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We’ve sifted through all the ads your competitors have ever bought, 2k in all, looking for patterns. By digging through your competitors’ historical bidding record, we can see which keywords are their most successful.

Next, we figure out which keyword match type (phrase, broad, exact, modified broad) your competitors are buying and we filter out any that you already buy. When a keyword is large enough that we think it belongs in its own ad group we dig deeper to discover the best performing ad copy to give you a place to get started.

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

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**master of law** (Exact Match)

$10.72 Cost/Click | $0.10 Cost/Day | 120 Impressions/Mo

1.5 Potential Clicks/Mo

Buy (48)

**master of law programs** (Exact Match)

$13.97 Cost/Click | $0.34 Cost/Day | 0 Impressions/Mo

1.8 Potential Clicks/Mo

Buy (47)
**law degrees** (Exact Match)

$7.08 Cost/Click | $5.14 Cost/Day | 870 Impressions/Mo

48 Potential Clicks/Mo  Buy (39)

**law programs** (Exact Match)

$7.61 Cost/Click | $0.95 Cost/Day | 150 Impressions/Mo

6.9 Potential Clicks/Mo  Buy (39)

**master of laws degree** (Exact Match)

$16.33 Cost/Click | $0.05 Cost/Day | 30 Impressions/Mo

0.3 Potential Clicks/Mo  Good Buy (53)

**law school programs** (Exact Match)

$7.07 Cost/Click | $0.02 Cost/Day | 120 Impressions/Mo

1.5 Potential Clicks/Mo  Buy (38)

**+llm** (Modified Broad Match)

$5.08 Cost/Click | $0.00 Cost/Day | 90.5k Impressions/Mo

Exact Match Keywords You’re not Showing Up On
llm leiden, llm thesis, george washington university llm, john marshall llm, llm durham (+127 More)

0 Potential Clicks/Mo  Good Buy (50)

**+law +llm** (Modified Broad Match)

$5.79 Cost/Click | $0.32 Cost/Day | 9.9k Impressions/Mo

Exact Match Keywords You’re not Showing Up On
ucd law llm, international law llm, constitutional law llm, construction law llm, corporate law llm (+8 More)

19 Potential Clicks/Mo  Buy (30)
Ilm scholarship (Exact Match)
$0.10 Cost/Click | $0.02 Cost/Day | 22 Impressions/Mo

1.2 Potential Clicks/Mo
Buy (35)

master of laws (Exact Match)
$10.47 Cost/Click | $1.04 Cost/Day | 240 Impressions/Mo

6.9 Potential Clicks/Mo
Buy (30)

master of law program (Exact Match)
$5.70 Cost/Click | $0.03 Cost/Day | 0 Impressions/Mo

0.3 Potential Clicks/Mo
Buy (44)

distance learning llb (Exact Match)
$7.43 Cost/Click | $0.05 Cost/Day | 28 Impressions/Mo

0.6 Potential Clicks/Mo
Buy (36)

Ilm law school (Exact Match)
$5.07 Cost/Click | $0.08 Cost/Day | 16 Impressions/Mo

0.6 Potential Clicks/Mo
Buy (35)
LLM (Exact Match)

$6.64 Cost/Click | $14.36 Cost/Day | 6.6k Impressions/Mo

295 Potential Clicks/Mo

Buy (26)

Top Performing Ads:

LLM Program
floridacoastallaw.com
Advance Your Career. LLM in US
LawStudy Online at Approved Law School

Law degree program (Exact Match)

$12.01 Cost/Click | $0.05 Cost/Day | 28 Impressions/Mo

0.3 Potential Clicks/Mo

Buy (35)

Graduate law programs (Exact Match)

$19.68 Cost/Click | $0.13 Cost/Day | 22 Impressions/Mo

0.3 Potential Clicks/Mo

Buy (32)

Business law LLM (Exact Match)

$6.34 Cost/Click | $0.03 Cost/Day | 0 Impressions/Mo

0.3 Potential Clicks/Mo

Buy (33)

Masters of laws (Exact Match)

$12.73 Cost/Click | $0.02 Cost/Day | 22 Impressions/Mo

0.6 Potential Clicks/Mo

Buy (28)
<law master degree> (Exact Match)
$3.59 Cost/Click | $0.02 Cost/Day | 28 Impressions/Mo

0.3 Potential Clicks/Mo
Buy (30)

<London university llm> (Exact Match)
$1.06 Cost/Click | $0.01 Cost/Day | 0 Impressions/Mo

0.3 Potential Clicks/Mo
Buy (30)

<law degree> (Exact Match)
$8.65 Cost/Click | $1.05 Cost/Day | 3.6k Impressions/Mo

66 Potential Clicks/Mo
Consider (20)

Top Performing Ads:
Masters in Law Degree
cwsl.edu
Top rated Masters in Law. Exclusive Federal Defense Clinical!

<llb law degree> (Exact Match)
$8.92 Cost/Click | $0.00 Cost/Day | 30 Impressions/Mo

0 Potential Clicks/Mo
Buy (37)

<bankruptcy llm> (Exact Match)
$4.47 Cost/Click | $0.05 Cost/Day | 30 Impressions/Mo

0.9 Potential Clicks/Mo
Consider (23)
illinois law schools (Exact Match)
$5.02 Cost/Click | $0.63 Cost/Day | 150 Impressions/Mo

Consider (20)

environmental law degree (Exact Match)
$8.92 Cost/Click | $0.93 Cost/Day | 60 Impressions/Mo

Consider (20)

environmental lawyer (Exact Match)
$6.50 Cost/Click | $2.55 Cost/Day | 720 Impressions/Mo

Consider (19)

devry university (Exact Match)
$1.39 Cost/Click | $101.55 Cost/Day | 49.5k Impressions/Mo

Consider (18)

colleges in chicago illinois (Exact Match)
$9.92 Cost/Click | $3.03 Cost/Day | 240 Impressions/Mo

Consider (19)

law degree programs (Exact Match)
$16.74 Cost/Click | $0.01 Cost/Day | 30 Impressions/Mo

Consider (24)
summer law programs  
$3.99 Cost/Click | $0.18 Cost/Day | 30 Impressions/Mo  
2.7 Potential Clicks/Mo  
Consider (20)

cornell emba  
$4.16 Cost/Click | $4.01 Cost/Day | 390 Impressions/Mo  
29 Potential Clicks/Mo  
Consider (18)

online jd degree  
$17.60 Cost/Click | $0.96 Cost/Day | 210 Impressions/Mo  
8.4 Potential Clicks/Mo  
Consider (18)

recycling company  
$2.00 Cost/Click | $1.81 Cost/Day | 240 Impressions/Mo  
27 Potential Clicks/Mo  
Consider (18)

top mba programs  
$15.85 Cost/Click | $66.01 Cost/Day | 5.4k Impressions/Mo  
269 Potential Clicks/Mo  
Consider (17)

best environmental law schools  
$8.19 Cost/Click | $0.27 Cost/Day | 210 Impressions/Mo  
8.1 Potential Clicks/Mo  
Consider (18)
universities in chicago illinois (Exact Match)
$8.66 Cost/Click | $0.67 Cost/Day | 60 Impressions/Mo

environmental law institute (Exact Match)
$7.46 Cost/Click | $1.42 Cost/Day | 870 Impressions/Mo

llm los angeles (Exact Match)
$2.74 Cost/Click | $0.02 Cost/Day | 0 Impressions/Mo

recycling companies (Exact Match)
$2.07 Cost/Click | $2.77 Cost/Day | 570 Impressions/Mo

environmental policy degree (Exact Match)
$5.96 Cost/Click | $0.41 Cost/Day | 30 Impressions/Mo

online jd program (Exact Match)
$8.39 Cost/Click | $0.35 Cost/Day | 58 Impressions/Mo

3.6 Potential Clicks/Mo
Consider (19)

14 Potential Clicks/Mo
Consider (17)

0.3 Potential Clicks/Mo
Buy (26)

40 Potential Clicks/Mo
Consider (17)

2.1 Potential Clicks/Mo
Consider (19)

2.4 Potential Clicks/Mo
Consider (19)
environmental policies
- Cost/Click: $2.43
- Cost/Day: $0.19
- Impressions/Mo: 300
- Potential Clicks/Mo: 3.6
- Consider

college in chicago
- Cost/Click: $9.57
- Cost/Day: $0.11
- Impressions/Mo: 480
- Potential Clicks/Mo: 4.2
- Consider

college of chicago
- Cost/Click: $7.45
- Cost/Day: $0.71
- Impressions/Mo: 120
- Potential Clicks/Mo: 4.8
- Consider

melp
- Cost/Click: $4.49
- Cost/Day: $0.52
- Impressions/Mo: 240
- Potential Clicks/Mo: 4.5
- Consider

law school study abroad programs
- Cost/Click: $5.93
- Cost/Day: $0.02
- Impressions/Mo: 30
- Potential Clicks/Mo: 1.2
- Consider

college in chicago illinois
- Cost/Click: $10.97
- Cost/Day: $0.28
- Impressions/Mo: 30
- Potential Clicks/Mo: 1.8
- Consider
illinois business school  (Exact Match)
$20.58 Cost/Click | $0.52 Cost/Day | 30 Impressions/Mo

2.4 Potential Clicks/Mo

Consider

civil engineering online  (Exact Match)
$12.30 Cost/Click | $0.22 Cost/Day | 90 Impressions/Mo

3.3 Potential Clicks/Mo

Consider

vt law  (Exact Match)
$3.30 Cost/Click | $0.21 Cost/Day | 30 Impressions/Mo

3.3 Potential Clicks/Mo

Consider

Download as CSV
Best Negative Match Opportunities

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

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

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

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

Hey,

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

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

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

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

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

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

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

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

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

Cheers,

Mike Roberts, Founder

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

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

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