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Top Keyword Recommendations

We’ve sifted through all the ads your competitors have ever bought, 49k 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 6k new clicks per month for your campaign.

**nursing schools** (Exact Match)

$28.22 Cost/Click | $222.36 Cost/Day | 8.1k Impressions/Mo

503 Potential Clicks/Mo  Good Buy (66)

Top Performing Ads:

**Everest College**

-everest.edu

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These charts show the combined coverage of your competitors on the keyword over the last 14 months. Each color represents a single competitor, each column is a month. Graphs going up and to the right mean your competitors are betting more on a keyword over time.

The order is mostly based on the strength of the buy rating, but also slightly prioritized by the size of the opportunity in potential clicks. The number in parentheses is a 0-100 scale to help differentiate the strength of a recommendation within a buy rating. Ex: “Great Buy (95)” is better than “Great Buy (93)”.

Download as CSV

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Excel.edu > AdWords Advisor Report (beta)
Mar 27, 2013: 12:52 PM
**medical assistant program** (Exact Match)

$21.80 Cost/Click | $48.78 Cost/Day | 870 Impressions/Mo

155 Potential Clicks/Mo  
**Good Buy** (65)

Top Performing Ads:

Medical Assistant Program  
vc.edu  
Earn a Medical Assistant Degree From Virginia College Now!

---

+lvn +school (Modified Broad Match)

$15.48 Cost/Click | $244.03 Cost/Day | 9.9k Impressions/Mo

Exact Match Keywords You're not Showing Up On  
'lvn school in texas, lvn school los angeles, lvn school school'

1,887 Potential Clicks/Mo  
**Good Buy** (64)

Top Performing Ads:

Everest College® Official  
everest.edu  
1 (855) 229 1200 Start a Career in Nursing. Become a Licensed Vocational Nurse (LVN).

1/1 Impressions  
8 Avg. Position

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**pharmacy tech programs** (Exact Match)

$11.43 Cost/Click | $11.71 Cost/Day | 240 Impressions/Mo

31 Potential Clicks/Mo  
**Good Buy** (65)

Top Performing Ads:

Pharmacy tech programs  
vc.edu  
Earn a Degree at Virginia College. Classes Start Feb. 20. Apply Today
trade schools (Exact Match)
$13.00 Cost/Click | $60.51 Cost/Day | 8.1k Impressions/Mo
315 Potential Clicks/Mo
Good Buy

pharmacy tech (Exact Match)
$7.78 Cost/Click | $307.12 Cost/Day | 4.4k Impressions/Mo
1,185 Potential Clicks/Mo
Good Buy

adult schools (Exact Match)
$2.32 Cost/Click | $2.75 Cost/Day | 990 Impressions/Mo
35 Potential Clicks/Mo
Good Buy

career training (Exact Match)
$9.16 Cost/Click | $7.67 Cost/Day | 990 Impressions/Mo
25 Potential Clicks/Mo
Good Buy

Top Performing Ads:
Virginia College Programs
vc.edu
Explore the Programs Offered at Virginia College in Mobile AL!

massage schools (Exact Match)
$14.84 Cost/Click | $14.07 Cost/Day | 1.3k Impressions/Mo
52 Potential Clicks/Mo
Good Buy
rn schools

$21.41 Cost/Click | $26.24 Cost/Day | 720 Impressions/Mo

116 Potential Clicks/Mo

Good Buy

college in austin

$2.95 Cost/Click | $1.36 Cost/Day | 60 Impressions/Mo

14 Potential Clicks/Mo

Good Buy

Top Performing Ads:

VC Austin Campus
vc.edu
Further Your Career with a Degree at VC Austin. Apply Today!

Everest College® Official
everest.edu
1 (855) 991 1362 Advance Your Career with Hands-On in Healthcare, Business & Medical.

certified nursing assistant

$6.25 Cost/Click | $16.31 Cost/Day | 12.1k Impressions/Mo

133 Potential Clicks/Mo

Good Buy

dental assisting programs

$8.71 Cost/Click | $6.78 Cost/Day | 240 Impressions/Mo

23 Potential Clicks/Mo

Good Buy

Top Performing Ads:

Dental Assisting School
everest.edu
Hands-on Training in Dental Field. 9-Month Programs - Get Info Now
"technician class" (Phrase Match)

Exact Match Keywords You’re not Showing Up On
medical technician class, radiology technician class, x ray technician class, surgical technician class, lab technician class (+4 More)

$5.81 Cost/Click | $17.57 Cost/Day | 2.4k Impressions/Mo
Feb '13

149 Potential Clicks/Mo Good Buy (62)

Top Performing Ads:

X-Ray Tech Training
everest.edu
Hands-on Career Training, 9-month program. Request Info.

Network Engineer
vc.edu
Further Your Career With a Network Engineer Associate Degree!

Pharmacy Technician
everest.edu
1 (877) 434 3731 Want to be a pharmacy technician? Find a campus near you today!

pharmacy technician certification (Exact Match)

$11.06 Cost/Click | $32.64 Cost/Day | 6.6k Impressions/Mo
Feb '13

158 Potential Clicks/Mo Good Buy (62)

r n schools (Exact Match)

$20.17 Cost/Click | $26.25 Cost/Day | 720 Impressions/Mo
Feb '13

116 Potential Clicks/Mo Good Buy (62)

Top Performing Ads:

Medical Career Training
everest.edu
1 (855) 254 0797 Day & Evening Classes. 9-month program. Request Info.

nurse college (Exact Match)

$12.84 Cost/Click | $9.45 Cost/Day | 150 Impressions/Mo
Feb '13

22 Potential Clicks/Mo Good Buy (63)
tech training (Exact Match)
$8.55 Cost/Click | $5.47 Cost/Day | 150 Impressions/Mo

auto mechanics school (Exact Match)
$11.42 Cost/Click | $5.64 Cost/Day | 90 Impressions/Mo

Top Performing Ads:
Virginia College
vc.edu
Learn More About Virginia College’s Huntsville Campus

radiology tech schools (Exact Match)
$8.41 Cost/Click | $16.90 Cost/Day | 570 Impressions/Mo

nail tech schools (Exact Match)
$7.30 Cost/Click | $2.91 Cost/Day | 150 Impressions/Mo

Top Performing Ads:
Cosmetology Program
vc.edu
Advance Your Career with a Cosmetology Certification!
surgical tech schools  (Exact Match)
$10.70 Cost/Click | $37.46 Cost/Day | 1.6k Impressions/Mo

105 Potential Clicks/Mo  Good Buy (60)

Top Performing Ads:
Virginia College Programs
vc.edu
Explore the Programs Offered at Virginia College in Mobile AL

carpentry schools  (Exact Match)
$4.68 Cost/Click | $6.36 Cost/Day | 720 Impressions/Mo

41 Potential Clicks/Mo  Good Buy (60)

trade schools in austin tx  (Exact Match)
$16.51 Cost/Click | $3.99 Cost/Day | 120 Impressions/Mo

7.2 Potential Clicks/Mo  Good Buy (65)

vocational nursing schools  (Exact Match)
$16.93 Cost/Click | $8.68 Cost/Day | 240 Impressions/Mo

15 Potential Clicks/Mo  Good Buy (62)

Top Performing Ads:
Everest College® Official
everest.edu
Start a Career in Nursing, Become a Licensed Vocational Nurse (LVN)
medical training  (Exact Match)
$11.78 Cost/Click | $2.17 Cost/Day | 720 Impressions/Mo
11 Potential Clicks/Mo  
Good Buy (63)

Tech schools  (Exact Match)
$16.92 Cost/Click | $31.63 Cost/Day | 1.3k Impressions/Mo
93 Potential Clicks/Mo  
Good Buy (59)

"diesel tech"  (Phrase Match)
$8.10 Cost/Click | $11.45 Cost/Day | 2.9k Impressions/Mo
184 Potential Clicks/Mo  
Good Buy (59)

Exact Match Keywords You're not Showing Up On
diesel tech training, diesel tech schools

Top Performing Ads:
Virginia College Programs  
vc.edu
Explore the Programs Offered at Virginia College in Shreveport!
1/1 Impressions  
4 Avg. Position

medical administration assistant  (Exact Match)
$13.45 Cost/Click | $12.16 Cost/Day | 0 Impressions/Mo
86 Potential Clicks/Mo  
Good Buy (59)

Top Performing Ads:
Medical Assistant Program  
vc.edu
Further Your Career in Medical Assisting. Learn More Now!
community colleges in jacksonville fl

$10.93 Cost/Click | $3.04 Cost/Day | 390 Impressions/Mo

8.4 Potential Clicks/Mo

Good Buy (63)

become a dental assistant

$8.33 Cost/Click | $2.13 Cost/Day | 240 Impressions/Mo

7.8 Potential Clicks/Mo

Good Buy (64)

vo tech schools

$6.69 Cost/Click | $4.79 Cost/Day | 210 Impressions/Mo

22 Potential Clicks/Mo

Good Buy (60)

dental assistant classes

$11.21 Cost/Click | $3.43 Cost/Day | 390 Impressions/Mo

17 Potential Clicks/Mo

Good Buy (61)

Top Performing Ads:

Program Dental Assistant
everest.edu
1 (877) 913 0685 Hands-on Dental Assistant Training Call Everest Now to Request Info.

pharmacy tech schools

$15.35 Cost/Click | $20.64 Cost/Day | 720 Impressions/Mo

40 Potential Clicks/Mo

Good Buy (59)
vocational programs

$7.04 Cost/Click | $5.18 Cost/Day | 240 Impressions/Mo

22 Potential Clicks/Mo

Good Buy

Top Performing Ads:

Career Trade Schools
everest.edu
1 (866) 547 9234 Find Hands-on Career Training. Short-term Classes

physician assistant programs

$5.71 Cost/Click | $78.66 Cost/Day | 14.8k Impressions/Mo

414 Potential Clicks/Mo

Good Buy

Top Performing Ads:

Medical Assistant Degrees
vc.edu
Learn More About the Medical Assistant Program at VC Shreveport.

become a medical assistant

$19.74 Cost/Click | $6.11 Cost/Day | 300 Impressions/Mo

17 Potential Clicks/Mo

Good Buy

Top Performing Ads:

Medical Assistant Degree
vc.edu
Train for a Career as a Medical Assistant at VC, Request Info
medical assistant colleges  (Exact Match)  
$27.25 Cost/Click | $2.59 Cost/Day | 240 Impressions/Mo  
Feb '13

6.3 Potential Clicks/Mo  
Good Buy (63)

medical administrative  (Exact Match)  
$10.14 Cost/Click | $2.12 Cost/Day | 90 Impressions/Mo  
Feb '13

23 Potential Clicks/Mo  
Good Buy (59)

lpn nursing schools  (Exact Match)  
$11.33 Cost/Click | $3.38 Cost/Day | 150 Impressions/Mo  
Feb '13

9 Potential Clicks/Mo  
Good Buy (61)

nursing assistant training  (Exact Match)  
$9.53 Cost/Click | $9.78 Cost/Day | 990 Impressions/Mo  
Feb '13

31 Potential Clicks/Mo  
Good Buy (58)

community colleges in san antonio  (Exact Match)  
$9.14 Cost/Click | $2.03 Cost/Day | 570 Impressions/Mo  
Feb '13

6.6 Potential Clicks/Mo  
Good Buy (62)

trade programs  (Exact Match)  
$5.27 Cost/Click | $4.21 Cost/Day | 120 Impressions/Mo  
Feb '13

24 Potential Clicks/Mo  
Good Buy (58)
nursing programs in jacksonville fl (Exact Match)
$32.17 Cost/Click | $5.83 Cost/Day | 150 Impressions/Mo

9.9 Potential Clicks/Mo
Good Buy (60)

vocational courses (Exact Match)
$9.44 Cost/Click | $3.56 Cost/Day | 150 Impressions/Mo

11 Potential Clicks/Mo
Good Buy (60)

dental assistant program (Exact Match)
$10.83 Cost/Click | $4.16 Cost/Day | 240 Impressions/Mo

11 Potential Clicks/Mo
Good Buy (59)

massage therapy training (Exact Match)
$8.86 Cost/Click | $5.69 Cost/Day | 570 Impressions/Mo

19 Potential Clicks/Mo
Good Buy (58)

Download as CSV
**Best Negative Match Opportunities**

Trim the fat from your campaign by excluding these specific keywords. Avoiding low-quality matches like these improves your conversion rate and protects you from wasteful clicks that drain your budget. We can also say with confidence these keywords are neither profitable nor popular with your competitors. While broad match might be the culprit, there is no question that your ad shows up when we run these searches. We included a snapshot of the ad and the results page to help you weed out these matches. If you are not buying these keywords directly, you might want to "negative match" these keywords in Adwords or restructure your match types on more targeted keywords.

<table>
<thead>
<tr>
<th>Course Type</th>
<th>Potential Monthly Savings</th>
<th>(Exact) Cost / Click</th>
<th>(Exact) Clicks / Month</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>learning about computer</strong></td>
<td>$20</td>
<td>$2.95</td>
<td>6.9</td>
</tr>
<tr>
<td><strong>computers certification</strong></td>
<td>$20</td>
<td>$3.72</td>
<td>5.4</td>
</tr>
<tr>
<td><strong>emergency medical training</strong></td>
<td>$9.90</td>
<td>$2.83</td>
<td>3.6</td>
</tr>
<tr>
<td><strong>internet classes for seniors</strong></td>
<td>$9.60</td>
<td>$28.50</td>
<td>1.5</td>
</tr>
</tbody>
</table>

Potential Savings of $88 per month in ad spend is up for grabs by trimming the impressions you get on our top 50 negative match recommendations.
### Medical Assistant Classes
- **excel.edu**
- Complete your MA Career in 7 months
- Financial Aid, GI Bill, TA, MyCAA

### Network Engineer Classes
- **excel.edu**
- A, Network, Security, Cisco CCNA
- Financial Aid, GI Bill, TA, MyCAA

### Medical Law Courses
- **excel.edu**
- Complete your MA Career in 7 months
- Financial Aid, GI Bill, TA, MyCAA

### Network Engineer Classes
- **excel.edu**
- Excel.eduA, Network, Security, Cisco CCNA
- Financial Aid, GI Bill, TA, MyCAA

### Medical Schools in UK
- **excel.edu**
- Complete your MA Career in 7 months
- Financial Aid, GI Bill, TA, MyCAA

---

**ross medical college**
- **$7.80** Potential Monthly Savings
  - (Exact) Cost / Click: **$4.32**
  - (Exact) Clicks / Month: **3.0**

**computer programming class**
- **$6.00** Potential Monthly Savings
  - (Exact) Cost / Click: **$25.79**
  - (Exact) Clicks / Month: **1.5**

**pc certifications**
- **$4.50** Potential Monthly Savings
  - (Exact) Cost / Click: **$4.35**
  - (Exact) Clicks / Month: **0.9**

**medical law courses**
- **$3.30** Potential Monthly Savings
  - (Exact) Cost / Click: **$3.44**
  - (Exact) Clicks / Month: **0.9**

**computer training franchise**
- **$2.70** Potential Monthly Savings
  - (Exact) Cost / Click: **$4.38**
  - (Exact) Clicks / Month: **1.2**

**medical schools in uk**
- **$2.40** Potential Monthly Savings
  - (Exact) Cost / Click: **$5.88**
  - (Exact) Clicks / Month: **0.6**
new horizon computer learning
< $1 Potential Monthly Savings
(Exact) Cost / Click: $1.23
(Exact) Clicks / Month: 2.1

Network Engineer Classes
excel.edu
Excel.edu

anesthesiologists schooling
< $1 Potential Monthly Savings
(Exact) Cost / Click: $6.05
(Exact) Clicks / Month: 0.6

Medical Assistant Classes
excel.edu
Complete your MA Career in 7 months
Financial Aid, GI Bill, TA, MyCAA

western school nursing
< $1 Potential Monthly Savings
(Exact) Cost / Click: $2.14
(Exact) Clicks / Month: 0.3

Medical Assistant Classes
excel.edu
Complete your MA Career in 7 months
Financial Aid, GI Bill, TA, MyCAA

network administrator courses
< $1 Potential Monthly Savings
(Exact) Cost / Click: $19.58
(Exact) Clicks / Month: 3.3

Network Engineer Classes
excel.edu
A, Network, Security, Cisco CCNA
Financial Aid, GI Bill, TA, MyCAA

medical graduate schools
< $1 Potential Monthly Savings
(Exact) Cost / Click: $2.96
(Exact) Clicks / Month: 0.0

Medical Assistant Classes
excel.edu
Complete your MA Career in 7 months
Financial Aid, GI Bill, TA, MyCAA

school veterinary technician
< $1 Potential Monthly Savings
(Exact) Cost / Click: $21.86
(Exact) Clicks / Month: 0.0

Medical Assistant Classes
excel.edu
Complete your MA Career in 7 months
Financial Aid, GI Bill, TA, MyCAA
### medical course online

<table>
<thead>
<tr>
<th>Cost / Click</th>
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<tbody>
<tr>
<td>$11.82</td>
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**Potential Monthly Savings**

**Medical Assistant Classes**

- Excel.edu
- Complete your MA Career in 7 months
- Financial Aid, GI Bill, TA, MyCAA

### machine certification

<table>
<thead>
<tr>
<th>Cost / Click</th>
<th>Clicks / Month</th>
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<tbody>
<tr>
<td>$0.10</td>
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**Potential Monthly Savings**

**Network Engineer Classes**

- Excel.edu
- A, Network, Security, Cisco CCNA
- Financial Aid, GI Bill, TA, MyCAA

### how do i become a dentist

<table>
<thead>
<tr>
<th>Cost / Click</th>
<th>Clicks / Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4.04</td>
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</table>

**Potential Monthly Savings**

**Medical Assistant Classes**

- Excel.edu
- Complete your MA Career in 7 months
- Financial Aid, GI Bill, TA, MyCAA

### online course training

<table>
<thead>
<tr>
<th>Cost / Click</th>
<th>Clicks / Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>$23.20</td>
<td>0.0</td>
</tr>
</tbody>
</table>

**Potential Monthly Savings**

**Network Engineer Classes**

- Excel.edu
- A, Network, Security, Cisco CCNA
- Financial Aid, GI Bill, TA, MyCAA

### become a pediatrician

<table>
<thead>
<tr>
<th>Cost / Click</th>
<th>Clicks / Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10.02</td>
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</tr>
</tbody>
</table>

**Potential Monthly Savings**

**Medical Assistant Classes**

- Excel.edu
- Complete your MA Career in 7 months
- Financial Aid, GI Bill, TA, MyCAA

### based computer mcse training

<table>
<thead>
<tr>
<th>Cost / Click</th>
<th>Clicks / Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.00</td>
<td>0.0</td>
</tr>
</tbody>
</table>

**Potential Monthly Savings**

**Network Engineer Classes**

- Excel.edu
- CompTIA's Certification in 2 months A, Network, Security, Cisco CCNA
<table>
<thead>
<tr>
<th>Course Type</th>
<th>School Name</th>
<th>Description</th>
<th>Cost per Click</th>
<th>Clicks per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Assistant Classes</td>
<td>Medical Assistant Classes</td>
<td>excel.edu Complete your MA Career in 7 months Financial Aid, GI Bill, TA, MyCAA</td>
<td>$0.00</td>
<td>0.0</td>
</tr>
<tr>
<td>Network Engineer Classes</td>
<td>Network Engineer Classes</td>
<td>excel.edu A, Network, Security, Cisco CCNA Financial Aid, GI Bill, TA, MyCAA</td>
<td>$30.36</td>
<td>0.0</td>
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<tr>
<td>Network Engineer Classes</td>
<td>Network Engineer Classes</td>
<td>excel.edu A, Network, Security, Cisco CCNA Financial Aid, GI Bill, TA, MyCAA</td>
<td>$3.19</td>
<td>0.0</td>
</tr>
</tbody>
</table>

Potential Monthly Savings:
- College Manipal Medical: $0.00
- Schools Computer Programming: $30.36
- Computer Learning Videos: $3.19

Download as CSV: Excel.edu: AdWords Advisor Report (beta)
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? 😁