SEO Dashboard

Jul 25, 2012
Table of Contents

SEO Value

- Amount of Keywords in Top Search Results
- Number of Unique Pages that Rank Organically
- Total Organic Clicks Per Month
- Value of Organic Clicks Per Month
- Organic Clicks Change
- Biggest Gains / Most Valuable Keywords
- Newly Ranked Organic Pages
- New Keywords / Top Sections
- Keyword Groups with the Biggest Gains

Opportunity

- Biggest Opportunities / Not Ranked Keywords
- Keyword Overlap in Your SEO & PPC campaigns
- Keyword Groups with the Most Potential

Competition

- Traffic Share and Movers Shakers
- Competition
- Top Organic Competitors / Partners and their Best Keywords

Appendix: Additional and Extended Details

- Biggest Gains (all)
- Most Valuable Keywords (all)
- Newly Ranked Organic Pages (all)
- New Keywords (all)
- Top Sections (all)
- Keyword Groups with the Biggest Gains - Details
- Biggest Opportunities (all)
- Not Ranked Keywords (all)
- Keyword Overlap in Your SEO & PPC campaigns (all)
- Keyword Groups with the Most Potential - Details
You show up in the top 50 search results on Google for 655 different keywords. That’s up by 0.8% or 5 keywords from last month.

101 of your pages appear in the top 50 of at least one search. That’s 10 more pages on your site showing up in searches this month than last month.

You should be getting 745 clicks per month from your organic placements on Google.

If you had to buy all those organic clicks via Google Adwords, they’d cost $406. And that’s taking into account the conversion rate bump you get when you can use a choose your landing page.
Biggest Gains

You moved up in ranks on 319 keywords last month. All those gains added up to about 115 clicks you wouldn’t have received last month. In equivalent PPC dollars, all those new clicks are worth about $83.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Rank</th>
<th>Change</th>
<th>Est. Clicks/Month</th>
<th>Change</th>
<th>Est. Value/Mo</th>
</tr>
</thead>
<tbody>
<tr>
<td>lancaster ohio</td>
<td>9</td>
<td>+2</td>
<td>49</td>
<td></td>
<td></td>
</tr>
<tr>
<td>rockport</td>
<td>44</td>
<td></td>
<td>25</td>
<td></td>
<td></td>
</tr>
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<td>scottsville ky</td>
<td>10</td>
<td>+1</td>
<td>10</td>
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</tr>
<tr>
<td>madisonville ky</td>
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<td>+7</td>
<td>5</td>
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<td></td>
</tr>
<tr>
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<td>22</td>
<td>+11</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>boston colleges</td>
<td>30</td>
<td></td>
<td>5</td>
<td></td>
<td></td>
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<tr>
<td>kentucky colleges</td>
<td>11</td>
<td>+1</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>chillicothe oh</td>
<td>22</td>
<td>+7</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>pharmacy tech courses</td>
<td>9</td>
<td>+7</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>pharmacy tech schools</td>
<td>28</td>
<td></td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>pharmacy technology</td>
<td>16</td>
<td>+6</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>daymar college</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>lancaster ohio</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>scottsville ky</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>daymar college louisville</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>billing and coding specialist</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>owensboro</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>paducah ky</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>online colleges in ohio</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>kentucky colleges</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

View more (p. 16)

Most Valuable Keywords

You gained ranks on 6 out of your top 10 most valuable keywords. Moving up the charts on those important keywords means about 68 visits to the site that wouldn’t have come last month.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Rank</th>
<th>Change</th>
<th>Est. Clicks/Month</th>
<th>Change</th>
<th>Est. Value/Mo</th>
</tr>
</thead>
<tbody>
<tr>
<td>daymar college</td>
<td>1</td>
<td></td>
<td>342</td>
<td>+249</td>
<td>$126(-$91.57)</td>
</tr>
<tr>
<td>lancaster ohio</td>
<td>11</td>
<td></td>
<td>110</td>
<td>+49</td>
<td>$94(+$42)</td>
</tr>
<tr>
<td>scottsville ky</td>
<td></td>
<td></td>
<td>28</td>
<td>+10</td>
<td>$28(+$10)</td>
</tr>
<tr>
<td>daymar college louisville</td>
<td></td>
<td></td>
<td>11</td>
<td></td>
<td>$14</td>
</tr>
<tr>
<td>billing and coding specialist</td>
<td></td>
<td></td>
<td>8</td>
<td>-2</td>
<td>$11(-$2.81)</td>
</tr>
<tr>
<td>owensboro</td>
<td></td>
<td></td>
<td>8</td>
<td>+5</td>
<td>$8.92(+$4.89)</td>
</tr>
<tr>
<td>paducah ky</td>
<td></td>
<td></td>
<td>14</td>
<td>-5</td>
<td>$7.32(-$2.58)</td>
</tr>
<tr>
<td>online colleges in ohio</td>
<td></td>
<td></td>
<td>1</td>
<td>+0</td>
<td>$5.90(+$0.58)</td>
</tr>
<tr>
<td>kentucky colleges</td>
<td></td>
<td></td>
<td>15</td>
<td>+2</td>
<td>$5.83(+$0.88)</td>
</tr>
</tbody>
</table>

View more (p. 21)
### Newly Ranked Organic Pages

16 pages show up in Google search results that didn't last month. Combined, those new placements drive 0.2 clicks, which would be worth about $0.6 if you paid for those same clicks in Google Adwords.

<table>
<thead>
<tr>
<th>URL</th>
<th>Est. Total Clicks/Mo</th>
<th>Est. SEO Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://online.daymarcollege.edu/online-business-administration-degree">http://online.daymarcollege.edu/online-business-administration-degree</a></td>
<td>0</td>
<td>$0.6</td>
</tr>
<tr>
<td><a href="http://www.daymarcollege.edu/pdf/disclosures/health-insurance-specialist.pdf">http://www.daymarcollege.edu/pdf/disclosures/health-insurance-specialist.pdf</a></td>
<td>1</td>
<td>$0.47</td>
</tr>
<tr>
<td><a href="http://online.daymarcollege.edu/history">http://online.daymarcollege.edu/history</a></td>
<td>0</td>
<td>$0</td>
</tr>
<tr>
<td><a href="http://www.daymarcollege.edu/college/bowlinggreen">http://www.daymarcollege.edu/college/bowlinggreen</a></td>
<td>0</td>
<td>$0</td>
</tr>
<tr>
<td><a href="http://www.daymarcollege.edu/schools/medical-massage-therapy-chillicothe-oh">http://www.daymarcollege.edu/schools/medical-massage-therapy-chillicothe-oh</a></td>
<td>0</td>
<td>$0</td>
</tr>
<tr>
<td><a href="http://www.daymarcollege.edu/schools/nursing-owensboro-ky">http://www.daymarcollege.edu/schools/nursing-owensboro-ky</a></td>
<td>0</td>
<td>$0</td>
</tr>
<tr>
<td><a href="http://daymarcollege.edu/schools/business-administration-madisonville-ky">http://daymarcollege.edu/schools/business-administration-madisonville-ky</a></td>
<td>0</td>
<td>$0</td>
</tr>
<tr>
<td><a href="http://www.daymarcollege.edu/accreditation">http://www.daymarcollege.edu/accreditation</a></td>
<td>0</td>
<td>$0</td>
</tr>
<tr>
<td><a href="http://www.daymarcollege.edu/schools/accounting-owensboro-ky">http://www.daymarcollege.edu/schools/accounting-owensboro-ky</a></td>
<td>0</td>
<td>$0</td>
</tr>
<tr>
<td><a href="http://www.daymarcollege.edu/schools/paralegal-studies-new-boston-oh">http://www.daymarcollege.edu/schools/paralegal-studies-new-boston-oh</a></td>
<td>0</td>
<td>$0</td>
</tr>
</tbody>
</table>
New Keywords (You weren't ranked on before)

You now place in the top 50 search results on 134 keywords that you didn’t even show up on last month. Those keywords drive 34 clicks worth an estimated $12 per month in equivalent PPC dollars. All those new keywords represent a beachhead to an opportunity that could lead to as many as 5k clicks per month if you could be in the first position on each of the keywords.

- rockport
  - Rank: 44
  - Searches/Mo: 33k
  - Est. Value/Click: $0.21
  - Estimated New Clicks/Month: 25

- boston colleges
  - Rank: 30
  - Searches/Mo: 3k
  - Est. Value/Click: $0.34
  - Estimated New Clicks/Month: 5

- pharmacy tech schools
  - Rank: 28
  - Searches/Mo: 570
  - Est. Value/Click: $0.77
  - Estimated New Clicks/Month: 1

- pharmacy technician training program
  - Rank: 33
  - Searches/Mo: 480
  - Est. Value/Click: $0.94
  - Estimated New Clicks/Month: 1

- associate degree programs
  - Rank: 41
  - Searches/Mo: 300
  - Est. Value/Click: $0.74
  - Estimated New Clicks/Month: 0

- bachelor degree in criminal justice
  - Rank: 35
  - Searches/Mo: 210
  - Est. Value/Click: $1.4
  - Estimated New Clicks/Month: 0

- pharmacy technician courses
  - Rank: 44
  - Searches/Mo: 300
  - Est. Value/Click: $0.73
  - Estimated New Clicks/Month: 0

- online associates degrees
  - Rank: 46
  - Searches/Mo: 300
  - Est. Value/Click: $0.71
  - Estimated New Clicks/Month: 0

- career training programs
  - Rank: 48
  - Searches/Mo: 300
  - Est. Value/Click: $0.52
  - Estimated New Clicks/Month: 0

- bookkeeping training programs
  - Rank: 15
  - Searches/Mo: 30
  - Est. Value/Click: $5.1
  - Estimated New Clicks/Month: 0

- pharmacy technician classes online
  - Rank: 37
  - Searches/Mo: 120
  - Est. Value/Click: $1.78
  - Estimated New Clicks/Month: 0

Top Site Sections Summary

The top 1 site sections draw 5.2% of all of your organic visitors. Together those sections combine for 326 clicks per month.

- daymarcollege.edu/college
  - Number of Keywords: 114
  - Est. Value/Mo: $193 (+$29)

- online.daymarcollege.edu
  - Number of Keywords: 216
  - Est. Value/Mo: $29 (-$1)

- daymarcollege.edu/prog
  - Number of Keywords: 217
  - Est. Value/Mo: $29 (-$2)

- online.daymarcollege.edu
  - Number of Keywords: 2
  - Est. Value/Mo: $1 (-$)

- online.daymarcollege.edu
  - Number of Keywords: 22
  - Est. Value/Mo: $11 (+$1)

- daymarcollege.edu/medic
  - Number of Keywords: 15
  - Est. Value/Mo: $2 (-$2)

- daymarcollege.edu/schoo
  - Number of Keywords: 21
  - Est. Value/Mo: $1 (+$1)

- online.daymarcollege.edu
  - Number of Keywords: 5
  - Est. Value/Mo: $2 (+$)

- online.daymarcollege.edu
  - Number of Keywords: 18
  - Est. Value/Mo: $4 (-$)

View more (p. 25)
Keyword Groups with the Biggest Gains

**Keyword Group: Ohio**

- Positions Gained: 54  →  Est. Total Clicks/Mo: (+21)  →  Est. Percent Traffic Gain: 21%
- Unique Pages Ranked: 3
- Keywords:
  - ohio: ohio career colleges (+28) - NEW, ohio tech school (+4), ohio business colleges (+...)
  - ohio > lancaster: lancaster ohio (+2)
  - ohio > technical: ohio technical schools (-9)

**Keyword Group: Lancaster**

- Positions Gained: 25  →  Est. Total Clicks/Mo: (+39)  →  Est. Percent Traffic Gain: 43%
- Unique Pages Ranked: 1
- Keywords:
  - lancaster: jobs in lancaster ohio 43130 (+23) - NEW, lancaster college (+7), lancaster ...

**Keyword Group: Scottsville**

- Positions Gained: 2  →  Est. Total Clicks/Mo: (+11)  →  Est. Percent Traffic Gain: 56%
- Unique Pages Ranked: 1
- Keywords:
  - scottsville: scottsville kentucky (+1), scottsville ky (+1)
Keyword Group: Tech

Positions Gained: 299 → Est. Total Clicks/Mo: (+2) → Est. Percent Traffic Gain: 72%
Unique Pages Ranked: 4

Keywords:
- tech: tech pharmacy (+43) - NEW, pharmacy tech schools (+32) - NEW, pharmacy tech classe...
- tech > ohio: ohio tech school (+4)
- tech > training: tech training in (+31) - NEW, tech training courses (+29) - NEW, tech...

Keyword Group: Jackson

Positions Gained: 76 → Est. Total Clicks/Mo: (-3) → Est. Percent Traffic Gain: 72%
Unique Pages Ranked: 2

Keywords:
- jackson: college in jackson (+47) - NEW, colleges in jackson (+44) - NEW, jackson oh (+...
### Biggest Opportunities

You currently rank somewhere in the top 50 on 655 search phrases on Google. If you could land the number one spot for all of those searches, you’d get about 20k 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 $10k in equivalent PPC dollars.

### Keywords Not Ranked On But Should Be

You and your competitors often show up in the same search results — that’s why they are competitors. But, sometimes they are showing up and you are not. Right now, there are about 2M searches per month where you are not contesting your competitors. Look at the keywords, and decide whether it makes sense to counter them.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Search Mo.</th>
<th>Cost/Click</th>
<th>Est. Potential Clicks/Mo.</th>
<th>Avg. Competitor Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>paducah ky</strong></td>
<td>12k</td>
<td>$0.52</td>
<td>1,969</td>
<td></td>
</tr>
<tr>
<td><strong>rockport</strong></td>
<td>33k</td>
<td>$0.21</td>
<td>3,900</td>
<td></td>
</tr>
<tr>
<td><strong>online colleges in ohio</strong></td>
<td>720</td>
<td>$7.82</td>
<td>85</td>
<td></td>
</tr>
<tr>
<td><strong>lancaster ohio</strong></td>
<td>5k</td>
<td>$0.85</td>
<td>775</td>
<td></td>
</tr>
<tr>
<td><strong>owensboro</strong></td>
<td>3k</td>
<td>$1.07</td>
<td>464</td>
<td></td>
</tr>
<tr>
<td><strong>colleges in boston</strong></td>
<td>7k</td>
<td>$0.59</td>
<td>775</td>
<td></td>
</tr>
<tr>
<td><strong>colleges in ohio</strong></td>
<td>5k</td>
<td>$0.47</td>
<td>633</td>
<td></td>
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<tr>
<td><strong>chillicothe oh</strong></td>
<td>1k</td>
<td>$1.43</td>
<td>208</td>
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<tr>
<td><strong>college online</strong></td>
<td>4k</td>
<td>$0.68</td>
<td>422</td>
<td></td>
</tr>
<tr>
<td><strong>online medical assistant programs</strong></td>
<td>1k</td>
<td>$1.87</td>
<td>151</td>
<td></td>
</tr>
<tr>
<td><strong>madisonville</strong></td>
<td>720</td>
<td>$2.36</td>
<td>116</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Search Mo.</th>
<th>Cost/Click</th>
<th>Est. Potential Clicks/Mo.</th>
<th>Avg. Competitor Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>itt tech</strong></td>
<td>13k</td>
<td>$5.29</td>
<td>10k</td>
<td>1</td>
</tr>
<tr>
<td><strong>lincoln college of technology</strong></td>
<td>519</td>
<td>$0.73</td>
<td>15k</td>
<td>11</td>
</tr>
<tr>
<td><strong>lincoln tech</strong></td>
<td>2k</td>
<td>$0.41</td>
<td>285</td>
<td>14</td>
</tr>
<tr>
<td><strong>itt tech virtual library</strong></td>
<td>285</td>
<td>$0.47</td>
<td>36</td>
<td>14</td>
</tr>
<tr>
<td><strong>lincoln tech nj</strong></td>
<td>189</td>
<td>$0.52</td>
<td>320</td>
<td>14</td>
</tr>
<tr>
<td><strong>itt tech login</strong></td>
<td>360</td>
<td>$0.00</td>
<td>360</td>
<td>8</td>
</tr>
<tr>
<td><strong>lincoln technical institute</strong></td>
<td>427</td>
<td>$1.25</td>
<td>4k</td>
<td>2</td>
</tr>
<tr>
<td><strong>online tech degrees</strong></td>
<td>4</td>
<td>$0.00</td>
<td>22</td>
<td>3</td>
</tr>
<tr>
<td><strong>nashville auto diesel college</strong></td>
<td>224</td>
<td>$1.94</td>
<td>2k</td>
<td>4</td>
</tr>
<tr>
<td><strong>lincoln tech student portal</strong></td>
<td>234</td>
<td>$2.25</td>
<td>320</td>
<td>7</td>
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<td><strong>itt tech online</strong></td>
<td>519</td>
<td>$0.53</td>
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<td>2</td>
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<tr>
<td><strong>brown mackie</strong></td>
<td>519</td>
<td>$0.31</td>
<td>4k</td>
<td>4</td>
</tr>
</tbody>
</table>

**View more (p. 35)**

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### SpyFu SEO Dashboard

- **Daymarcollege.edu**
  - **SEO Dashboard**
  - **Jul 25, 2012: 3:41 PM**

**Daymarcollege.edu: SEO Dashboard**

**View more** (p. 35)
Keyword Overlap in Your SEO & PPC campaigns

You rank somewhere in the top 50 organic search results on 1 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 0 per month on paid search -- or you could pick up an additional 0 clicks per month on the same keywords.

<table>
<thead>
<tr>
<th>schools chillicothe ohio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Rank: 26 Searches/Month: 0</td>
</tr>
<tr>
<td>Cost/Click: $0 Est. Paid Clicks Per Month: 0</td>
</tr>
<tr>
<td>Est. Potential Monthly Savings: $0</td>
</tr>
</tbody>
</table>

View more (p. 42)
### Keyword Groups with the Most Potential

#### Keyword Group: Lancaster

- **Unique Pages Ranked:** 1
- **Searches Per Month:** 270
- **Potential Clicks with Incremental Gain:** 141.0
  - **Value of Incremental Gain:** $21.0
- **Potential Clicks Gained at Top Positions:** 1.0k
  - **Value of Gain at Top Positions:** $719.0
- **Keywords:**
  - **lancaster:** lancaster oh (11), lancaster ohio (9), jobs in lancaster ohio, lancaster coll...

#### Keyword Group: Oh

- **Unique Pages Ranked:** 2
- **Searches Per Month:** 115
- **Potential Clicks with Incremental Gain:** 118.0
  - **Value of Incremental Gain:** $4.3
- **Potential Clicks Gained at Top Positions:** 517.0
  - **Value of Gain at Top Positions:** $371.0
- **Keywords:**
  - **oh:** lancaster oh (11), chillicothe oh (22), jackson oh (29), oh college, colleges oh (33)

#### Keyword Group: Ky

- **Unique Pages Ranked:** 5
- **Searches Per Month:** 3k
- **Potential Clicks with Incremental Gain:** 107.0
  - **Value of Incremental Gain:** $42.0
- **Potential Clicks Gained at Top Positions:** 14.0k
  - **Value of Gain at Top Positions:** $5.0k
- **Keywords:**
  - **ky:** madisonville ky (21), ky schools, paducah ky (35), scottsville ky (10), russellville...
  - **ky > elizabethtown:** elizabethtown ky, elizabethtown ky newspaper, elizabethtown ky ne...
  - **ky > hopkinsville:** hopkinsville ky, hopkinsville ky jobs, hopkinsville ky college, ho...
  - **ky > ky colleges:** louisville ky colleges (11), lexington ky colleges, ky community co...

---

**Est. Share of Clicks**

<table>
<thead>
<tr>
<th>Domain</th>
<th>Share of Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>daymarcollege.edu</td>
<td>129 (+39)</td>
</tr>
<tr>
<td>louisvillebibleco</td>
<td>10 (+0)</td>
</tr>
<tr>
<td>paducahtech.info</td>
<td>10 (+0)</td>
</tr>
<tr>
<td>simmonscollegeky.edu</td>
<td>10 (+0)</td>
</tr>
<tr>
<td>kctcs.edu</td>
<td>10 (+0)</td>
</tr>
<tr>
<td>spencerian.edu</td>
<td>10 (+0)</td>
</tr>
</tbody>
</table>

**Additional Details** (p. 43)

---

**Est. Share of Clicks**

<table>
<thead>
<tr>
<th>Domain</th>
<th>Share of Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>daymarcollege.edu</td>
<td>23 (8)</td>
</tr>
<tr>
<td>louisvillebibleco</td>
<td>10 (+0)</td>
</tr>
<tr>
<td>paducahtech.info</td>
<td>10 (+0)</td>
</tr>
<tr>
<td>simmonscollegeky.edu</td>
<td>10 (+0)</td>
</tr>
<tr>
<td>kctcs.edu</td>
<td>10 (+0)</td>
</tr>
<tr>
<td>spencerian.edu</td>
<td>10 (+0)</td>
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</table>

**Additional Details** (p. 44)

---

**Est. Share of Clicks**

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<thead>
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<td>kctcs.edu</td>
<td>339 (9)</td>
</tr>
<tr>
<td>daymarcollege.edu</td>
<td>68 (18)</td>
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<td>spencerian.edu</td>
<td>6 (+0)</td>
</tr>
<tr>
<td>simmonscollegeky.edu</td>
<td>0 (0)</td>
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<tr>
<td>louisvillebibleco</td>
<td>0 (0)</td>
</tr>
<tr>
<td>paducahtech.info</td>
<td>0 (+0)</td>
</tr>
</tbody>
</table>

**Additional Details** (p. 45)
Keyword Group: College

Unique Pages Ranked: 16    Searches Per Month: 4k
Potential Clicks with Incremental Gain: 187.0 Value of Incremental Gain: $100.0
Potential Clicks Gained at Top Positions: 17.0k Value of Gain at Top Positions: $4.0k

Keywords:
- **college**: jcc college, simmons college, kentucky colleges (11), elizabethtown college, j...
- **college > boston**: colleges in boston (35), boston colleges (30) - NEW, colleges bosto...
- **college > ohio**: colleges in ohio (33), ohio colleges, small colleges in ohio, colleges...
- **college > online**: college online (33), online colleges in ohio (37), online colleges ...

Keyword Group: Ohio

Unique Pages Ranked: 3    Searches Per Month: 751
Potential Clicks with Incremental Gain: 37.0 Value of Incremental Gain: $25.0
Potential Clicks Gained at Top Positions: 3.0k Value of Gain at Top Positions: $1.0k

Keywords:
- **ohio**: lancaster ohio (9), colleges in ohio (33), chillicothe ohio, ohio colleges, jackso...
Traffic Share

Relative to your top 5 competitors, your site has 2.7% of the traffic share. At the same time, itt-tech.edu has taken traffic from harrison.edu and lincolnedu.com.

Domains that Gained or Lost Clicks on your Keywords

This month, Rockport.com gained 4k clicks by improving their position on organic searches that you also rank for.

- rockport.com +4k
- rockportusa.com +2k
- rockport-fulton.org +2k
- zappos.com +1k
- rockpub.com +1k
- cityofrockport.com +1k
- rockport.com.au +768
- ma.us +698
- visitfairfieldcounty.org +395
- simmons.edu +315
- facebook.com +278
- umb.edu +267
- baystate.edu +266
- daymarcollege.edu
- owensboro.org
- studyboston.com
- visitchillicotheohio.com
- mapquest.com
- 50states.com
- u Toledo.edu
- searchboston.com
- city-data.com
- wunderground.com
- oh.us
- wikipedia.org

*competitors in bold

Competition: You Gained 1% in Share of Clicks Relative to your Top 5 Competitors
Top Organic Competitors and their Best Keywords

Just 5 out of your top ten organic competitors spend anything on Google Adwords. Combined, your organic competitors get about 11% of their traffic from unpaid search. while actually decreasing the number of keywords they overlap with you.

**brownmackie.edu**
brown mackie (1), physical therapy assistant programs (3), wayne college (7), physical therapy assistant (8), surgical tech (13)

**itt-tech.edu**
itt tech (1), itt tech virtual library (1), itt tech login (1), online tech degrees (1), criminal justice (3)

**antonellicollege.edu**
antonelli college (1), antonelli college cincinnati (1), cincinnati photography (1), antonelli (2), antonelli college online (2)

**lincolnedu.com**
lincin tech (1), lincoln technical institute (1), lincoln college of technology (1), nashville auto diesel college (1), hvac training (2)

**harrison.edu**
harrison college (1), harrison college indianapolis (1), online colleges in indiana (3), harrison (5), online schools with no application fee (5)
**Biggest Gains (all)**

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<tr>
<th>Location</th>
<th>EST Clicks/Month gained</th>
<th>EST Value/Click</th>
<th>EST Value gained</th>
<th>Clicks/Month</th>
<th>Estimated Value gained</th>
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</thead>
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<td>49</td>
<td>$0.85</td>
<td>$42</td>
<td>44 61 95 11 61 110</td>
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<td>▲ rockport 44</td>
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<td>$0.21</td>
<td>$5</td>
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<td>$1</td>
<td>$10</td>
<td>10 6 6 4 7 11</td>
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<tr>
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<td>$0.38</td>
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<td>$1.07</td>
<td>$5</td>
<td>10 6 6 8 12 15</td>
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<tr>
<td>▲ boston colleges 30</td>
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<td>$0.34</td>
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<td>0 8 2 n/a 2 4</td>
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<td>▲ kentucky colleges 11(+1)</td>
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<td>Est. Value/Click:</td>
<td>Estimated Value gained:</td>
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<td>Russellville Kentucky 13(+3)</td>
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<td>College Group 6(+1)</td>
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<td>Online medical assistant programs 31(+3)</td>
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<td>Colleges in Kentucky 32(+2)</td>
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<td>Bachelor degree in criminal justice 35</td>
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<td>Accounting diploma online 13(+10)</td>
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<td>Pharmacy technician courses 44</td>
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**Notes:**
- Jan: January
- Feb: February
- Mar: March
- Apr: April
- May: May
- Jun: June

**Additional Information:**
- [http://www.daymarcollege.edu/college/](http://www.daymarcollege.edu/college/)
- [http://www.daymarcollege.edu/programs/](http://www.daymarcollege.edu/programs/)
- [http://online.daymarcollege.edu/](http://online.daymarcollege.edu/)
- [http://www.daymarcollege.edu/](http://www.daymarcollege.edu/)
▲online associates degrees 46
Est. Clicks/Month gained: Est. Value/Click: $0.71 Estimated Value gained: $0
http://online.daymarcollege.edu/

▲career training programs 48
Est. Clicks/Month gained: Est. Value/Click: $0.52 Estimated Value gained: $0
http://www.daymarcollege.edu/programs

▲bookkeeping training programs 15
Est. Clicks/Month gained: Est. Value/Click: $5.1 Estimated Value gained: $1
http://www.daymarcollege.edu/programs...

▲scottsville 18(+1)
Est. Clicks/Month gained: Est. Value/Click: $2.01 Estimated Value gained: $0
http://www.daymarcollege.edu/college/...

▲bachelors in healthcare administration 18(+12)
Est. Clicks/Month gained: Est. Value/Click: $1.13 Estimated Value gained: $0
http://online.daymarcollege.edu/onlin...

▲medical assistant online 38(+5)
Est. Clicks/Month gained: Est. Value/Click: $1.36 Estimated Value gained: $0
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▲technician courses 17(+19)
Est. Clicks/Month gained: Est. Value/Click: $0.9 Estimated Value gained: $0
http://www.daymarcollege.edu/programs...

▲pharmacy technology degree 12(+5)
Est. Clicks/Month gained: Est. Value/Click: $1.47 Estimated Value gained: $0
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▲online medical assistant degree 29(+7)
Est. Clicks/Month gained: Est. Value/Click: $3.22 Estimated Value gained: $0
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▲bookkeeping certificate online 15(+16)
Est. Clicks/Month gained: Est. Value/Click: $1.21 Estimated Value gained: $0
http://online.daymarcollege.edu/onlin...

▲owensboro technical college 16(+3)
Est. Clicks/Month gained: Est. Value/Click: $1.07 Estimated Value gained: $0
http://www.daymarcollege.edu/

▲pharmacy technician classes online 37
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▲ bs in criminal justice 49
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▲ message therapy school 43
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http://www.daymarcollege.edu/schools/...  

▲ college graphic design 28(+4)
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### Most Valuable Keywords (all)

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<th>February</th>
<th>March</th>
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<th>May</th>
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</table>
colleges in boston
Rank: 35(-6)  Est. Clicks/Mo: 8(-6)  Est. Value/Mo: $5(-$3.515)

madisonville ky

madisonville
Rank: 25(-5)  Est. Clicks/Mo: 2(-1)  Est. Value/Mo: $4(-$3.343)

online medical assistant programs
Rank: 31(+3)  Est. Clicks/Mo: 2(+0)  Est. Value/Mo: $4(+0.59)
## Newly Ranked Organic Pages

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<th>URL</th>
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<th>Estimated Total Clicks/Mo:</th>
<th>Keywords (rank):</th>
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<td>0</td>
<td>business administration online degree (42), quick online degrees (45)</td>
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<tr>
<td><a href="http://www.daymarcollege.edu/pdf/disclosures/health-insurance-specialist.pdf">http://www.daymarcollege.edu/pdf/disclosures/health-insurance-specialist.pdf</a></td>
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<td>health insurance specialist (18)</td>
</tr>
<tr>
<td><a href="http://online.daymarcollege.edu/history">http://online.daymarcollege.edu/history</a></td>
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<td>Keywords (rank): paducah kentucky college</td>
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<td><a href="http://blog.daymarcollege.edu/">http://blog.daymarcollege.edu/</a></td>
<td>Estimated SEO Value: $0  Estimated Total Clicks/Mo: 0  Keywords (rank): college in owensboro (9), owensboro colleges (10), owensboro kentucky college (14)</td>
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<td><a href="http://www.daymarcollege.edu/schools/medical-massage-therapy-paducah-ky">http://www.daymarcollege.edu/schools/medical-massage-therapy-paducah-ky</a></td>
<td>Estimated SEO Value: $0  Estimated Total Clicks/Mo: 0  Keywords (rank): schools message therapy (34), message therapy career (35)</td>
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[Download as CSV](#)
<table>
<thead>
<tr>
<th>New Keywords (You weren’t ranked on before)</th>
<th>Estimated New Click/Month</th>
</tr>
</thead>
</table>
| rockport | Rank: 44  Searches/Mo: 33k  Est. Value/Click: $0.21  
http://www.daymarcollege.edu/college/rockport | 25 new clicks/month |
| boston colleges | Rank: 30  Searches/Mo: 3k  Est. Value/Click: $0.34  
http://www.daymarcollege.edu/college/new-boston | 5 new clicks/month |
| pharmacy tech schools | Rank: 28  Searches/Mo: 570  Est. Value/Click: $0.77  
http://www.daymarcollege.edu/programs/pharmacy-technology | 1 new click/month |
| pharmacy technician training programs | Rank: 33  Searches/Mo: 480  Est. Value/Click: $0.94  
http://www.daymarcollege.edu/programs/pharmacy-technology | 1 new click/month |
| associate degree programs | Rank: 41  Searches/Mo: 300  Est. Value/Click: $0.74  
http://online.daymarcollege.edu/ | 0 new clicks/month |
| bachelor degree in criminal justice | Rank: 35  Searches/Mo: 210  Est. Value/Click: $1.4  
http://www.daymarcollege.edu/programs(bscj) | 0 new clicks/month |
| pharmacy technician courses | Rank: 44  Searches/Mo: 300  Est. Value/Click: $0.73  
http://www.daymarcollege.edu/programs/pharmacy-technology | 0 new clicks/month |
| online associates degrees | Rank: 46  Searches/Mo: 300  Est. Value/Click: $0.71  
http://online.daymarcollege.edu/ | 0 new clicks/month |
| career training programs | Rank: 48  Searches/Mo: 300  Est. Value/Click: $0.52  
http://www.daymarcollege.edu/programs | 0 new clicks/month |
| bookkeeping training programs | Rank: 15  Searches/Mo: 30  Est. Value/Click: $5.1  
http://www.daymarcollege.edu/programs/bookkeeping | 0 new clicks/month |
| pharmacy technician classe... | Rank: 37  Searches/Mo: 120  Est. Value/Click: $1.78  
http://www.daymarcollege.edu/programs/pharmacy-technology | 0 new clicks/month |
| pharmacy technician training programs | Rank: 28  Searches/Mo: 60  Est. Value/Click: $0.71  
http://www.daymarcollege.edu/programs/pharmacy-technology | 0 new clicks/month |
| online school programs | Rank: 46  Searches/Mo: 150  Est. Value/Click: $1.24  
http://online.daymarcollege.edu/ | 0 new clicks/month |
| quick online degrees | Rank: 45  Searches/Mo: 120  Est. Value/Click: $4.56  
http://online.daymarcollege.edu/online-business-administration-degree | 0 new clicks/month |
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Daymarcollege.edu: SEO Dashboard

Jul 25, 2012: 3:41 PM
Daymarcollege.edu > SEO Dashboard

Daymarcollege.edu: SEO Dashboard

27
### Top Site Sections Summary

<table>
<thead>
<tr>
<th>Section</th>
<th>Estimated Value/Mo:</th>
<th>Top Keywords:</th>
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<tbody>
<tr>
<td><code>daymarcollege.edu/colleg...</code></td>
<td>$193 (+$29)</td>
<td>lancaster ohio, scottsville ky, rockport, lancaster oh, current catalog</td>
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<tr>
<td><code>online.daymarcollege.edu</code></td>
<td>$29 (-$1)</td>
<td>current catalog, college online, online medical assistant programs, online paralegal degree, medical assistant online</td>
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<tr>
<td><code>daymarcollege.edu/progra...</code></td>
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<td>lancaster ohio, scottsville ky, rockport, lancaster oh, current catalog</td>
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<td><code>online.daymarcollege.edu</code></td>
<td>$1 (-$)</td>
<td>lancaster ohio, scottsville ky, rockport, lancaster oh, current catalog</td>
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</tbody>
</table>
Daymarcollege.edu: SEO Dashboard

**daymarcollege.edu/school...**
Number of Keywords: 21
*Estimated Value/Mo: $1 (+$1)*
Top Keywords: lancaster ohio, scottsville ky, rockport, lancaster oh, current catalog

**online.daymarcollege.edu...**
Number of Keywords: 5
*Estimated Value/Mo: $2 (+$)*
Top Keywords: lancaster ohio, scottsville ky, rockport, lancaster oh, current catalog

**online.daymarcollege.edu...**
Number of Keywords: 18
*Estimated Value/Mo: $4 (-$)*
Top Keywords: lancaster ohio, scottsville ky, rockport, lancaster oh, current catalog

**daymarcollege.edu/paduca...**
Number of Keywords: 4
*Estimated Value/Mo: $0*
Top Keywords: lancaster ohio, scottsville ky, rockport, lancaster oh, current catalog

**online.daymarcollege.edu...**
Number of Keywords: 18
*Estimated Value/Mo: $2 (+$)*
Top Keywords: lancaster ohio, scottsville ky, rockport, lancaster oh, current catalog

**online.daymarcollege.edu...**
Number of Keywords: 29
*Estimated Value/Mo: $1 (+$)*
Top Keywords: lancaster ohio, scottsville ky, rockport, lancaster oh, current catalog

**daymarcollege.edu/pdf**
Number of Keywords: 1
*Estimated Value/Mo: $0 (+$)*
Top Keywords: lancaster ohio, scottsville ky, rockport, lancaster oh, current catalog

**blog.daymarcollege.edu**
Number of Keywords: 8
*Estimated Value/Mo: $0*
Top Keywords: current catalog, college online, online medical assistant programs, online paralegal degree, medical assistant online

**blog.daymarcollege.edu/w...**
Number of Keywords: 1
*Estimated Value/Mo: $0*
Top Keywords: lancaster ohio, scottsville ky, rockport, lancaster oh, current catalog

*Download as CSV*
Keyword Groups with the Biggest Gains - Details

Keyword Group: Ohio

Positions Gained: 54 → Est. Total Clicks/Mo: (+21) → Est. Percent Traffic Gain: 21%
Unique Pages Ranked: 3

Keywords:
- ohio: ohio career colleges (+28) - NEW, ohio tech school (+4), ohio business colleges (+...)
- ohio > lancaster: lancaster ohio (+2)
- ohio > technical: ohio technical schools (-9)

Biggest Opportunities Within This Group

ohio > lancaster
>lancaster ohio (9)
Est. Potential New Clicks/Month: 775 Searches/Mo: 5k Average Value/Click: $0.85

ohio
>colleges of ohio (40), ohio tech school (26), ohio technology college (14), ohio job training (43), colleges and ohio (40)]
Est. Potential New Clicks/Month: 672 Searches/Mo: 6k Average Value/Click: $0.39

ohio > technical
>o ohio technical schools (45)]
Est. Potential New Clicks/Month: 4 Searches/Mo: 30 Average Value/Click: $0.93

Clicks Gained or Lost on these Keywords

- visitfairfieldcou...+305
- cleveland.com+80
- univsource.com+78
- osu.edu+63
- case.edu+61
- tourlancasterohio...+55
- zillow.com+50
- uakron.edu
- weaselspfd.com
- ohioprivatecolleg...
- hocking.edu
- visitchillicoheo...
- collegeview.com
- wunderground.com
- wikipedia.org
*competitors in bold

Pages That Rank

http://www.daymarcollege.edu/college/lancaster
lancaster ohio(9), scottsville ky(10), rockport(44)

http://www.daymarcollege.edu
daymar college(1), kentucky colleges(11), daymar college louisville(1)

http://www.daymarcollege.edu/programs/accounting
billing and coding specialist(4), certified cardiographic technician(7), pharmacy technology(16)

Est. Clicks per Month: 118(+48) Potential Incremental Gain: 1k clicks/mo.

Est. Clicks per Month: 0(-0) Potential Incremental Gain: 4 clicks/mo.

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

Positions Gained: 25 → Est. Total Clicks/Mo: (+39) → Est. Percent Traffic Gain: 43%

Unique Pages Ranked: 1

Keywords:
- lancaster: jobs in lancaster ohio 43130 (+23) - NEW, lancaster college (+7), lancaster...

Est. Clicks per Month

Biggest Opportunities Within This Group

lancaster

> [colleges lancaster (26), jobs in lancaster ohio 43130 (37), college in lancaster (21),
colleges in lancaster (17), lancaster colleges (21)]

Est. Potential New Clicks/Month: 1,052 Searches/Mo: 7k Average Value/Click: $0.53

Clicks Gained or Lost on these Keywords

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<thead>
<tr>
<th>Keyword</th>
<th>Gained/Lost</th>
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<tbody>
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<td>tourlancasterohio...</td>
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<td>monster.com</td>
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</tbody>
</table>

*competitors in bold

Pages That Rank

http://www.daymarcollege.edu/college/lancaster
lancaster ohio(9), scottsville ky(10), rockport(44)

Est. Clicks per Month: 129(+40) Potential Incremental Gain: 1k clicks/mo.
Keyword Group: Scottsville

Positions Gained: 2 → Est. Total Clicks/Mo: (+11) → Est. Percent Traffic Gain: 56%
Unique Pages Ranked: 1
Keywords:
- scottsville: scottsville kentucky (+1), scottsville ky (+1)

Biggest Opportunities Within This Group

scottsville
>[scottsville kentucky (10), scottsville ky (10)]
Est. Potential New Clicks/Month: 255 Searches/Mo: 2k Average Value/Click: $0.5

Pages That Rank

http://www.daymarcollege.edu/college/lancaster
lancaster ohio(9), scottsville ky(10), rockport(44)

Keyword Group: Tech

Positions Gained: 299 → Est. Total Clicks/Mo: (+2) → Est. Percent Traffic Gain: 72%
Unique Pages Ranked: 4

Keywords:
- **tech**: tech pharmacy (+43) - NEW, pharmacy tech schools (+32) - NEW, pharmacy tech classe...
- **tech > ohio**: ohio tech school (+4)
- **tech > training**: tech training in (+31) - NEW, tech training courses (+29) - NEW, tech...

Biggest Opportunities Within This Group

**tech**
- [tech college kentucky (2), pharm tech classes (37), kentucky tech college (19), tech pharmacist (43), pharmacy tech training program (15)]
  Est. Potential New Clicks/Month: 224
  Searches/Mo: 2k
  Average Value/Click: $1.89

**tech > ohio**
- [ohio tech school (26)]
  Est. Potential New Clicks/Month: Searches/Mo: Average Value/Click: $1.14

**tech > training**
- [tech training courses (31), tech training in (29), tech training programs (34)]
  Est. Potential New Clicks/Month: Searches/Mo: Average Value/Click: $0.7

Pages That Rank

- [http://www.daymarcollege.edu/programs/accounting](http://www.daymarcollege.edu/programs/accounting)
  billing and coding specialist(4), certified cardiographic technician(7), pharmacy technology(16)

- [http://online.daymarcollege.edu/online-pharmacy-technology-program](http://online.daymarcollege.edu/online-pharmacy-technology-program)
  online pharmacy tech degree(12), pharmacy technology degree(12), pharmacy technician degree online(17)
  Est. Clicks per Month: 0(-0) Potential Incremental Gain: 10 clicks/mo.

- [http://www.daymarcollege.edu/college/lancaster](http://www.daymarcollege.edu/college/lancaster)
  lancaster ohio(9), scottsville ky(10), rockport(44)
  Est. Clicks per Month: 0 Potential Incremental Gain: 0 clicks/mo.

Clicks Gained or Lost on these Keywords

- pmi.edu +22
- sanfordbrown.edu +14
- albanytech.edu +15
- pharmacytechnicia... +15
- pharmacytechu.com +15
- pharmacytechs.net +12
- walgreens.com +7
- everest.edu +7
- education-portal.com +7
- bostonreedcollege... 7
- gatlineducation.com 7
- bls.gov 8
- indeed.com 8
- virginia.gov 9
- meditec.com 10

*competitors in bold*
Keyword Group: Jackson

Positions Gained: 76 → Est. Total Clicks/Mo: (-3) → Est. Percent Traffic Gain: 72%
Unique Pages Ranked: 2

Keywords:
- **jackson**: college in jackson (+47) - NEW, colleges in jackson (+44) - NEW, jackson oh (+...)

**Biggest Opportunities Within This Group**

**jackson**
- [college in jackson (13), colleges jackson (51), colleges in jackson (16), jackson oh (29)]

Est. Potential New Clicks/Month: 67 Searches/Mo: 570 Average Value/Click: $0.93

**Pages That Rank**

http://www.daymarcollege.edu/college/lancaster
lancaster ohio(9), scottsville ky(10), rockport(44)

http://www.daymarcollege.edu
daymar college(1), kentucky colleges(11), daymar college louisville(1)

Est. Clicks per Month: 1(+0) Potential Incremental Gain: 67 clicks/mo.

Est. Clicks per Month: 0 Potential Incremental Gain: 0 clicks/mo.
### Biggest Opportunities (all)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Keyword</th>
<th>Searches/Mo</th>
<th>Est. Value/Click</th>
<th>Est. Potential New Clicks/Month</th>
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<tbody>
<tr>
<td>35</td>
<td>paducah ky (35)</td>
<td>12k</td>
<td>$0.52</td>
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<tr>
<td>44</td>
<td>rockport (44)</td>
<td>33k</td>
<td>$0.21</td>
<td>4k</td>
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<tr>
<td>37</td>
<td>online colleges in ohio (37)</td>
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<td>$7.82</td>
<td>85</td>
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<tr>
<td>9</td>
<td>lancaster ohio (9)</td>
<td>5k</td>
<td>$0.85</td>
<td>775</td>
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<tr>
<td>22</td>
<td>owensboro (22)</td>
<td>3k</td>
<td>$1.07</td>
<td>464</td>
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<tr>
<td>35</td>
<td>colleges in boston (35)</td>
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<td>$0.47</td>
<td>633</td>
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<tr>
<td>22</td>
<td>chillicothe oh (22)</td>
<td>1k</td>
<td>$1.43</td>
<td>208</td>
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<tr>
<td>33</td>
<td>college online (33)</td>
<td>4k</td>
<td>$0.68</td>
<td>422</td>
</tr>
<tr>
<td>31</td>
<td>online medical assistant programs (31)</td>
<td>1k</td>
<td>$1.87</td>
<td>151</td>
</tr>
<tr>
<td>25</td>
<td>madisonville (25)</td>
<td>720</td>
<td>$2.36</td>
<td>116</td>
</tr>
</tbody>
</table>

**Other Keywords for URL:**
- paducah ky, paducah, paducah college, paducah technical college, paducah kentucky schools
- rockport, colleges in indiana, rockport college, rockport s, indiana colleges in
- colleges in ohio, chillicothe, chillicothe oh, online colleges in ohio, technical colleges in ohio
- lancaster ohio, lancaster oh, colleges in ohio, lancaster college, lancaster colleges
- owensboro, colleges kentucky, owensboro ky college, owensboro college, owensboro career
- new boston, colleges in boston, boston colleges, boston college edu, college in boston
- colleges in ohio, chillicothe, chillicothe oh, online colleges in ohio, technical colleges in ohio
- college online, associate degree programs online, online associate degree programs, associate degree programs, college programs online
- online medical assistant programs, medical assistant online, medical assistant online degree, online medical assistant degree, medical assistant programs online
- madisonville ky, madisonville, madisonville kentucky, college madisonville ky
scottsville ky (10)
Searches/Mo: 2k Est. Value/Click: $1 Est. Potential New Clicks/Month: 233
Other Keywords for URL: scottsville ky, scottsville kentucky, colleges in kentucky, scottsville, ky colleges

madisonville ky (21)
Searches/Mo: 4k Est. Value/Click: $0.38 Est. Potential New Clicks/Month: 579
Other Keywords for URL: madisonville ky, madisonville, madisonville kentucky, college madisonville ky

online paralegal degree (41)
Searches/Mo: 870 Est. Value/Click: $2.01 Est. Potential New Clicks/Month: 102
Other Keywords for URL: online paralegal degree, online paralegal certificate, online paralegal studies, online paralegal studies degree, legal assistant certificate online

medical assistant online degree (35)
Searches/Mo: 390 Est. Value/Click: $3.9 Est. Potential New Clicks/Month: 46
Other Keywords for URL: online medical assistant programs, medical assistant online, medical assistant online degree, online medical assistant degree, medical assistant programs online

owensboro kentucky (25)
Searches/Mo: 990 Est. Value/Click: $1.09 Est. Potential New Clicks/Month: 160
Other Keywords for URL: daymar college, kentucky colleges, daymar college louisville, owensboro ky, southeastern business college

albany ky (32)
Searches/Mo: 990 Est. Value/Click: $1.22 Est. Potential New Clicks/Month: 116
Other Keywords for URL: albany ky, colleges in albany, albany kentucky, albany colleges, ky colleges

colleges in indiana (45)
Searches/Mo: 3k Est. Value/Click: $0.41 Est. Potential New Clicks/Month: 340
Other Keywords for URL: rockport, colleges in indiana, rockport college, rockport s, indiana colleges in

scottsville (18)
Searches/Mo: 390 Est. Value/Click: $2.01 Est. Potential New Clicks/Month: 62
Other Keywords for URL: scottsville ky, scottsville kentucky, colleges in kentucky, scottsville, ky colleges

medical assistant online (38)
Searches/Mo: 720 Est. Value/Click: $1.36 Est. Potential New Clicks/Month: 85
Other Keywords for URL: online medical assistant programs, medical assistant online, medical assistant online degree, online medical assistant degree, medical assistant programs online

boston colleges (30)
Searches/Mo: 3k Est. Value/Click: $0.34 Est. Potential New Clicks/Month: 337
Other Keywords for URL: new boston, colleges in boston, boston colleges, boston college edu, college in boston

online paralegal certificate (45)
Searches/Mo: 870 Est. Value/Click: $1.11 Est. Potential New Clicks/Month: 103
Other Keywords for URL: online paralegal degree, online paralegal certificate, online paralegal studies, online paralegal studies degree, legal assistant certificate online

russellville ky (19)
Searches/Mo: 2k Est. Value/Click: $0.55 Est. Potential New Clicks/Month: 182
Other Keywords for URL: russellville ky, colleges in kentucky, russellville kentucky
**Daymarcollege.edu: SEO Dashboard**

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Searches/Mo</th>
<th>Est. Value/Click</th>
<th>Est. Potential New Clicks/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>online medical assistant degree (29)</strong></td>
<td>240</td>
<td>$3.22</td>
<td>28</td>
</tr>
<tr>
<td><strong>web design degree (49)</strong></td>
<td>720</td>
<td>$0.96</td>
<td>85</td>
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<tr>
<td><strong>current catalog (37)</strong></td>
<td>15k</td>
<td>$0.04</td>
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<td><strong>colleges in kentucky (32)</strong></td>
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<td><strong>jackson oh (29)</strong></td>
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<td>$1.1</td>
<td>67</td>
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<tr>
<td><strong>degree in human resources (50)</strong></td>
<td>390</td>
<td>$1.42</td>
<td>46</td>
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<tr>
<td><strong>quick online degrees (45)</strong></td>
<td>120</td>
<td>$4.56</td>
<td>14</td>
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<tr>
<td><strong>medical assistant programs online (40)</strong></td>
<td>390</td>
<td>$1.36</td>
<td>46</td>
</tr>
<tr>
<td><strong>pharmacy technician classes (24)</strong></td>
<td>390</td>
<td>$1.35</td>
<td>45</td>
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<tr>
<td><strong>medical assistant training programs (50)</strong></td>
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<td>$1.72</td>
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<tr>
<td><strong>medical assistant training online (42)</strong></td>
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<td>$2.01</td>
<td>28</td>
</tr>
<tr>
<td><strong>accredited online accounting degree (31)</strong></td>
<td>120</td>
<td>$3.82</td>
<td>14</td>
</tr>
</tbody>
</table>

Other Keywords for URL:
- online medical assistant programs, medical assistant online, medical assistant online degree, online medical assistant degree, medical assistant programs online
- web design degree, website design degree, web design degree programs, web designer degree, website training courses
- current catalog, current catalogs
- russellville ky, colleges in kentucky, russellville kentucky
- jackson oh, college in jackson, colleges in jackson
- degree in human resources, degree for human resources, hr management degree, degree hr management, degree in hr management
- quick online degrees, business administration online degree
- online medical assistant programs, medical assistant online, medical assistant online degree, online medical assistant degree, medical assistant programs online
- pharmacy technology, pharmacy tech courses, pharmacy tech schools, pharmacy technician classes, pharmacy technician training program
- medical assistant training programs, medical assistant degree programs, medical assisting training programs
- medical assistant training online, medical assistant online, medical assistant online degree, online medical assistant degree, medical assistant programs online
- accounting diploma online, accredited online accounting degree, online accounting degree accredited, accounting degree online accredited, online accounting college
Daymarcollege.edu: SEO Dashboard

kentucky colleges (11)
Searches/Mo: 1k Est. Value/Click: $0.39 Est. Potential New Clicks/Month: 138
Other Keywords for URL: daymar college, kentucky colleges, daymar college louisville, owensboro ky, southeastern business college

pharmacy technician training program (33)
Searches/Mo: 480 Est. Value/Click: $0.94 Est. Potential New Clicks/Month: 56
Other Keywords for URL: pharmacy technology, pharmacy tech courses, pharmacy tech schools, pharmacy technician classes, pharmacy technician training program

pharmacy tech schools (28)
Searches/Mo: 570 Est. Value/Click: $0.77 Est. Potential New Clicks/Month: 67
Other Keywords for URL: pharmacy technology, pharmacy tech courses, pharmacy tech schools, pharmacy technician classes, pharmacy technician training program

pharmacy tech training (41)
Searches/Mo: 570 Est. Value/Click: $0.73 Est. Potential New Clicks/Month: 67
Other Keywords for URL: pharmacy technology, pharmacy tech courses, pharmacy tech schools, pharmacy technician classes, pharmacy technician training program

clinical medical assistant (49)
Searches/Mo: 990 Est. Value/Click: $0.41 Est. Potential New Clicks/Month: 117
Other Keywords for URL: clinical medical assistant, clinical medical assisting, medical assisting training programs, on line medical assistant programs

associates degree in criminal justice (35)
Searches/Mo: 390 Est. Value/Click: $1.05 Est. Potential New Clicks/Month: 46
Other Keywords for URL: associates degree in criminal justice, criminal justice associates degree, criminal justice associate degree, associates in criminal justice, college associates degree

accounting degree online accredited (34)
Searches/Mo: 90 Est. Value/Click: $4.09 Est. Potential New Clicks/Month: 11
Other Keywords for URL: accounting diploma online, accredited online accounting degree, online accounting degree accredited, accounting degree online accredited, online accounting college

online medical assistant (32)
Searches/Mo: 240 Est. Value/Click: $1.44 Est. Potential New Clicks/Month: 28
Other Keywords for URL: online medical assistant programs, medical assistant online, medical assistant online degree, online medical assistant degree, medical assistant programs online

medical assistant degree online (40)
Searches/Mo: 150 Est. Value/Click: $2.23 Est. Potential New Clicks/Month: 18
Other Keywords for URL: online medical assistant programs, medical assistant online, medical assistant online degree, online medical assistant degree, medical assistant programs online

free medical assistant training (27)
Searches/Mo: 210 Est. Value/Click: $1.6 Est. Potential New Clicks/Month: 24
Other Keywords for URL: free medical assistant training, medical assistant training program, medical assistant training programs, medical assistant degree programs, medical assisting training programs

madisonville kentucky (26)
Searches/Mo: 390 Est. Value/Click: $0.62 Est. Potential New Clicks/Month: 63
Other Keywords for URL: madisonville ky, madisonville, madisonville kentucky, college madisonville ky

kentucky technical college (12)
Searches/Mo: 150 Est. Value/Click: $2.34 Est. Potential New Clicks/Month: 16
Other Keywords for URL: daymar college, kentucky colleges, daymar college louisville, owensboro ky, southeastern business college
### college online programs (44)
- Searches/Mo: 210
- Est. Value/Click: $1.4
- Est. Potential New Clicks/Month: 25
- Other Keywords for URL: college online, associate degree programs online, online associate degree programs, associate degree programs, college programs online

### bachelor degree in criminal justice (35)
- Searches/Mo: 210
- Est. Value/Click: $1.4
- Est. Potential New Clicks/Month: 25
- Other Keywords for URL: bachelor degree in criminal justice, bs in criminal justice, criminal justice administration colleges, criminal justice administration program, bs degree in criminal justice

### business administration online degree (42)
- Searches/Mo: 90
- Est. Value/Click: $2.84
- Est. Potential New Clicks/Month: 11
- Other Keywords for URL: quick online degrees, business administration online degree

### Keywords Not Ranked On But Should Be

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Estimated Clicks/Month</th>
<th>URL</th>
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<tbody>
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<td>itt tech</td>
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<td>itt-tech.edu</td>
</tr>
<tr>
<td>lincoln college of technology</td>
<td>+519</td>
<td>lincolnedu.com</td>
</tr>
<tr>
<td>lincoln tech</td>
<td>+265</td>
<td>lincolnedu.com</td>
</tr>
<tr>
<td>itt tech virtual library</td>
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<td>itt-tech.edu</td>
</tr>
<tr>
<td>lincoln tech nj</td>
<td>+189</td>
<td>lincolnedu.com</td>
</tr>
<tr>
<td>itt tech login</td>
<td>+36</td>
<td>itt-tech.edu</td>
</tr>
<tr>
<td>lincoln technical institute</td>
<td>+427</td>
<td>lincolnedu.com</td>
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<tr>
<td>online tech degrees</td>
<td>+4</td>
<td>itt-tech.edu</td>
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<td>Keyword</td>
<td>Searches/Month:</td>
<td>Cost/Click:</td>
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<tr>
<td>----------------------------------------------</td>
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<td>---------------</td>
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<tr>
<td>nashville auto diesel college</td>
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<tr>
<td>brown mackie</td>
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<td>lincoln culinary institute</td>
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<td>criminal justice</td>
<td>27k</td>
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<td>harrison college</td>
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<tr>
<td>Lincoln Tech School</td>
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<td>Lincoln Tech Indianapolis</td>
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<td>Technical Institute</td>
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<td>Lincoln Tech Denver</td>
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<td>$3.65</td>
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*lincolnedu.com* | +11
*lincolnedu.com* | +68
*itt-tech.edu* | +68
*lincolnedu.com* | +11
*lincolnedu.com* | +28
*lincolnedu.com* | +62
*itt-tech.edu* | +51
*brownmackie.edu* | +1

[Download as CSV]
### Keyword Overlap in Your SEO & PPC campaigns

**schools chillicothe ohio**
- Organic Rank: 26
- Searches/Month: 0
- Cost/Click: $0
- Est. Paid Clicks Per Month: 0
- Est. Potential Monthly Savings: $0

<table>
<thead>
<tr>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
</tr>
</thead>
</table>

**Est. Organic Clicks vs. Paid Clicks**

[Download as CSV]
Keyword Groups with the Most Potential - Details

Keyword Group: Lancaster

Unique Pages Ranked: 1  Searches Per Month: 270  
Potential Clicks with Incremental Gain: 141.0  Value of Incremental Gain: $141.0  
Potential Clicks Gained at Top Positions: 1.0k  Value of Gain at Top Positions: $719.0  

Keywords:
- lancaster: lancaster oh (11), lancaster ohio (9), jobs in lancaster ohio, lancaster col...

Est. Share of Clicks

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Share of Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>daymarcollege.edu</td>
<td>129 (+39)</td>
</tr>
<tr>
<td>louisvillebibliotech.info</td>
<td>1 (0)</td>
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<tr>
<td>paducahtech.info</td>
<td>0 (+0)</td>
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<tr>
<td>simmonscollegeky.info</td>
<td>0 (+0)</td>
</tr>
<tr>
<td>kctcs.edu</td>
<td>0 (+0)</td>
</tr>
<tr>
<td>spencerian.edu</td>
<td>0 (+0)</td>
</tr>
</tbody>
</table>

Biggest Opportunities Within This Group

lancaster
- [colleges lancaster (26), jobs in lancaster ohio 43130 (37), college in lancaster (21), colleges in lancaster (17), lancaster colleges (21)]

Est. Potential New Clicks/Month: 1,052  Searches/Mo: 7k  Average Value/Click: $0.53

Pages That Rank

http://www.daymarcollege.edu/programs/accounting

billing and coding specialist(4), certified cardiographic technician(7), pharmacy technology(16)

Est. Clicks per Month: 0(+0)  Potential Incremental Gain: 50 clicks/mo.
Keyword Group: Oh

Unique Pages Ranked: 2
Searches Per Month: 115
Potential Clicks with Incremental Gain: 118.0
Value of Incremental Gain: $118.0
Potential Clicks Gained at Top Positions: 517.0
Value of Gain at Top Positions: $371.0

Keywords:
- Oh: lancaster oh (11), chillicothe oh (22), jackson oh (29), oh college, colleges oh (33)

Est. Share of Clicks
- daymarcollege.edu: 23 (8)
- louisvillebibleco...: 0 (+0)
- paducahtech.info: 0 (+0)
- simmonscollegeky.edu: 0 (+0)
- kctcs.edu: 0 (+0)
- spencerian.edu: 0 (+0)

Biggest Opportunities Within This Group

oh
>[colleges oh (33), jackson oh (29), chillicothe oh (22), lancaster oh (11)]
Est. Potential New Clicks/Month: 517
Searches/Mo: 3k
Average Value/Click: $0.74

Clicks Gained or Lost on these Keywords

None

*competitors in bold

Pages That Rank

None
Keyword Group: Ky

Unique Pages Ranked: 5  Searches Per Month: 3k
Potential Clicks with Incremental Gain: 107.0  Value of Incremental Gain: $107.0
Potential Clicks Gained at Top Positions: 14.0k  Value of Gain at Top Positions: $5.0k

Keywords:
- ky: madisonville ky (21), ky schools, paducah ky (35), scottsville ky (10), russellville...
- ky > elizabethtown: elizabethtown ky, elizabethtown ky newspaper, elizabethtown ky ne...
- ky > hopkinsville: hopkinsville ky, hopkinsville ky jobs, hopkinsville ky college, ho...
- ky > ky colleges: louisville ky colleges (11), lexington ky colleges, ky community co...

Biggest Opportunities Within This Group

ky
- [owensboro ky to louisville ky (4), ky trade school (46), bellevue ky schools (19), bellevue ky (15), ky vocational schools (11)]
  Est. Potential New Clicks/Month: 4,415  Searches/Mo: 28k  Average Value/Click: $0.77

ky > ky colleges
- [ky technical colleges (13), louisville ky college (5), owensboro ky college (9), ky junior college (33), ky technical college (14)]
  Est. Potential New Clicks/Month: 13  Searches/Mo: 120  Average Value/Click: $0.67
Keyword Group: College

Unique Pages Ranked: 16  Searches Per Month: 4k
Potential Clicks with Incremental Gain: $187.0  Value of Incremental Gain: $4.0k
Potential Clicks Gained at Top Positions: 17.0k  Value of Gain at Top Positions: $4.0k

Keywords:
- college: jcc college, simmons college, kentucky colleges (11), elizabethtown college, ...
- college > boston: colleges in boston (35), boston colleges (30) - NEW, colleges boston ...
- college > ohio: colleges in ohio (33), ohio colleges, small colleges in ohio, colleges...
- college > online: college online (33), online colleges in ohio (37), online colleges ...

Est. Share of Clicks

<table>
<thead>
<tr>
<th>Keyword Group</th>
<th>Clicks</th>
<th>Gain/Loss</th>
</tr>
</thead>
<tbody>
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<td>simmonscollegeky.edu</td>
<td>770 (+213)</td>
<td></td>
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<tr>
<td>kctcs.edu</td>
<td>557 (215)</td>
<td></td>
</tr>
<tr>
<td>daymarcollege.edu</td>
<td>409 (269)</td>
<td></td>
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<tr>
<td>spencerian.edu</td>
<td>380 (6)</td>
<td></td>
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<tr>
<td>louisvillebiblecollege.com</td>
<td>15 (3)</td>
<td></td>
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<tr>
<td>paducahtech.info</td>
<td>0 (+0)</td>
<td></td>
</tr>
</tbody>
</table>

Biggest Opportunities Within This Group

college > boston
> [colleges of boston (34), new boston college (7), boston colleges in (36), boston college web (43), colleges boston (40)]
Est. Potential New Clicks/Month: 1,295  Searches/Mo: 11k  Average Value/Click: $0.22

college > ohio
> [colleges of ohio (40), college ohio tech (44), colleges and ohio (40), ohio colleges map (46), colleges ohio (34)]
Est. Potential New Clicks/Month: 1,016  Searches/Mo: 12k  Average Value/Click: $0.97

college > online
> [online college associate s degree (32), college online degree programs (41), online college kentucky (21), online colleges in kentucky (33), college online diploma (27)]
Est. Potential New Clicks/Month: 655  Searches/Mo: 6k  Average Value/Click: $0.36

Pages That Rank

http://www.daymarcollege.edu/medical-massage-therapy
medical massage therapy(25), medical massage therapy schools(5), medical massage training(18)
Est. Clicks per Month: 3(-3)  Potential Incremental Gain: 83 clicks/mo.

Clicks Gained or Lost on these Keywords

- advancedhealthcenter.com +23
- medicalmassage.education +21
- medicalmassage.com +18
- drjames.net +18
- afamilychiro.com +16
- ocm.edu +15
- astoundingmassage.com +13
- thehillmethod.com +12
- lokhiahcupuncture.com +11
- santarosamedical.com +10
- ohio.gov 10
- aiamed.edu 10
- massageandbodywork.com 10
- sfmedicalmassage.com 11
- wikipedia.org *competitors in bold

*competitors in bold
Keyword Group: Ohio

Unique Pages Ranked: 3  
Searches Per Month: 751

Potential Clicks with Incremental Gain: 37.0  
Value of Incremental Gain: $37.0

Potential Clicks Gained at Top Positions: 3.0k  
Value of Gain at Top Positions: $1.0k

Keywords:

- ohio: lancaster ohio (9), colleges in ohio (33), chillicothe ohio, ohio colleges, jackso...

Biggest Opportunities Within This Group

ohio

> [ohio business colleges (43), ohio technology college (14), ohio tech school (26), best ohio school (45), colleges and ohio (40)]

Est. Potential New Clicks/Month: 1,451  
Searches/Mo: 11k  
Average Value/Click: $0.45

Pages That Rank

None

Est. Share of Clicks

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Share of Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>daymarcollege.edu</td>
<td>118 (+21)</td>
</tr>
<tr>
<td>kctcs.edu</td>
<td>0 (+0)</td>
</tr>
<tr>
<td>spencerian.edu</td>
<td>0 (+0)</td>
</tr>
<tr>
<td>louisvillebibleco...</td>
<td>0 (+0)</td>
</tr>
<tr>
<td>paducahtech.info</td>
<td>0 (+0)</td>
</tr>
<tr>
<td>simmonscollegeky.edu</td>
<td>0 (+0)</td>
</tr>
</tbody>
</table>

None

*competitors in bold

Clicks Gained or Lost on these Keywords

None