Top Keyword Recommendations

We’ve sifted through all the ads your competitors have ever bought, 1k in all, looking for patterns. By digging through your competitors’ historical bidding record, we can see which keywords are their most successful.

*Next, we figure out which keyword match type (phrase, broad, exact, modified broad) your competitors are buying and we filter out any that you already buy.*

When a keyword is large enough that we think it belongs in its own ad group we dig deeper to discover the best performing ad copy to give you a place to get started.

*These are the top 50 keyword recommendations for you to add to your campaign. Combined, these recommendations represent 3k new clicks per month for your campaign.*

---

**phd programs in nj** (Exact Match)

- **$7.93** Cost/Click | **$2.37** Cost/Day | **60** Impressions/Mo

**business colleges** (Exact Match)

- **$13.44** Cost/Click | **$41.56** Cost/Day | **1.3k** Impressions/Mo

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**dialysis4career.com**  
**tradershelpdesk.com**  
**coloradotech-denver.com**  
**wpunj.edu**  
**sajoir.com**

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Download as CSV
### business consulting

$10.43 \text{ Cost/Click} | \$11.26 \text{ Cost/Day} | 3.6k \text{ Impressions/Mo}

<table>
<thead>
<tr>
<th>COVERAGE</th>
<th>Jan '13</th>
</tr>
</thead>
</table>

73 Potential Clicks/Mo

Consider \(^{(20)}\)

### christian colleges

$6.64 \text{ Cost/Click} | \$27.54 \text{ Cost/Day} | 4.4k \text{ Impressions/Mo}

<table>
<thead>
<tr>
<th>COVERAGE</th>
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</tr>
</thead>
</table>

125 Potential Clicks/Mo

Consider \(^{(20)}\)

### surgical technologist

$6.80 \text{ Cost/Click} | \$25.69 \text{ Cost/Day} | 5.4k \text{ Impressions/Mo}

<table>
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</tr>
</thead>
</table>

203 Potential Clicks/Mo

Consider \(^{(20)}\)

### marinello beauty school

$1.32 \text{ Cost/Click} | \$0.78 \text{ Cost/Day} | 720 \text{ Impressions/Mo}

<table>
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</tr>
</thead>
</table>

40 Potential Clicks/Mo

Consider \(^{(20)}\)

### pmi certification

$10.89 \text{ Cost/Click} | \$84.15 \text{ Cost/Day} | 4.4k \text{ Impressions/Mo}

<table>
<thead>
<tr>
<th>COVERAGE</th>
<th>Jan '13</th>
</tr>
</thead>
</table>

232 Potential Clicks/Mo

Consider \(^{(20)}\)

### management degree

$14.34 \text{ Cost/Click} | \$18.88 \text{ Cost/Day} | 720 \text{ Impressions/Mo}

<table>
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</tr>
</thead>
</table>

40 Potential Clicks/Mo

Consider \(^{(20)}\)
**schooling** (Exact Match)

$10.53 Cost/Click | $3.51 Cost/Day | 1.3k Impressions/Mo

52 Potential Clicks/Mo

Consider (20)

**graduate certificate programs** (Exact Match)

$11.37 Cost/Click | $8.04 Cost/Day | 570 Impressions/Mo

21 Potential Clicks/Mo

Consider (20)

**medical coder classes** (Exact Match)

$28.56 Cost/Click | $8.35 Cost/Day | 0 Impressions/Mo

21 Potential Clicks/Mo

Consider (20)

**health care programs** (Exact Match)

$14.21 Cost/Click | $4.01 Cost/Day | 390 Impressions/Mo

15 Potential Clicks/Mo

Consider (20)

**psychology college** (Exact Match)

$8.13 Cost/Click | $9.54 Cost/Day | 120 Impressions/Mo

35 Potential Clicks/Mo

Consider (19)

**marketing associates** (Exact Match)

$13.41 Cost/Click | $0.02 Cost/Day | 390 Impressions/Mo

12 Potential Clicks/Mo

Consider (20)
medical schools in texas

Cost/Click: $4.40 | Cost/Day: $6.50 | Impressions/Mo: 2.4k

Potential Clicks/Mo: 44

Consider

physician assistant program

Cost/Click: $7.96 | Cost/Day: $4.42 | Impressions/Mo: 1.3k

Potential Clicks/Mo: 34

Consider

phd in computer science

Cost/Click: $4.50 | Cost/Day: $3.45 | Impressions/Mo: 480

Potential Clicks/Mo: 23

Consider

science classes

Cost/Click: $2.44 | Cost/Day: $0.75 | Impressions/Mo: 240

Potential Clicks/Mo: 9.3

Consider

security contracts

Cost/Click: $1.08 | Cost/Day: $0.17 | Impressions/Mo: 120

Potential Clicks/Mo: 10

Consider

colorado technical university online

Cost/Click: $6.02 | Cost/Day: $32.66 | Impressions/Mo: 5.4k

Potential Clicks/Mo: 301

Consider
online fire science degree (Exact Match)
$10.96 Cost/Click | $7.94 Cost/Day | 390 Impressions/Mo

degree in physical therapy (Exact Match)
$5.11 Cost/Click | $1.62 Cost/Day | 240 Impressions/Mo

bodyguards (Exact Match)
$1.58 Cost/Click | $27.96 Cost/Day | 870 Impressions/Mo

bachelor degree jobs (Exact Match)
$4.81 Cost/Click | $4.08 Cost/Day | 870 Impressions/Mo

forensics college (Exact Match)
$7.18 Cost/Click | $1.90 Cost/Day | 30 Impressions/Mo

doctoral program online (Exact Match)
$19.03 Cost/Click | $3.35 Cost/Day | 90 Impressions/Mo
2 year programs
$9.37 Cost/Click | $1.11 Cost/Day | 120 Impressions/Mo
9 Potential Clicks/Mo
Consider

audio engineering school
$11.92 Cost/Click | $3.13 Cost/Day | 210 Impressions/Mo
7.8 Potential Clicks/Mo
Consider

forensic nursing
$3.03 Cost/Click | $3.41 Cost/Day | 3.6k Impressions/Mo
78 Potential Clicks/Mo
Consider

online electrical engineering degree
$17.39 Cost/Click | $6.05 Cost/Day | 720 Impressions/Mo
11 Potential Clicks/Mo
Consider

apprenticeship programs
$3.04 Cost/Click | $3.56 Cost/Day | 1.3k Impressions/Mo
106 Potential Clicks/Mo
Consider

Top Performing Ads:
Software Engineering
coloradotech-denver.com
Colorado Tech Software Engineering
Denver Classes Start January 6th
marine colleges (Exact Match)
$12.34 Cost/Click | $1.55 Cost/Day | 90 Impressions/Mo

14 Potential Clicks/Mo

Consider (19)

human resources school (Exact Match)
$21.18 Cost/Click | $2.16 Cost/Day | 150 Impressions/Mo

5.4 Potential Clicks/Mo

Consider (20)

virginia schools (Exact Match)
$10.58 Cost/Click | $0.60 Cost/Day | 480 Impressions/Mo

9.6 Potential Clicks/Mo

Consider (19)

tech institute (Exact Match)
$7.15 Cost/Click | $1.70 Cost/Day | 90 Impressions/Mo

7.2 Potential Clicks/Mo

Consider (20)

masters programs (Exact Match)
$28.33 Cost/Click | $34.04 Cost/Day | 1.9k Impressions/Mo

80 Potential Clicks/Mo

Consider (18)

bachelors of engineering (Exact Match)
$3.10 Cost/Click | $0.99 Cost/Day | 210 Impressions/Mo

9.6 Potential Clicks/Mo

Consider (19)
**legal assistant training** (Exact Match)
$23.75 Cost/Click | $3.55 Cost/Day | 90 Impressions/Mo

7.5 Potential Clicks/Mo  **Consider**

**technician class** (Exact Match)
$5.21 Cost/Click | $1.10 Cost/Day | 30 Impressions/Mo

6.3 Potential Clicks/Mo  **Consider**

**engineering technology** (Exact Match)
$8.07 Cost/Click | $2.37 Cost/Day | 1.9k Impressions/Mo

26 Potential Clicks/Mo  **Consider**

**pharmacy tech course** (Exact Match)
$11.40 Cost/Click | $3.01 Cost/Day | 60 Impressions/Mo

7.8 Potential Clicks/Mo  **Consider**

**acc college** (Exact Match)
$0.72 Cost/Click | $2.02 Cost/Day | 990 Impressions/Mo

84 Potential Clicks/Mo  **Consider**

**environmental engineers** (Exact Match)
$4.34 Cost/Click | $2.32 Cost/Day | 570 Impressions/Mo

24 Potential Clicks/Mo  **Consider**
computer repair classes (Exact Match)
$12.47 Cost/Click | $1.53 Cost/Day | 210 Impressions/Mo
7.5 Potential Clicks/Mo
Consider

ctu edu (Exact Match)
$5.46 Cost/Click | $6.11 Cost/Day | 480 Impressions/Mo
34 Potential Clicks/Mo
Consider

emergency medical technician training (Exact Match)
$9.44 Cost/Click | $0.50 Cost/Day | 390 Impressions/Mo
3.3 Potential Clicks/Mo
Consider

two year college (Exact Match)
$10.31 Cost/Click | $0.73 Cost/Day | 90 Impressions/Mo
2.7 Potential Clicks/Mo
Consider

environmental science degree (Exact Match)
$6.51 Cost/Click | $7.97 Cost/Day | 720 Impressions/Mo
37 Potential Clicks/Mo
Consider

masters of business (Exact Match)
$11.91 Cost/Click | $3.04 Cost/Day | 120 Impressions/Mo
7.8 Potential Clicks/Mo
Consider
school for electrician  (Exact Match)

$10.23 Cost/Click | $3.01 Cost/Day | 90 Impressions/Mo

Potential
Clicks/Mo

19

Consider

Download as CSV
Best Negative Match Opportunities

Sometimes our best recommendations are to avoid certain keywords with little or no return. There are no results in this section, though, because we haven’t seen enough of your ads to tell if you have any waste.

Once we do, we can determine the industry you’re competing in, as well as the keywords your competitors avoid already.

As we see more of your ads in the future, we can share advice that guards against wasteful clicks or customers who can’t find what they are looking for.

None
More To Come. We'd Love your Feedback.

Hey,

Thanks for trying out our new Adwords Advisor report. Keep in mind this is an early beta, so nothing is set in stone.

This report should deliver “actionable advice to improve your Adwords campaign”. It is designed to save you time while making better decisions that ultimately yield better bottom-line results.

Our goal is to recommend improvements to your campaign that are as good or better than if you paid a consultant to come up with them. We want to back up our advice with just enough supporting data that you can decide whether to implement it, but not so much that it overwhelms or slows you down. It’s a bit of a balancing act.

We’re planning to add more sections and features in the coming weeks, so this is just preview of what’s to come. But, we wanted show you what we have as soon as possible so that you can give us your input while it’s still easy to make changes and prioritize what comes next.

This is where we need your help. We need your input to find that balance and to prioritize future sections and features. We’ve set up a page for you to Suggest Ideas and Vote on New Features and Report Bugs.

We’ve also put together a short survey for you to report the quality of your experience.

Got more to say? As always, you can send questions or feedback directly to us at support@spyfu.com or hit us up on Live Chat.

Did you love the report? We’re dying to hear how it made you day a little better. Send us a testimonial.

Thanks again for giving the report a try. Be sure to check back in the coming weeks as we implement your feedback and add new sections and features.

Cheers,

Mike Roberts, Founder

Psst. Want to share this beta? Internet karma coming your way:  

P.S. - We’ll also understand if you want to keep it a secret :)

P.P.S. - But, what if you could share it *AND* still keep it a secret?  