# Table of Contents

- Top Keyword Recommendations
- Best Negative Match Opportunities
- More To Come. We'd Love your Feedback.
Top Keyword Recommendations

We’ve sifted through all the ads your competitors have ever bought, 52k 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 4k new clicks per month for your campaign.
medical billing and coding classes (Exact Match)

$20.49 Cost/Click | $24.41 Cost/Day | 480 Impressions/Mo

36 Potential Clicks/Mo

Good Buy (52)

Top Performing Ads:

Coding And Billing Classes
everest.edu
Train for Career in Medical Coding. New Enrolling. Call to Get Started

+pharm +tech (Modified Broad Match)

$3.16 Cost/Click | $29.18 Cost/Day | 12.1k Impressions/Mo

277 Potential Clicks/Mo

Good Buy (50)

Top Performing Ads:

Pharmacy Tech Certificate
vc.edu
Earn a Pharmacy Tech Certificate From VC in Florence. Apply Now!

Pharmacy Tech School
everest.edu
1 (855) 372 0617 Day & Evening Classes. Hands-on Training

2/2 Impressions 15 Avg. Position 1/1 Impressions 7 Avg. Position

technical schools in san antonio (Exact Match)

$22.48 Cost/Click | $2.52 Cost/Day | 90 Impressions/Mo

4.8 Potential Clicks/Mo

Good Buy (56)

technical schools in austin tx (Exact Match)

$21.79 Cost/Click | $1.34 Cost/Day | 60 Impressions/Mo

3.6 Potential Clicks/Mo

Good Buy (56)
**certified medical assistant** (Exact Match)

$12.90 Cost/Click | $85.77 Cost/Day | 5.4k Impressions/Mo

200 Potential Clicks/Mo

**Buy** (48)

Top Performing Ads:

Medical Assistant College
scitexas.edu
austin.scitexas.edu
Start an Exciting Medical Assistant Career with

**pharmacy tech programs** (Exact Match)

$15.17 Cost/Click | $0.89 Cost/Day | 240 Impressions/Mo

8.1 Potential Clicks/Mo

**Good Buy** (50)

**medical administration assistant** (Exact Match)

$10.66 Cost/Click | $10.32 Cost/Day | 28 Impressions/Mo

29 Potential Clicks/Mo

**Buy** (46)

**san antonio trade schools** (Exact Match)

$18.57 Cost/Click | $0.99 Cost/Day | 30 Impressions/Mo

1.5 Potential Clicks/Mo

**Good Buy** (57)
nursing assistant programs (Exact Match)

$12.93 Cost/Click | $4.24 Cost/Day | 390 Impressions/Mo

9.9 Potential Clicks/Mo
Buy (47)

Top Performing Ads:

VA College in Pensacola
vc.edu
Earn A Degree at Virginia College; Classes Start Apr. 8. Apply Today!

trade schools in san antonio tx (Exact Match)

$12.02 Cost/Click | $0.49 Cost/Day | 90 Impressions/Mo

1.2 Potential Clicks/Mo
Good Buy (57)

Top Performing Ads:

Virginia College Programs
vc.edu
Explore the Programs Offered at Virginia College in Jacksonville!

tech schools (Exact Match)

$13.35 Cost/Click | $73.31 Cost/Day | 990 Impressions/Mo

165 Potential Clicks/Mo
Buy (43)

Top Performing Ads:

Virginia College Programs
vc.edu
Explore the Programs Offered at Virginia College in Jacksonville!
become pharmacy tech (Exact Match)

$8.91 Cost/Click | $2.14 Cost/Day | 46 Impressions/Mo

7.2 Potential Clicks/Mo
Buy (46)

Top Performing Ads:

**Pharmacy Tech Careers**
scitexas.edu
Pharmacy Technician Program And Classes at SCI in San Antonio

**Pharmacy Tech School**
everest.edu
1 (855) 254 0794 Day & Evening Classes. Hands-on Training

technical schools in san antonio tx (Exact Match)

$17.32 Cost/Click | $0.15 Cost/Day | 36 Impressions/Mo

1.2 Potential Clicks/Mo
Good Buy (55)

nursing assistant program (Exact Match)

$12.14 Cost/Click | $2.76 Cost/Day | 150 Impressions/Mo

6.9 Potential Clicks/Mo
Buy (45)

career schools in san antonio (Exact Match)

$14.58 Cost/Click | $0.56 Cost/Day | 28 Impressions/Mo

1.2 Potential Clicks/Mo
Good Buy (56)

austin trade schools (Exact Match)

$14.75 Cost/Click | $0.48 Cost/Day | 36 Impressions/Mo

0.9 Potential Clicks/Mo
Good Buy (57)
**administrative assistant certification** (Exact Match)

$10.34 Cost/Click | $0.22 Cost/Day | 300 Impressions/Mo

6.9 Potential Clicks/Mo  
Buy

**technical school courses** (Exact Match)

$11.39 Cost/Click | $1.54 Cost/Day | 46 Impressions/Mo

4.2 Potential Clicks/Mo  
Buy

**nursing assistant schools** (Exact Match)

$22.67 Cost/Click | $0.97 Cost/Day | 240 Impressions/Mo

6.6 Potential Clicks/Mo  
Buy

**austin trade school** (Exact Match)

$18.67 Cost/Click | $0.02 Cost/Day | 22 Impressions/Mo

0.9 Potential Clicks/Mo  
Good Buy

**nursing schools** (Exact Match)

$15.88 Cost/Click | $506.44 Cost/Day | 6.6k Impressions/Mo

957 Potential Clicks/Mo  
Buy

**technical schools in austin** (Exact Match)

$21.87 Cost/Click | $0.76 Cost/Day | 12 Impressions/Mo

0.9 Potential Clicks/Mo  
Good Buy
**adult schools** (Exact Match)

$3.41 Cost/Click | $1.18 Cost/Day | 870 Impressions/Mo

67 Potential Clicks/Mo  
Buy (39)

**Top Performing Ads:**

**Virginia College Programs**  
vc.edu  
Explore the Programs Offered at Virginia College in Jacksonville!

**Adult Education Schools.**  
everest.edu  
1 (866) 312 4676 Learn from hands on Adult Schools. Find out more information Today!

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**pharmacy technician certification** (Exact Match)

$7.93 Cost/Click | $141.68 Cost/Day | 6.6k Impressions/Mo

536 Potential Clicks/Mo  
Buy (39)

**Top Performing Ads:**

**Pharmacy Tech Certificate**  
vc.edu  
Earn a Pharmacy Tech Certificate From VC in Florence. Apply Now!

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**nursing program** (Exact Match)

$18.87 Cost/Click | $101.84 Cost/Day | 1.6k Impressions/Mo

162 Potential Clicks/Mo  
Buy (38)

**Top Performing Ads:**

**Everest College® Official**  
everest.edu  
1 (855) 302 8540 Start a Career in Nursing. Become a Licensed Vocational Nurse (LVN).
**Tech Schools in Austin**

- **Cost/Click**: $34.92
- **Cost/Day**: $1.07
- **Impressions/Mo**: 16

0.9 Potential Clicks/Mo

**Trade Schools Austin**

- **Cost/Click**: $19.18
- **Cost/Day**: $0.37
- **Impressions/Mo**: 46

0.6 Potential Clicks/Mo

**Pharmacy Technician Training**

- **Cost/Click**: $10.50
- **Cost/Day**: $43.31
- **Impressions/Mo**: 1,900

124 Potential Clicks/Mo

**Physicians Assistant Programs**

- **Cost/Click**: $5.78
- **Cost/Day**: $14.80
- **Impressions/Mo**: 1,900

77 Potential Clicks/Mo

*Top Performing Ads:*

**Pharmacy Technician Training**
vc.edu
Start Your Career as a Pharmacy Tech at VC in Mobile, Request Info!

**Medical Assistant Careers**
scitexas.edu
Medical Assistant Program at SCI. Classes Begin Soon. Apply Today
medical assistant program  
$17.92 Cost/Click | $32.65 Cost/Day | 870 Impressions/Mo

san antonio technical schools  
$18.76 Cost/Click | $0.49 Cost/Day | 30 Impressions/Mo

certified nursing assistant training  
$9.45 Cost/Click | $3.72 Cost/Day | 1.3k Impressions/Mo

Top Performing Ads:

Everest College
everest.edu
1 (855) 302 8540 Career Training
College. Hands-on Training

Top Performing Ads:

Massage Therapy Classes
everest.edu
1 (877) 572 0360 Learn to be a
Massage Therapist at Everest College
**medical billing and coding from home** (Exact Match)

- Cost/Click: $17.74
- Cost/Day: $2.94
- Impressions/Mo: 300

Potential Clicks/Mo: 5.1

Buy

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**medical assistant program austin tx** (Exact Match)

- Cost/Click: $16.06
- Cost/Day: $0.42
- Impressions/Mo: 60

Potential Clicks/Mo: 0.9

Good Buy

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**surgical technology school** (Exact Match)

- Cost/Click: $10.73
- Cost/Day: $15.15
- Impressions/Mo: 30

Potential Clicks/Mo: 42

Buy

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Top Performing Ads:

- **Surgical Technology School**
  - vc.edu
  - Earn a Surgical Technician Degree at Virginia College, Request Info!

- **Surgical Tech Schools**
  - everest.edu
  - 1 (877) 572 0349 Learn to be a Surgical Technician. Education Nearby

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**trade schools** (Exact Match)

- Cost/Click: $10.12
- Cost/Day: $187.27
- Impressions/Mo: 6.6k

Potential Clicks/Mo: 555

Buy

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**career training** (Exact Match)

- Cost/Click: $9.26
- Cost/Day: $10.03
- Impressions/Mo: 990

Potential Clicks/Mo: 32

Buy
pharmacy tech

- Cost/Click: $8.16
- Cost/Day: $206.21
- Impressions/Mo: 4.4k
- Potential Clicks/Mo: 758

Buy (37)

Top Performing Ads:

- Dental Assistant
- everest.edu
- 1 (877) 572 0355 Get Certified as a Dental Assistant with Everest College.
- Get Info.

nurse college

- Cost/Click: $13.39
- Cost/Day: $11.87
- Impressions/Mo: 120
- Potential Clicks/Mo: 27

Buy (37)

Top Performing Ads:

- Everest College
- everest.edu
- 1 (855) 302 8540 Career Training College. Hands-on Training

Dental hygienist program

- Cost/Click: $7.01
- Cost/Day: $4.70
- Impressions/Mo: 90
- Potential Clicks/Mo: 20

Buy (38)
community colleges in jacksonville fl

$11.56 Cost/Click | $3.84 Cost/Day | 390 Impressions/Mo

Top Performing Ads:

- **Everest Community College**
  - everest.edu
  - 1 (866) 941 8235 Start Your Career with Everest College with Flexible Programs.

- **Virginia College**
  - vc.edu
  - Learn More About Virginia College’s Jacksonville Campus

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college in austin

$3.21 Cost/Click | $1.09 Cost/Day | 60 Impressions/Mo

Top Performing Ads:

- **Virginia College Austin**
  - vc.edu
  - Explore Various Degrees Offered at Virginia College in Austin

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esthetics schools

$5.56 Cost/Click | $5.31 Cost/Day | 90 Impressions/Mo

Top Performing Ads:

- **Esthetics Schools**
  - everest.edu
  - 1 (855) 254 0801 Cosmetology & Esthetician Training. Call Today or Sign Up for Info.

- **Cosmetology Diploma**
  - vc.edu
  - Train For a Career in Cosmetology at VC in Greensboro. Learn More!
college tech schools

$7.06 Cost/Click | $0.18 Cost/Day | 0 Impressions/Mo

0.9 Potential Clicks/Mo

Good Buy (53)

colleges in jacksonville fl

$8.45 Cost/Click | $11.44 Cost/Day | 1.3k Impressions/Mo

73 Potential Clicks/Mo

Buy (36)

dental assisting programs

$9.73 Cost/Click | $9.33 Cost/Day | 240 Impressions/Mo

29 Potential Clicks/Mo

Buy (37)

san antonio nursing schools

$10.68 Cost/Click | $3.76 Cost/Day | 210 Impressions/Mo

11 Potential Clicks/Mo

Buy (38)

Top Performing Ads:

Everest College
everest.edu

Medical Assistant School
scitexas.edu
Medical Assistant Program and Training at SCI in San Antonio, TX.
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.

Potential Savings of $13 per month in ad spend is up for grabs by trimming the impressions you get on our top 50 negative match recommendations.

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**medical schools in uk**

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<th>Savings</th>
<th>Cost/Click</th>
<th>Clicks/Month</th>
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<tr>
<td>$5.10</td>
<td>$5.34</td>
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</table>

**Medical Assistant Classes**

excel.edu

Complete your MA Career in 7 months
Financial Aid, GI Bill, TA, MyCAA

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**become a pediatrician**

<table>
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<th>Clicks/Month</th>
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<td>$16.33</td>
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</table>

**Medical Assistant Classes**

excel.edu

Complete your MA Career in 7 months
Financial Aid, GI Bill, TA, MyCAA

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**based computer mcse training**

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<th>Cost/Click</th>
<th>Clicks/Month</th>
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<tr>
<td>&lt;$1</td>
<td>$0.00</td>
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</tbody>
</table>

**Network Engineer Classes**

excel.edu

CompTIA's Certification in 2 months A, Network, Security, Cisco CCNA

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**schools computer programming**

<table>
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<th>Savings</th>
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**Network Engineer Classes**

excel.edu

A, Network, Security, Cisco CCNA
Financial Aid, GI Bill, TA, MyCAA
computer learning videos
< $1 Potential Monthly Savings
(Exact) Cost / Click: $3.54
(Exact) Clicks / Month: 0.0

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

anesthesiologists schooling
< $1 Potential Monthly Savings
(Exact) Cost / Click: $5.46
(Exact) Clicks / Month: 0.0

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

community computer classes
< $1 Potential Monthly Savings
(Exact) Cost / Click: $6.71
(Exact) Clicks / Month: 0.0

Network Engineer Classes
excel.edu
CompTIA’s Certification in 2 months A, Network, Security, Cisco CCNA

manipal medical college pokhara
< $1 Potential Monthly Savings
(Exact) Cost / Click: $0.10
(Exact) Clicks / Month: 0.0

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

college manipal medical
< $1 Potential Monthly Savings
(Exact) Cost / Click: $0.00
(Exact) Clicks / Month: 0.0

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

computer technical institutes
< $1 Potential Monthly Savings
(Exact) Cost / Click: $0.00
(Exact) Clicks / Month: 0.0

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

\[ \text{Cost} = \$7.50 \]
\[ \text{Potential Monthly Savings} \]
\[ \text{(Exact) Cost / Click:} \quad \$7.04 \]
\[ \text{(Exact) Clicks / Month:} \quad 1.2 \]

Medical Assistant Classes

excel.edu

Complete your MA Career in 7 months
Financial Aid, GI Bill, TA, MyCAA

Course ultrasound

\[ \text{Cost} < \$1 \]
\[ \text{Potential Monthly Savings} \]
\[ \text{(Phrase) Cost / Click:} \quad \$5.50 \]
\[ \text{(Exact) Clicks / Month:} \quad 0.0 \]

Medical Assistant Classes

excel.edu

Complete your MA Career in 7 months
Financial Aid, GI Bill, TA, MyCAA

Download as CSV
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

Pst. 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?