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
- 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 8k different keywords. That’s up by 1.1% or 88 keywords from last month.

542 of your pages appear in the top 50 of at least one search. That’s 24 more pages on your site showing up in searches this month than last month.

You should be getting 14k clicks per month from your organic placements on Google. That’s up 810 clicks or 6.2% over the past 2 months.

If you had to buy all those organic clicks via Google Adwords, they’d cost $75k. That’s an additional savings of $3k over last month.

You gained 259 clicks last month, worth $2,537.
### Biggest Gains

You moved up in ranks on 4k keywords last month. All those gains added up to about 4k clicks you wouldn't have received last month. In equivalent PPC dollars, all those new clicks are worth about $18k.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Rank</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
</tr>
</thead>
<tbody>
<tr>
<td>m b a</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>franklin</td>
<td>5(+3)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>forensic accounting</td>
<td>10(+3)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>masters in computer science</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>colleges in columbia ohio</td>
<td>3(+1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>healthcare management degree</td>
<td>6(+2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>risk management degree</td>
<td>1(+1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>affordable online colleges</td>
<td>4(+2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>accounting classes online</td>
<td>6(+2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>accounting certificate</td>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>online degree programs</td>
<td>21(+15)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Most Valuable Keywords

You gained ranks on 4 out of your top 10 most valuable keywords. Moving up the charts on those important keywords means about 980 visits to the site that wouldn't have come last month.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Rank</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
</tr>
</thead>
<tbody>
<tr>
<td>m b a</td>
<td>5</td>
<td>&gt;50</td>
<td>&gt;50</td>
<td>&gt;50</td>
<td>&gt;50</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>myfranklin</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>online colleges in ohio</td>
<td>3(+1)</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>accounting degree</td>
<td>5(+3)</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>franklin</td>
<td>2</td>
<td>8</td>
<td>3</td>
<td>3</td>
<td>16</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>public relations degree</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>online computer science degree</td>
<td>10</td>
<td>9</td>
<td>9</td>
<td>8</td>
<td>8</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>affordable online colleges</td>
<td>4(+2)</td>
<td>5</td>
<td>7</td>
<td>6</td>
<td>6</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>cheapest online college courses</td>
<td>1(+2)</td>
<td>17</td>
<td>11</td>
<td>6</td>
<td>5</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

View more (p. 16)
### Newly Ranked Organic Pages

85 pages show up in Google search results that didn't last month. Combined, those new placements drive 28 clicks, which would be worth about $118 if you paid for those same clicks in Google Adwords.

<table>
<thead>
<tr>
<th>URL</th>
<th>Keywords</th>
<th>Est. Total Clicks/Mo</th>
<th>Est. SEO Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="https://bluequill.franklin.edu/prep">https://bluequill.franklin.edu/prep</a></td>
<td>my franklin.com (5), my.franklin.edu (6), franklin.edu login (6), franklin university login (8)</td>
<td>276</td>
<td>$457</td>
</tr>
<tr>
<td><a href="http://www.franklin.edu/franklin-global/global-partner-schools">http://www.franklin.edu/franklin-global/global-partner-schools</a></td>
<td>mba franklin university (11), franklin university mba (16)</td>
<td>16</td>
<td>$154</td>
</tr>
<tr>
<td><a href="https://www.franklin.edu/undergraduate-majors/">https://www.franklin.edu/undergraduate-majors/</a></td>
<td>franklin university majors (1), online college majors (4), bachelors degree accredited (10), accredited bachelor degree (16), accredited bachelor degree online program (16)</td>
<td>12</td>
<td>$100</td>
</tr>
<tr>
<td><a href="http://video.franklin.edu/franklin/myfranklinhelp/documents/httpww">http://video.franklin.edu/franklin/myfranklinhelp/documents/httpww</a>...</td>
<td><a href="http://www.my.franklin.edu">www.my.franklin.edu</a> (3)</td>
<td>11</td>
<td>$20</td>
</tr>
<tr>
<td><a href="https://www.franklin.edu/news-community/presentations-and-awards/aect-award">https://www.franklin.edu/news-community/presentations-and-awards/aect-award</a></td>
<td>aect (29)</td>
<td>2</td>
<td>$3.32</td>
</tr>
<tr>
<td><a href="http://faculty.franklin.edu/gail-baumlein/curriculum-vitae/">http://faculty.franklin.edu/gail-baumlein/curriculum-vitae/</a></td>
<td>med central college of nursing (23)</td>
<td>0</td>
<td>$2.19</td>
</tr>
<tr>
<td><a href="http://writing.franklin.edu/resources/pdfs/model_explanatoryresearch_erds.pdf">http://writing.franklin.edu/resources/pdfs/model_explanatoryresearch_erds.pdf</a></td>
<td>explanatory research (24)</td>
<td>2</td>
<td>$1.39</td>
</tr>
<tr>
<td><a href="http://www.franklin.edu/student-services/student-learning-center/ti-83-basic-calculator">http://www.franklin.edu/student-services/student-learning-center/ti-83-basic-calculator</a></td>
<td>franklin calculators (32), free ti 83 calculator online (36), online ti 83 calculator (44), online ti-83 calculator (46), ti 83 online calculator (47)</td>
<td>2</td>
<td>$1.17</td>
</tr>
</tbody>
</table>

View more [p. 23]
New Keywords (You weren’t ranked on before)

You now place in the top 50 search results on 1k keywords that you didn’t even show up on last month. Those keywords represent a beachhead to opportunity that could lead to as many as 23k clicks per month if you could be in the first position on each of the keywords.

mba
Rank: 5 Searches/Mo: 90k Est. Value/Click: $3.16
Estimated New Clicks/Month: 2k

masters in computer science
Rank: 5 Searches/Mo: 2k Est. Value/Click: $6.71
Estimated New Clicks/Month: 65

accounting certificate
Rank: 7 Searches/Mo: 880 Est. Value/Click: $4.64
Estimated New Clicks/Month: 22

ba in computer science
Rank: 3 Searches/Mo: 260 Est. Value/Click: $6.73
Estimated New Clicks/Month: 15

computer science masters
Rank: 7 Searches/Mo: 590 Est. Value/Click: $4.52
Estimated New Clicks/Month: 15

cheap online schools
Rank: 10 Searches/Mo: 720 Est. Value/Click: $11
Estimated New Clicks/Month: 13

master of business administration
Rank: 18 Searches/Mo: 2k Est. Value/Click: $4.95
Estimated New Clicks/Month: 10

difference between college and university
Rank: 34 Searches/Mo: 7k Est. Value/Click: $8.39
Estimated New Clicks/Month: 8

ivy tech community college
Rank: 47 Searches/Mo: 12k Est. Value/Click: $1.17
Estimated New Clicks/Month: 8

columbus library
Rank: 53 Searches/Mo: 12k Est. Value/Click: $1.48
Estimated New Clicks/Month: 6

what is information technology
Rank: 33 Searches/Mo: 4k Est. Value/Click: $2.8
Estimated New Clicks/Month: 6

View more (p. 25)

Top Site Sections Summary

Your organic traffic is spread fairly evenly across your top 9 site sections. Together those sections combine for 23k clicks per month.

<table>
<thead>
<tr>
<th>Site Section</th>
<th>Number of Keywords</th>
<th>Estimated New Clicks/Month</th>
<th>Estimated Value/Mo</th>
</tr>
</thead>
<tbody>
<tr>
<td>franklin.edu/myfranklin</td>
<td>40</td>
<td>5k</td>
<td>$4k (-$1k)</td>
</tr>
<tr>
<td>franklin.edu/online-learn</td>
<td>491</td>
<td>4k</td>
<td>$10k (+$1k)</td>
</tr>
<tr>
<td>franklin.edu/student-services</td>
<td>233</td>
<td>3k</td>
<td>$4k (-$2k)</td>
</tr>
<tr>
<td>franklin.edu/about-franklin</td>
<td>334</td>
<td>4k</td>
<td>$3k (+$407)</td>
</tr>
<tr>
<td>franklin.edu/getting-started</td>
<td>136</td>
<td>2k</td>
<td>$2k (-$1k)</td>
</tr>
<tr>
<td>franklin.edu/news-community</td>
<td>336</td>
<td>4k</td>
<td>$2k (-$1k)</td>
</tr>
<tr>
<td>franklin.edu/degree-programs</td>
<td>106</td>
<td>4k</td>
<td>$1k (-$1k)</td>
</tr>
<tr>
<td>bluequill.franklin.edu</td>
<td>16</td>
<td>4k</td>
<td>$3k (-$2)</td>
</tr>
<tr>
<td>bluequill.franklin.edu/m...</td>
<td>13</td>
<td>2k</td>
<td>$3k (-$2)</td>
</tr>
</tbody>
</table>

View more (p. 28)
### Keyword Group: Accounting

- **Positions Gained:** 1k → **Est. Total Clicks/Mo:** (+146) → **Est. Percent Traffic Gain:** 19%
- **Unique Pages Ranked:** 25
- **Keywords:**
  - accounting: accounting certificate (+53) - NEW, best accounting West Columbus Interim C...
  - accounting > forensic: forensic accounting internships (+36) - NEW, forensic account...
  - accounting > job: accountancy jobs from home (+17) - NEW, accounting jobs online (+6)...  
  - accounting > career: accountant career (+15) - NEW, is accountant a good career (+2),...

### Keyword Group: Management

- **Positions Gained:** 1k → **Est. Total Clicks/Mo:** (+204) → **Est. Percent Traffic Gain:** 39%
- **Unique Pages Ranked:** 34
- **Keywords:**
  - management: administrative management courses (+42) - NEW, disaster management degree o...
  - management > healthcare: healthcare management information systems (+35), healthcare...
  - management > information: information management class (+51) - NEW, information mana...
  - management > financial: financial management education (+27), financial management s...

### Keyword Group: Forensic

- **Positions Gained:** 107 → **Est. Total Clicks/Mo:** (+145) → **Est. Percent Traffic Gain:** 47%
- **Unique Pages Ranked:** 5
- **Keywords:**
  - forensic: forensic accounting internships (+36) - NEW, forensics online (+28), forensic...
  - forensic > majors: forensics majors (+4), forensic majors (+1), major in forensics (-17)  
  - forensic > classes: forensic class online (+2), forensic classes online (+2), forensic...
**Keyword Group: Computer**

Positions Gained: 1k → Est. Total Clicks/Mo: (+79) → Est. Percent Traffic Gain: 34%

Unique PagesRanked: 14

Keywords:
- **computer**: ba in computer science (+57) - NEW, masters in computer science (+55) - NEW, ...
- **computer > science**: computer science masters (+53) - NEW, computer science master (+5...)
- **computer > program**: computer programming university online (+51) - NEW, computer prog...
- **computer > associates**: associate computer degree (+2), computer associate degree (+1...)

**Est. Clicks per Month**

![Clicks per Month Chart](image)

**Additional Details** (p. 34)

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**Keyword Group: Online**

Positions Gained: 3k → Est. Total Clicks/Mo: (-69) → Est. Percent Traffic Gain: 4%

Unique Pages Ranked: 81

Keywords:
- **online**: cheapest online college (+51) - NEW, online finance universities (+50) - NEW, c...
- **online > master**: online masters in management information systems (+34) - NEW, online ...
- **online > college**: online college computer classes (+51) - NEW, online college compute...
- **online > accreditation**: accredited online colleges universities (+50) - NEW, accredi...

**Est. Clicks per Month**

![Clicks per Month Chart](image)

**Additional Details** (p. 35)
You currently rank somewhere in the top 50 on 8k search phrases on Google. If you could land the number one spot for all of those searches, you’d get about 164k additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you’ll get 76k clicks per month. That would cost you more than $423k in equivalent PPC dollars.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Rank</th>
<th>Searches/Mo.</th>
<th>Est. Value/Click</th>
<th>Est. Potential New Clicks/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSCC</td>
<td>31</td>
<td>50k</td>
<td>$4.62</td>
<td>8,045</td>
</tr>
<tr>
<td>Accredited Online Colleges</td>
<td>18</td>
<td>10k</td>
<td>$13</td>
<td>1,581</td>
</tr>
<tr>
<td>Online Degree Programs</td>
<td>21</td>
<td>10k</td>
<td>$11</td>
<td>1,592</td>
</tr>
<tr>
<td>Online Masters Programs</td>
<td>41</td>
<td>10k</td>
<td>$9.84</td>
<td>1,615</td>
</tr>
<tr>
<td>MBA</td>
<td>5</td>
<td>90k</td>
<td>$3.16</td>
<td>4,675</td>
</tr>
<tr>
<td>Business Administration</td>
<td>37</td>
<td>18k</td>
<td>$4.59</td>
<td>2,949</td>
</tr>
<tr>
<td>RN to BSN Online</td>
<td>26</td>
<td>7k</td>
<td>$9.4</td>
<td>1,069</td>
</tr>
<tr>
<td>Difference Between College and University</td>
<td>34</td>
<td>7k</td>
<td>$8.39</td>
<td>1,074</td>
</tr>
<tr>
<td>Business Administration Degree</td>
<td>18</td>
<td>5k</td>
<td>$10</td>
<td>842</td>
</tr>
<tr>
<td>Online Graduate Programs</td>
<td>40</td>
<td>4k</td>
<td>$14</td>
<td>587</td>
</tr>
<tr>
<td>Online Computer Science Degree</td>
<td>10</td>
<td>4k</td>
<td>$14</td>
<td>527</td>
</tr>
</tbody>
</table>

You and your competitors often show up in the same search results — that’s why they are competitors. But, sometimes they are showing up and you are not. Right now, there are about 49M 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>Searches/Mo.</th>
<th>Cost/Click</th>
<th>Est. Potential New Clicks/Month</th>
<th>Avg. Competitor Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Colleges</td>
<td>40k</td>
<td>$42.00</td>
<td>1k</td>
<td></td>
</tr>
<tr>
<td>WGU Login</td>
<td>33k</td>
<td>$0.10</td>
<td>5k</td>
<td>3</td>
</tr>
<tr>
<td>Capella University Login</td>
<td>22k</td>
<td>$6.36</td>
<td>4k</td>
<td>3</td>
</tr>
<tr>
<td>Baker Edu</td>
<td>18k</td>
<td>$0.23</td>
<td>3k</td>
<td>4</td>
</tr>
<tr>
<td>Indiana Wesleyan University</td>
<td>33k</td>
<td>$3.49</td>
<td>5k</td>
<td>4</td>
</tr>
<tr>
<td>Capella University</td>
<td>110k</td>
<td>$0.72</td>
<td>18k</td>
<td>4</td>
</tr>
<tr>
<td>Strayer University</td>
<td>110k</td>
<td>$1.04</td>
<td>18k</td>
<td>4</td>
</tr>
<tr>
<td>Baker.edu</td>
<td>18k</td>
<td>$2.18</td>
<td>3k</td>
<td>6</td>
</tr>
<tr>
<td>Western Governors University</td>
<td>60k</td>
<td>$0.86</td>
<td>10k</td>
<td>4</td>
</tr>
<tr>
<td>Master’s Degree</td>
<td>10k</td>
<td>$4.38</td>
<td>100</td>
<td>20</td>
</tr>
<tr>
<td>Online University</td>
<td>4k</td>
<td>$39.00</td>
<td>85</td>
<td>6</td>
</tr>
<tr>
<td>Strayer University Icampus</td>
<td>12k</td>
<td>$3.77</td>
<td>2k</td>
<td>2</td>
</tr>
</tbody>
</table>
You rank somewhere in the top 50 organic search results on 443 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 60k per month on paid search -- or you could pick up an additional 9k clicks per month on the same keywords.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Organic Rank</th>
<th>Searches/Month</th>
<th>Cost/Click</th>
<th>Paid Clicks Per Month</th>
<th>Est. Potential Monthly Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA</td>
<td>5 (+55)</td>
<td>90k</td>
<td>$7.88</td>
<td>2k</td>
<td>$13k</td>
</tr>
<tr>
<td>Online masters programs</td>
<td>41 (-22)</td>
<td>10k</td>
<td>$23</td>
<td>135</td>
<td>$3k</td>
</tr>
<tr>
<td>Online schools in ohio</td>
<td>26 (+7)</td>
<td>880</td>
<td>$57</td>
<td>21</td>
<td>$1k</td>
</tr>
<tr>
<td>Cheapest online accounting degree</td>
<td>14 (-2)</td>
<td>50</td>
<td>$32</td>
<td>45</td>
<td>$976</td>
</tr>
<tr>
<td>Online colleges in ohio</td>
<td>3 (+1)</td>
<td>1k</td>
<td>$38</td>
<td>25</td>
<td>$957</td>
</tr>
<tr>
<td>Accounting certificate</td>
<td>7 (+53)</td>
<td>880</td>
<td>$20</td>
<td>45</td>
<td>$876</td>
</tr>
<tr>
<td>Cheapest online bachelors degree</td>
<td>8 (+2)</td>
<td>210</td>
<td>$23</td>
<td>31</td>
<td>$713</td>
</tr>
<tr>
<td>Ohio online degrees</td>
<td>2 (-1)</td>
<td>30</td>
<td>$43</td>
<td>22</td>
<td>$477</td>
</tr>
</tbody>
</table>

View more (p. 43)
Keyword Groups with the Most Potential

### Keyword Group: Cscc

- **Unique Pages Ranked:** 1
- **Searches Per Month:** 786
- **Potential Clicks with Incremental Gain:** 615.0
  - **Value of Incremental Gain:** $1.0k
- **Potential Clicks Gained at Top Positions:** 3.0k
  - **Value of Gain at Top Positions:** $7.0k

**Keywords:**
- Cscc: csc email (33), csc.edu (29), csc edu (39), csc transcript request (13), csc ...  

**Est. Share of Clicks**

<table>
<thead>
<tr>
<th>Domain</th>
<th>Share</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>franklin.edu</td>
<td>31 (40)</td>
<td></td>
</tr>
<tr>
<td>coloradotech.edu</td>
<td>0 (+0)</td>
<td></td>
</tr>
<tr>
<td>snhu.edu</td>
<td>0 (+0)</td>
<td></td>
</tr>
<tr>
<td>capella.edu</td>
<td>0 (+0)</td>
<td></td>
</tr>
<tr>
<td>elearners.com</td>
<td>0 (+0)</td>
<td></td>
</tr>
<tr>
<td>devry.edu</td>
<td>0 (+0)</td>
<td></td>
</tr>
</tbody>
</table>

### Keyword Group: Email

- **Unique Pages Ranked:** 5
- **Searches Per Month:** 2k
- **Potential Clicks with Incremental Gain:** 619.0
  - **Value of Incremental Gain:** $1.0k
- **Potential Clicks Gained at Top Positions:** 8.0k
  - **Value of Gain at Top Positions:** $5.0k

**Keywords:**
- Email: csc email (33), free email accounts, outlook email login, uni email, ameritech e...  

**Est. Share of Clicks**

<table>
<thead>
<tr>
<th>Domain</th>
<th>Share</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>devry.edu</td>
<td>36 (+2)</td>
<td></td>
</tr>
<tr>
<td>franklin.edu</td>
<td>5 (31)</td>
<td></td>
</tr>
<tr>
<td>elearners.com</td>
<td>1 (+1)</td>
<td></td>
</tr>
<tr>
<td>snhu.edu</td>
<td>0 (+0)</td>
<td></td>
</tr>
<tr>
<td>capella.edu</td>
<td>0 (+0)</td>
<td></td>
</tr>
<tr>
<td>coloradotech.edu</td>
<td>0 (+0)</td>
<td></td>
</tr>
</tbody>
</table>

### Keyword Group: Degree

- **Unique Pages Ranked:** 79
- **Searches Per Month:** 22k
- **Potential Clicks with Incremental Gain:** 911.0
  - **Value of Incremental Gain:** $7.0k
- **Potential Clicks Gained at Top Positions:** 93.0k
  - **Value of Gain at Top Positions:** $687.0k

**Keywords:**
- Degree: accounting degree (3), masters degree, online degree programs (21), logistics d...  
- Degree > bachelor: bachelor's degree, bachelor degree, bachelors degree, bachelor deg...  
- Degree > associates: associates degree in computer science (4), associates degree, as...  
- Degree > college: college degrees, college degree (41) - NEW, best college degrees, c...  

**Est. Share of Clicks**

<table>
<thead>
<tr>
<th>Domain</th>
<th>Share</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
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<td>6k (693)</td>
<td></td>
</tr>
<tr>
<td>capella.edu</td>
<td>5k (552)</td>
<td></td>
</tr>
<tr>
<td>snhu.edu</td>
<td>3k (78)</td>
<td></td>
</tr>
<tr>
<td>franklin.edu</td>
<td>1k (71)</td>
<td></td>
</tr>
<tr>
<td>coloradotech.edu</td>
<td>496 (+24)</td>
<td></td>
</tr>
<tr>
<td>elearners.com</td>
<td>235 (+98)</td>
<td></td>
</tr>
</tbody>
</table>

**Additional Details** (p. 48, 49, 50)
Keyword Group: Online

Unique Pages Ranked: 81  Searches Per Month: 37k  
Potential Clicks with Incremental Gain: 1.0k Value of Incremental Gain: $11.0k  
Potential Clicks Gained at Top Positions: 160.0k  Value of Gain at Top Positions: $1.0M  

Keywords:  
- online: cheapest online college (9) - NEW, ctu online login, online colleges, online co...  
- online > masters: online masters computer science (18), online masters public relation...  
- online > degree: online degree programs (21), online degrees, online it degree (16), o...  
- online > accredited: accredited online colleges (18), online accredited colleges (20)...  

Additional Details (p. 51)

Keyword Group: College

Unique Pages Ranked: 39  Searches Per Month: 30k  
Potential Clicks with Incremental Gain: 870.0 Value of Incremental Gain: $5.0k  
Potential Clicks Gained at Top Positions: 126.0k  Value of Gain at Top Positions: $522.0k  

Keywords:  
- college: community colleges in columbus ohio (4), colleges in columbus ohio (3), ashwor...  
- college > bakersfield: bakersfield college, bakersfield college edu, bakersfield col...  
- college > baker: baker college, baker college online, baker college jobs, baker colleg...  
- college > houston: colleges in houston, houston colleges, college in houston, houston...  

Additional Details (p. 52)
Traffic Share

Relative to your top 5 competitors, your site has 4.8% of the traffic share. At the same time, wgu.edu has exploded and ripped traffic from capella.edu and strayer.edu.

This month, Wgu.edu lost 1k clicks after losing position on organic searches that you also rank for. But, perhaps most interesting was the gains made by Wikipedia.org. That site is not considered a direct competitor, but they gained 6k clicks on your keywords, which is a 15 percent growth on your keywords. They are either doing something right or getting pretty lucky.

<table>
<thead>
<tr>
<th>Gained Clicks</th>
<th>Lost Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>wikipedia.org</td>
<td>+6k</td>
</tr>
<tr>
<td>csc.edu</td>
<td>+4k</td>
</tr>
<tr>
<td>mba.com</td>
<td>+4k</td>
</tr>
<tr>
<td>ft.com</td>
<td>+2k</td>
</tr>
<tr>
<td>allbusinessschools.com</td>
<td>+2k</td>
</tr>
<tr>
<td>guidetoonlineschools.com</td>
<td>+2k</td>
</tr>
<tr>
<td>topmtobsn.com</td>
<td>+2k</td>
</tr>
<tr>
<td>facebook.com</td>
<td>+2k</td>
</tr>
<tr>
<td>osu.edu</td>
<td>+1k</td>
</tr>
<tr>
<td>k12.wi.us</td>
<td>+1k</td>
</tr>
<tr>
<td>accounting-degree.org</td>
<td>+1k</td>
</tr>
<tr>
<td>otterbein.edu</td>
<td>+1k</td>
</tr>
<tr>
<td>capital.edu</td>
<td>+1k</td>
</tr>
<tr>
<td>ashland.edu</td>
<td>+1k</td>
</tr>
<tr>
<td>onlinemba.com</td>
<td>+1k</td>
</tr>
<tr>
<td>asu.edu</td>
<td>+1k</td>
</tr>
<tr>
<td>ahima.org</td>
<td>+1k</td>
</tr>
<tr>
<td>careersinsupplychain.org</td>
<td>+1k</td>
</tr>
<tr>
<td>ncstatecollege.edu</td>
<td>+1k</td>
</tr>
<tr>
<td>forbes.com</td>
<td>+1k</td>
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<tr>
<td>tsa.gov</td>
<td>+1k</td>
</tr>
<tr>
<td>wgu.edu</td>
<td>+1k</td>
</tr>
<tr>
<td>hrci.org</td>
<td>+1k</td>
</tr>
<tr>
<td>liberty.edu</td>
<td>+2k</td>
</tr>
<tr>
<td>about.com</td>
<td>+2k</td>
</tr>
</tbody>
</table>

*competitors in bold
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 25% of their traffic from unpaid search. and they increased the number of keywords they overlap with you.

**baker.edu**
baker.edu (1), baker.edu (1), baker.college (1), baker (1), online colleges (10)

**capella.edu**
capella university login (1), capella university (1), capella login (1), online counseling degrees (1), online masters programs (6)

**indwes.edu**
indiana wesleyan university (1), indiana wesleyan university blackboard (1), nursing schools in indiana (1), iwu login (2), myiwu (2)

**strayer.edu**
strayer university icampus (1), strayer university (1), icampus (1), strayer icampus (1), online colleges (3)

**wgu.edu**
wgu.login (1), m to bsn (1), western governors university (1), m to bsn online (3), m s n (31)
<table>
<thead>
<tr>
<th>Topic</th>
<th>Est. Clicks/Month gained</th>
<th>Est. Value/Click</th>
<th>Estimated Value gained</th>
<th>URL</th>
</tr>
</thead>
<tbody>
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<td>MBA</td>
<td>2k</td>
<td>$3.16</td>
<td>$6k</td>
<td><a href="http://www.franklin.edu/mba-degree-pr">http://www.franklin.edu/mba-degree-pr</a>...</td>
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<tr>
<td>Franklin</td>
<td>933</td>
<td>$1.21</td>
<td>$1k</td>
<td><a href="http://www.franklin.edu/">http://www.franklin.edu/</a></td>
</tr>
<tr>
<td>Forensic Accounting</td>
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<td>$3.31</td>
<td>$378</td>
<td><a href="http://www.franklin.edu/forensic-acco">http://www.franklin.edu/forensic-acco</a>...</td>
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<tr>
<td>Masters in Computer Science</td>
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<td>Colleges in Columbus Ohio</td>
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<td>$8.11</td>
<td>$351</td>
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<tr>
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<tr>
<td>Risk Management Degree</td>
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<td>$4.38</td>
<td>$141</td>
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</tr>
<tr>
<td>Affordable Online Colleges</td>
<td>26</td>
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<td>$524</td>
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<tr>
<td>Accounting Classes Online</td>
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<tr>
<td>Online Degree Programs</td>
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<td>$11</td>
<td>$224</td>
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</tr>
</tbody>
</table>
▲ accredited online college courses 2(+1)
Est. Clicks/Month gained: 18 Est. Value/Click: $14 Estimated Value gained: $252
http://www.franklin.edu/online-learning

▲ franklin college 11(+1)
Est. Clicks/Month gained: 18 Est. Value/Click: $0.35 Estimated Value gained: $6
http://www.franklin.edu/

▲ online universities 25(+21)
Est. Clicks/Month gained: 17 Est. Value/Click: $0.73 Estimated Value gained: $13
http://www.franklin.edu/about-franklin-

▲ health management 7(+2)
Est. Clicks/Month gained: 16 Est. Value/Click: $3.01 Estimated Value gained: $48
http://www.franklin.edu/healthcare-ma-

▲ public administration degree 10(+3)
Est. Clicks/Month gained: 15 Est. Value/Click: $9.37 Estimated Value gained: $142
http://www.franklin.edu/public-admin-

▲ ba in computer science 3
Est. Clicks/Month gained: 15 Est. Value/Click: $6.73 Estimated Value gained: $99
http://www.franklin.edu/computer-scie-

▲ computer science masters 7
Est. Clicks/Month gained: 15 Est. Value/Click: $4.52 Estimated Value gained: $66
http://www.franklin.edu/computer-scie-

▲ online colleges in ohio 3(+1)
Est. Clicks/Month gained: 14 Est. Value/Click: $29 Estimated Value gained: $402
http://www.franklin.edu/

▲ business administration courses 2(+2)
Est. Clicks/Month gained: 13 Est. Value/Click: $8.37 Estimated Value gained: $110
http://www.franklin.edu/business-admi-

▲ universities in columbus ohio 2(+2)
Est. Clicks/Month gained: 13 Est. Value/Click: $15 Estimated Value gained: $193
http://www.franklin.edu/

▲ human resource management degree 7(+14)
Est. Clicks/Month gained: 13 Est. Value/Click: $16 Estimated Value gained: $205
http://www.franklin.edu/human-resourc-

▲ cheap online schools 10
Est. Clicks/Month gained: 13 Est. Value/Click: $11 Estimated Value gained: $142
http://www.franklin.edu/online-learning
▲ franklin ohio 18(+18)
Est. Clicks/Month gained: 11
Est. Value/Click: $0.04
Estimated Value gained: $0
http://www.franklin.edu/

▲ forensic accountant 11(+8)
Est. Clicks/Month gained: 11
Est. Value/Click: $3.9
Estimated Value gained: $42
http://www.franklin.edu/forensic-accountant

▲ design patterns pdf 2(+1)
Est. Clicks/Month gained: 11
Est. Value/Click: $1.32
Estimated Value gained: $14
http://cs.franklin.edu/~whittakk/comp...

▲ master of business administration 18
Est. Clicks/Month gained: 10
Est. Value/Click: $4.95
Estimated Value gained: $51
http://www.franklin.edu/mba-degree-

▲ goarmyed 46(+8)
Est. Clicks/Month gained: 9
Est. Value/Click: $0.78
Estimated Value gained: $7
http://www.franklin.edu/getting-

▲ online college degrees 16(+8)
Est. Clicks/Month gained: 9
Est. Value/Click: $12
Estimated Value gained: $101
http://www.franklin.edu/online-learning

▲ difference between college and university 34
Est. Clicks/Month gained: 8
Est. Value/Click: $8.39
Estimated Value gained: $68
http://www.franklin.edu/blog/non-prof-

▲ ivy tech community college 47
Est. Clicks/Month gained: 8
Est. Value/Click: $1.17
Estimated Value gained: $9
http://www.franklin.edu/inquiry/ivy-tech

▲ cheapest online college courses 1(+2)
Est. Clicks/Month gained: 8
Est. Value/Click: $74
Estimated Value gained: $560
http://www.franklin.edu/online-learning

▲ rn to bsn online fast 6(+2)
Est. Clicks/Month gained: 7
Est. Value/Click: $24
Estimated Value gained: $184
http://www.franklin.edu/nursing-rn-bs-

▲ columbus ohio colleges 4(+1)
Est. Clicks/Month gained: 7
Est. Value/Click: $11
Estimated Value gained: $84
http://www.franklin.edu/

▲ risk management degrees 1(+1)
Est. Clicks/Month gained: 7
Est. Value/Click: $1.79
Estimated Value gained: $13
http://www.franklin.edu/risk-management
▲ economics degree 15(+6)  
Est. Clicks/Month gained: 6  Est. Value/Click: $4.96  Estimated Value gained: $28  
http://www.franklin.edu/business-econ...

▲ web development 20(+3)  
Est. Clicks/Month gained: 6  Est. Value/Click: $2.49  Estimated Value gained: $14  
http://www.franklin.edu/web-developme...

▲ business forensics 1(+1)  
Est. Clicks/Month gained: 5  Est. Value/Click: $0.97  Estimated Value gained: $5  
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### Most Valuable Keywords (all)

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<th>Keyword</th>
<th>Rank</th>
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<th>Value/Mo</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA</td>
<td>5</td>
<td>2k</td>
<td>$6k</td>
</tr>
<tr>
<td>Myfranklin</td>
<td>1</td>
<td>1k</td>
<td>$2k</td>
</tr>
<tr>
<td>Online Colleges in Ohio</td>
<td>3</td>
<td>56(14)</td>
<td>$2k(+$402)</td>
</tr>
<tr>
<td>Accounting Degree</td>
<td>3</td>
<td>203(57)</td>
<td>$1k(+$320)</td>
</tr>
<tr>
<td>Franklin</td>
<td>5</td>
<td>933</td>
<td>$1k</td>
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<tr>
<td>Public Relations Degree</td>
<td>1</td>
<td>164</td>
<td>$1k</td>
</tr>
<tr>
<td>Online Computer Science Degree</td>
<td>10</td>
<td>63</td>
<td>$898</td>
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<tr>
<td>Affordable Online Colleges</td>
<td>4</td>
<td>43(26)</td>
<td>$860(+$524)</td>
</tr>
<tr>
<td>Cheapest Online College Courses</td>
<td>1</td>
<td>11(8)</td>
<td>$855(+$560)</td>
</tr>
<tr>
<td>Franklin University</td>
<td>1</td>
<td>1k(-2k)</td>
<td>$842(-$1.103k)</td>
</tr>
<tr>
<td>Healthcare Management</td>
<td>5</td>
<td>227(+100)</td>
<td>$774(+$339)</td>
</tr>
</tbody>
</table>

---

**Franklin.edu: SEO Dashboard**

Nov 10, 2014: 3:21 AM

Franklin.edu > SEO Dashboard
forensic accounting degree online
Rank: 1  Est. Clicks/Mo: 15(+3)  Est. Value/Mo: $726(+$161)

forensic accounting
Rank: 10(+3)  Est. Clicks/Mo: 213(+114)  Est. Value/Mo: $704(+$378)

colleges in columbus ohio
Rank: 3(+1)  Est. Clicks/Mo: 73(+43)  Est. Value/Mo: $595(+$351)
<table>
<thead>
<tr>
<th>URL</th>
<th>Estimated SEO Value</th>
<th>Estimated Total Clicks/Mo</th>
<th>Keywords (rank):</th>
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</thead>
<tbody>
<tr>
<td><a href="https://bluequill.franklin.edu/prep">https://bluequill.franklin.edu/prep</a></td>
<td>$457</td>
<td>276</td>
<td>my.franklin.com (5), my.franklin.edu (6), franklin.edu login (6), franklin university login (8)</td>
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<tr>
<td><a href="http://www.franklin.edu/franklin-global/global-partner-schools">http://www.franklin.edu/franklin-global/global-partner-schools</a></td>
<td>$154</td>
<td>16</td>
<td>mba franklin university (11), franklin university mba (16)</td>
</tr>
<tr>
<td><a href="https://www.franklin.edu/undergraduate-majors/">https://www.franklin.edu/undergraduate-majors/</a></td>
<td>$100</td>
<td>12</td>
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</tr>
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<td><a href="http://video.franklin.edu/franklin/myfranklinhelp/documents/httpwwwfranklinedustudentservicesregi">http://video.franklin.edu/franklin/myfranklinhelp/documents/httpwwwfranklinedustudentservicesregi</a>...</td>
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<td>11</td>
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<tr>
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<td>$2.19</td>
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<td><a href="http://writing.franklin.edu/resources/pdfs/model_explanatoryresearch_erds.pdf">http://writing.franklin.edu/resources/pdfs/model_explanatoryresearch_erds.pdf</a></td>
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<td>explanatory research (24)</td>
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<td><a href="http://www.franklin.edu/student-services/student-learning-center/ti-83-basic-calculator">http://www.franklin.edu/student-services/student-learning-center/ti-83-basic-calculator</a></td>
<td>$1.17</td>
<td>2</td>
<td>franklin calculators (32), free ti 83 calculator online (36), online ti 83 calculator (44), online ti-83 calculator (46), ti 83 online calculator (47)</td>
</tr>
<tr>
<td><a href="http://www.franklin.edu/blog/rev-up-your-earning-power-why-a-degree-is-still-worth-it/">http://www.franklin.edu/blog/rev-up-your-earning-power-why-a-degree-is-still-worth-it/</a></td>
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<td>earning power (32)</td>
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<td><a href="http://www.franklin.edu/computer-science-subsequent-bachelors-degree-curriculum">http://www.franklin.edu/computer-science-subsequent-bachelors-degree-curriculum</a></td>
<td>$1.14</td>
<td>0</td>
<td>bachelor degree in computer science (30), computer science course online (44), online computer science course (48)</td>
</tr>
<tr>
<td><a href="http://www.franklin.edu/about-franklin/mission-philosophy/four-cornerstones-of-educational-philos">http://www.franklin.edu/about-franklin/mission-philosophy/four-cornerstones-of-educational-philos</a>...</td>
<td>$0.89</td>
<td>1</td>
<td>4 philosophies of education (15), educational philosophies (46)</td>
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<tr>
<td>URL</td>
<td>Estimated SEO Value</td>
<td>Estimated Total Clicks/Mo</td>
<td>Keywords (rank)</td>
</tr>
<tr>
<td>--------------------------------------------------------------------</td>
<td>----------------------</td>
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<tr>
<td><a href="http://alumni.franklin.edu/1902_application">http://alumni.franklin.edu/1902_application</a></td>
<td>$0.84</td>
<td>0</td>
<td>benjamin franklin university (36)</td>
</tr>
<tr>
<td><a href="http://www.franklin.edu/news-community/franklin-newsroom/press-releases/2012/southern-state">http://www.franklin.edu/news-community/franklin-newsroom/press-releases/2012/southern-state</a></td>
<td>$0.63</td>
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<td>southern state community college ohio (40)</td>
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<td><a href="http://www.franklin.edu/news-community/careers-at-franklin/search-positions/statistical-concepts">http://www.franklin.edu/news-community/careers-at-franklin/search-positions/statistical-concepts</a></td>
<td>$0.44</td>
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<td>statistical concepts (36)</td>
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<td><a href="http://www.franklin.edu/news-community/franklin-newsroom/press-releases/2014/melissa-gutierrez">http://www.franklin.edu/news-community/franklin-newsroom/press-releases/2014/melissa-gutierrez</a></td>
<td>$0.34</td>
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<td>nationwide specialty health (24)</td>
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<td><a href="http://www.franklin.edu/news-community/franklin-newsroom/press-releases/2012/academic-admissions-">http://www.franklin.edu/news-community/franklin-newsroom/press-releases/2012/academic-admissions-</a>...</td>
<td>$0.33</td>
<td>0</td>
<td>tri c locations (55)</td>
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<td><a href="http://www.franklin.edu/blog/balancing-career-outlooks-salary-forecasts-personal-satisfaction/">http://www.franklin.edu/blog/balancing-career-outlooks-salary-forecasts-personal-satisfaction/</a></td>
<td>$0.31</td>
<td>0</td>
<td>career outlooks (50)</td>
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<td><a href="http://guides.franklin.edu/rn-bsn">http://guides.franklin.edu/rn-bsn</a></td>
<td>$0.3</td>
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<td>bsn news (39)</td>
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<td><a href="http://www.franklin.edu/inquiry/accounting-bachelors-masters">http://www.franklin.edu/inquiry/accounting-bachelors-masters</a></td>
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<td>0</td>
<td>fast track accounting degree (48)</td>
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<td><a href="http://writing.franklin.edu/resources/pdfs/model_positionanalysisapa.pdf">http://writing.franklin.edu/resources/pdfs/model_positionanalysisapa.pdf</a></td>
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<td>sample analysis paper (49)</td>
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<td><a href="http://www.franklin.edu/public-administration-masters-degree-program-details">http://www.franklin.edu/public-administration-masters-degree-program-details</a></td>
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<td><a href="http://engage.franklin.edu/te/">http://engage.franklin.edu/te/</a></td>
<td>$0.24</td>
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<td>institute for learning and teaching in higher education (34)</td>
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<td>$0.23</td>
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<td>oracle bi certification (31)</td>
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<tr>
<td>New Keywords (You weren’t ranked on before)</td>
<td>Estimated New Click/Month</td>
<td></td>
<td></td>
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<tr>
<td>--------------------------------------------</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>m b a</td>
<td>2k new clicks/month</td>
<td></td>
<td></td>
</tr>
<tr>
<td>masters in computer science</td>
<td>65 new clicks/month</td>
<td></td>
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<tr>
<td>accounting certificate</td>
<td>22 new clicks/month</td>
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<tr>
<td>ba in computer science</td>
<td>15 new clicks/month</td>
<td></td>
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<tr>
<td>computer science masters</td>
<td>15 new clicks/month</td>
<td></td>
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<td>cheap online schools</td>
<td>13 new clicks/month</td>
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<td>6 new clicks/month</td>
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<td>new wave oven</td>
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<td>Keyword</td>
<td>Rank</td>
<td>Searches/Mo</td>
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<td>$0.03</td>
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<td>Searches/Mo</td>
<td>Est. Value/Click</td>
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<td>$0.79</td>
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<td>$23</td>
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</tbody>
</table>
masters degree programs  Rank: 32  Searches/Mo: 590  Est. Value/Click: $5.13
http://www.franklin.edu/graduate-programs

communication degrees  Rank: 19  Searches/Mo: 210  Est. Value/Click: $5.51
http://www.franklin.edu/communications-bachelors-degree-program

columbus ohio library  Rank: 30  Searches/Mo: 480  Est. Value/Click: $2.21
http://library.franklin.edu/

plagiarism consequences  Rank: 41  Searches/Mo: 880  Est. Value/Click: $4.4
http://writing.franklin.edu/lsm/1.4.2.php

hr classes  Rank: 20  Searches/Mo: 210  Est. Value/Click: $3.46
http://www.franklin.edu/human-resources-management-bachelors-degree-program

health administration prog...  Rank: 18  Searches/Mo: 170  Est. Value/Click: $13
http://www.franklin.edu/healthcare-administration-masters-degree-program
### franklin.edu/degree-prog...
**Number of Keywords:** 106  
**Estimated Value/Mo:** $1k (-$1k)  
Top Keywords: m b a, franklin university, myfranklin, my.franklin.edu, franklin.edu

![Keyword Chart](image)

### bluequill.franklin.edu
**Number of Keywords:** 16  
**Estimated Value/Mo:** $3k (-$2)  
Top Keywords: myfranklin, my.franklin.edu, franklin.edu, my franklin, myfranklin.edu

![Keyword Chart](image)

### bluequill.franklin.edu/m...
**Number of Keywords:** 13  
**Estimated Value/Mo:** $3k (-$2)  
Top Keywords: m b a, franklin university, myfranklin, my.franklin.edu, franklin.edu

![Keyword Chart](image)

### bluequill.franklin.edu/c...
**Number of Keywords:** 14  
**Estimated Value/Mo:** $3k (+$68)  
Top Keywords: m b a, franklin university, myfranklin, my.franklin.edu, franklin.edu

![Keyword Chart](image)

### franklin.edu/mba-degree-
**Number of Keywords:** 107  
**Estimated Value/Mo:** $6k (+$6k)  
Top Keywords: m b a, franklin university, myfranklin, my.franklin.edu, franklin.edu

![Keyword Chart](image)

### franklin.edu/blog/5ive-
**Number of Keywords:** 289  
**Estimated Value/Mo:** $5k (-$574)  
Top Keywords: m b a, franklin university, myfranklin, my.franklin.edu, franklin.edu

![Keyword Chart](image)

### franklin.edu/financial-
**Number of Keywords:** 92  
**Estimated Value/Mo:** $963 (-$125)  
Top Keywords: m b a, franklin university, myfranklin, my.franklin.edu, franklin.edu

![Keyword Chart](image)

### library.franklin.edu
**Number of Keywords:** 32  
**Estimated Value/Mo:** $588 (+$41)  
Top Keywords: myfranklin, my.franklin.edu, franklin.edu, my franklin, myfranklin.edu

![Keyword Chart](image)

### franklin.edu/healthcare-
**Number of Keywords:** 248  
**Estimated Value/Mo:** $3k (+$769)  
Top Keywords: m b a, franklin university, myfranklin, my.franklin.edu, franklin.edu

![Keyword Chart](image)

---

Download as CSV
Keyword Group: Accounting

Positions Gained: 1k → Est. Total Clicks/Mo: (+146) → Est. Percent Traffic Gain: 19%
Unique Pages Ranked: 25

Keywords:
- **accounting**: accounting certificate (+53) - NEW, best accounting West Columbus Interim C...
- **accounting > forensic**: forensic accounting internships (+36) - NEW, forensic account...
- **accounting > job**: accountancy jobs from home (+17) - NEW, accounting jobs online (+6)...
- **accounting > career**: accountant career (+15) - NEW, is accountant a good career (+2),...

Biggest Opportunities Within This Group

**accounting**
- [accounting mba distance learning (31), accounting universities online (16), accounting program degree (28), accounting Brunswick Ohio (48), accounting in University District Cleveland (16)]

Est. Potential New Clicks/Month: 4,565 Searches/Mo: 30k Average Value/Click: $6.99

**accounting > forensic**
- [of forensic accounting (47), forensic accounting course (9), forensic accountant requirements (9), forensic accounting cleveland ohio (15), forensic accounting courses (9)]

Est. Potential New Clicks/Month: 2,838 Searches/Mo: 20k Average Value/Click: $10

**accounting > courses**
- [accounting courses forensic online (2), accounting course line on (34), course accounting online (6), accountancy course in (7), courses accountancy (9)]

Est. Potential New Clicks/Month: 471 Searches/Mo: 3k Average Value/Click: $9.53

**accounting > classes**
- [accounting class online (9), class accounting online (4), class in accounting (17), accountant class (12), take accounting classes online (7)]

Est. Potential New Clicks/Month: 338 Searches/Mo: 2k Average Value/Click: $9.69

Clicks Gained or Lost on these Keywords

- wikipedia.org +3k
- accounting-degree... +1k
- acfe.com +583
- albusinessschool... +490
- phoenix.edu +394
- forensicaccountin... +371
- aicpa.org +301
- acfei.com +271
- snhu.edu +238
- kaplanuniversity.edu +228
- payscale.com +169
- waveapps.com +165
- investopedia.com +157

*competitors in bold

Pages That Rank

- [http://www.franklin.edu/forensic-accounting-bachelors-degree-program](http://www.franklin.edu/forensic-accounting-bachelors-degree-program)
  - accounting(10), forensic accounting degree(1), forensic accountant(11)
  - Est. Clicks per Month: 405(+142) Potential Incremental Gain: 3k clicks/mo.
- [http://www.franklin.edu/blog/scholarship-resources-to-help-you-pay-for-college](http://www.franklin.edu/blog/scholarship-resources-to-help-you-pay-for-college)
  - accounting degree(3), public relations degree(1), degree in accounting(2)
  - Est. Clicks per Month: 301(-9) Potential Incremental Gain: 1k clicks/mo.
- [http://www.franklin.edu/accounting-bachelors-degree-program](http://www.franklin.edu/accounting-bachelors-degree-program)
  - accounting classes online(6), accounting certificate(7), accounting courses(13)
  - Est. Clicks per Month: 102(+38) Potential Incremental Gain: 3k clicks/mo.
**Keyword Group: Management**

Positions Gained: 1k → Est. Total Clicks/Mo: (+204) → Est. Percent Traffic Gain: 39%

Unique Pages Ranked: 34

**Keywords:**
- **management**: administrative management courses (+42) - NEW, disaster management degree online (+42)
- **management > healthcare**: healthcare management information systems (+35), healthcare management class (+35)
- **management > information**: information management class (+51) - NEW, information management education (+51)
- **management > financial**: financial management education (+27), financial management system (+27)

**Biggest Opportunities Within This Group**

**management > healthcare**
>[healthcare management information (9), healthcare management courses online (8), healthcare management class (1), healthcare management learning (40), healthcare management schools in (23)]

Est. Potential New Clicks/Month: 1,251 Searches/Mo: 10k Average Value/Click: $7.78

**management > financial**
>[financial management courses (9), best financial management New York (40), financial management in business (46), manage financial (43), financial management information (38)]

Est. Potential New Clicks/Month: 1,069 Searches/Mo: 7k Average Value/Click: $6.95

**management**
>[online management information system (8), online management information systems class (11), management leadership class (26), management leadership university (16), management degrees universities (9)]

Est. Potential New Clicks/Month: 706 Searches/Mo: 5k Average Value/Click: $7.83

**management > emergency**
>[emergency management school (40), emergency management courses online (46), emergency management degree (40), emergency management homeland security (30), emergency management schools (29)]

Est. Potential New Clicks/Month: 249 Searches/Mo: 2k Average Value/Click: $8.61

**Pages That Rank**

- [http://www.franklin.edu/healthcare-management-bachelors-degree-program](http://www.franklin.edu/healthcare-management-bachelors-degree-program)
  healthcare management(5), healthcare management degree(6), health management(7)
  Est. Clicks per Month: 373(+166) Potential Incremental Gain: 2k clicks/mo.

  financial management(11), finance degree(16), financial management degree(1)
  Est. Clicks per Month: 97(-11) Potential Incremental Gain: 1k clicks/mo.

- [http://www.franklin.edu/risk-management-insurance-degree-program](http://www.franklin.edu/risk-management-insurance-degree-program)
  risk management degree(1), insurance degree(1), risk management degrees(1)
  Est. Clicks per Month: 68(+41) Potential Incremental Gain: 138 clicks/mo.
Keyword Group: Forensic

Positions Gained: 107 → Est. Total Clicks/Mo: (+145) → Est. Percent Traffic Gain: 47%
Unique Pages Ranked: 5

Keywords:
- forensic: forensic accounting internships (+36) - NEW, forensics online (+28), forensic...
- forensic > majors: forensics majors (+4), forensic majors (+1), major in forensics (-17)
- forensic > classes: forensic class online (+2), forensic classes online (+2), forensi...

Biggest Opportunities Within This Group

- forensic
  - online forensic education (11), online forensic accounting certificate (9), forensic schools online (28), master forensic accounting (8), salary forensic accounting (44)
  - Est. Potential New Clicks/Month: 3,358 Searches/Mo: 23k Average Value/Click: $10

- forensic > majors
  - major in forensics (45), forensics majors (28), forensic majors (32)
  - Est. Potential New Clicks/Month: 31 Searches/Mo: 190 Average Value/Click: $4.2

- forensic > classes
  - forensic class online (23), forensic classes (50), forensic classes online (24)
  - Est. Potential New Clicks/Month: 8 Searches/Mo: 50 Average Value/Click: $5.07

Pages That Rank

- [http://www.franklin.edu/forensic-accounting-bachelors-degree-program](http://www.franklin.edu/forensic-accounting-bachelors-degree-program)
  - forensic accounting(10), forensic accounting degree(1), forensic accountant(11)
  - Est. Clicks per Month: 438(+142) Potential Incremental Gain: 3k clicks/mo.

- [http://www.franklin.edu/business-forensics-bachelors-degree-program](http://www.franklin.edu/business-forensics-bachelors-degree-program)
  - business forensics(1), define forensics(33), forensics degree(24)
  - Est. Clicks per Month: 10(+5) Potential Incremental Gain: 236 clicks/mo.

- [http://www.franklin.edu/forensic-accounting-major-course-descriptions](http://www.franklin.edu/forensic-accounting-major-course-descriptions)
  - forensic accounting major(3), forensic accounting internships(24), forensic accounting studies(14)
  - Est. Clicks per Month: 3(-0) Potential Incremental Gain: 35 clicks/mo.
Keyword Group: Computer

Positions Gained: 1k → Est. Total Clicks/Mo: (+79) → Est. Percent Traffic Gain: 34%
Unique Pages Ranked: 14

Keywords:
- computer: ba in computer science (+57) - NEW, masters in computer science (+55) - NEW, ...
- computer > science: computer science masters (+53) - NEW, computer science master (+5...)
- computer > program: computer programming university online (+51) - NEW, computer prog...
- computer > associates: associate computer degree (+2), computer associate degree (+1...)

Biggest Opportunities Within This Group

computer
>[masters computer science (9), online computer programming program (25), computer degree security (19), degree computer sciences (15), BS in Computer Science in Pennsylvania (37)]
Est. Potential New Clicks/Month: 2,309 Searches/Mo: 16k Average Value/Click: $8.4

computer > science
> [Computer Science Degrees in Pennsylvania (49), computer sciences masters degree (14), computer science online edu (7), computer science degree online (9), computer science undergraduate degrees (9)]
Est. Potential New Clicks/Month: 2,219 Searches/Mo: 15k Average Value/Click: $8.99

computer > ms
>[ms in computer science usa (48), ms computer science in usa (25), ms computer (11), ms computer science (36), ms computer science online (16)]
Est. Potential New Clicks/Month: 172 Searches/Mo: 1k Average Value/Click: $5.36

computer > program
>[computer programming bachelors (14), computer programming degree on line (13), computer programming associate (13), computer programs science (39), computer programming college online (14)]
Est. Potential New Clicks/Month: 72 Searches/Mo: 460 Average Value/Click: $13

Pages That Rank

http://www.franklin.edu/computer-science-bachelors-degree-program
online computer science degree(10), computer science degree(22), ba in computer science(3)
Est. Clicks per Month: 178(-8) Potential Incremental Gain: 3k clicks/mo.

http://www.franklin.edu/computer-science-masters-degree-program
masters in computer science(5), computer science masters(7), masters of computer science(7)
Est. Clicks per Month: 102(+89) Potential Incremental Gain: 1k clicks/mo.

http://www.franklin.edu/computer-science-associates-degree-curriculum
associates degree in computer science(4), online associates degree in computer science(1), associates in computer science (4)
Est. Clicks per Month: 23(-0) Potential Incremental Gain: 72 clicks/mo.
Keyword Group: Online

Positions Gained: 3k → Est. Total Clicks/Mo: (-69) → Est. Percent Traffic Gain: 4%
Unique Pages Ranked: 81

Keywords:
- online: cheapest online college (+51) - NEW, online finance universities (+50) - NEW, c...
- online > master: online masters in management information systems (+34) - NEW, online ...
- online > college: online college computer classes (+51) - NEW, online college compute...
- online > accreditation: accredited online colleges universities (+50) - NEW, accredi...

Biggest Opportunities Within This Group

online
> [online finance degrees (9), degree online undergraduate (37), online human resource (9), university online information (48), online graduate university programs (33)]
Est. Potential New Clicks/Month: 14,598 Searches/Mo: 101k Average Value/Click: $13

online > accreditation
> [accredited online college university degree program (21), accredited online university degrees (9), online accredited courses (8), online accredited degree education (24), online accredited college course (2)]
Est. Potential New Clicks/Month: 3,307 Searches/Mo: 21k Average Value/Click: $19

online > master
> [online master college degree (22), online master's computer science (15), online masters college (44), online master of accounting degree (9), online masters public relations (8)]
Est. Potential New Clicks/Month: 2,328 Searches/Mo: 15k Average Value/Click: $16

online > college
> [online college computer classes (9), online college degree get (22), online college degree accredited (10), online college bachelor (44), online colleges in indianapolis (9)]
Est. Potential New Clicks/Month: 2,240 Searches/Mo: 21k Average Value/Click: $16

Pages That Rank

http://www.franklin.edu/online-learning/myths-of-online-education
franklin university(5), franklin.edu(6), franklin university columbus ohio(3)

Est. Clicks per Month: 543(+113)  Potential Incremental Gain: 9k clicks/mo.

http://www.franklin.edu
franklin university(1), franklin(5), franklin.edu(1)

Est. Clicks per Month: 125(+3)  Potential Incremental Gain: 466 clicks/mo.

http://www.franklin.edu/computer-science-bachelors-degree-program
online computer science degree(10), computer science degree(22), ba in computer science(3)

Est. Clicks per Month: 108(+10)  Potential Incremental Gain: 1k clicks/mo.
<table>
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<tr>
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Searches/Mo: 8k Est. Value/Click: $5.47 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: rhodes state college

business degree (36)
Searches/Mo: 7k Est. Value/Click: $6.42 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: business administration degree, what is business administration, business administration, business degree, franklin university majors

online accounting degree (28)
Searches/Mo: 4k Est. Value/Click: $11 Est. Potential New Clicks/Month: 584
Other Keywords for URL: accounting classes online, accounting certificate, accounting courses, accounting courses online, online accounting degree

online college (27)
Searches/Mo: 10k Est. Value/Click: $9.32 Est. Potential New Clicks/Month: 684
Other Keywords for URL: franklin university, franklin.edu, franklin university columbus ohio, www.franklin.edu, franklin university online

goarmyed (46)
Searches/Mo: 50k Est. Value/Click: $0.78 Est. Potential New Clicks/Month: 8k
Other Keywords for URL: goarmyed, go army ed, goarmy.ed, goarmyed tuition assistance, go army ed.com

health care administration (45)
Searches/Mo: 8k Est. Value/Click: $4.69 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: masters of health administration, masters in health administration, healthcare administration, master in health administration, health care administration

rn to bsn (28)
Searches/Mo: 5k Est. Value/Click: $6.87 Est. Potential New Clicks/Month: 876
Other Keywords for URL: rn to bsn online no clinicals, rn to bsn online, online accelerated bsn programs, accelerated rn to bsn programs, rn to bsn

forensic accounting (10)
Searches/Mo: 12k Est. Value/Click: $3.31 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: forensic accounting, forensic accounting degree, forensic accountant, forensic accounting degree online, online forensic accounting degree

rn to bsn online programs (27)
Searches/Mo: 2k Est. Value/Click: $15 Est. Potential New Clicks/Month: 389
Other Keywords for URL: rn to bsn online no clinicals, rn to bsn online, online accelerated bsn programs, accelerated rn to bsn programs, rn to bsn

online accredited colleges (20)
Searches/Mo: 2k Est. Value/Click: $14 Est. Potential New Clicks/Month: 385
Other Keywords for URL: franklin university, franklin.edu, franklin university columbus ohio, www.franklin.edu, franklin university online

nslds.ed.gov (50)
Searches/Mo: 7k Est. Value/Click: $5.14 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: www.nslds.ed.gov, national student loan data system, nslds.ed.gov, national student loan data system nslds

online college degrees (16)
Searches/Mo: 3k Est. Value/Click: $12 Est. Potential New Clicks/Month: 460
Other Keywords for URL: franklin university, franklin.edu, franklin university columbus ohio, www.franklin.edu, franklin university online
healthcare administration (35)
Searches/Mo: 8k Est. Value/Click: $4.04 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: masters of health administration, masters in health administration, healthcare administration, master in health administration, health care administration

www.nslds.ed.gov (35)
Searches/Mo: 7k Est. Value/Click: $4.76 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: www.nslds.ed.gov, national student loan data system, nslds.ed.gov, national student loan data system nslds

computer science degree (22)
Searches/Mo: 7k Est. Value/Click: $4.73 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: online computer science degree, computer science degree, ba in computer science, online computer science bachelor degree, computer degrees

online business degree (33)
Searches/Mo: 4k Est. Value/Click: $8.26 Est. Potential New Clicks/Month: 586
Other Keywords for URL: business administration degree, what is business administration, business administration, business degree, franklin university majors

online schools in ohio (26)
Searches/Mo: 880 Est. Value/Click: $32 Est. Potential New Clicks/Month: 142
Other Keywords for URL: franklin university, franklin, franklin.edu, my.franklin.edu, my franklin

masters in health administration (18)
Searches/Mo: 2k Est. Value/Click: $12 Est. Potential New Clicks/Month: 383
Other Keywords for URL: masters of health administration, masters in health administration, healthcare administration, master in health administration, health care administration

franklin (5)
Searches/Mo: 27k Est. Value/Click: $1.21 Est. Potential New Clicks/Month: 4k
Other Keywords for URL: franklin university, franklin, franklin.edu, my.franklin.edu, my franklin

accounting degree online (29)
Searches/Mo: 2k Est. Value/Click: $14 Est. Potential New Clicks/Month: 308
Other Keywords for URL: accounting classes online, accounting certificate, accounting courses, accounting courses online, online accounting degree

cheapest rn to bsn online (21)
Searches/Mo: 590 Est. Value/Click: $45 Est. Potential New Clicks/Month: 95
Other Keywords for URL: rn to bsn online no clinicals, rn to bsn online, online accelerated bsn programs, accelerated rn to bsn programs, rn to bsn

online masters degree programs (50)
Searches/Mo: 2k Est. Value/Click: $13 Est. Potential New Clicks/Month: 310
Other Keywords for URL: franklin university mba, online masters programs, franklin university majors, online graduate programs, graduate schools in columbus ohio

marketing degree (16)
Searches/Mo: 4k Est. Value/Click: $6.85 Est. Potential New Clicks/Month: 571
Other Keywords for URL: marketing degree, franklin university majors, bs marketing, online marketing degree programs, marketing degrees online

masters in healthcare administration (23)
Searches/Mo: 2k Est. Value/Click: $15 Est. Potential New Clicks/Month: 258
Other Keywords for URL: masters of health administration, masters in health administration, healthcare administration, master in health administration, health care administration
### accredited online universities (29)
Searches/Mo: 2k Est. Value/Click: $9.76 Est. Potential New Clicks/Month: 390
Other Keywords for URL: franklin university, franklin.edu, franklin university columbus ohio, www.franklin.edu, franklin university online

### cscs edu (39)
Searches/Mo: 10k Est. Value/Click: $2.21 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: cscs, cscs.edu, cscs edu, cscs email, columbus state cougar web

### regionally accredited online colleges (15)
Searches/Mo: 880 Est. Value/Click: $25 Est. Potential New Clicks/Month: 139
Other Keywords for URL: online universities, franklin university mba, franklin university accreditation, regionally accredited online colleges, regionally accredited online schools

### mpa degree (26)
Searches/Mo: 3k Est. Value/Click: $7.27 Est. Potential New Clicks/Month: 470
Other Keywords for URL: mpa degree, masters in public administration, masters in public administration jobs, masters of public administration, masters degree definition

### college online (45)
Searches/Mo: 2k Est. Value/Click: $8.28 Est. Potential New Clicks/Month: 392
Other Keywords for URL: franklin university, franklin.edu, franklin university columbus ohio, www.franklin.edu, franklin university online

### online colleges in ohio (3)
Searches/Mo: 1k Est. Value/Click: $29 Est. Potential New Clicks/Month: 108
Other Keywords for URL: franklin university, franklin.edu, my.franklin.edu, my franklin

### masters in public administration (43)
Searches/Mo: 2k Est. Value/Click: $7.61 Est. Potential New Clicks/Month: 392
Other Keywords for URL: mpa degree, masters in public administration, masters in public administration jobs, masters of public administration, masters degree definition

### healthcare management (5)
Searches/Mo: 7k Est. Value/Click: $3.41 Est. Potential New Clicks/Month: 855
Other Keywords for URL: healthcare management, healthcare management degree, health management, health care management, healthcare management degree online

### communications degree (13)
Searches/Mo: 2k Est. Value/Click: $7.28 Est. Potential New Clicks/Month: 374
Other Keywords for URL: communications degree, communication degree, franklin university majors, online communications, online communication

### what is business administration (11)
Searches/Mo: 2k Est. Value/Click: $7.36 Est. Potential New Clicks/Month: 367
Other Keywords for URL: business administration degree, what is business administration, business administration, business degree, franklin university majors

### web development (20)
Searches/Mo: 7k Est. Value/Click: $2.49 Est. Potential New Clicks/Month: 1k
Other Keywords for URL: web development, online web development degree, web development degree, web developer degree, website development

### information technology degree (16)
Searches/Mo: 2k Est. Value/Click: $8.28 Est. Potential New Clicks/Month: 301
Other Keywords for URL: information technology degree, associates degree in information technology, associate degree in information technology, information technology degree requirements, information technology associate degree
### affordable online colleges (4)
Searches/Mo: 1k  
Est. Value/Click: $20  
Est. Potential New Clicks/Month: 121  
Other Keywords for URL: franklin university, franklin.edu, franklin university columbus ohio, www.franklin.edu, franklin university online

### zane state (36)
Searches/Mo: 4k  
Est. Value/Click: $7.77  
Est. Potential New Clicks/Month: 308  
Other Keywords for URL: zane state, zane state college

### communication degree (19)
Searches/Mo: 2k  
Est. Value/Click: $9.24  
Est. Potential New Clicks/Month: 256  
Other Keywords for URL: communications degree, communication degree, franklin university majors, online communications, online communication

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### Keywords Not Ranked On But Should Be

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Download as CSV
Keyword Overlap in Your SEO & PPC campaigns

**m b a**
Organic Rank: 5 (+55) Searches/Month: 90k
Cost/Click: $7.88 Est. Paid Clicks Per Month: 2k
Est. Potential Monthly Savings: $13k

**online masters programs**
Organic Rank: 41 (-22) Searches/Month: 10k
Cost/Click: $23 Est. Paid Clicks Per Month: 135
Est. Potential Monthly Savings: $3k

**online schools in ohio**
Organic Rank: 26 (+7) Searches/Month: 880
Cost/Click: $57 Est. Paid Clicks Per Month: 21
Est. Potential Monthly Savings: $1k

**cheapest online accounting degree**
Organic Rank: 14 (-2) Searches/Month: 50
Cost/Click: $32 Est. Paid Clicks Per Month: 30
Est. Potential Monthly Savings: $976

**online colleges in ohio**
Organic Rank: 3 (+1) Searches/Month: 1k
Cost/Click: $38 Est. Paid Clicks Per Month: 25
Est. Potential Monthly Savings: $957

**accounting certificate**
Organic Rank: 7 (+53) Searches/Month: 880
Cost/Click: $20 Est. Paid Clicks Per Month: 45
Est. Potential Monthly Savings: $876

**cheapest online bachelors degree**
Organic Rank: 8 (+2) Searches/Month: 210
Cost/Click: $23 Est. Paid Clicks Per Month: 31
Est. Potential Monthly Savings: $713

**ohio online degrees**
Organic Rank: 2 (-1) Searches/Month: 30
Cost/Click: $43 Est. Paid Clicks Per Month: 22
Est. Potential Monthly Savings: $477

**columbus ohio college**
Organic Rank: 2 (+2) Searches/Month: 50
Cost/Click: $21 Est. Paid Clicks Per Month: 21
Est. Potential Monthly Savings: $428

**colleges in columbus ohio**
Organic Rank: 3 (+1) Searches/Month: 1k
Cost/Click: $26 Est. Paid Clicks Per Month: 12
Est. Potential Monthly Savings: $318
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online colleges and university
Organic Rank: 48 (-6) Searches/Month: 10
Cost/Click: $48 Est. Paid Clicks Per Month: 8.1
Est. Potential Monthly Savings: $193

ohio online college
Organic Rank: 2 (+1) Searches/Month: 20
Cost/Click: $23 Est. Paid Clicks Per Month: 7.8
Est. Potential Monthly Savings: $174

mba programs in ohio
Organic Rank: 10 (-2) Searches/Month: 90
Cost/Click: $13 Est. Paid Clicks Per Month: 13
Est. Potential Monthly Savings: $137

franklin college
Organic Rank: 11 (+1) Searches/Month: 10k
Cost/Click: $31 Est. Paid Clicks Per Month: 4.8
Est. Potential Monthly Savings: $151

psychology colleges in ohio
Organic Rank: 42 (-5) Searches/Month: 20
Cost/Click: $29 Est. Paid Clicks Per Month: 4.8
Est. Potential Monthly Savings: $137

bachelor accounting degree
Organic Rank: 24 (-11) Searches/Month: 10
Cost/Click: $66 Est. Paid Clicks Per Month: 2.1
Est. Potential Monthly Savings: $137

community college in columbus ohio
Organic Rank: 4 (+1) Searches/Month: 90
Cost/Click: $13 Est. Paid Clicks Per Month: 9.9
Est. Potential Monthly Savings: $127

free accredited online college courses
Organic Rank: 50 (+10) Searches/Month: 110
Cost/Click: $20 Est. Paid Clicks Per Month: 6.3
Est. Potential Monthly Savings: $124

fastest online degrees
Organic Rank: 42 (+8) Searches/Month: 20
Cost/Click: $16 Est. Paid Clicks Per Month: 7.5
Est. Potential Monthly Savings: $123

computer programming associates degree
Organic Rank: 9 Searches/Month: 0
Cost/Click: $9.09 Est. Paid Clicks Per Month: 13
Est. Potential Monthly Savings: $119

columbus community college
Organic Rank: 11 (+2) Searches/Month: 2k
Cost/Click: $7.84 Est. Paid Clicks Per Month: 15
Est. Potential Monthly Savings: $117
**college in columbus ohio**
Organic Rank: 2 (+4) Searches/Month: 110
Cost/Click: $9.77 Est. Paid Clicks Per Month: 12
Est. Potential Monthly Savings: $115

**columbus college**
Organic Rank: 20 (-6) Searches/Month: 390
Cost/Click: $16 Est. Paid Clicks Per Month: 7.2
Est. Potential Monthly Savings: $113

**masters computer science online**
Organic Rank: 16 (-3) Searches/Month: 170
Cost/Click: $18 Est. Paid Clicks Per Month: 6.3
Est. Potential Monthly Savings: $110

**website design degree**
Organic Rank: 14 (+3) Searches/Month: 30
Cost/Click: $31 Est. Paid Clicks Per Month: 3.6
Est. Potential Monthly Savings: $110

**community colleges in columbus ohio**
Organic Rank: 4 Searches/Month: 320
Cost/Click: $4.57 Est. Paid Clicks Per Month: 23
Est. Potential Monthly Savings: $107

**columbus colleges**
Organic Rank: 9 (-4) Searches/Month: 210
Cost/Click: $14 Est. Paid Clicks Per Month: 7.8
Est. Potential Monthly Savings: $105

**online courses in ohio**
Organic Rank: 11 (+2) Searches/Month: 20
Cost/Click: $38 Est. Paid Clicks Per Month: 2.7
Est. Potential Monthly Savings: $102

**computer college degrees**
Organic Rank: 20 (-11) Searches/Month: 30
Cost/Click: $50 Est. Paid Clicks Per Month: 1.8
Est. Potential Monthly Savings: $94

**colleges in columbus ohio area**
Organic Rank: 18 (-2) Searches/Month: 50
Cost/Click: $26 Est. Paid Clicks Per Month: 3.6
Est. Potential Monthly Savings: $92

**cheap online degree programs**
Organic Rank: 5 (-1) Searches/Month: 70
Cost/Click: $61 Est. Paid Clicks Per Month: 1.5
Est. Potential Monthly Savings: $88

**ohio online colleges**
Organic Rank: 3 (+1) Searches/Month: 110
Cost/Click: $64 Est. Paid Clicks Per Month: 1.2
Est. Potential Monthly Savings: $84
accountant program
Organic Rank: 23 (+2) Searches/Month: 10
Cost/Click: $19 Est. Paid Clicks Per Month: 4.5
Est. Potential Monthly Savings: $84

colleges near columbus ohio
Organic Rank: 5 (+4) Searches/Month: 260
Cost/Click: $18 Est. Paid Clicks Per Month: 4.5
Est. Potential Monthly Savings: $81

accountant degree
Organic Rank: 3 (-2) Searches/Month: 320
Cost/Click: $49 Est. Paid Clicks Per Month: 1.5
Est. Potential Monthly Savings: $72

colleges for working adults
Organic Rank: 24 (-3) Searches/Month: 40
Cost/Click: $30 Est. Paid Clicks Per Month: 2.4
Est. Potential Monthly Savings: $72

online bachelor accounting
Organic Rank: 25 (+3) Searches/Month: 20
Cost/Click: $37 Est. Paid Clicks Per Month: 3
Est. Potential Monthly Savings: $72

online university accredited
Organic Rank: 19 (-4) Searches/Month: 30
Cost/Click: $58 Est. Paid Clicks Per Month: 1.2
Est. Potential Monthly Savings: $72

online accredited classes
Organic Rank: 12 (-1) Searches/Month: 20
Cost/Click: $57 Est. Paid Clicks Per Month: 1.2
Est. Potential Monthly Savings: $71
# Keyword Groups with the Most Potential - Details

## Keyword Group: Cscc

<table>
<thead>
<tr>
<th>Unique Pages Ranked: 1</th>
<th>Searches Per Month: 786</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential Clicks with Incremental Gain: 615.0</td>
<td>Value of Incremental Gain: $615.0</td>
</tr>
<tr>
<td>Potential Clicks Gained at Top Positions: 3.0k</td>
<td>Value of Gain at Top Positions: $7.0k</td>
</tr>
</tbody>
</table>

### Keywords:
- **Cscc**: cscc email (33), cscc.edu (29), cscc edu (39), cscc transcript request (13), cscc ...

## Est. Share of Clicks

<table>
<thead>
<tr>
<th>Domain</th>
<th>Share of Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>franklin.edu</td>
<td>31 (40)</td>
</tr>
<tr>
<td>coloradotech.edu</td>
<td>0 (+0)</td>
</tr>
<tr>
<td>snhu.edu</td>
<td>0 (+0)</td>
</tr>
<tr>
<td>capella.edu</td>
<td>0 (+0)</td>
</tr>
<tr>
<td>elearners.com</td>
<td>0 (+0)</td>
</tr>
<tr>
<td>devry.edu</td>
<td>0 (+0)</td>
</tr>
</tbody>
</table>

## Biggest Opportunities Within This Group

### Clicks Gained or Lost on these Keywords

- **None**

* *competitors in bold

## Pages That Rank

- **None**
Keyword Group: Email

Unique Pages Ranked: 5  Searches Per Month: 2k
Potential Clicks with Incremental Gain: 619.0  Value of Incremental Gain: $619.0
Potential Clicks Gained at Top Positions: 8.0k  Value of Gain at Top Positions: $5.0k

Keywords:
- **email**: cscemail (33), free email accounts, outlook email login, uni email, ameritech e...

Est. Share of Clicks

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Share</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>devry.edu</td>
<td>36 (+2)</td>
<td></td>
</tr>
<tr>
<td>franklin.edu</td>
<td>5 (31)</td>
<td></td>
</tr>
<tr>
<td>elearners.com</td>
<td>1 (+1)</td>
<td></td>
</tr>
<tr>
<td>snhu.edu</td>
<td>0 (+0)</td>
<td></td>
</tr>
<tr>
<td>capella.edu</td>
<td>0 (+0)</td>
<td></td>
</tr>
<tr>
<td>coloradotech.edu</td>
<td>0 (+0)</td>
<td></td>
</tr>
</tbody>
</table>

Biggest Opportunities Within This Group

email
> [email tutoring (50), business email address directory (47), college email marketing (31), email help desk (32), email courses (4)]

Est. Potential New Clicks/Month: 596  Searches/Mo: 4k  Average Value/Click: $5.16

Clicks Gained or Lost on these Keywords

<table>
<thead>
<tr>
<th>Competitor</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>psu.edu</td>
<td>+6</td>
</tr>
<tr>
<td>devry.edu</td>
<td>+5</td>
</tr>
<tr>
<td>aiuniv.edu</td>
<td>+5</td>
</tr>
<tr>
<td>udc.edu</td>
<td>+4</td>
</tr>
<tr>
<td>capella.edu</td>
<td>+4</td>
</tr>
<tr>
<td>allbusinessschool...</td>
<td>+3</td>
</tr>
<tr>
<td>rasmussen.edu</td>
<td>+2</td>
</tr>
<tr>
<td>thebestschools.org</td>
<td>+2</td>
</tr>
<tr>
<td>utdallas.edu</td>
<td>+2</td>
</tr>
<tr>
<td>strayer.edu</td>
<td>+2</td>
</tr>
<tr>
<td>depaul.edu</td>
<td></td>
</tr>
<tr>
<td>businessadministr...</td>
<td></td>
</tr>
<tr>
<td>ferris.edu</td>
<td></td>
</tr>
<tr>
<td>ashworthcollege.edu</td>
<td></td>
</tr>
<tr>
<td>uillinois.edu</td>
<td></td>
</tr>
</tbody>
</table>

*Competitors in bold

Pages That Rank

http://www.franklin.edu/business-administration-bachelors-degree-program

business administration degree(13), what is business administration(11), business administration(37)

Est. Clicks per Month: 2(+0)  Potential Incremental Gain: 171 clicks/mo.
Keyword Group: Degree

Unique Pages Ranked: 79  Searches Per Month: 22k
Potential Clicks with Incremental Gain: 11.0 Value of Incremental Gain: $911.0
Potential Clicks Gained at Top Positions: 93.0k Value of Gain at Top Positions: $687.0k

Keywords:
- degree: accounting degree (3), masters degree, online degree programs (21), logistics d...
- degree > bachelor: bachelor's degree, bachelor degree, bachelors degree, bachelor deg...
- degree > associates: associates degree in computer science (4), associates degree, as...
- degree > college: college degrees, college degree (41) - NEW, best college degrees, c...

Est. Share of Clicks

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Clicks</th>
<th>Est. Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>devry.edu</td>
<td>6k (693)</td>
<td></td>
</tr>
<tr>
<td>capella.edu</td>
<td>5k (552)</td>
<td></td>
</tr>
<tr>
<td>snhu.edu</td>
<td>3k (78)</td>
<td></td>
</tr>
<tr>
<td>franklin.edu</td>
<td>1k (71)</td>
<td></td>
</tr>
<tr>
<td>coloradotech.edu</td>
<td>496 (+24)</td>
<td></td>
</tr>
<tr>
<td>elearners.com</td>
<td>235 (+98)</td>
<td></td>
</tr>
</tbody>
</table>

Biggest Opportunities Within This Group

degree

- [computer degree programming (25), computer degree online programming (8),
  computer degree online (8), masters degree in accounting (9), degree online
  undergraduate (37)]
  Est. Potential New Clicks/Month: 11,426  Searches/Mo: 79k  Average Value/Click: $11

degree > business

- [business degree program online (45), business degree online school (48), business
  degree bachelors (41), business degree earn (8), degree business online (45)]
  Est. Potential New Clicks/Month: 1,548  Searches/Mo: 10k  Average Value/Click: $12

degree > associates

- [associate degree class (39), associate degree online psychology (44), associates
  degree accounting (9), associate degree course (9), associate degree online course
  (38)]
  Est. Potential New Clicks/Month: 977  Searches/Mo: 6k  Average Value/Click: $13

degree > communications

- [communication degree online (9), degree communications online (3), communication
  degrees online (9), communications degree online (9), communications degrees online
  (8)]
  Est. Potential New Clicks/Month: 960  Searches/Mo: 6k  Average Value/Click: $7.49

Clicks Gained or Lost on these Keywords

- academyart.edu +3
- europa.eu +2
- staples.com +1
- computerworld.com +6
- wikipedia.org +1
- manageengine.com +6
- uservoice.com +1
- captterra.com +1
- techrepublic.com +1
- zoho.com +1
- wayfair.com 1
- careerbuilder.com 1
- kayako.com 1
- webhelpdesk.com 1
- softwareadvice.com 1

*competitors in bold

Pages That Rank

http://www.franklin.edu/student-services/myfranklin
myfranklin(2), my.franklin.edu(2), franklin.edu(7)

Est. Clicks per Month: 0(+0)  Potential Incremental Gain: 19 clicks/mo.
Keyword Group: Online

Unique Pages Ranked: 81  Searches Per Month: 37k
Potential Clicks with Incremental Gain: 1.0k Value of Incremental Gain: $1.0k
Potential Clicks Gained at Top Positions: 160.0k Value of Gain at Top Positions: $1.0M

Keywords:
- online: cheapest online college (9) - NEW, ctm online login, online colleges, online co...
- online > masters: online masters computer science (18), online masters public relation...
- online > degree: online degree programs (21), online degrees, online it degree (16), o...
- online > accredited: accredited online colleges (18), online accredited colleges (20)...

Pages That Rank
- http://www.franklin.edu/undergraduate-majors
  franklin university majors(1), online bachelor degree programs(36), online bachelor degree programs accredited(18)
  Est. Clicks per Month: 1(-1)  Potential Incremental Gain: 71 clicks/mo.
- http://www.franklin.edu/accounting-bachelors-degree-program
  accounting classes online(6), accounting certificate(7), accounting courses(13)
  Est. Clicks per Month: 0(+0)  Potential Incremental Gain: 26 clicks/mo.
- http://www.franklin.edu/business-administration-bachelors-degree-program
  business administration degree(13), what is business administration(11), business administration(37)
  Est. Clicks per Month: 0  Potential Incremental Gain: 3 clicks/mo.
Keyword Group: College

Unique Pages Ranked: 39  Searches Per Month: 30k
Potential Clicks with Incremental Gain: $870.0  Value of Incremental Gain: $522.0k

Potential Clicks Gained at Top Positions: 126.0k  Value of Gain at Top Positions: $522.0k

Keywords:
- **college**: community colleges in columbus ohio (4), colleges in columbus ohio (3), ashwor...
- **college > bakersfield**: bakersfield college, bakersfield college edu, bakersfield col...
- **college > baker**: baker college, baker college online, baker college jobs, baker colleg...
- **college > houston**: colleges in houston, houston colleges, college in houston, houston...

### Biggest Opportunities Within This Group

**college**
- [college degree easy (3), finance college online (17), online college degree degree (15), college health management (11), college degrees program (2)]
  - Est. Potential New Clicks/Month: 8,750  Searches/Mo: 70k  Average Value/Click: $10

**college > accredited**
- [accreditation college online (50), accredited colleges and university (42), accredited college course online (1), non accredited college degree (9), accredited college course (4)]
  - Est. Potential New Clicks/Month: 108  Searches/Mo: 716  Average Value/Click: $12

**college > affordable**
- [affordable colleges online (8), affordable college degrees (4), affordable college degree (3), affordable college degree online (2), affordable college online (5)]
  - Est. Potential New Clicks/Month: 86  Searches/Mo: 540  Average Value/Click: $6.69

**college > accounting**
- [college accounting course (8), accountant college course degree online (5), accounting college and university (50), accounting college course online (6), accountant college (40)]
  - Est. Potential New Clicks/Month: 41  Searches/Mo: 270  Average Value/Click: $6.58

### Pages That Rank

- [http://www.franklin.edu/computer-science-bachelors-degree-program](http://www.franklin.edu/computer-science-bachelors-degree-program)
  - online computer science degree(10), computer science degree(22), ba in computer science(3)
  - Est. Clicks per Month: 17(-1)  Potential Incremental Gain: 329 clicks/mo.

- [http://www.franklin.edu/accounting-bachelors-degree-requirements](http://www.franklin.edu/accounting-bachelors-degree-requirements)
  - franklin university majors(16), accounting degree requirements(14), accounting major courses(7)

- [http://www.franklin.edu/human-resources-management-bachelors-degree-program](http://www.franklin.edu/human-resources-management-bachelors-degree-program)
  - human resource management degree(7), human resources degree online(6), hr online(18)
  - Est. Clicks per Month: 5(+2)  Potential Incremental Gain: 67 clicks/mo.