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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 22k clicks per month. That is comparable to $149k in equivalent Adwords dollars.

You should be getting 2k clicks per month from your organic placements on Google.

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

If you had to buy all those organic clicks via Google Adwords, they’d cost $7K. That’s an additional savings of $4k over last month.
You moved up in ranks on 553 keywords last month. All those gains added up to about 261 clicks you wouldn’t have received last month. In equivalent PPC dollars, all those new clicks are worth about $3k.

### Biggest Gains

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Rank</th>
<th>Est. Clicks/Month gained</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>▲ associate degree in nursing</td>
<td>6</td>
<td>53</td>
<td><a href="http://www.stevenshenager.edu/healthc">http://www.stevenshenager.edu/healthc</a>...</td>
</tr>
<tr>
<td>▲ provo college</td>
<td>4</td>
<td>50</td>
<td><a href="http://www.stevenshenager.edu/locatio">http://www.stevenshenager.edu/locatio</a>...</td>
</tr>
<tr>
<td>▲ colleges in idaho</td>
<td>3</td>
<td>35</td>
<td><a href="http://www.stevenshenager.edu/">http://www.stevenshenager.edu/</a></td>
</tr>
<tr>
<td>▲ computer literacy test</td>
<td>6(+27)</td>
<td>13</td>
<td><a href="http://www.stevenshenager.edu/compute">http://www.stevenshenager.edu/compute</a>...</td>
</tr>
<tr>
<td>▲ associate nursing degree</td>
<td>8</td>
<td>7</td>
<td><a href="http://www.stevenshenager.edu/healthc">http://www.stevenshenager.edu/healthc</a>...</td>
</tr>
<tr>
<td>▲ associate degree</td>
<td>29(+8)</td>
<td>6</td>
<td><a href="http://www.stevenshenager.edu/healthc">http://www.stevenshenager.edu/healthc</a>...</td>
</tr>
<tr>
<td>▲ degree in nursing</td>
<td>7(+9)</td>
<td>6</td>
<td><a href="http://www.stevenshenager.edu/healthc">http://www.stevenshenager.edu/healthc</a>...</td>
</tr>
<tr>
<td>▲ online graphic arts degree</td>
<td>1(+3)</td>
<td>5</td>
<td><a href="http://www.stevenshenager.edu/graphic">http://www.stevenshenager.edu/graphic</a>...</td>
</tr>
<tr>
<td>▲ medical specialties</td>
<td>23(+14)</td>
<td>5</td>
<td><a href="http://www.stevenshenager.edu/healthc">http://www.stevenshenager.edu/healthc</a>...</td>
</tr>
<tr>
<td>▲ graphic arts</td>
<td>15(+4)</td>
<td>4</td>
<td><a href="http://www.stevenshenager.edu/graphic">http://www.stevenshenager.edu/graphic</a>...</td>
</tr>
<tr>
<td>▲ healthcare degrees</td>
<td>10(+2)</td>
<td>3</td>
<td><a href="http://www.stevenshenager.edu/healthca">http://www.stevenshenager.edu/healthca</a>...</td>
</tr>
</tbody>
</table>

### Most Valuable Keywords

You gained ranks on 2 out of your top 5 most valuable keywords. Moving up the charts on those important keywords means about 8.3 visits to the site that wouldn't have come last month.

#### Associates Degree
- **Rank:** 17(+2)  
- **Est. Clicks/Mo:** 107(+2)  
- **Est. Value/Mo:** $636(+$636)

#### Stevens Henager College
- **Rank:** 640  
- **Est. Value/Mo:** $433(+$433)

#### Independence University
- **Rank:** 297  
- **Est. Value/Mo:** $404(-$116.39)

#### Associate Degree in Nursing
- **Rank:** 53  
- **Est. Value/Mo:** $306

#### Associate Degree
- **Rank:** 17(+6)  
- **Est. Value/Mo:** $289(+$289)

#### Masters in Healthcare Administration
- **Rank:** 28(-6)  
- **Est. Value/Mo:** $281(+$281)

#### Online Degree Programs
- **Rank:** 11  
- **Est. Value/Mo:** $229(+$229)

#### Masters in Health Care Administration
- **Rank:** 16(-4)  
- **Est. Value/Mo:** $190(-$145.23)

#### Associates Degree in Nursing
- **Rank:** 23  
- **Est. Value/Mo:** $168(+$168)
Newly Ranked Organic Pages

23 pages show up in Google search results that didn't last month. Combined, those new placements drive 0.9 clicks, which would be worth about $2.2 if you paid for those same clicks in Google Adwords.

<table>
<thead>
<tr>
<th>URL</th>
<th>Keywords (rank)</th>
<th>Est. Total Clicks/Mo</th>
<th>Est. SEO Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.stevenshenager.edu/locations/boise/our-programs">http://www.stevenshenager.edu/locations/boise/our-programs</a></td>
<td>stevens henager college boise (3)</td>
<td>25</td>
<td>$24</td>
</tr>
<tr>
<td><a href="http://www.stevenshenager.edu/program-sheets/information-technology/masters/healthcare-informatics">http://www.stevenshenager.edu/program-sheets/information-technology/masters/healthcare-informatics</a></td>
<td>healthcare informatics salary (39), health informatics salaries (41)</td>
<td></td>
<td>$1.65</td>
</tr>
<tr>
<td><a href="http://www.stevenshenager.edu/ged-tutoring">http://www.stevenshenager.edu/ged-tutoring</a></td>
<td>ged course (15)</td>
<td>1</td>
<td>$0.49</td>
</tr>
<tr>
<td><a href="http://www.stevenshenager.edu/blog/vote-art-mark">http://www.stevenshenager.edu/blog/vote-art-mark</a></td>
<td>artmark (25)</td>
<td>1</td>
<td>$0.17</td>
</tr>
<tr>
<td><a href="http://www.stevenshenager.edu/press/releases/2012/09/shc-hold-free-math-course-for-parents">http://www.stevenshenager.edu/press/releases/2012/09/shc-hold-free-math-course-for-parents</a></td>
<td>wednesdays child idaho (48)</td>
<td></td>
<td>$0.03</td>
</tr>
<tr>
<td><a href="http://www.stevenshenager.edu/graphic-arts/bachelors">http://www.stevenshenager.edu/graphic-arts/bachelors</a></td>
<td>graphic arts online (7)</td>
<td></td>
<td>$0</td>
</tr>
<tr>
<td><a href="http://www.stevenshenager.edu/blog/how-to-succeed-in-your-online-program">http://www.stevenshenager.edu/blog/how-to-succeed-in-your-online-program</a></td>
<td>how to succeed online (34)</td>
<td></td>
<td>$0</td>
</tr>
<tr>
<td><a href="http://www.stevenshenager.edu/blog/inquiring-minds-want-to-know">http://www.stevenshenager.edu/blog/inquiring-minds-want-to-know</a></td>
<td>inquiring minds tutoring (49)</td>
<td></td>
<td>$0</td>
</tr>
</tbody>
</table>

View more
### New Keywords (You weren’t ranked on before)

You now place in the top 50 search results on 225 keywords that you didn’t even show up on last month. Those keywords drive 175 clicks worth an estimated $754 per month in equivalent PPC dollars. All those new keywords represent a beachhead to opportunities that could lead to as many as 2k clicks per month if you could be in the first position on each of the keywords.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Rank</th>
<th>Searches/Mo</th>
<th>Est. Value/Click</th>
<th>Estimated New Clicks/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>associate degree in nursing</td>
<td>6</td>
<td>2k</td>
<td>$5.82</td>
<td>53</td>
</tr>
<tr>
<td>provo college</td>
<td>4</td>
<td>1k</td>
<td>$1.15</td>
<td>50</td>
</tr>
<tr>
<td>colleges in idaho</td>
<td>3</td>
<td>720</td>
<td>$1.8</td>
<td>35</td>
</tr>
<tr>
<td>associate nursing degree</td>
<td>8</td>
<td>300</td>
<td>$9.39</td>
<td>7</td>
</tr>
<tr>
<td>health care administration</td>
<td>43</td>
<td>4k</td>
<td>$16</td>
<td>3</td>
</tr>
<tr>
<td>computer programming degree online</td>
<td>5</td>
<td>90</td>
<td>$12</td>
<td>3</td>
</tr>
<tr>
<td>healthcare administration job description</td>
<td>16</td>
<td>390</td>
<td>$5.91</td>
<td>2</td>
</tr>
<tr>
<td>respiratory therapist programs</td>
<td>18</td>
<td>480</td>
<td>$3.19</td>
<td>2</td>
</tr>
<tr>
<td>nursing bachelors degree</td>
<td>12</td>
<td>150</td>
<td>$8.91</td>
<td>1</td>
</tr>
<tr>
<td>computer science degree online</td>
<td>33</td>
<td>990</td>
<td>$6.67</td>
<td>1</td>
</tr>
<tr>
<td>accounting degree online</td>
<td>46</td>
<td>2k</td>
<td>$11</td>
<td>1</td>
</tr>
</tbody>
</table>

### Top Site Sections Summary

The top 2 site sections draw 15% of all of your organic visitors. Together those sections combine for 1k clicks per month. That’s up by 9.3 visits or nearly 0.9% since last month.

#### stevenshenager.edu/local...
- Number of Keywords: 125
- Est. Value/Mo: $761 (-$106)

#### stevenshenager.edu/health...
- Number of Keywords: 595
- Est. Value/Mo: $4k (+$3k)

#### stevenshenager.edu/infor...
- Number of Keywords: 253
- Est. Value/Mo: $550 (+$222)

#### stevenshenager.edu/grap...
- Number of Keywords: 130
- Est. Value/Mo: $263 (+$194)

#### stevenshenager.edu/comp...
- Number of Keywords: 20
- Est. Value/Mo: $30 (+$4)

#### stevenshenager.edu/progr...
- Number of Keywords: 11
- Est. Value/Mo: $29 (+$14)

#### stevenshenager.edu/job-o...
- Number of Keywords: 1
- Est. Value/Mo: $24 (+$24)

#### stevenshenager.edu/stud...
- Number of Keywords: 4
- Est. Value/Mo: $24 (+$24)

#### stevenshenager.edu/busin...
- Number of Keywords: 128
- Est. Value/Mo: $204 (-$134)
Keyword Groups with the Biggest Gains

**Keyword Group: Associate**

- Positions Gained: 511 → Est. Total Clicks/Mo: (+52) → Est. Percent Traffic Gain: 28%
- Unique Pages Ranked: 5
- Keywords:
  - associate: associate degree in nursing (+54) - NEW, associate nursing degree (+52) - NEW...
  - associate > business: associate business degrees online (+48) - NEW, associates of bu...
  - associate > accounting: associates accounting degree (+45) - NEW, accounting for ass...
  - associate > rn: m associate degree (-1), m associate degree salary (-4), m associat...

**Est. Clicks per Month**

<table>
<thead>
<tr>
<th>Month</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>970</td>
</tr>
<tr>
<td>Jun</td>
<td>1k</td>
</tr>
<tr>
<td>Jul</td>
<td>225</td>
</tr>
<tr>
<td>Aug</td>
<td>311</td>
</tr>
<tr>
<td>Sep</td>
<td>187</td>
</tr>
<tr>
<td>Oct</td>
<td>239</td>
</tr>
</tbody>
</table>

**Keyword Group: College**

- Positions Gained: 119 → Est. Total Clicks/Mo: (+55) → Est. Percent Traffic Gain: 53%
- Unique Pages Ranked: 14
- Keywords:
  - college: colleges in idaho (+57) - NEW, provo college (+56) - NEW, colleges in orem (+5...)
  - college > accredited: accredited college online (+14) - NEW, accreditation college on...
  - college > nursing: colleges for nursing degrees (+10) - NEW, colleges with nursing de...
  - college > computer: colleges for computer programming (+6), computer college degrees,...

**Est. Clicks per Month**

<table>
<thead>
<tr>
<th>Month</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>343</td>
</tr>
<tr>
<td>Jun</td>
<td>221</td>
</tr>
<tr>
<td>Jul</td>
<td>206</td>
</tr>
<tr>
<td>Aug</td>
<td>135</td>
</tr>
<tr>
<td>Sep</td>
<td>104</td>
</tr>
<tr>
<td>Oct</td>
<td>159</td>
</tr>
</tbody>
</table>

**Keyword Group: Degree**

- Positions Gained: 439 → Est. Total Clicks/Mo: (+30) → Est. Percent Traffic Gain: 10%
- Unique Pages Ranked: 9
- Keywords:
  - degree: therapists degree (+50) - NEW, degrees in health care (+40), bachelor degree nu...
  - degree > online: online degrees in accounting (+17) - NEW, online degree program (+15)...
  - degree > associate: associate degree in nursing (+54) - NEW, associates degree of nur...
  - degree > colleges: college degree information (+15) - NEW, college degree computer sc...

**Est. Clicks per Month**

<table>
<thead>
<tr>
<th>Month</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>1k</td>
</tr>
<tr>
<td>Jun</td>
<td>2k</td>
</tr>
<tr>
<td>Jul</td>
<td>495</td>
</tr>
<tr>
<td>Aug</td>
<td>425</td>
</tr>
<tr>
<td>Sep</td>
<td>313</td>
</tr>
<tr>
<td>Oct</td>
<td>343</td>
</tr>
</tbody>
</table>

*Additional Details (p. 30)*

*Additional Details (p. 32)*

*Additional Details (p. 33)*
Keyword Group: Idaho

Positions Gained: 29  →  Est. Total Clicks/Mo: (+13)  →  Est. Percent Traffic Gain: 26%
Unique Pages Ranked: 3

Keywords:
- Idaho: colleges in idaho (+57) - NEW, idaho colleges (+15) - NEW, nampa idaho zip (+8), ...
- Idaho > Falls: idaho falls idaho (+1), idaho falls job (+1), idaho falls colleges, ida...

Keyword Group: Computer

Positions Gained: 351  →  Est. Total Clicks/Mo: (+1)  →  Est. Percent Traffic Gain: 1%
Unique Pages Ranked: 5

Keywords:
- Computer: degrees in computers (+45) - NEW, online computer programming courses (+34) ...
- Computer > Programming: computer programming degree online (+55) - NEW, computer prog...
- Computer > Science: computer science bachelor degree online (+42) - NEW, computer sci...
- Computer > Networking: computer networking online (+3), computer network degree (+2)...
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 22k additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you’ll get 16k clicks per month. That would cost you more than $120k in equivalent PPC dollars.

### Keywords Not Ranked On But Should Be

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Searches/Mo.</th>
<th>Cost/Click</th>
<th>Est. Potential Clicks/Mo.</th>
<th>Avg. Competitor Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>computer science degree</td>
<td>4k</td>
<td>$14.00</td>
<td>118</td>
<td>7</td>
</tr>
<tr>
<td>health care administration degree</td>
<td>720</td>
<td>$21.00</td>
<td>67</td>
<td>1</td>
</tr>
<tr>
<td>colleges in san diego</td>
<td>3k</td>
<td>$4.67</td>
<td>342</td>
<td>3</td>
</tr>
<tr>
<td>computer programming degree</td>
<td>480</td>
<td>$15.00</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>degree in computer science</td>
<td>390</td>
<td>$28.00</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>masters degree in business administration</td>
<td>150</td>
<td>$15.00</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>adn nursing</td>
<td>870</td>
<td>$4.44</td>
<td>37</td>
<td>6</td>
</tr>
<tr>
<td>california college san diego reviews</td>
<td>120</td>
<td>$1.60</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>bachelor s degree in accounting</td>
<td>300</td>
<td>$4.44</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>business degree</td>
<td>4k</td>
<td>$17.00</td>
<td>7</td>
<td>18</td>
</tr>
<tr>
<td>business administration degree</td>
<td>4k</td>
<td>$17.00</td>
<td>8</td>
<td>31</td>
</tr>
<tr>
<td>Business Degrees</td>
<td>2k</td>
<td>$13.00</td>
<td>7</td>
<td>20</td>
</tr>
</tbody>
</table>

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 405k searches per month where you are not contesting your competitors. Look at the keywords, and decide whether it makes sense to counter them.
Keyword Overlap in Your SEO & PPC campaigns

You rank somewhere in the top 50 organic search results on 106 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 $3k per month on paid search -- or you could pick up an additional 494 clicks per month on the same keywords.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Organic Rank</th>
<th>Searches/Month</th>
<th>Cost/Click</th>
<th>Est. Paid Clicks Per Month</th>
<th>Est. Potential Monthly Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>computer science degree online</td>
<td>33 (+27)</td>
<td>990</td>
<td>$31</td>
<td>109</td>
<td>$1k</td>
</tr>
<tr>
<td>degree in nursing</td>
<td>7 (-9)</td>
<td>300</td>
<td>$16</td>
<td>11</td>
<td>$172</td>
</tr>
<tr>
<td>health science degree</td>
<td>49 (-19)</td>
<td>720</td>
<td>$11</td>
<td>13</td>
<td>$152</td>
</tr>
<tr>
<td>healthcare administration colleges</td>
<td>39 (-9)</td>
<td>90</td>
<td>$27</td>
<td>11</td>
<td>$116</td>
</tr>
<tr>
<td>computer tech colleges</td>
<td>45 (+4)</td>
<td>30</td>
<td>$16</td>
<td>3</td>
<td>$46</td>
</tr>
<tr>
<td>technology degree</td>
<td>50 (-7)</td>
<td>210</td>
<td>$15</td>
<td>3</td>
<td>$44</td>
</tr>
<tr>
<td>computer technology colleges</td>
<td>36 (+3)</td>
<td>60</td>
<td>$12</td>
<td>3.6</td>
<td>$40</td>
</tr>
<tr>
<td>masters of health care administration</td>
<td>2</td>
<td>30</td>
<td>$15</td>
<td>2.7</td>
<td>$38</td>
</tr>
</tbody>
</table>

View more (p. 43)
### Keyword Group: Degree

Unique Pages Ranked: 9  
Searches Per Month: 6k  
Potential Clicks with Incremental Gain: 328.0  
Value of Incremental Gain: $3.0k  
Potential Clicks Gained at Top Positions: 21.0k  
Value of Gain at Top Positions: $209.0k  

**Keywords:**
- degree: associates degree (17), computer degrees (3), associates degree in nursing (12)...
- degree > online: online degree programs (33), online degrees (43), online degree cours...
- degree > college: college degrees, college degree, degrees in college, college degree...
- degree > business: business degree, Business Degrees, business degree online, degree ...

<table>
<thead>
<tr>
<th>Est. Share of Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>collegeamerica.edu</td>
</tr>
<tr>
<td>stevenshenager.edu</td>
</tr>
<tr>
<td>cc-sd.edu</td>
</tr>
<tr>
<td>noadn.org</td>
</tr>
<tr>
<td>independence.edu</td>
</tr>
<tr>
<td>healthcareadminis...</td>
</tr>
</tbody>
</table>

Additional Details (p. 49)

### Keyword Group: Associates

Unique Pages Ranked: 5  
Searches Per Month: 2k  
Potential Clicks with Incremental Gain: 155.0  
Value of Incremental Gain: $1.0k  
Potential Clicks Gained at Top Positions: 6.0k  
Value of Gain at Top Positions: $63.0k  

**Keywords:**
- associates: associate nursing degree (8) - NEW, nursing associates degree (10), business...
- associates > degree: associates degree (17), associates degree in nursing (12), assoc...
- associates > accounting: associates in accounting (42) - NEW, accounting associates,...
- associates > arts: associate arts degree, associates of art (50), associates arts (39)...

<table>
<thead>
<tr>
<th>Est. Share of Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>collegeamerica.edu</td>
</tr>
<tr>
<td>stevenshenager.edu</td>
</tr>
<tr>
<td>noadn.org</td>
</tr>
<tr>
<td>cc-sd.edu</td>
</tr>
<tr>
<td>independence.edu</td>
</tr>
<tr>
<td>healthcareadminis...</td>
</tr>
</tbody>
</table>

Additional Details (p. 50)

### Keyword Group: Computer

Unique Pages Ranked: 5  
Searches Per Month: 1k  
Potential Clicks with Incremental Gain: 175.0  
Value of Incremental Gain: $830.0  
Potential Clicks Gained at Top Positions: 4.0k  
Value of Gain at Top Positions: $360.0k  

**Keywords:**
- computer: computer degrees (3), online computer science courses, basic computer skills ...
- computer > science: computer science degree, computer science degree online (33) - NE...
- computer > programming: computer programming jobs, computer programming courses (8), ...
- computer > networking: computer networking jobs, computer networking phoenix, comput...

<table>
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<tr>
<th>Est. Share of Clicks</th>
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</thead>
<tbody>
<tr>
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<tr>
<td>cc-sd.edu</td>
</tr>
<tr>
<td>stevenshenager.edu</td>
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<tr>
<td>noadn.org</td>
</tr>
<tr>
<td>independence.edu</td>
</tr>
<tr>
<td>healthcareadminis...</td>
</tr>
</tbody>
</table>

Additional Details (p. 51)
**Keyword Group: College**

Unique Pages Ranked: 14      Searches Per Month: 6k
Potential Clicks with Incremental Gain: 2.0k Value of Incremental Gain: $9.0k
Potential Clicks Gained at Top Positions: 20.0k
Value of Gain at Top Positions: $101.0k

Keywords:
- **college**: phoenix college, city college san diego, arizona college, logan college (28), ...
- **college > california**: california colleges, california college, college in california, ...
- **college > online**: college online, online college degrees, online college degree, onli...
- **college > accredited**: accredited college degree (37), college accreditation, accredi...

**Est. Share of Clicks**

- cc-sd.edu 1k (+146)
- collegeamerica.edu 756 (+38)
- stevenshenager.edu 159 (+55)
- independence.edu 16 (+0)
- healthcareadminis... 0 (+0)
- noadn.org 0 (+0)

**Keyword Group: Online**

Unique Pages Ranked: 11      Searches Per Month: 4k
Potential Clicks with Incremental Gain: 129.0 Value of Incremental Gain: $1.0k
Potential Clicks Gained at Top Positions: 14.0k
Value of Gain at Top Positions: $166.0k

Keywords:
- **online**: online computer science courses, online degree programs (33), online degrees (4...
- **online > accreditation**: accredited online colleges, accredited online universities, ...
- **online > business**: online business degree (48), online business degrees (33), online ...
- **online > accounting**: online accounting degree, online accounting degrees, online acco...

**Est. Share of Clicks**

- stevenshenager.edu 73 (5)
- independence.edu 63 (2)
- cc-sd.edu 55 (3)
- collegeamerica.edu 31 (0)
- noadn.org 0 (+0)
- healthcareadminis... 0 (+0)
Traffic Share

Relative to your top 5 competitors, your site has 15% of the traffic share. At the same time, cc-sd.edu has exploded and ripped traffic from collegeamerica.edu and stevenshenager.edu.

Domains that Gained or Lost Clicks on your Keywords

This month, bls.gov gained 723 clicks by improving their position on organic searches that you also rank for.

- bls.gov +723
- ogdentheater.net +563
- id.us +454
- csub.edu +439
- areacommunity.com +319
- redcliff-nsn.gov
- devry.edu
- logansroadhouse.com
- orem.org
- phoenix.edu
- about.com
- campusexplorer.com
- bestcomputersciencedegrees.com
- ffsaonline.com
- associatesdegree.com
- rasmussen.edu
- ogdencity.com
- kaplanuniversity.edu
- top-business-degrees.net
- il.us
- cbsnews.com
- wisegeek.com
- ed.gov
- massport.com
- wikipedia.org

*competitors in bold

Competition: You Lost 10% in Share of Clicks Relative to your Top 5 Competitors
Top Organic Competitors and their Best Keywords

Just 2 out of your top ten organic competitors spend anything on Google Adwords. Combined, your organic competitors get about 59% of their traffic from unpaid search. while actually decreasing the number of keywords they overlap with you.

collegeamerica.edu
associate degree in nursing (1), associates degree in nursing (2), health care administration degree (2), computer science degree (4), business administration degree (8)

independence.edu
independence university (1), respiratory therapist online schools (1), online respiratory therapy schools (1), online respiratory therapy programs (1), master of business administration degree (9)

healthcareadministrationdegree.com
healthcare administration degree (15)

cc-sd.edu
health care administration degree (1), colleges in san diego (1), healthcare administration degree (1), computer science degree (9), health care administration (10)

noadn.org
associate degree nursing (1), adn nursing (10), associates degree in nursing (13), associate degree (18), associate (38)
Biggest Gains (all)

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<th>Estimated Value gained</th>
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<td>$5.82</td>
<td>$306</td>
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<tr>
<td>provo college</td>
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<td>$1.15</td>
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<td>$1.8</td>
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<td>$3</td>
<td>$13</td>
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<td>$22</td>
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▲ nampa 13(+4)
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▲ computer science certifications 2(+2)
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▲ healthcare administration job description 16
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▲ respiratory therapist programs 18
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▲ bachelors degree in nursing 7(+4)
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▲ property management degree 4(+1)
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Stevenshenager.edu: SEO Dashboard
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<th>Searches/Mo</th>
<th>Est. Value/Click</th>
<th>Estimated New Clicks/Month</th>
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<td>1k</td>
<td>$1.15</td>
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Stevenshenager.edu: SEO Dashboard

Nov 04, 2012: 6:31 PM

Stevenshenager.edu > SEO Dashboard

SpyFu SEO RECON FILES
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<tr>
<th>Keyword</th>
<th>Rank</th>
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**Stevenshenager.edu**

http://www.stevenshenager.edu/program-sheets/information-technology/masters/healthcare-informatics

http://www.stevenshenager.edu/healthcare/associates/nursing-education

http://www.stevenshenager.edu/healthcare/associates/nursing-education

http://www.stevenshenager.edu/information-technology/bachelors/computer-science-programming-emphasis

http://www.stevenshenager.edu/information-technology/bachelors/computer-science-social-media-tech...

http://www.stevenshenager.edu/information-technology/bachelors/computer-science-programming-emphasis
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Top Site Sections Summary

**Stevenshenager.edu/locations/salt-lake-city**
- Number of Keywords: 125
- Estimated Value/Mo: $761 (-$106)
  - Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees

**Stevenshenager.edu/health-care**
- Number of Keywords: 595
- Estimated Value/Mo: $4k (+$3k)
  - Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees

**Stevenshenager.edu/information-graphics**
- Number of Keywords: 253
- Estimated Value/Mo: $550 (+$222)
  - Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees

**Stevenshenager.edu/graphic-design**
- Number of Keywords: 130
- Estimated Value/Mo: $263 (+$194)
  - Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees

**Stevenshenager.edu/computer-science**
- Number of Keywords: 20
- Estimated Value/Mo: $30 (+$4)
  - Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees
stevenshenager.edu/programs
Number of Keywords: 11
Estimated Value/Mo: $29 (+$14)
Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees

stevenshenager.edu/job-o...
Number of Keywords: 1
Estimated Value/Mo: $24 (+$24)
Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees

stevenshenager.edu/stude...
Number of Keywords: 4
Estimated Value/Mo: $24 (+$24)
Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees

stevenshenager.edu/busin...
Number of Keywords: 128
Estimated Value/Mo: $204 (-$134)
Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees

stevenshenager.edu/blog/...
Number of Keywords: 24
Estimated Value/Mo: $43 (+$13)
Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees

online.learn.stevenshena...
Number of Keywords: 3
Estimated Value/Mo: $27 (+$27)
Top Keywords: learning studio, college learning online, ecollege stevens henager

stevenshenager.edu/tuiti...
Number of Keywords: 36
Estimated Value/Mo: $11 (+$6)
Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees

stevenshenager.edu/press...
Number of Keywords: 19
Estimated Value/Mo: $13 (+$8)
Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees

stevenshenager.edu/accre...
Number of Keywords: 6
Estimated Value/Mo: $20 (-$13)
Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees

stevenshenager.edu/admis...
Number of Keywords: 6
Estimated Value/Mo: $1 (+$1)
Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees

Download as CSV
Keyword Group: Associate

Positions Gained: 511 → Est. Total Clicks/Mo: (+52) → Est. Percent Traffic Gain: 28%
Unique Pages Ranked: 5

Keywords:
- associate: associate degree in nursing (+54) - NEW, associate nursing degree (+52) - NE...
- associate > business: associate business degrees online (+48) - NEW, associates of bu...
- associate > accounting: associates accounting degree (+45) - NEW, accounting for ass...
- associate > rn: rn associate degree (-1), rn associate degree salary (-4), rn associat...

Unique Pages Ranked: 5
Keywords:
- associate: associate degree in nursing (+54), associate degrees in business management salary (+24), associate degrees on line (46), associates in surgical technology (10)
Est. Potential New Clicks/Month: 4,865 Searches/Mo: 43k Average Value/Click: $13

associate > accounting
- associates accounting degree (+15), accounting associate degree online (+41), associates accounting (+35), associates in accounting online (+12), accounting for associates (+27)
Est. Potential New Clicks/Month: 28 Searches/Mo: 240 Average Value/Click: $10

associate > rn
- associates rn (+44), rn associate degree salary (+21), rn associate degree (+19), rn associates degree (+12)
Est. Potential New Clicks/Month: 27 Searches/Mo: 240 Average Value/Click: $13

associate > arts
- arts associates (+27), associates arts degree (+48), associate arts (+39), associates of art (+50)
Est. Potential New Clicks/Month: 18 Searches/Mo: 150 Average Value/Click: $7.46

Pages That Rank

http://www.stevenshenager.edu/healthcare/bachelors/healthcare-administration-biomedical-clinical...
Associates degree(17), associate degree in nursing(6), masters in healthcare administration(5)
Est. Clicks per Month: 237(+65) Potential Incremental Gain: 5k clicks/mo.

http://www.stevenshenager.edu/business/associates/business-management-and-accounting-property-man...
Property management degree(4), online business degree(48), accounting degree online(46)
Est. Clicks per Month: 2(+1) Potential Incremental Gain: 80 clicks/mo.

http://www.stevenshenager.edu/information-technology/masters
Computer degrees(3), computer programming courses(8), computer degree(8)
Est. Clicks per Month: 0 Potential Incremental Gain: 3 clicks/mo.
Keyword Group: College

Positions Gained: 119 → Est. Total Clicks/Mo: (+55) → Est. Percent Traffic Gain: 53%

Unique Pages Ranked: 14

Keywords:
- college: colleges in idaho (+57) - NEW, provo college (+56) - NEW, colleges in orem (+5...,
- college > accredited: accredited college online (+14) - NEW, accreditation college on...
- college > nursing: colleges for nursing degrees (+10) - NEW, colleges with nursing de...
- college > computer: colleges for computer programming (+6), computer college degrees,...

Est. Clicks per Month

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<tr>
<td>Oct</td>
<td>169</td>
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</table>

Biggest Opportunities Within This Group

**college**
- college online health care (24), college on line degree (34), college degree computer science (9), degrees colleges (40), online college business courses (34)
- Est. Potential New Clicks/Month: 655 Searches/Mo: 6k Average Value/Click: $8.78

**college > utah**
- college utah (30), college in utah (13), utah college (21), utah colleges (19), colleges in utah (5)
- Est. Potential New Clicks/Month: 252 Searches/Mo: 3k Average Value/Click: $3.14

**college > accredited**
- colleges accredited by (49), accredited college education (21), accreditation college online (38), accredited college online (46), accredited college degree (37)
- Est. Potential New Clicks/Month: 27 Searches/Mo: 240 Average Value/Click: $8.62

**college > business**
- business college on line (36), business college utah (4), colleges in business (7), colleges with business degrees (35), business college salt lake city (6)
- Est. Potential New Clicks/Month: 21 Searches/Mo: 180 Average Value/Click: $15

Clicks Gained or Lost on these Keywords

- phoenix.edu +520
- elearners.com +344
- bestcollegesonlin... +243
- bakercollegeonlin... +175
- provocoll... +154
- collegesonline.net +114
- wikipedia.org +113
- onlinecollege.org +106
- kckcc.edu +89
- westwood.edu +78
- back2college.com +77
- collegeprowler.com +73
- idaho.gov +71
- unigo.com +68
- wa.us +66

*competitors in bold

Pages That Rank

- [http://www.stevenshenager.edu](http://www.stevenshenager.edu)
  - stevens henager college(1), steven henager college(1), colleges in utah(5)
  - Est. Clicks per Month: 96(+22) Potential Incremental Gain: 580 clicks/mo.
- [http://www.stevenshenager.edu/locations/ogden-west-haven/our-programs](http://www.stevenshenager.edu/locations/ogden-west-haven/our-programs)
  - independence university(2), provo college(4), colleges in idaho(4)
  - Est. Clicks per Month: 60(+44) Potential Incremental Gain: 321 clicks/mo.
- [http://www.stevenshenager.edu/accreditation](http://www.stevenshenager.edu/accreditation)
  - accsc accreditation(10), college accredited(11), accredited degree(45)
  - Est. Clicks per Month: 1(-1) Potential Incremental Gain: 17 clicks/mo.
Keyword Group: Degree

Positions Gained: 439 → Est. Total Clicks/Mo: (+30) → Est. Percent Traffic Gain: 10%
Unique Pages Ranked: 9

Keywords:
- degree: therapists degree (+50) - NEW, degrees in health care (+40), bachelor degree nu...
- degree > online: online degrees in accounting (+17) - NEW, online degree program (+15)...
- degree > associate: associate degree in nursing (+54) - NEW, associates degree of nur...
- degree > colleges: college degree information (+15) - NEW, college degree computer sc...

Biggest Opportunities Within This Group

degree > associate
> [It associate degree (37), associates degree in business management salary (24),
  associate degree nursing school (9), associates degree in computer (49), associate
degree m (28)]
Est. Potential New Clicks/Month: 4,659 Searches/Mo: 41k Average Value/Click: $14

degree > online
> [online degree computer programming (18), online degrees in business management
  (34), degree online nursing (31), online degree art (13), online degrees for nursing (40)]
Est. Potential New Clicks/Month: 2,646 Searches/Mo: 22k Average Value/Click: $14

degree
> [degree graphic art (47), utah degrees (22), degrees in health care administration (37),
  administration degree health (37), degree salaries (38)]
Est. Potential New Clicks/Month: 717 Searches/Mo: 6k Average Value/Click: $11

degree > nursing
> [nursing degree colleges (10), nurses degree (26), in nursing degrees (44), degree
  nurse (22), as nursing degree (24)]
Est. Potential New Clicks/Month: 260 Searches/Mo: 2k Average Value/Click: $9.19

Pages That Rank

http://www.stevenshenager.edu/healthcare/bachelors/healthcare-administration-biomedical-clinical-...
associates degree(17), associate degree in nursing(6), masters in healthcare administration(5)
Est. Clicks per Month: 270(+65) Potential Incremental Gain: 5k clicks/mo.

http://www.stevenshenager.edu/information-technology/masters
computer degrees(3), computer programming courses(8), computer degree(8)
Est. Clicks per Month: 48(-4) Potential Incremental Gain: 208 clicks/mo.

http://www.stevenshenager.edu
stevens henager college(1), steven henager college(1), colleges in utah(5)
Est. Clicks per Month: 12(+0) Potential Incremental Gain: 1k clicks/mo.

Clicks Gained or Lost on these Keywords

elearners.com +325
areacomm.net +320
academicinfo.net +216
about.com +203
waldenu.edu +175
newschool.edu +160
aiuniv.edu +145
baystate.edu +134

*competitors in bold
Keyword Group: Idaho

Positions Gained: 29  →  Est. Total Clicks/Mo: (+13)  →  Est. Percent Traffic Gain: 26%
Unique Pages Ranked: 3

Keywords:
- idaho: colleges in idaho (+57) - NEW, idaho colleges (+15) - NEW, nampa idaho zip (+8), ...
- idaho > falls: idaho falls idaho (+1), idaho falls job (+1), idaho falls colleges, ida...

Biggest Opportunities Within This Group

idaho > falls
-[idaho falls education (8), idaho falls job (46), idaho falls colleges (6), idaho falls idaho (45), idaho falls (25)]
Est. Potential New Clicks/Month: 1,827  Searches/Mo: 12k  Average Value/Click: $1.41

idaho
-[college idaho (37), nampa idaho zip codes (34), idaho phlebotomy (23), idaho career college (29), colleges idaho (17)]
Est. Potential New Clicks/Month: 136  Searches/Mo: 1k  Average Value/Click: $2.41

Pages That Rank

http://www.stevenshenager.edu
stevens henager college(1), steven henager college(1), colleges in utah(5)

http://www.stevenshenager.edu/locations/ogden-west-haven/our-programs
independence university(2), provo college(4), colleges in idaho(4)
Est. Clicks per Month: 26(-21)  Potential Incremental Gain: 2k clicks/mo.

http://www.stevenshenager.edu/press/releases/2012/3/shc-opens-st-george-campus
free phlebotomy training(13), phlebotomy training utah(23), ged utah(30)
Est. Clicks per Month: 0  Potential Incremental Gain: 0 clicks/mo.
Keyword Group: Computer

Positions Gained: 351 → Est. Total Clicks/Mo: (+1) → Est. Percent Traffic Gain: 1%
Unique Pages Ranked: 5

Keywords:
- **computer**: degrees in computers (+45) - NEW, online computer programming courses (+34)...
- **computer > programming**: computer programming degree online (+55) - NEW, computer prog...
- **computer > science**: computer science bachelor degree online (+42) - NEW, computer sci...
- **computer > networking**: computer networking online (+3), computer network degree (+2)...

Biggest Opportunities Within This Group

**computer > programming**
>[computer programming development (46), computer programs online (37), computer programming course (11), computer programming online classes (28), computer programming degrees online (11)]
Est. Potential New Clicks/Month: 434 Searches/Mo: 4k Average Value/Click: $9.35

**computer**
>[online computer programming course (24), computer degree programming (16), class computer programming (42), computer online programming (32), online computer programs (47)]
Est. Potential New Clicks/Month: 404 Searches/Mo: 4k Average Value/Click: $8.7

**computer > science**
>[computer science technology degree (49), computer science degree on line (22), computer science online college (35), computer science college online (44), computer science bachelors degree online (16)]
Est. Potential New Clicks/Month: 212 Searches/Mo: 2k Average Value/Click: $14

**computer > programmer**
>[computer programmer online (34), computer programmer colleges (12), computer programmer class (17), computer programmer classes (17), computer programmer courses (8)]
Est. Potential New Clicks/Month: 88 Searches/Mo: 750 Average Value/Click: $9.6

Pages That Rank

- [http://www.stevenshenager.edu/information-technology/masters](http://www.stevenshenager.edu/information-technology/masters)  
  computer degrees(3), computer programming courses(8), computer degree(8)  
  Est. Clicks per Month: 67(+4) Potential Incremental Gain: 1k clicks/mo.

- [https://www.stevenshenager.edu/computer-literacy/sclb_extras/overlibmws](https://www.stevenshenager.edu/computer-literacy/sclb_extras/overlibmws)  
  basic computer skills test(3), computer literacy test(6), computer literacy skills(7)  

- [http://www.stevenshenager.edu/blog/radio-writings-can-you-handle-what-life-throws-your-way](http://www.stevenshenager.edu/blog/radio-writings-can-you-handle-what-life-throws-your-way)  
  computer science certifications(2), questions for potential employers(3), stevens henager college ogden(7)  
  Est. Clicks per Month: 7(+3) Potential Incremental Gain: 7 clicks/mo.
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<th>Biggest Opportunities (all)</th>
<th>Rank</th>
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<td><strong>what is an associates degree (35)</strong></td>
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### health administration degree (49)
Searches/Mo: 720  Est. Value/Click: $22  Est. Potential New Clicks/Month: 85  
Other Keywords for URL: healthcare administration job description, health administration job description, healthcare administrator job description, health administration degree, bachelors in healthcare administration

### bachelors in nursing (40)
Searches/Mo: 720  Est. Value/Click: $14  Est. Potential New Clicks/Month: 85  
Other Keywords for URL: bachelors degree in nursing, bachelor degree in nursing, nursing administration, bachelor of nursing online, online nursing degree

### nursing degree online (40)
Searches/Mo: 1k  Est. Value/Click: $8.03  Est. Potential New Clicks/Month: 152  
Other Keywords for URL: bachelor in nursing, bachelor s degree in nursing, bachelors degree in nursing, bachelor degree in nursing, bachelor of nursing online

### healthcare administration degree (47)
Searches/Mo: 990  Est. Value/Click: $8.56  Est. Potential New Clicks/Month: 117  
Other Keywords for URL: masters in healthcare administration, masters in health care administration, masters of healthcare administration, health care administration, healthcare administration

### associate degree in nursing (6)
Searches/Mo: 2k  Est. Value/Click: $5.82  Est. Potential New Clicks/Month: 171  
Other Keywords for URL: associates degree, associate degree in nursing, associates degree in nursing, associate degree, degree in nursing

### idaho falls (25)
Searches/Mo: 10k  Est. Value/Click: $0.62  Est. Potential New Clicks/Month: 2k  
Other Keywords for URL: colleges in idaho, idaho falls, colleges in idaho falls, college in idaho, idaho falls idaho

### medical specialties (23)
Searches/Mo: 3k  Est. Value/Click: $2.61  Est. Potential New Clicks/Month: 334  
Other Keywords for URL: medical specialties, med degree, associates in medical assisting, medical associates degrees, medical specialties degree

### computer science degree online (33)
Searches/Mo: 990  Est. Value/Click: $6.67  Est. Potential New Clicks/Month: 116  
Other Keywords for URL: computer science degree online, bachelor s degree in computer science, computer science online degree, bachelors degree in computer science, computer science degrees online

### online health care administration degree (30)
Searches/Mo: 240  Est. Value/Click: $27  Est. Potential New Clicks/Month: 28  
Other Keywords for URL: masters in healthcare administration, masters in health care administration, masters of healthcare administration, health care administration, healthcare administration

### masters in healthcare administration (5)
Searches/Mo: 870  Est. Value/Click: $9.98  Est. Potential New Clicks/Month: 75  
Other Keywords for URL: masters in healthcare administration, masters in health care administration, masters of healthcare administration, health care administration, healthcare administration

### online business degrees (33)
Searches/Mo: 720  Est. Value/Click: $8.75  Est. Potential New Clicks/Month: 84  
Other Keywords for URL: online business degree, online business degrees, degrees in business, e business degree, online degrees in business

### bachelors of science in nursing (34)
Searches/Mo: 720  Est. Value/Click: $8.11  Est. Potential New Clicks/Month: 85  
Other Keywords for URL: bachelors degree in nursing, bachelor degree in nursing, nursing administration, bachelor of nursing online, online nursing degree
associate degree nursing (19)
Searches/Mo: 390  Est. Value/Click: $15  Est. Potential New Clicks/Month: 45
Other Keywords for URL: associate degree, associate degree in nursing, associates degree in nursing, associate degree, degree in nursing

information technology degrees (32)
Searches/Mo: 300  Est. Value/Click: $18  Est. Potential New Clicks/Month: 35
Other Keywords for URL: computer degrees, computer degree, computer programs, degree in computer, online computer degrees

bachelor's degree in nursing (11)
Searches/Mo: 570  Est. Value/Click: $11  Est. Potential New Clicks/Month: 61
Other Keywords for URL: bachelor in nursing, bachelor's degree in nursing, bachelor's degree in nursing, bachelor degree in nursing, bachelor of nursing online

graphic arts (15)
Searches/Mo: 2k  Est. Value/Click: $3  Est. Potential New Clicks/Month: 213
Other Keywords for URL: stevens henager college boise, graphic arts, art degrees online, graphic arts colleges, arts degree program

master of healthcare administration (11)
Searches/Mo: 210  Est. Value/Click: $25  Est. Potential New Clicks/Month: 23
Other Keywords for URL: masters in healthcare administration, masters in health care administration, masters of healthcare administration, health care administration, healthcare administration

ogden (37)
Searches/Mo: 5k  Est. Value/Click: $0.65  Est. Potential New Clicks/Month: 880
Other Keywords for URL: ogden, stevens henager college ogden, west haven utah, ut colleges, address steven

associates degrees (37)
Searches/Mo: 390  Est. Value/Click: $12  Est. Potential New Clicks/Month: 46
Other Keywords for URL: associates degree, associate degree in nursing, associates degree in nursing, associate degree, degree in nursing

computer programming classes (14)
Searches/Mo: 390  Est. Value/Click: $13  Est. Potential New Clicks/Month: 44
Other Keywords for URL: computer programming courses, programming degree, computer programming classes, computer programming college, computer programing classes

surgical technologist schools (49)
Searches/Mo: 720  Est. Value/Click: $6.36  Est. Potential New Clicks/Month: 85
Other Keywords for URL: surgical technologist degree, surgical technology degree, surgical technologist schools, technology degree, surgical tech degree

online healthcare degrees (6)
Searches/Mo: 390  Est. Value/Click: $20  Est. Potential New Clicks/Month: 27
Other Keywords for URL: online healthcare degrees, healthcare degrees, stevens henager college logan utah, online healthcare programs, healthcare degrees online

online degree programs accredited (43)
Searches/Mo: 570  Est. Value/Click: $7.74  Est. Potential New Clicks/Month: 67
Other Keywords for URL: stevens henager college, steven henager college, colleges in utah, colleges in idaho, stevens henager college boise

online colleges that offer laptops (26)
Searches/Mo: 150  Est. Value/Click: $29  Est. Potential New Clicks/Month: 17
Other Keywords for URL: stevens henager college, steven henager college, colleges in utah, colleges in idaho, stevens henager college boise
accredited online degree programs (26)  
Searches/Mo: 570  Est. Value/Click: $7.63  Est. Potential New Clicks/Month: 66  
Other Keywords for URL: stevens henager college, steven henager college, colleges in utah, colleges in idaho, stevens henager college boise

accredited nursing programs (42)  
Searches/Mo: 480  Est. Value/Click: $8.92  Est. Potential New Clicks/Month: 57  
Other Keywords for URL: associates degree, associate degree in nursing, associates degree in nursing, associate degree, degree in nursing

bachelor’s degree in computer science (16)  
Searches/Mo: 210  Est. Value/Click: $21  Est. Potential New Clicks/Month: 24  
Other Keywords for URL: computer programming degree online, online programming degree, online computer science bachelor degree, bachelor's degree in computer science, programming degree online

online college programs (46)  
Searches/Mo: 720  Est. Value/Click: $5.54  Est. Potential New Clicks/Month: 85  
Other Keywords for URL: stevens henager college, steven henager college, colleges in utah, colleges in idaho, stevens henager college boise

respiratory therapy (25)  
Searches/Mo: 4k  Est. Value/Click: $1.12  Est. Potential New Clicks/Month: 419  
Other Keywords for URL: respiratory therapy degree, respiratory therapy, respiratory therapy programs, respiratory therapist programs, respiratory therapist schooling

online computer degrees (21)  
Searches/Mo: 210  Est. Value/Click: $19  Est. Potential New Clicks/Month: 24  
Other Keywords for URL: computer degrees, computer degree, computer programs, degree in computer, online computer degrees

online computer science bachelor degree (20)  
Searches/Mo: 390  Est. Value/Click: $10  Est. Potential New Clicks/Month: 45  
Other Keywords for URL: computer programming degree online, online programming degree, online computer science bachelor degree, bachelor's degree in computer science, programming degree online

online degree in accounting (38)  
Searches/Mo: 150  Est. Value/Click: $25  Est. Potential New Clicks/Month: 18  
Other Keywords for URL: online degree in accounting, accounting bachelor degree, online degree accounting, accounting bachelors, accounting degree at home

computer science online degree (50)  
Searches/Mo: 390  Est. Value/Click: $9.38  Est. Potential New Clicks/Month: 46  
Other Keywords for URL: computer science degree online, bachelor's degree in computer science, computer science online degree, bachelors degree in computer science, computer science degrees online

lehi (15)  
Searches/Mo: 1k  Est. Value/Click: $1.96  Est. Potential New Clicks/Month: 204  
Other Keywords for URL: lehi

forensic accounting degree (45)  
Searches/Mo: 570  Est. Value/Click: $5.93  Est. Potential New Clicks/Month: 67  
Other Keywords for URL: forensic accounting degree, forensic accounting college, forensic accounting major, undergraduate degree in accounting

bachelors of science in business administration (36)  
Searches/Mo: 210  Est. Value/Click: $16  Est. Potential New Clicks/Month: 25  
Other Keywords for URL: bachelors of science in business administration, science in business administration, online business administration colleges, business degree bachelor of science, bachelor of science degree in business
### Online Degree Program (45) (720 searches/mo)
- **Est. Value/Click:** $4.57
- **Est. Potential New Clicks/Month:** 85
- **Other Keywords for URL:** stevens henager college, steven henager college, colleges in utah, colleges in idaho, stevens henager college boise

### Associates Degree in Nursing Salary (14) (240 searches/mo)
- **Est. Value/Click:** $14
- **Est. Potential New Clicks/Month:** 27
- **Other Keywords for URL:** associates degree, associate degree in nursing, associates degree in nursing, associate degree, degree in nursing

### Administration Degree (42) (150 searches/mo)
- **Est. Value/Click:** $21
- **Est. Potential New Clicks/Month:** 18
- **Other Keywords for URL:** bachelors degree in nursing, bachelor degree in nursing, nursing administration, bachelor of nursing online, online nursing degree

### Keywords Not Ranked On But Should Be

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<thead>
<tr>
<th>Keyword</th>
<th>Estimated Clicks/Month</th>
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**Download as CSV**
### bachelor's degree in accounting
Searches/Month: 300  
Cost/Click: $44.00  
Est. Potential Clicks/Month: 5  
Avg. Competitor Rank: 18

### business degree
Searches/Month: 4k  
Cost/Click: $17.00  
Est. Potential Clicks/Month: 7  
Avg. Competitor Rank: 31

### business administration degree
Searches/Month: 4k  
Cost/Click: $17.00  
Est. Potential Clicks/Month: 84  
Avg. Competitor Rank: 8

### Business Degrees
Searches/Month: 2k  
Cost/Click: $13.00  
Est. Potential Clicks/Month: 7  
Avg. Competitor Rank: 20

### college degree programs
Searches/Month: 240  
Cost/Click: $30.00  
Est. Potential Clicks/Month: 10  
Avg. Competitor Rank: 20

### california college for health sciences
Searches/Month: 240  
Cost/Click: $5.54  
Est. Potential Clicks/Month: 10  
Avg. Competitor Rank: 7

### college in san diego
Searches/Month: 240  
Cost/Click: $4.54  
Est. Potential Clicks/Month: 28  
Avg. Competitor Rank: 2

### healthcare courses
Searches/Month: 150  
Cost/Click: $7.14  
Est. Potential Clicks/Month: 10  
Avg. Competitor Rank: 5

### ccsd.edu
Searches/Month: 4k  
Cost/Click: $0.57  
Est. Potential Clicks/Month: 301  
Avg. Competitor Rank: 10

### california college san diego
Searches/Month: 2k  
Cost/Click: $0.60  
Est. Potential Clicks/Month: 394  
Avg. Competitor Rank: 1

### bachelor computer science
Searches/Month: 90  
Cost/Click: $6.63  
Est. Potential Clicks/Month: 2  
Avg. Competitor Rank: 9

### colleges in san diego california
Searches/Month: 150  
Cost/Click: $5.22  
Est. Potential Clicks/Month: 18  
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boise college
Organic Rank: 7 Searches/Month: 90
Cost/Click: $7.89 Est. Paid Clicks Per Month: 8.1
Est. Potential Monthly Savings: $23

computer programming college
Organic Rank: 9 (+3) Searches/Month: 60
Cost/Click: $17 Est. Paid Clicks Per Month: 1.2
Est. Potential Monthly Savings: $21

bachelor degree in computer science
Organic Rank: 16 (-2) Searches/Month: 120
Cost/Click: $11 Est. Paid Clicks Per Month: 1.8
Est. Potential Monthly Savings: $20

accounting bachelors
Organic Rank: 44 (+16) Searches/Month: 30
Cost/Click: $25 Est. Paid Clicks Per Month: 0.9
Est. Potential Monthly Savings: $20

colleges in salt lake city
Organic Rank: 14 (-7) Searches/Month: 210
Cost/Click: $5.1 Est. Paid Clicks Per Month: 3.6
Est. Potential Monthly Savings: $18

colleges in boise idaho
Organic Rank: 10 (-4) Searches/Month: 120
Cost/Click: $4.97 Est. Paid Clicks Per Month: 3.3
Est. Potential Monthly Savings: $17

boise colleges
Organic Rank: 4 (-2) Searches/Month: 210
Cost/Click: $3.45 Est. Paid Clicks Per Month: 4.5
Est. Potential Monthly Savings: $16

colleges in idaho falls
Organic Rank: 3 (+2) Searches/Month: 30
Cost/Click: $4.46 Est. Paid Clicks Per Month: 6.3
Est. Potential Monthly Savings: $15

logan colleges
Organic Rank: 2 Searches/Month: 0
Cost/Click: $2.18 Est. Paid Clicks Per Month: 7.2
Est. Potential Monthly Savings: $15

surgical tech degrees
Organic Rank: 28 (-7) Searches/Month: 0
Cost/Click: $4.25 Est. Paid Clicks Per Month: 3.6
Est. Potential Monthly Savings: $15

masters in health care
Organic Rank: 16 (-1) Searches/Month: 30
Cost/Click: $14 Est. Paid Clicks Per Month: 0.9
Est. Potential Monthly Savings: $14
registered nurse associates degree
Organic Rank: 10 (-6) Searches/Month: 0
Cost/Click: $18 Est. Paid Clicks Per Month: 2.1
Est. Potential Monthly Savings: $14

colleges in boise
Organic Rank: 10 (-5) Searches/Month: 90
Cost/Click: $3.97 Est. Paid Clicks Per Month: 2.7
Est. Potential Monthly Savings: $11

college in salt lake city
Organic Rank: 17 (-10) Searches/Month: 30
Cost/Click: $6.35 Est. Paid Clicks Per Month: 1.8
Est. Potential Monthly Savings: $11

colleges idaho
Organic Rank: 17 (-2) Searches/Month: 0
Cost/Click: $4.46 Est. Paid Clicks Per Month: 6.6
Est. Potential Monthly Savings: $10

boise idaho colleges
Organic Rank: 11 (-5) Searches/Month: 60
Cost/Click: $3.3 Est. Paid Clicks Per Month: 3
Est. Potential Monthly Savings: $9.3

degree in computer networking
Organic Rank: 11 (-1) Searches/Month: 0
Cost/Click: $20 Est. Paid Clicks Per Month: 1.2
Est. Potential Monthly Savings: $8.7

nursing education degree
Organic Rank: 4 Searches/Month: 30
Cost/Click: $15 Est. Paid Clicks Per Month: 0.6
Est. Potential Monthly Savings: $8.1

provo colleges
Organic Rank: 10 (-1) Searches/Month: 0
Cost/Click: $6.09 Est. Paid Clicks Per Month: 1.2
Est. Potential Monthly Savings: $7.8

associates in nursing salary
Organic Rank: 19 (+5) Searches/Month: 90
Cost/Click: $12 Est. Paid Clicks Per Month: 2.4
Est. Potential Monthly Savings: $7.5

health care administration masters degree
Organic Rank: 2 (+1) Searches/Month: 30
Cost/Click: $16 Est. Paid Clicks Per Month: 0.3
Est. Potential Monthly Savings: $6.6

schools in st george utah
Organic Rank: 33 (-6) Searches/Month: 0
Cost/Click: $7.71 Est. Paid Clicks Per Month: 3.6
Est. Potential Monthly Savings: $6
colleges provo utah
Organic Rank: 14
Searches/Month: 0
Cost/Click: $13
Est. Paid Clicks Per Month: 0.9
Est. Potential Monthly Savings: $5.1

college in salt lake city utah
Organic Rank: 5 (+1)
Searches/Month: 0
Cost/Click: $11
Est. Paid Clicks Per Month: 0.3
Est. Potential Monthly Savings: $4.8

online computer programming
Organic Rank: 48 (-8)
Searches/Month: 90
Cost/Click: $8.16
Est. Paid Clicks Per Month: 0.6
Est. Potential Monthly Savings: $4.5

healthcare masters
Organic Rank: 3
Searches/Month: 30
Cost/Click: $25
Est. Paid Clicks Per Month: 0.3
Est. Potential Monthly Savings: $4.5

colleges in boise id
Organic Rank: 10 (-4)
Searches/Month: 30
Cost/Click: $9.17
Est. Paid Clicks Per Month: 0.3
Est. Potential Monthly Savings: $3.9

community college boise idaho
Organic Rank: 20 (-3)
Searches/Month: 0
Cost/Click: $5.69
Est. Paid Clicks Per Month: 0.9
Est. Potential Monthly Savings: $3.3

respiratory care degree
Organic Rank: 19 (-3)
Searches/Month: 0
Cost/Click: $2.61
Est. Paid Clicks Per Month: 1.2
Est. Potential Monthly Savings: $3.3

boise idaho community college
Organic Rank: 24 (-10)
Searches/Month: 30
Cost/Click: $2.73
Est. Paid Clicks Per Month: 1.2
Est. Potential Monthly Savings: $3.3

online respiratory therapy
Organic Rank: 10 (+50)
Searches/Month: 0
Cost/Click: $5.95
Est. Paid Clicks Per Month: 0.9
Est. Potential Monthly Savings: $3.3

college boise idaho
Organic Rank: 9 (-4)
Searches/Month: 0
Cost/Click: $2.81
Est. Paid Clicks Per Month: 1.2
Est. Potential Monthly Savings: $3.3

st george college
Organic Rank: 5
Searches/Month: 90
Cost/Click: $2.83
Est. Paid Clicks Per Month: 1.2
Est. Potential Monthly Savings: $3.3
CNA Classes in Boise, Idaho
Organic Rank: 20 (-2) Searches/Month: 0
Cost/Click: $11 Est. Paid Clicks Per Month: 0.9
Est. Potential Monthly Savings: $3

Degrees in Health Care
Organic Rank: 8 (+40) Searches/Month: 0
Cost/Click: $4.98 Est. Paid Clicks Per Month: 0.6
Est. Potential Monthly Savings: $2.7

Online Degree Computer
Organic Rank: 35 (+6) Searches/Month: 30
Cost/Click: $35 Est. Paid Clicks Per Month: 0.3
Est. Potential Monthly Savings: $2.7

Boise Community Colleges
Organic Rank: 34 (+5) Searches/Month: 0
Cost/Click: $2.08 Est. Paid Clicks Per Month: 1.2
Est. Potential Monthly Savings: $2.7

Respiratory Therapist Schools Online
Organic Rank: 26 (+3) Searches/Month: 90
Cost/Click: $18 Est. Paid Clicks Per Month: 11
Est. Potential Monthly Savings: $2.1

Boise ID Colleges
Organic Rank: 11 (-2) Searches/Month: 0
Cost/Click: $6.59 Est. Paid Clicks Per Month: 0.3
Est. Potential Monthly Savings: $1.8

Boise Idaho College
Organic Rank: 15 (-3) Searches/Month: 0
Cost/Click: $2.57 Est. Paid Clicks Per Month: 0.6
Est. Potential Monthly Savings: $1.5
Keyword Groups with the Most Potential - Details
Keyword Group: Degree

Unique Pages Ranked: 9  Searches Per Month: 6k
Potential Clicks with Incremental Gain: 328.0  Value of Incremental Gain: $328.0
Potential Clicks Gained at Top Positions: 21.0k  Value of Gain at Top Positions: $209.0k

Keywords:
- degree: associates degree (17), computer degrees (3), associates degree in nursing (12)
- degree > online: online degree programs (33), online degrees (43), online degree courses...
- degree > college: college degrees, college degree, degrees in college, college degree...
- degree > business: business degree, Business Degrees, business degree online, degree...

Biggest Opportunities Within This Group

degree
->{associates degree in rn (19), computer degree programming (16), associate degree nursing online school (27), computer degree technology (17), bachelor degree in computer (16)}
Est. Potential New Clicks/Month: 5,283  Searches/Mo: 47k  Average Value/Click: $12

degree > online
->{online degrees with military tuition assistance (37), online degree health care administration (41), online degree art (13), online degrees for nursing (40), online degrees in utah (6)}
Est. Potential New Clicks/Month: 2,646  Searches/Mo: 22k  Average Value/Click: $14

degree > nursing
->{nurses degree (26), degree nursing rn (38), nursing degree rn (37), as nursing degree (24), degree in nursing education (12)}
Est. Potential New Clicks/Month: 260  Searches/Mo: 2k  Average Value/Click: $9.19

degree > accounting
->{get accounting degree online (20), accounting degree home (7), accounting degree at home (8), accounting degree online (46)}
Est. Potential New Clicks/Month: 187  Searches/Mo: 2k  Average Value/Click: $15

Pages That Rank

http://www.stevenshenager.edu/blog/radio-writings-can-you-handle-what-life-throws-your-way
computer science certifications(2), questions for potential employers(3), stevens henager college ogden(7)
Est. Clicks per Month: 7(+3)  Potential Incremental Gain: 7 clicks/mo.

http://www.stevenshenager.edu/healthcare/bachelors/healthcare-administration-biomedical-clinical...
associates degree(17), associate degree in nursing(6), masters in healthcare administration(5)
Est. Clicks per Month: 2(-3)  Potential Incremental Gain: 186 clicks/mo.

http://www.stevenshenager.edu/information-technology/masters
computer degrees(3), computer programming courses(8), computer degree(8)
Est. Clicks per Month: 2(+2)  Potential Incremental Gain: 204 clicks/mo.
Keyword Group: Associates

Unique Pages Ranked: 5  Searches Per Month: 2k
Potential Clicks with Incremental Gain: 155.0  Value of Incremental Gain: $155.0
Potential Clicks Gained at Top Positions: 6.0k  Value of Gain at Top Positions: $63.0k

Keywords:
- associates: associate nursing degree (8) - NEW, nursing associates degree (10), business... (10)
- associates > degree: associates degree (17), associate degree in nursing (12), assoc... (12)
- associates > accounting: associate in accounting (42) - NEW, accounting associates, account... (42)
- associates > arts: associate arts degree, associates of art (50), associates arts (39... (50)

Est. Share of Clicks

<table>
<thead>
<tr>
<th>Domain</th>
<th>Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>collegeamerica.edu</td>
<td>653 (54)</td>
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<tr>
<td>stevenshenager.edu</td>
<td>239 (+52)</td>
</tr>
<tr>
<td>noadn.org</td>
<td>135 (+135)</td>
</tr>
<tr>
<td>cc-sd.edu</td>
<td>1 (+0)</td>
</tr>
<tr>
<td>independence.edu</td>
<td>0 (1)</td>
</tr>
<tr>
<td>healthcareadminis...</td>
<td>0 (+0)</td>
</tr>
</tbody>
</table>

Biggest Opportunities Within This Group

**associates > degree**
- >[associate degree rn (28), associates degree computer programming (11), associates degree of nursing (8), what is a associate s degree (24), associate degree education (25)]
- Est. Potential New Clicks/Month: 4,659  Searches/Mo: 41k  Average Value/Click: $14

**associates**
- >[associates of nursing degree (10), network associates computer (9), associate nursing degrees online (44), nurse associates (22), accelerated associates degree in nursing (48)]
- Est. Potential New Clicks/Month: 220  Searches/Mo: 2k  Average Value/Click: $12

**associates > accounting**
- >[accounting for associates (27), associates in accounting online (12), associates accounting degree (15), accounting associate degree online (41), associates accounting degree (35)]
- Est. Potential New Clicks/Month: 28  Searches/Mo: 240  Average Value/Click: $10

**associates > rn**
- >[associates rn (44), m associate degree salary (21), m associate degree (19), m associates degree (12)]
- Est. Potential New Clicks/Month: 27  Searches/Mo: 240  Average Value/Click: $13

Pages That Rank

- [http://www.stevenshenager.edu/healthcare/bachelors/healthcare-administration-biomedical-clinical-...](http://www.stevenshenager.edu/healthcare/bachelors/healthcare-administration-biomedical-clinical-...)
  - Est. Clicks per Month: 41 (-1)  Potential Incremental Gain: 490 clicks/mo.
- [http://www.stevenshenager.edu/information-technology/masters](http://www.stevenshenager.edu/information-technology/masters)
  - Est. Clicks per Month: 3 (-3)  Potential Incremental Gain: 107 clicks/mo.
  - Est. Clicks per Month: 1 (-0)  Potential Incremental Gain: 56 clicks/mo.

*competitors in bold*
Keyword Group: Computer

Unique Pages Ranked: 5  Searches Per Month: 1k  
Potential Clicks with Incremental Gain: $175.0  
Potential Clicks Gained at Top Positions: $36.0k  

Keywords:
- computer: computer degrees (3), online computer science courses, basic computer skills ...
- computer > science: computer science degree, computer science degree online (33) - NE ...
- computer > programming: computer programming jobs, computer programming courses (8), ...
- computer > networking: computer networking jobs, computer networking phoenix, comput ...

Est. Share of Clicks

<table>
<thead>
<tr>
<th>Domain</th>
<th>Visits</th>
<th>Change</th>
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</thead>
<tbody>
<tr>
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<td>386</td>
<td>(65)</td>
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<tr>
<td>cc-sd.edu</td>
<td>186</td>
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<tr>
<td>stevenshenager.edu</td>
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<td>noadn.org</td>
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<td>(+0)</td>
</tr>
<tr>
<td>independence.edu</td>
<td>0</td>
<td>(+0)</td>
</tr>
<tr>
<td>healthcareadminis...</td>
<td>0</td>
<td>(+0)</td>
</tr>
</tbody>
</table>

Biggest Opportunities Within This Group

computer

> [degrees in computer (4), degrees in computer programming (12), computer technology degrees (14), computer degree in technology (21), colleges for computer technology (32)]

Est. Potential New Clicks/Month: 457  Searches/Mo: 5k  Average Value/Click: $9.19

computer > programming

> [computer programming college courses (4), computer programming language college degree (22), computer programming language degree (22), computer programming associates degree (13), computer programming programs online (38)]

Est. Potential New Clicks/Month: 434  Searches/Mo: 4k  Average Value/Click: $9.35

computer > science

> [computer science technology degree (49), computer science college online (44), computer science bachelors degree online (16), computer science degree on line (22), computer science online college (35)]

Est. Potential New Clicks/Month: 212  Searches/Mo: 2k  Average Value/Click: $14

computer > programmer

> [computer programmer classes (17), computer programmer courses (8), computer programmer degrees (16), computer programmer class (17), computer programmer colleges (12)]

Est. Potential New Clicks/Month: 88  Searches/Mo: 750  Average Value/Click: $9.6

Pages That Rank

http://www.stevenshenager.edu/healthcare/bachelors/healthcare-administration-biomedical-clinical...
associates degree(17), associate degree in nursing(6), masters in healthcare administration(5)

Est. Clicks per Month: 10(+6)  Potential Incremental Gain: 588 clicks/mo.

http://www.stevenshenager.edu
stevens henager college(1), steven henager college(1), colleges in utah(5)

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

*competitors in bold
Keyword Group: College

Unique Pages Ranked: 14   Searches Per Month: 6k
Potential Clicks with Incremental Gain: 2.0k   Value of Incremental Gain: $2.0k
Potential Clicks Gained at Top Positions: 20.0k   Value of Gain at Top Positions: $101.0k

Keywords:
- **college**: phoenix college, city college san diego, arizona college, logan college (28), ...
- **college > california**: california colleges, california college, college in california,...
- **college > online**: college online, online college degrees, online college degree, onli...
- **college > accredited**: accredited college degree (37), college accreditation, accurat...

Biggest Opportunities Within This Group

<table>
<thead>
<tr>
<th><strong>college</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>associa... degree (44), community college in boise idaho (22), college st george utah (5), campus college degree free (40), college learning online (42)</td>
</tr>
<tr>
<td>Est. Potential New Clicks/Month: 706   Searches/Mo: 7k   Average Value/Click: $6.28</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>college &gt; online</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>college online programming (50), online colleges online colleges (36), colleges with online (47), online college for graphic design (11), online college catalog (34)</td>
</tr>
<tr>
<td>Est. Potential New Clicks/Month: 208   Searches/Mo: 2k   Average Value/Click: $14</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>college &gt; accredited</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>accreditation college online (38), colleges accredited by (49), accredited college education (21), accredited college online (46), accredited college degree (37)</td>
</tr>
<tr>
<td>Est. Potential New Clicks/Month: 27   Searches/Mo: 240   Average Value/Click: $8.62</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>college &gt; business</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>business college on line (36), colleges with business degrees (35), business college utah (4), colleges in business (7), business college salt lake city (6)</td>
</tr>
<tr>
<td>Est. Potential New Clicks/Month: 21   Searches/Mo: 180   Average Value/Click: $15</td>
</tr>
</tbody>
</table>

Pages That Rank

- [http://www.stevenshenager.edu/healthcare/bachelors/healthcare-administration-biomedical-clinical-...](http://www.stevenshenager.edu/healthcare/bachelors/healthcare-administration-biomedical-clinical-...)
  - Est. Clicks per Month: 237 (+65)   Potential Incremental Gain: 5k clicks/mo.

  - Est. Clicks per Month: 2 (+1)   Potential Incremental Gain: 80 clicks/mo.

- [http://www.stevenshenager.edu/information-technology/masters](http://www.stevenshenager.edu/information-technology/masters)
  - Est. Clicks per Month: 0   Potential Incremental Gain: 3 clicks/mo.
## Keyword Group: Online

Unique Pages Ranked: 11  
Searches Per Month: 4k  
Potential Clicks with Incremental Gain: 129.0  
Value of Incremental Gain: $129.0  
Potential Clicks Gained at Top Positions: 14.0k  
Value of Gain at Top Positions: $166.0k

### Keywords:

- **online**: online computer science courses, online degree programs (33), online degrees (4...  
- **online > accreditation**: accredited online colleges, accredited online universities, ...  
- **online > business**: online business degree (48), online business degrees (33), online ...  
- **online > accounting**: online accounting degree, online accounting degrees, online acco...

### Biggest Opportunities Within This Group

**online**  
> [online graphic artist (28), online universities in utah (15), online health science (7), online graphic art diplomas (50), online university idaho (28)]  
Est. Potential New Clicks/Month: 3,438  
Searches/Mo: 30k  
Average Value/Click: $13

**online > business**  
> [online business administration colleges (50), online business accounting degree (27), online business masters programs (39), online business associate degree (18), online business master (34)]  
Est. Potential New Clicks/Month: 406  
Searches/Mo: 3k  
Average Value/Click: $14

**online > nursing**  
> [online nursing bachelor (11), online nursing college degree (32), online nursing bachelors degree (21), online nursing bachelor degree programs (17), online nursing ba (27)]  
Est. Potential New Clicks/Month: 243  
Searches/Mo: 2k  
Average Value/Click: $12

**online > accreditation**  
> [accredited online business colleges (30), accredited online healthcare degrees (4), accredited online career schools (19), all accredited online colleges (47), accredited online associate degree programs (44)]  
Est. Potential New Clicks/Month: 94  
Searches/Mo: 810  
Average Value/Click: $28

### Pages That Rank

- **http://www.stevenshenager.edu/healthcare/bachelors/healthcare-administration-biomedical-clinical-...**  
  Est. Clicks per Month: 270 (+65)  
  Potential Incremental Gain: 5k clicks/mo.

- **http://www.stevenshenager.edu/information-technology/masters**  
  Est. Clicks per Month: 48 (-4)  
  Potential Incremental Gain: 208 clicks/mo.

- **http://www.stevenshenager.edu/stevens henager college(1), steven henager college(1), colleges in utah(5)**  
  Est. Clicks per Month: 12 (+0)  
  Potential Incremental Gain: 1k clicks/mo.

### Est. Share of Clicks

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Share</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>stevenshenager.edu</td>
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<tr>
<td>independence.edu</td>
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<tr>
<td>ccsd.edu</td>
<td>55</td>
<td>3</td>
</tr>
<tr>
<td>collegeamerica.edu</td>
<td>31</td>
<td>0</td>
</tr>
<tr>
<td>noadn.org</td>
<td>0</td>
<td>+0</td>
</tr>
</tbody>
</table>

### Clicks Gained or Lost

- **elearners.com**: +325  
- **areaconnect.com**: +320  
- **academicinfo.net**: +216  
- **about.com**: +203  
- **waldenu.edu**: +175  
- **newschool.edu**: +160  
- **aiuniv.edu**: +145  
- **baystate.edu**: +134

*competitors in bold*