$0.33

### online > brokers

>[onlin broker (5), online broker stock (8), broker investing market online stock trading (2), online brokers canada (47), top online broker (39)]

**Potential New Clicks/Month: 2,623** Searches/Mo: 49k Average Value/Click: \$4.25

## Clicks Gained or Lost on these Keywords

valueresearchonli...	+885
mutualfundsindia.com	+806
amfiindia.com	+430
hdfcfund.com	+418
reliancemutual.com	+337
moneycontrol.com	+312
sbimf.com	+301
utimf.com	+258
americanfunds.com	+243
yahoo.com	+212
mutualfundstore.com	+185
morningstar.com	+184
mfea.com	+127
canoe.ca	+118
-130 <b>daveramsey.com</b>	

\*competitors in bold

## Pages That Rank

<https://us.etrade.com/e/t/jumppage/viewjumppage>

etrade(1), e(8), etrade com(1)

**Clicks per Month: 255(-5) Potential Incremental Gain: 9k clicks/mo.**

[https://content.etrade.com/etrade/estation/pdf/kg\\_proxy\\_records.pdf](https://content.etrade.com/etrade/estation/pdf/kg_proxy_records.pdf)

kobren fidelity(17), kobren growth fund(9)

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

[https://content.etrade.com/etrade/ipo/pdf/po\\_qqqx.pdf](https://content.etrade.com/etrade/ipo/pdf/po_qqqx.pdf)

income and growth fund(21)

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

## Keyword Group: Trades

Unique Pages Ranked: 25 Searches Per Month: 39k  
**Potential Clicks with Incremental Gain: 3.0k Value of Incremental Gain: \$3.0k**  
**Potential Clicks Gained at Top Positions: 68.0k Value of Gain at Top Positions: \$276.0k**

**Keywords:**

- **trades:** trade (12), online stock trades (3), online stock trading (4), trading (3), onl...
- **trades > trade stock > stock:** trading stocks (4), how to trade in stocks (12), how ...
- **trades > hours:** after hour trading, after hours stock trading, extended hours trading ...

Share of Clicks	
<a href="#">etrade.com</a>	21k (+5k)
<a href="#">tdameritrade.com</a>	21k (+8k)
<a href="#">scottrade.com</a>	14k (+3k)
<a href="#">zecco.com</a>	6k (+2k)
<a href="#">sharebuilder.com</a>	4k (+1k)
<a href="#">sogotrade.com</a>	4k (+2k)

### Biggest Opportunities Within This Group

**trades**  
 >[5 trades (37), e trade.com (1), on line stock trades (3), on line trading accounts (1), trade services corp (23)]  
**Potential New Clicks/Month: 30,233** Searches/Mo: 649k Average Value/Click: \$2.78

**trades > trade stock > stock**  
 >[trade stock (2), trade stocks (3), trade stocks canada (32), trade stocks cheap (29), trade stocks for free (7)]  
**Potential New Clicks/Month: 1,014** Searches/Mo: 14k Average Value/Click: \$2.53

**trades > sites**  
 >[site stock trading online (2), online site stock trading (2), trading sites stock (5), trading stock online sites (2), trading site (40)]  
**Potential New Clicks/Month: 545** Searches/Mo: 6k Average Value/Click: \$3.11

**trades > market trade > market > stock market**  
 >[stock market trading courses (22), stock market trading platforms (28), stock market trading services (13), stock market trading tool (43), stock market trading information (9)]  
**Potential New Clicks/Month: 466** Searches/Mo: 10k Average Value/Click: \$3.11

### Clicks Gained or Lost on these Keywords

yahoo.com	+4k
ed.gov	+3k
thefreedictionary...	+1k
investorwords.com	+1k
bloomberg.com	+1k
cnn.com	+1k
fasb.org	+988
thomsonreuters.com	+513
finchannel.com	+457
dinkytown.net	+390
irs.gov	+379
-395	<b>efinancialcareers...</b>
-407	<b>etrade.com</b>
-436	<b>financialexpress.com</b>
-665	<b>financial-ombudsm...</b>

*\*competitors in bold*

### Pages That Rank

<https://us.etrade.com/e/t/jumppage/viewjumppage>

etrade(1), e(8), etrade com(1)

Clicks per Month: 703(-403) Potential Incremental Gain: 789 clicks/mo.

<https://investor.etrade.com/releasedetail.cfm>

etrade fees(8), **etrade game(3)**, **harrisdirect(3)**

Clicks per Month: 0 Potential Incremental Gain: 33 clicks/mo.

<https://investor.etrade.com>

etrade(19), etrade com(6), e trade(14)

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

## Keyword Group: Stock Trade

Unique Pages Ranked: 4 Searches Per Month: 9k

**Potential Clicks with Incremental Gain: 1.0k Value of Incremental Gain: \$1.0k**

**Potential Clicks Gained at Top Positions: 17.0k Value of Gain at Top Positions: \$101.0k**

### Keywords:

- **stock trade > stock > trades**: stock trading accounts (4), stock trading account (4)...
- **stock trade > online**: online stock trades (3), online stock trading (4), brokerage on...
- **stock trade > stock > software**: stock trading software, best stock trading software...

### Share of Clicks

<a href="#">tdameritrade.com</a>	16k (+6k)
<a href="#">etrade.com</a>	8k (+299)
<a href="#">scottrade.com</a>	8k (+251)
<a href="#">sharebuilder.com</a>	4k (+1k)
<a href="#">sogotrade.com</a>	3k (+1k)
<a href="#">zecco.com</a>	3k (+1k)

## Biggest Opportunities Within This Group

### stock trade > online

>[market online stock trading (3), discount online stock trading (13), online free stock trading (4), free stock trading online (3), stock trading advice online (2)]

**Potential New Clicks/Month: 8,714** Searches/Mo: 120k Average Value/Click: \$4.61

### stock trade > stock > trades

>[www stock trading com (9), and stock trading (7), stock trading research (23), stock trading from home (1), etrade stock trading (1)]

**Potential New Clicks/Month: 2,917** Searches/Mo: 96k Average Value/Click: \$2.97

### stock trade > game

>[stock trade game (23), free stock trading game (20), stock trading games (15), stock trading game (14)]

**Potential New Clicks/Month: 913** Searches/Mo: 2k Average Value/Click: \$2.39

### stock trade > stock > trades > free stock

>[free stock trading tools (22), free stock trade (7), free stock trades (5), free stock trading (3)]

**Potential New Clicks/Month: 199** Searches/Mo: 3k Average Value/Click: \$7.35

## Clicks Gained or Lost on these Keywords

<a href="#">smh.com.au</a>	+0
<a href="#">latimes.com</a>	+0
<a href="#">ecommercetimes.com</a>	+0
<a href="#">brownco.co.uk</a>	+0
<a href="#">ellisbrownco.com</a>	+0
<a href="#">sellers-sellers-s...</a>	+0
<a href="#">waltbrownco.com</a>	+0
<a href="#">dogsofthedow.com</a>	+0
<a href="#">mdbrownco.com</a>	+0
<a href="#">browncoinc.com</a>	+0
<a href="#">yellowbot.com</a>	+0
<a href="#">brown-co.com</a>	+0
<a href="#">gobrownco.com</a>	+0
<a href="#">bizjournals.com</a>	+0
<a href="#">crossingwalltree...</a>	+0

\*competitors in **bold**

## Pages That Rank

<https://us.etrade.com/e/t/jumppage/viewjumppage>

etrade(1), e(8), etrade com(1)

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

### Keyword Group: Investment

Unique Pages Ranked: 6 Searches Per Month: 15k  
**Potential Clicks with Incremental Gain: 1.0k Value of Incremental Gain: \$1.0k**  
**Potential Clicks Gained at Top Positions: 31.0k Value of Gain at Top Positions: \$105.0k**

**Keywords:**

- **investment:** online investing (4), investing (5), online investment (3), investing in st...
- **investment > stock market > market:** invest in stock market, investing in the stock...
- **investment > stock market > market > stock market investing:** stock market inv...
- **investment > firm:** investment firms, investment firm, best investment firms, financia...

Share of Clicks	
<a href="#">etrade.com</a>	3k (+872)
<a href="#">sharebuilder.com</a>	2k (+390)
<a href="#">tdameritrade.com</a>	1k (+178)
<a href="#">scottrade.com</a>	1k (+220)
<a href="#">sogotrade.com</a>	299 (+10)
<a href="#">zecco.com</a>	198 (+36)

### Biggest Opportunities Within This Group

**investment**

>[bank investment rep (13), business daily trading or stock or investing (25), citadel investment group san francisco (16), invest in stock online (14), investment portfolio tracker (37)]

**Potential New Clicks/Month: 9,742** Searches/Mo: 161k Average Value/Click: \$2.15

**investment > stock market > market**

>[investing stock markets (47), online investment stock market (5), investing in stock market (48), investing in the stock market (17), stock market online investing (4)]

**Potential New Clicks/Month: 306** Searches/Mo: 4k Average Value/Click: \$3.5

**investment > companies > online**

>[online investing company (30), online investment company (17), online investment companies (12), online investing companies (8)]

**Potential New Clicks/Month: 121** Searches/Mo: 1k Average Value/Click: \$6.02

**investment > stock market > market > stock market investing**

>[www stock market investing 24 7 com (6), online stock market investment (1), stock market investment online (2), stock market investing information (49), stock market investing online (10)]

**Potential New Clicks/Month: 69** Searches/Mo: 960 Average Value/Click: \$2.08

### Clicks Gained or Lost on these Keywords

<a href="#">interactivebroker...</a>	+895
<a href="#">infochoice.com.au</a>	+767
<a href="#">bargaineering.com</a>	+329
<a href="#">find.co.uk</a>	+311
<a href="#">thedigeratilife.com</a>	+271
<a href="#">barrons.com</a>	+260
<a href="#">fool.com</a>	+225
<a href="#">nasdaq.com</a>	+144
<a href="#">kiplinger.com</a>	+127
<a href="#">moneysupermarket.com</a>	+84
<a href="#">sogotrade.com</a>	-87
<a href="#">marketwatch.com</a>	-96
<a href="#">theglobeandmail.com</a>	-99
<a href="#">savingsinvest.com</a>	-101
<a href="#">schwab.com</a>	-270

*\*competitors in bold*

### Pages That Rank

<https://us.etrade.com/e/t/jumppage/viewjumppage>

etrade(1), e(8), etrade com(1)

Clicks per Month: 299(+51) Potential Incremental Gain: 2k clicks/mo.

