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You show up in the top 50 search results on Google for 2k different keywords. The largest portion of those are not on the first page, and that represents a huge amount of potential of over 22k clicks per month. That is comparable to $149k in equivalent Adwords dollars.

141 of your pages appear in the top 50 of at least one search.

You should be getting 2k clicks per month from your organic placements on Google.

If you had to buy all those organic clicks via Google Adwords, they’d cost $7k. That’s an additional savings of $4k over last month.
You moved up in ranks on 553 keywords last month. All those gains added up to about 261 clicks you wouldn’t have received last month. In equivalent PPC dollars, all those new clicks are worth about $3k.

### Biggest Gains

<table>
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<tr>
<th>Keyword</th>
<th>Rank</th>
<th>Estimated Clicks/Month</th>
<th>Change</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
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</table>

**View more** (p. 16)

### Most Valuable Keywords

You gained ranks on 2 out of your top 5 most valuable keywords. Moving up the charts on those important keywords means about 3 visits to the site wouldn’t have come last month.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Rank</th>
<th>Estimated Clicks/Month</th>
<th>Change</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
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</tbody>
</table>

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

23 pages show up in Google search results that didn’t last month. Combined, those new placements drive 0.9 clicks, which would be worth about $2.2 if you paid for those same clicks in Google Adwords.

http://www.stevenshenager.edu/locations/boise/our-programs
Keywords (rank): stevens henager college boise (3)  
Est. Total Clicks/Mo: 25  
Est. SEO Value: $24

http://www.stevenshenager.edu/blog/stevens-henager-college-ogdenwest-haven-1st-quarter-2012-acade...
Keywords (rank): stevens henager college ogden (7)  
Est. Total Clicks/Mo: 4  
Est. SEO Value: $6.36

http://www.stevenshenager.edu/program-sheets/information-technology/masters/healthcare-informatics
Keywords (rank): healthcare informatics salary (39), health informatics salaries (41)  
Est. Total Clicks/Mo: 0  
Est. SEO Value: $1.65

http://www.stevenshenager.edu/ged-tutoring
Keywords (rank): ged course (15)  
Est. Total Clicks/Mo: 1  
Est. SEO Value: $0.49

http://www.stevenshenager.edu/blog/vote-art-mark
Keywords (rank): artmark (25)  
Est. Total Clicks/Mo: 1  
Est. SEO Value: $0.17

http://www.stevenshenager.edu/press/releases/2012/09/shc-hold-free-math-course-for-parents
Keywords (rank): wednesdays child idaho (48)  
Est. Total Clicks/Mo: 0  
Est. SEO Value: $0.03

http://www.stevenshenager.edu/graphic-arts/bachelors
Keywords (rank): graphic arts online (7)  
Est. Total Clicks/Mo: 0  
Est. SEO Value: $0

Keywords (rank): lender code (19)  
Est. Total Clicks/Mo: 0  
Est. SEO Value: $0

http://www.stevenshenager.edu/blog/how-to-succeed-in-your-online-program
Keywords (rank): how to succeed online (34)  
Est. Total Clicks/Mo: 0  
Est. SEO Value: $0

http://www.stevenshenager.edu/blog/inquiring-minds-want-to-know
Keywords (rank): inquiring minds tutoring (49)  
Est. Total Clicks/Mo: 0  
Est. SEO Value: $0

View more (p. 22)
New Keywords (You weren’t ranked on before)

You now place in the top 50 search results on 225 keywords that you didn’t even show up on last month. Those keywords drive 175 clicks worth an estimated $754 per month in equivalent PPC dollars. All those new keywords represent a beachhead to an opportunity that could lead to as many as 2k clicks per month if you could be in the first position on each of the keywords.

associate degree in nursing
Rank: 6 Searches/Mo: 2k Est. Value/Click: $5.82
Estimated New Clicks/Month: 53

provo college
Rank: 4 Searches/Mo: 1k Est. Value/Click: $1.15
Estimated New Clicks/Month: 50

colleges in idaho
Rank: 3 Searches/Mo: 720 Est. Value/Click: $1.8
Estimated New Clicks/Month: 35

associate nursing degree
Rank: 8 Searches/Mo: 300 Est. Value/Click: $9.39
Estimated New Clicks/Month: 7

health care administration
Rank: 43 Searches/Mo: 4k Est. Value/Click: $16
Estimated New Clicks/Month: 3

computer programming degree online
Rank: 5 Searches/Mo: 90 Est. Value/Click: $12
Estimated New Clicks/Month: 3

healthcare administration job description
Rank: 16 Searches/Mo: 390 Est. Value/Click: $5.91
Estimated New Clicks/Month: 2

respiratory therapist programs
Rank: 18 Searches/Mo: 480 Est. Value/Click: $3.19
Estimated New Clicks/Month: 2

nursing bachelors degree
Rank: 12 Searches/Mo: 150 Est. Value/Click: $8.91
Estimated New Clicks/Month: 1

computer science degree online
Rank: 33 Searches/Mo: 990 Est. Value/Click: $6.67
Estimated New Clicks/Month: 1

accounting degree online
Rank: 46 Searches/Mo: 2k Est. Value/Click: $11
Estimated New Clicks/Month: 1

Top Site Sections Summary

The top 2 site sections draw 15% of all of your organic visitors. Together those sections combine for 1k clicks per month. That’s up by 9.3 visits or nearly 0.9% since last month.

stevenhenager.edu/locat...
Number of Keywords: 125
Est. Value/Mo: $761 (-$106)

stevenhenager.edu/health...
Number of Keywords: 595
Est. Value/Mo: $4k (+$3k)

stevenhenager.edu/infor...
Number of Keywords: 253
Est. Value/Mo: $550 (+$222)

stevenhenager.edu/gradu...
Number of Keywords: 130
Est. Value/Mo: $263 (+$194)

stevenhenager.edu/comp...
Number of Keywords: 20
Est. Value/Mo: $30 (+$4)

stevenhenager.edu/programms
Number of Keywords: 11
Est. Value/Mo: $29 (+$14)

stevenhenager.edu/job-o...
Number of Keywords: 1
Est. Value/Mo: $24 (+$24)

stevenhenager.edu/stude...
Number of Keywords: 4
Est. Value/Mo: $24 (+$24)

stevenhenager.edu/busin...
Number of Keywords: 128
Est. Value/Mo: $204 (-$134)

View more (p. 27)
Keyword Groups with the Biggest Gains

**Keyword Group: Associate**

- **Positions Gained:** 511 → **Est. Total Clicks/Mo:** (+52) → **Est. Percent Traffic Gain:** 28%
- **Unique Pages Ranked:** 5
- **Keywords:**
  - associate: associate degree in nursing (+54) - NEW, associate nursing degree (+52) - NE...
  - associate > business: associate business degrees online (+48) - NEW, associates of bu...
  - associate > accounting: associates accounting degree (+45) - NEW, accounting for ass...
  - associate > rn: rn associate degree (-1), rn associate degree salary (-4), rn associat...

**Keyword Group: College**

- **Positions Gained:** 119 → **Est. Total Clicks/Mo:** (+55) → **Est. Percent Traffic Gain:** 53%
- **Unique Pages Ranked:** 14
- **Keywords:**
  - college: colleges in idaho (+57) - NEW, provo college (+56) - NEW, colleges in orem (+5...)
  - college > accredited: accredited college online (+14) - NEW, accreditation college on...
  - college > nursing: colleges for nursing degrees (+10) - NEW, colleges with nursing de...
  - college > computer: colleges for computer programming (+6), computer college degrees,...

**Keyword Group: Degree**

- **Positions Gained:** 439 → **Est. Total Clicks/Mo:** (+30) → **Est. Percent Traffic Gain:** 10%
- **Unique Pages Ranked:** 9
- **Keywords:**
  - degree: therapists degree (+50) - NEW, degrees in health care (+40), bachelor degree nu...
  - degree > online: online degrees in accounting (+17) - NEW, online degree program (+15)...
  - degree > associate: associate degree in nursing (+54) - NEW, associates degree of nur...
  - degree > colleges: college degree information (+15) - NEW, college degree computer sc...
Keyword Group: Idaho

Positions Gained: 29 → Est. Total Clicks/Mo: (+13) → Est. Percent Traffic Gain: 26%
Unique Pages Ranked: 3

Keywords:
- Idaho: colleges in idaho (+57) - NEW, idaho colleges (+15) - NEW, nampa idaho zip (+8), ...
- idaho > falls: idaho falls idaho (+1), idaho falls job (+1), idaho falls colleges, ida...

Keyword Group: Computer

Positions Gained: 351 → Est. Total Clicks/Mo: (+1) → Est. Percent Traffic Gain: 1%
Unique Pages Ranked: 5

Keywords:
- computer: degrees in computers (+45) - NEW, online computer programming courses (+34) ...
- computer > programing: computer programming degree online (+55) - NEW, computer prog...
- computer > science: computer science bachelor degree online (+42) - NEW, computer sci...
- computer > networking: computer networking online (+3), computer network degree (+2)...
You currently rank somewhere in the top 50 on 2k search phrases on Google. If you could land the number one spot for all of those searches, you’d get about 22k additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you’ll get 16k clicks per month. That would cost you more than $120k in equivalent PPC dollars.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Rank</th>
<th>Searches/Mo.</th>
<th>Est. Value/Click</th>
<th>Cost/Click</th>
<th>Est. Potential Clicks/Mo.</th>
<th>Avg. Competitor Rank</th>
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<td>$14.00</td>
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<td>$4.44</td>
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</tr>
</tbody>
</table>
Keyword Overlap in Your SEO & PPC campaigns

You rank somewhere in the top 50 organic search results on 106 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 3k per month on paid search -- or you could pick up an additional 494 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>Est. Paid Clicks Per Month</th>
<th>Est. Potential Monthly Savings</th>
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<td>$31</td>
<td>109</td>
<td>$1k</td>
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<td>7 (+9)</td>
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<td>$16</td>
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<td>$172</td>
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<tr>
<td>healthcare administration colleges</td>
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<td>$27</td>
<td>11</td>
<td>$116</td>
</tr>
<tr>
<td>computer tech colleges</td>
<td>45 (+4)</td>
<td>30</td>
<td>$16</td>
<td>3</td>
<td>$116</td>
</tr>
<tr>
<td>technology degree</td>
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<td>210</td>
<td>$15</td>
<td>3</td>
<td>$44</td>
</tr>
<tr>
<td>computer technology colleges</td>
<td>36 (+3)</td>
<td>60</td>
<td>$12</td>
<td>3.6</td>
<td>$40</td>
</tr>
<tr>
<td>masters of health care administration</td>
<td>2</td>
<td>30</td>
<td>$15</td>
<td>2.7</td>
<td>$38</td>
</tr>
</tbody>
</table>
### Keyword Group: Degree

**Unique Pages Ranked:** 9 | **Searches Per Month:** 6k  
**Potential Clicks with Incremental Gain:** 328.0 | **Value of Incremental Gain:** $3.0k  
**Potential Clicks Gained at Top Positions:** 21.0k | **Value of Gain at Top Positions:** $209.0k  

**Keywords:**  
- **degree:** associates degree (17), computer degrees (3), associates degree in nursing (12)  
- **degree > online:** online degree programs (33), online degrees (43), online degree courses  
- **degree > college:** college degrees, college degree, degrees in college, college degree programs  
- **degree > business:** business degree, Business Degrees, business degree online, degree online  

**Est. Share of Clicks**  
- collegeamerica.edu: 799 (70)  
- stevenshenager.edu: 343 (+30)  
- cc-sd.edu: 284 (+22)  
- noadn.org: 128 (+128)  
- independence.edu: 14 (+1)  
- healthcareadministrators.edu: 0 (+0)  

**Additional Details** (p. 49)

### Keyword Group: Associates

**Unique Pages Ranked:** 5 | **Searches Per Month:** 2k  
**Potential Clicks with Incremental Gain:** 155.0 | **Value of Incremental Gain:** $1.0k  
**Potential Clicks Gained at Top Positions:** 6.0k | **Value of Gain at Top Positions:** $63.0k  

**Keywords:**  
- **associates:** associate nursing degree (8) - **NEW**, nursing associates degree (10), business  
- **associates > degree:** associates degree (17), associates degree in nursing (12), associates degree online  
- **associates > accounting:** associates in accounting (42) - **NEW**, accounting associates, accounting program  
- **associates > arts:** associate arts degree, associates of art (50), associates arts (39)  

**Est. Share of Clicks**  
- collegeamerica.edu: 653 (54)  
- stevenshenager.edu: 239 (+52)  
- noadn.org: 135 (+135)  
- cc-sd.edu: 1 (+0)  
- independence.edu: 0 (+1)  
- healthcareadministrators.edu: 0 (+0)  

**Additional Details** (p. 50)

### Keyword Group: Computer

**Unique Pages Ranked:** 5 | **Searches Per Month:** 1k  
**Potential Clicks with Incremental Gain:** 175.0 | **Value of Incremental Gain:** $830.0  
**Potential Clicks Gained at Top Positions:** 4.0k | **Value of Gain at Top Positions:** $360.0  

**Keywords:**  
- **computer:** computer degrees (3), online computer science courses, basic computer skills  
- **computer > science:** computer science degree, computer science degree online (33) - **NEW**  
- **computer > programming:** computer programming jobs, computer programming courses (8), computer programming  
- **computer > networking:** computer networking jobs, computer networking phoenix, computer networking  

**Est. Share of Clicks**  
- collegeamerica.edu: 386 (85)  
- cc-sd.edu: 186 (+28)  
- stevenshenager.edu: 108 (+1)  
- noadn.org: 0 (+0)  
- independence.edu: 0 (+0)  
- healthcareadministrators.edu: 0 (+0)  

**Additional Details** (p. 51)
### Keyword Group: College

Unique Pages Ranked: 14  
Searches Per Month: 6k  
Potential Clicks with Incremental Gain: 2.0k  
Value of Incremental Gain: $9.0k  
Potential Clicks Gained at Top Positions: 20.0k  
Value of Gain at Top Positions: $101.0k  

Keywords:
- **college**: phoenix college, city college san diego, arizona college, logan college (28), ...  
- **college > california**: california colleges, california college, college in california,...  
- **college > online**: college online, online college degrees, online college degree, onli...  
- **college > accredited**: accredited college degree (37), college accreditation, accredit...  

### Est. Share of Clicks

<table>
<thead>
<tr>
<th>Domain</th>
<th>Est. Share</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
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<td>1k (+146)</td>
<td></td>
</tr>
<tr>
<td>collegeamerica.edu</td>
<td>756 (+38)</td>
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</tr>
<tr>
<td>stevenshenager.edu</td>
<td>159 (+55)</td>
<td></td>
</tr>
<tr>
<td>independence.edu</td>
<td>16 (+0)</td>
<td></td>
</tr>
<tr>
<td>healthcareadmin...</td>
<td>0 (+0)</td>
<td></td>
</tr>
<tr>
<td>noadn.org</td>
<td>0 (+0)</td>
<td></td>
</tr>
</tbody>
</table>

### Additional Details

Additional Details (p. 52)

### Keyword Group: Online

Unique Pages Ranked: 11  
Searches Per Month: 4k  
Potential Clicks with Incremental Gain: 129.0  
Value of Incremental Gain: $1.0k  
Potential Clicks Gained at Top Positions: 14.0k  
Value of Gain at Top Positions: $166.0k  

Keywords:
- **online**: online computer science courses, online degree programs (33), online degrees (4...  
- **online > accreditation**: accredited online colleges, accredited online universities, ...  
- **online > business**: online business degree (48), online business degrees (33), online ...  
- **online > accounting**: online accounting degree, online accounting degrees, online acco...  

### Est. Share of Clicks

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<tr>
<td>independence.edu</td>
<td>63 (2)</td>
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</tr>
<tr>
<td>cc-sd.edu</td>
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</tr>
<tr>
<td>collegeamerica.edu</td>
<td>31 (0)</td>
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</tr>
<tr>
<td>noadn.org</td>
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</tr>
<tr>
<td>healthcareadmin...</td>
<td>0 (+0)</td>
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</tr>
</tbody>
</table>

### Additional Details

Additional Details (p. 53)
Traffic Share

Relative to your top 5 competitors, your site has 15% of the traffic share. At the same time, cc-sd.edu has exploded and ripped traffic from collegeamerica.edu and stevenshenager.edu.

Domains that Gained or Lost Clicks on your Keywords

This month, Bls.gov gained 723 clicks by improving their position on organic searches that you also rank for.

- **bls.gov** +723
- **ogdentheater.net** +563
- **id.us** +454
- **csub.edu** +439
- **areaconnect.com** +319

- **collegeamerica.edu**
- **id.us**
- **csub.edu**
- **areaconnect.com**

**Competition: You Lost 10% in Share of Clicks Relative to your Top 5 Competitors**

*competitors in bold*
Just 2 out of your top ten organic competitors spend anything on Google Adwords. Combined, your organic competitors get about 59% of their traffic from unpaid search, while actually decreasing the number of keywords they overlap with you.

**collegeamerica.edu**
- associate degree in nursing (1), associates degree in nursing (2), health care administration degree (2), computer science degree (4), business administration degree (8)

**independence.edu**
- independence university (1), respiratory therapist online schools (1), online respiratory therapy schools (1), online respiratory therapy programs (1), master of business administration degree (9)

**healthcareadministrationdegree.com**
- healthcare administration degree (15)

**cc-sd.edu**
- health care administration degree (1), colleges in san diego (1), healthcare administration degree (1), computer science degree (9), health care administration (10)

**noadn.org**
- associate degree nursing (1), adn nursing (10), associates degree in nursing (13), associate degree (18), associate (38)
## Biggest Gains (all)

<table>
<thead>
<tr>
<th>Category</th>
<th>Est. Clicks/Month gained</th>
<th>Est. Value/Click</th>
<th>Estimated Value gained</th>
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</thead>
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<td>▲ associate degree in nursing 6</td>
<td>53</td>
<td>$5.82</td>
<td>$306</td>
</tr>
<tr>
<td></td>
<td>53 Est. Value/Click: $5.82 Estimated Value gained: $306 <a href="http://www.stevenshenager.edu/healthcare">http://www.stevenshenager.edu/healthcare</a>...</td>
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<tr>
<td>▲ provo college 4</td>
<td>50</td>
<td>$1.15</td>
<td>$57</td>
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<td>50 Est. Value/Click: $1.15 Estimated Value gained: $57 <a href="http://www.stevenshenager.edu/locatio">http://www.stevenshenager.edu/locatio</a>...</td>
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<tr>
<td>▲ colleges in idaho 3</td>
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<td>$1.8</td>
<td>$63</td>
</tr>
<tr>
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<td>35 Est. Value/Click: $1.8 Estimated Value gained: $63 <a href="http://www.stevenshenager.edu/">http://www.stevenshenager.edu/</a></td>
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<td></td>
</tr>
<tr>
<td>▲ computer literacy test 6(+27)</td>
<td>13</td>
<td>$0.58</td>
<td>$7</td>
</tr>
<tr>
<td></td>
<td>13 Est. Value/Click: $0.58 Estimated Value gained: $7 <a href="http://www.stevenshenager.edu/compute">http://www.stevenshenager.edu/compute</a>...</td>
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<td>▲ associate nursing degree 8</td>
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<td>$65</td>
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<td>7 Est. Value/Click: $9.39 Estimated Value gained: $65 <a href="http://www.stevenshenager.edu/healthc">http://www.stevenshenager.edu/healthc</a>...</td>
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<td></td>
</tr>
<tr>
<td>▲ associate degree 29(+8)</td>
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<td>$110</td>
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<td></td>
</tr>
<tr>
<td>▲ degree in nursing 7(+9)</td>
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<td>$26</td>
</tr>
<tr>
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<td>6 Est. Value/Click: $4.32 Estimated Value gained: $26 <a href="http://www.stevenshenager.edu/healthc">http://www.stevenshenager.edu/healthc</a>...</td>
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<tr>
<td>▲ online graphic arts degree 1(+3)</td>
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<td>$17</td>
<td>$82</td>
</tr>
<tr>
<td></td>
<td>5 Est. Value/Click: $17 Estimated Value gained: $82 <a href="http://www.stevenshenager.edu/graphic">http://www.stevenshenager.edu/graphic</a>...</td>
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<tr>
<td>▲ medical specialties 23(+14)</td>
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<td>$12</td>
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<tr>
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<td>5 Est. Value/Click: $2.61 Estimated Value gained: $12 <a href="http://www.stevenshenager.edu/healthc">http://www.stevenshenager.edu/healthc</a>...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▲ graphic arts 15(+4)</td>
<td>4</td>
<td>$3</td>
<td>$13</td>
</tr>
<tr>
<td></td>
<td>4 Est. Value/Click: $3 Estimated Value gained: $13 <a href="http://www.stevenshenager.edu/graphic">http://www.stevenshenager.edu/graphic</a>...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▲ healthcare degrees 10(+2)</td>
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<td>$6.23</td>
<td>$22</td>
</tr>
<tr>
<td></td>
<td>3 Est. Value/Click: $6.23 Estimated Value gained: $22 <a href="http://www.stevenshenager.edu/healthcare">http://www.stevenshenager.edu/healthcare</a>...</td>
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</table>
▲ health care administration 43
Est. Clicks/Month gained: 3 Est. Value/Click: $16 Estimated Value gained: $54
http://www.stevenshenager.edu/healthc...

▲ nampa 13(+4)
Est. Clicks/Month gained: 3 Est. Value/Click: $0.66 Estimated Value gained: $2
http://www.stevenshenager.edu/locatio...

▲ computer programming degree online 5
Est. Clicks/Month gained: 3 Est. Value/Click: $12 Estimated Value gained: $34
http://www.stevenshenager.edu/informa...

▲ computer science certifications 2(+2)
Est. Clicks/Month gained: 3 Est. Value/Click: $3.97 Estimated Value gained: $10
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▲ healthcare administration job description 16
Est. Clicks/Month gained: 2 Est. Value/Click: $5.91 Estimated Value gained: $12
http://www.stevenshenager.edu/healthc...

▲ respiratory therapist programs 18
Est. Clicks/Month gained: 2 Est. Value/Click: $3.19 Estimated Value gained: $7
http://www.stevenshenager.edu/healthc...

▲ bachelors degree in nursing 7(+4)
Est. Clicks/Month gained: 2 Est. Value/Click: $17 Estimated Value gained: $34
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▲ associates degree 17(+2)
Est. Clicks/Month gained: 2 Est. Value/Click: $5.96 Estimated Value gained: $12
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▲ bachelor degree in nursing 12(+9)
Est. Clicks/Month gained: 2 Est. Value/Click: $8.76 Estimated Value gained: $17
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▲ on line nursing degree 5(+20)
Est. Clicks/Month gained: 2 Est. Value/Click: $5.58 Estimated Value gained: $10
http://www.stevenshenager.edu/healthc...

▲ online art degree 12(+9)
Est. Clicks/Month gained: 2 Est. Value/Click: $4.55 Estimated Value gained: $7
http://www.stevenshenager.edu/graphic..

▲ nursing bachelors degree 12
Est. Clicks/Month gained: 1 Est. Value/Click: $8.91 Estimated Value gained: $13
http://www.stevenshenager.edu/healthc..
▲ computer literacy skills 7(+15)
Est. Clicks/Month gained: 1 Est. Value/Click: $2.79 Estimated Value gained: $4
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▲ bachelor of nursing online 8(+5)
Est. Clicks/Month gained: 1 Est. Value/Click: $20 Estimated Value gained: $27
http://www.stevenshenager.edu/healthc...

▲ bachelors degree nursing 9(+6)
Est. Clicks/Month gained: 1 Est. Value/Click: $8.62 Estimated Value gained: $12
http://www.stevenshenager.edu/healthc...

▲ property management degree 4(+1)
Est. Clicks/Month gained: 1 Est. Value/Click: $14 Estimated Value gained: $19
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▲ computer science degree online 33
Est. Clicks/Month gained: 1 Est. Value/Click: $6.67 Estimated Value gained: $9
http://www.stevenshenager.edu/informati...

▲ computer programming classes 14(+5)
Est. Clicks/Month gained: 1 Est. Value/Click: $13 Estimated Value gained: $16
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▲ accounting degree online 46
Est. Clicks/Month gained: 1 Est. Value/Click: $11 Estimated Value gained: $12
http://www.stevenshenager.edu/business...

▲ masters of healthcare administration 5(+1)
Est. Clicks/Month gained: 1 Est. Value/Click: $8.92 Estimated Value gained: $9
http://www.stevenshenager.edu/healthc...

▲ west haven utah 37
Est. Clicks/Month gained: 1 Est. Value/Click: $1.67 Estimated Value gained: $2
http://www.stevenshenager.edu/locatio...

▲ master of health care administration 9(+4)
Est. Clicks/Month gained: 1 Est. Value/Click: $14 Estimated Value gained: $14
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▲ health administration job description 17
Est. Clicks/Month gained: 1 Est. Value/Click: $7.47 Estimated Value gained: $8
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▲ associate nursing programs 8(+2)
Est. Clicks/Month gained: 1 Est. Value/Click: $5.9 Estimated Value gained: $6
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▲ computer programming college 9(+3)
Est. Clicks/Month gained: 1
Est. Value/Click: $6.22
Estimated Value gained: $6
http://www.stevenshenager.edu/informa...

▲ health care degrees online 5
Est. Clicks/Month gained: 1
Est. Value/Click: $12
Estimated Value gained: $11
http://www.stevenshenager.edu/healthcare

▲ free phlebotomy training 13(+2)
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Est. Value/Click: $2.51
Estimated Value gained: $2
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▲ master of healthcare administration 11(+1)
Est. Clicks/Month gained: 1
Est. Value/Click: $25
Estimated Value gained: $24
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▲ surgical technologist degree 6
Est. Clicks/Month gained: 1
Est. Value/Click: $7.62
Estimated Value gained: $6
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▲ health care degrees 15(+34)
Est. Clicks/Month gained: 1
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Estimated Value gained: $5
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▲ online degrees 43(+2)
Est. Clicks/Month gained: 1
Est. Value/Click: $2.29
Estimated Value gained: $2
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▲ bachelor of nursing degree 8(+1)
Est. Clicks/Month gained: 1
Est. Value/Click: $16
Estimated Value gained: $12
http://www.stevenshenager.edu/healthc...

▲ surgical technology degree 7
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Est. Value/Click: $6.83
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http://www.stevenshenager.edu/healthc...

▲ online health care degrees 6(+23)
Est. Clicks/Month gained: 1
Est. Value/Click: $22
Estimated Value gained: $16
http://www.stevenshenager.edu/healthcare

▲ laptops for students 15(+1)
Est. Clicks/Month gained: 1
Est. Value/Click: $1.65
Estimated Value gained: $1
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▲ respiratory therapist schooling 9
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Est. Value/Click: $5.74
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▲ associate degree of nursing 9
Est. Clicks/Month gained:  1  Est. Value/Click: $12  Estimated Value gained: $7
http://www.stevenshenager.edu/healthc...

▲ respiratory therapy 25(+1)
Est. Clicks/Month gained:  1  Est. Value/Click: $1.12  Estimated Value gained: $1
http://www.stevenshenager.edu/healthc...

▲ healthcare administrator job description 15(+17)
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<th>Rank</th>
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<td>$433(+$433)</td>
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<tr>
<td>independence university</td>
<td>2</td>
<td>297</td>
<td>$404(-$116.392)</td>
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<tr>
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<td>6</td>
<td>53</td>
<td>$306</td>
</tr>
<tr>
<td>associate degree</td>
<td>29(+8)</td>
<td>17(+6)</td>
<td>$289(+$289)</td>
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<tr>
<td>masters in healthcare administration</td>
<td>5(-1)</td>
<td>28(-6)</td>
<td>$281(+$281)</td>
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<tr>
<td>online degree programs</td>
<td>33</td>
<td>11</td>
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<td>16(-4)</td>
<td>$190(-$145.228)</td>
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<td>associates degree in nursing</td>
<td>12</td>
<td>23</td>
<td>$168(+$168)</td>
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<tr>
<td>online healthcare degrees</td>
<td>6</td>
<td>8</td>
<td>$164(+$112)</td>
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<tr>
<td>computer degrees</td>
<td>3</td>
<td>35</td>
<td>$142(+$16)</td>
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### Newly Ranked Organic Pages

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<tr>
<th>URL</th>
<th>Estimated SEO Value</th>
<th>Estimated Total Clicks/Mo</th>
<th>Keywords (rank)</th>
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<tbody>
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<td><a href="http://www.stevenshenager.edu/locations/boise/our-programs">http://www.stevenshenager.edu/locations/boise/our-programs</a></td>
<td>$24</td>
<td>25</td>
<td>stevens henager college boise (3)</td>
</tr>
<tr>
<td><a href="http://www.stevenshenager.edu/program-sheets/information-technology/masters/healthcare-informatics">http://www.stevenshenager.edu/program-sheets/information-technology/masters/healthcare-informatics</a></td>
<td>$1.65</td>
<td>0</td>
<td>healthcare informatics salary (39), health informatics salaries (41)</td>
</tr>
<tr>
<td><a href="http://www.stevenshenager.edu/ged-tutoring">http://www.stevenshenager.edu/ged-tutoring</a></td>
<td>$0.49</td>
<td>1</td>
<td>ged course (15)</td>
</tr>
<tr>
<td><a href="http://www.stevenshenager.edu/blog/vote-art-mark">http://www.stevenshenager.edu/blog/vote-art-mark</a></td>
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<td>1</td>
<td>artmark (25)</td>
</tr>
<tr>
<td><a href="http://www.stevenshenager.edu/press/releases/2012/09/shc-hold-free-math-course-for-parents">http://www.stevenshenager.edu/press/releases/2012/09/shc-hold-free-math-course-for-parents</a></td>
<td>$0.03</td>
<td>0</td>
<td>wednesdays child idaho (48)</td>
</tr>
<tr>
<td><a href="http://www.stevenshenager.edu/graphic-arts/bachelors">http://www.stevenshenager.edu/graphic-arts/bachelors</a></td>
<td>$0</td>
<td>0</td>
<td>graphic arts online (7)</td>
</tr>
<tr>
<td><a href="http://www.stevenshenager.edu/blog/how-to-succeed-in-your-online-program">http://www.stevenshenager.edu/blog/how-to-succeed-in-your-online-program</a></td>
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<td>New Keywords (You weren’t ranked on before)</td>
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### Top Site Sections Summary

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<thead>
<tr>
<th>Domain</th>
<th>Number of Keywords</th>
<th>Estimated Value/Mo</th>
<th>Top Keywords</th>
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<tbody>
<tr>
<td>stevenshenager.edu/locations</td>
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stevenshenager.edu/programs
Number of Keywords: 11
Estimated Value/Mo: $29 (+$14)
Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees

stevenshenager.edu/job-o...
Number of Keywords: 1
Estimated Value/Mo: $24 (+$24)
Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees

stevenshenager.edu/stude...
Number of Keywords: 4
Estimated Value/Mo: $24 (+$24)
Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees

stevenshenager.edu/busin...
Number of Keywords: 128
Estimated Value/Mo: $204 (-$134)
Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees

stevenshenager.edu/blog/...
Number of Keywords: 24
Estimated Value/Mo: $43 (+$13)
Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees

online.learn.stevenshena...
Number of Keywords: 3
Estimated Value/Mo: $27 (+$27)
Top Keywords: learning studio, college learning online, ecollege stevens henager

stevenshenager.edu/tuiti...
Number of Keywords: 36
Estimated Value/Mo: $11 (+$6)
Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees

stevenshenager.edu/press...
Number of Keywords: 19
Estimated Value/Mo: $13 (+$8)
Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees

stevenshenager.edu/accre...
Number of Keywords: 6
Estimated Value/Mo: $20 (-$13)
Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees

stevenshenager.edu/admis...
Number of Keywords: 6
Estimated Value/Mo: $1 (+$1)
Top Keywords: independence university, associates degree, associate degree in nursing, provo college, computer degrees
Keyword Groups with the Biggest Gains - Details

Keyword Group: Associate

- Positions Gained: 511 → Est. Total Clicks/Mo: (+52) → Est. Percent Traffic Gain: 28%
- Unique Pages Ranked: 5
- Keywords:
  - **associate**: associate degree in nursing (+54) - NEW, associate nursing degree (+52) - NE...
  - **associate > business**: associate business degrees online (+48) - NEW, associates of bu...
  - **associate > accounting**: associates accounting degree (+45) - NEW, accounting for ass...
  - **associate > rn**: rn associate degree (-1), rn associate degree salary (-4), rn associat...

**Biggest Opportunities Within This Group**

- **associate**
  - >[associate degrees nursing (18), associates degree of nursing (8), associates degree in business management salary (24), associate degrees online (46), associates in surgical technology (10)]
  - Est. Potential New Clicks/Month: 4,865 Searches/Mo: 43k Average Value/Click: $13

- **associate > accounting**
  - >[associates accounting degree (15), accounting associate degree online (41), associates accounting (35), associates in accounting online (12), accounting for associates (27)]
  - Est. Potential New Clicks/Month: 28 Searches/Mo: 240 Average Value/Click: $10

- **associate > rn**
  - >[associates rn (44), rn associate degree salary (21), rn associate degree (19), rn associates degree (12)]
  - Est. Potential New Clicks/Month: 27 Searches/Mo: 240 Average Value/Click: $13

- **associate > arts**
  - >[arts associates (27), associates arts degree (48), associates arts (39), associates of art (50)]
  - Est. Potential New Clicks/Month: 18 Searches/Mo: 150 Average Value/Click: $7.46

**Pages That Rank**

- [http://www.stevenshenager.edu/healthcare/bachelors/healthcare-administration-biomedical-clinical-...](http://www.stevenshenager.edu/healthcare/bachelors/healthcare-administration-biomedical-clinical-...)
  - Est. Clicks per Month: 237(+65) Potential Incremental Gain: 5k clicks/mo.

  - Est. Clicks per Month: 2(+1) Potential Incremental Gain: 80 clicks/mo.

- [http://www.stevenshenager.edu/information-technology/masters](http://www.stevenshenager.edu/information-technology/masters)
  - Est. Clicks per Month: 0 Potential Incremental Gain: 3 clicks/mo.

**Clicks Gained or Lost on these Keywords**

- areacnect.com +320
- newschool.edu +158
- baystate.edu +143
- noadn.org +135
- bls.gov +119
- bestnursingdegree... +116
- 111 forsythtech.edu
- 115 monster.com
- 133 associatesdegreea...
- 137 phoenix.edu
- 149 kaplanuniversity.edu
- 194 ccsf.edu
- 194 templejc.edu
- 203 associatesdegrees...
- 230 mclennan.edu

*Competitors in bold*
Keyword Group: College

Positions Gained: 119 → Est. Total Clicks/Mo: (+55) → Est. Percent Traffic Gain: 53%
Unique Pages Ranked: 14

Keywords:
- college: colleges in idaho (+57) - NEW, provo college (+56) - NEW, colleges in orem (+55)
- college > accredited: accredited college online (+14) - NEW, accreditation college on...
- college > nursing: colleges for nursing degrees (+10) - NEW, colleges with nursing de...
- college > computer: colleges for computer programming (+6), computer college degrees,...

Pages That Rank

- [http://www.stevenshenager.edu](http://www.stevenshenager.edu)
  - Stevens henager college(1), steven henager college(1), colleges in utah(5)
  - Est. Clicks per Month: 96(+22)  Potential Incremental Gain: 580 clicks/mo.

- [http://www.stevenshenager.edu/locations/ogden-west-haven/our-programs](http://www.stevenshenager.edu/locations/ogden-west-haven/our-programs)
  - Independence university(2), provo college(4), colleges in idaho(4)
  - Est. Clicks per Month: 60(+44)  Potential Incremental Gain: 321 clicks/mo.

- [http://www.stevenshenager.edu/accreditation](http://www.stevenshenager.edu/accreditation)
  - Accsc accreditation(10), college accredited(11), accredited degree(45)
  - Est. Clicks per Month: 1(-1)  Potential Incremental Gain: 17 clicks/mo.
Keyword Group: Degree

Positions Gained: 439 → Est. Total Clicks/Mo: (+30) → Est. Percent Traffic Gain: 10%
Unique Pages Ranked: 9

Keywords:
- **degree**: therapists degree (+50) - NEW, degrees in health care (+40), bachelor degree nu...
- **degree > online**: online degrees in accounting (+17) - NEW, online degree program (+15)...
- **degree > associate**: associate degree in nursing (+54) - NEW, associates degree of nur...
- **degree > colleges**: college degree information (+15) - NEW, college degree computer sc...

Biggest Opportunities Within This Group

**degree > associate**
- bracket associate degree (37), associates degree in business management salary (24), associate degree nursing school (9), associate degree in computer (49), associate degree m (28)]
  Est. Potential New Clicks/Month: 4,659 Searches/Mo: 41k Average Value/Click: $14

**degree > online**
- bracket online degree computer programming (18), online degrees in business management (34), degree online nursing (31), online degree art (13), online degrees for nursing (40)]
  Est. Potential New Clicks/Month: 2,646 Searches/Mo: 22k Average Value/Click: $14

**degree**
- bracket degree graphic art (47), utah degrees (22), degrees in health care administration (37), administration degree health (37), degree salaries (38)]
  Est. Potential New Clicks/Month: 717 Searches/Mo: 6k Average Value/Click: $11

**degree > nursing**
- bracket nursing degree colleges (10), nurses degree (26), in nursing degrees (44), degree nurse (22), as nursing degree (24)]
  Est. Potential New Clicks/Month: 260 Searches/Mo: 2k Average Value/Click: $9.19

Pages That Rank

[Link](http://www.stevenshenager.edu/healthcare/bachelors/healthcare-administration-biomedical-clinical-...)

associates degree(17), associate degree in nursing(6), masters in healthcare administration(5)

Est. Clicks per Month: 270(+65) Potential Incremental Gain: 5k clicks/mo.

[Link](http://www.stevenshenager.edu/information-technology/masters)

computer degrees(3), computer programming courses(8), computer degree(8)

Est. Clicks per Month: 48(-4) Potential Incremental Gain: 208 clicks/mo.

[Link](http://www.stevenshenager.edu)

stevens henager college(1), steven henager college(1), colleges in utah(5)

Est. Clicks per Month: 12(+0) Potential Incremental Gain: 1k clicks/mo.
Keyword Group: Idaho

Positions Gained: 29 → Est. Total Clicks/Mo: (+13) → Est. Percent Traffic Gain: 26%

Unique Pages Ranked: 3

Keywords:
- Idaho: colleges in idaho (+57) - NEW, idaho colleges (+15) - NEW, nampa idaho zip (+8), ...
- idaho > falls: idaho falls idaho (+1), idaho falls job (+1), idaho falls colleges, ida...

Biggest Opportunities Within This Group

idaho > falls
- [idaho falls education (8), idaho falls job (46), idaho falls colleges (6), idaho falls idaho (45), idaho falls (25)]
- Est. Potential New Clicks/Month: 1,827 Searches/Mo: 12k Average Value/Click: $1.41

idaho
- [college idaho (37), nampa idaho zip codes (34), idaho phlebotomy (23), idaho career college (29), colleges idaho (17)]
- Est. Potential New Clicks/Month: 136 Searches/Mo: 1k Average Value/Click: $2.41

Pages That Rank

http://www.stevenshenager.edu
stevens henager college(1), steven henager college(1), colleges in utah(5)


http://www.stevenshenager.edu/locations/ogden-west-haven/our-programs
independence university(2), provo college(4), colleges in idaho(4)

Est. Clicks per Month: 26(-21) Potential Incremental Gain: 2k clicks/mo.

http://www.stevenshenager.edu/press/releases/2012/3/shc-opens-st-george-campus
free phlebotomy training(13), phlebotomy training utah(23), ged utah(30)

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

Positions Gained: 351 → Est. Total Clicks/Mo: (+1) → Est. Percent Traffic Gain: 1%
Unique Pages Ranked: 5

Keywords:
- computer: degrees in computers (+45) - NEW, online computer programming courses (+34) ...
- computer > programing: computer programming degree online (+55) - NEW, computer prog...
- computer > science: computer science bachelor degree online (+42) - NEW, computer sci...
- computer > networking: computer networking online (+3), computer network degree (+2)...
## Biggest Opportunities (all)

### online degree programs (33)
- Searches/Mo: 8k
- Est. Value/Click: $22
- Est. Potential New Clicks/Month: 950
- Keywords: stevens henager college, steven henager college, colleges in utah, colleges in idaho, stevens henager college boise

### associate degree (29)
- Searches/Mo: 10k
- Est. Value/Click: $17
- Est. Potential New Clicks/Month: 1k
- Keywords: associates degree, associate degree in nursing, associate degree in nursing, associate degree, degree in nursing

### associates degree (17)
- Searches/Mo: 22k
- Est. Value/Click: $5.96
- Est. Potential New Clicks/Month: 3k
- Keywords: associates degree, associate degree in nursing, associate degree in nursing, associate degree, degree in nursing

### health care administration (43)
- Searches/Mo: 4k
- Est. Value/Click: $16
- Est. Potential New Clicks/Month: 516
- Keywords: masters in healthcare administration, masters in health care administration, masters of healthcare administration, health care administration, healthcare administration

### online degrees (43)
- Searches/Mo: 12k
- Est. Value/Click: $2.29
- Est. Potential New Clicks/Month: 1k
- Keywords: online degrees

### online nursing degree (35)
- Searches/Mo: 2k
- Est. Value/Click: $16
- Est. Potential New Clicks/Month: 187
- Keywords: bachelor in nursing, bachelor s degree in nursing, bachelors degree in nursing, bachelor degree in nursing, bachelor of nursing online

### what is an associates degree (35)
- Searches/Mo: 2k
- Est. Value/Click: $13
- Est. Potential New Clicks/Month: 222
- Keywords: associates degree, associate degree in nursing, associate degree in nursing, associate degree, degree in nursing

### healthcare administration (46)
- Searches/Mo: 4k
- Est. Value/Click: $4.25
- Est. Potential New Clicks/Month: 516
- Keywords: masters in healthcare administration, masters in health care administration, masters of healthcare administration, health care administration, healthcare administration

### online business degree (48)
- Searches/Mo: 2k
- Est. Value/Click: $7.11
- Est. Potential New Clicks/Month: 283
- Keywords: online business degree, online business degrees, degrees in business, e business degree, online degrees in business

### accounting degree online (46)
- Searches/Mo: 2k
- Est. Value/Click: $11
- Est. Potential New Clicks/Month: 187
- Keywords: accounting degree online, degree in business management, business management associates, online associates degree in business, online business associates degree

### associates degree in nursing (12)
- Searches/Mo: 2k
- Est. Value/Click: $7.35
- Est. Potential New Clicks/Month: 262
- Keywords: associates degree, associate degree in nursing, associate degree in nursing, associate degree, degree in nursing
health administration degree (49)
Searches/Mo: 720 Est. Value/Click: $22 Est. Potential New Clicks/Month: 85
Other Keywords for URL: healthcare administration job description, health administration job description, healthcare administrator job description, health administration degree, bachelors in healthcare administration

bachelors in nursing (40)
Searches/Mo: 720 Est. Value/Click: $14 Est. Potential New Clicks/Month: 85
Other Keywords for URL: bachelors degree in nursing, bachelor degree in nursing, nursing administration, bachelor of nursing online, on line nursing degree

nursing degree online (40)
Searches/Mo: 1k Est. Value/Click: $8.03 Est. Potential New Clicks/Month: 152
Other Keywords for URL: bachelor in nursing, bachelor s degree in nursing, bachelors degree in nursing, bachelor degree in nursing, bachelor of nursing online

healthcare administration degree (47)
Searches/Mo: 990 Est. Value/Click: $8.56 Est. Potential New Clicks/Month: 117
Other Keywords for URL: masters in healthcare administration, masters in health care administration, masters of healthcare administration, health care administration, healthcare administration

associate degree in nursing (6)
Searches/Mo: 2k Est. Value/Click: $5.82 Est. Potential New Clicks/Month: 171
Other Keywords for URL: associates degree, associate degree in nursing, associates degree in nursing, associate degree, degree in nursing

idaho falls (25)
Searches/Mo: 10k Est. Value/Click: $0.62 Est. Potential New Clicks/Month: 2k
Other Keywords for URL: colleges in idaho, idaho falls, colleges in idaho falls, college in idaho, idaho falls idaho

medical specialties (23)
Searches/Mo: 3k Est. Value/Click: $2.61 Est. Potential New Clicks/Month: 334
Other Keywords for URL: medical specialties, med degree, associates in medical assisting, medical associates degrees, medical specialties degree

computer science degree online (33)
Searches/Mo: 990 Est. Value/Click: $6.67 Est. Potential New Clicks/Month: 116
Other Keywords for URL: computer science degree online, bachelor s degree in computer science, computer science online degree, bachelors degree in computer science, computer science degrees online

online health care administration degree (30)
Searches/Mo: 240 Est. Value/Click: $27 Est. Potential New Clicks/Month: 28
Other Keywords for URL: masters in healthcare administration, masters in health care administration, masters of healthcare administration, health care administration, healthcare administration

masters in healthcare administration (5)
Searches/Mo: 870 Est. Value/Click: $9.98 Est. Potential New Clicks/Month: 75
Other Keywords for URL: masters in healthcare administration, masters in health care administration, masters of healthcare administration, health care administration, healthcare administration

online business degrees (33)
Searches/Mo: 270 Est. Value/Click: $8.75 Est. Potential New Clicks/Month: 84
Other Keywords for URL: online business degree, online business degrees, degrees in business, e business degree, online degrees in business

bachelors of science in nursing (34)
Searches/Mo: 720 Est. Value/Click: $8.11 Est. Potential New Clicks/Month: 85
Other Keywords for URL: bachelors degree in nursing, bachelor degree in nursing, nursing administration, bachelor of nursing online, on line nursing degree
associate degree nursing (19)
- Searches/Mo: 390
- Est. Value/Click: $15
- Est. Potential New Clicks/Month: 45
- Other Keywords for URL: associates degree, associate degree in nursing, associates degree in nursing, associate degree, degree in nursing

information technology degrees (32)
- Searches/Mo: 300
- Est. Value/Click: $18
- Est. Potential New Clicks/Month: 35
- Other Keywords for URL: computer degrees, computer degree, computer programs, degree in computer, online computer degrees

bachelor s degree in nursing (11)
- Searches/Mo: 570
- Est. Value/Click: $11
- Est. Potential New Clicks/Month: 61
- Other Keywords for URL: bachelor in nursing, bachelor s degree in nursing, bachelors degree in nursing, bachelor degree in nursing, bachelor of nursing online

graphic arts (15)
- Searches/Mo: 2k
- Est. Value/Click: $3
- Est. Potential New Clicks/Month: 213
- Other Keywords for URL: stevens henager college boise, graphic arts, art degrees online, graphic arts colleges, arts degree program

master of healthcare administration (11)
- Searches/Mo: 210
- Est. Value/Click: $25
- Est. Potential New Clicks/Month: 23
- Other Keywords for URL: masters in healthcare administration, masters in health care administration, masters of healthcare administration, health care administration, healthcare administration

ogden (37)
- Searches/Mo: 5k
- Est. Value/Click: $0.65
- Est. Potential New Clicks/Month: 880
- Other Keywords for URL: ogden, stevens henager college ogden, west haven utah, ut colleges, address steven

associates degrees (37)
- Searches/Mo: 390
- Est. Value/Click: $12
- Est. Potential New Clicks/Month: 46
- Other Keywords for URL: associates degree, associate degree in nursing, associates degree in nursing, associate degree, degree in nursing

computer programming classes (14)
- Searches/Mo: 390
- Est. Value/Click: $13
- Est. Potential New Clicks/Month: 44
- Other Keywords for URL: computer programming courses, programming degree, computer programming classes, computer programming college, computer programing classes

surgical technologist schools (49)
- Searches/Mo: 720
- Est. Value/Click: $6.36
- Est. Potential New Clicks/Month: 85
- Other Keywords for URL: surgical technologist degree, surgical technology degree, surgical technologist schools, technology degree, surgical tech degree

online healthcare degrees (6)
- Searches/Mo: 390
- Est. Value/Click: $20
- Est. Potential New Clicks/Month: 27
- Other Keywords for URL: online healthcare degrees, healthcare degrees, stevens henager college logan utah, online healthcare programs, healthcare degrees online

online degree programs accredited (43)
- Searches/Mo: 570
- Est. Value/Click: $7.74
- Est. Potential New Clicks/Month: 67
- Other Keywords for URL: stevens henager college, steven henager college, colleges in utah, colleges in idaho, stevens henager college boise

online colleges that offer laptops (26)
- Searches/Mo: 150
- Est. Value/Click: $29
- Est. Potential New Clicks/Month: 17
- Other Keywords for URL: stevens henager college, steven henager college, colleges in utah, colleges in idaho, stevens henager college boise
### accreditted online degree programs (26)
Searches/Mo: 570  Est. Value/Click: $7.63  Est. Potential New Clicks/Month: 66
Other Keywords for URL: stevens henager college, steven henager college, colleges in utah, colleges in idaho, stevens henager college boise

### accredited nursing programs (42)
Searches/Mo: 480  Est. Value/Click: $8.92  Est. Potential New Clicks/Month: 57
Other Keywords for URL: Associates degree, associate degree in nursing, associates degree in nursing, associate degree, degree in nursing

### bachelor's degree in computer science (16)
Searches/Mo: 210  Est. Value/Click: $21  Est. Potential New Clicks/Month: 24
Other Keywords for URL: computer programming degree online, online programming degree, online computer science bachelor degree, bachelor's degree in computer science, programming degree online

### online college programs (46)
Searches/Mo: 720  Est. Value/Click: $5.54  Est. Potential New Clicks/Month: 85
Other Keywords for URL: stevens henager college, steven henager college, colleges in utah, colleges in idaho, stevens henager college boise

### respiratory therapy (25)
Searches/Mo: 4k  Est. Value/Click: $1.12  Est. Potential New Clicks/Month: 419
Other Keywords for URL: respiratory therapy degree, respiratory therapy, respiratory therapy programs, respiratory therapist programs, respiratory therapist schooling

### online computer degrees (21)
Searches/Mo: 210  Est. Value/Click: $19  Est. Potential New Clicks/Month: 24
Other Keywords for URL: computer degrees, computer degree, computer programs, degree in computer, online computer degrees

### online computer science bachelor degree (20)
Searches/Mo: 390  Est. Value/Click: $10  Est. Potential New Clicks/Month: 45
Other Keywords for URL: computer programming degree online, online programming degree, online computer science bachelor degree, bachelor's degree in computer science, programming degree online

### online degree in accounting (38)
Searches/Mo: 150  Est. Value/Click: $25  Est. Potential New Clicks/Month: 18
Other Keywords for URL: online degree in accounting, accounting bachelor degree, online degrees accounting, accounting bachelors, accounting degree at home

### computer science online degree (50)
Searches/Mo: 390  Est. Value/Click: $9.38  Est. Potential New Clicks/Month: 46
Other Keywords for URL: computer science degree online, bachelor's degree in computer science, computer science online degree, bachelors degree in computer science, computer science degrees online

### lehi (15)
Searches/Mo: 1k  Est. Value/Click: $1.96  Est. Potential New Clicks/Month: 204
Other Keywords for URL: lehi

### forensic accounting degree (45)
Searches/Mo: 570  Est. Value/Click: $5.93  Est. Potential New Clicks/Month: 67
Other Keywords for URL: forensic accounting degree, forensic accounting college, forensic accounting major, undergraduate degree in accounting

### bachelors of science in business administration (36)
Searches/Mo: 210  Est. Value/Click: $16  Est. Potential New Clicks/Month: 25
Other Keywords for URL: bachelors of science in business administration, science in business administration, online business administration colleges, business degree bachelor of science, bachelor of science degree in business
### Stevenshenager.edu: SEO Dashboard

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<th>Keyword</th>
<th>Estimated Clicks/Month</th>
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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

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<thead>
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<th>Keyword</th>
<th>Organic Rank</th>
<th>Searches/Month</th>
<th>Cost/Click</th>
<th>Est. Paid Clicks Per Month</th>
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<td>$36</td>
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<tr>
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<td>15 (-5)</td>
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<td>$33</td>
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colleges provo utah
Organic Rank: 14
Searches/Month: 0
Cost/Click: $13
Est. Paid Clicks Per Month: 0.9
Est. Potential Monthly Savings: $5.1

college in salt lake city utah
Organic Rank: 5 (+1)
Searches/Month: 0
Cost/Click: $11
Est. Paid Clicks Per Month: 0.3
Est. Potential Monthly Savings: $4.8

online computer programming
Organic Rank: 48 (-8)
Searches/Month: 90
Cost/Click: $8.16
Est. Paid Clicks Per Month: 0.6
Est. Potential Monthly Savings: $4.5

healthcare masters
Organic Rank: 3
Searches/Month: 30
Cost/Click: $25
Est. Paid Clicks Per Month: 0.3
Est. Potential Monthly Savings: $4.5

colleges in boise id
Organic Rank: 10 (-4)
Searches/Month: 30
Cost/Click: $9.17
Est. Paid Clicks Per Month: 0.3
Est. Potential Monthly Savings: $4.3

community college boise idaho
Organic Rank: 20 (-3)
Searches/Month: 0
Cost/Click: $5.69
Est. Paid Clicks Per Month: 0.9
Est. Potential Monthly Savings: $3.6

respiratory care degree
Organic Rank: 19 (-3)
Searches/Month: 0
Cost/Click: $2.61
Est. Paid Clicks Per Month: 1.2
Est. Potential Monthly Savings: $3.3

boise idaho community college
Organic Rank: 24 (-10)
Searches/Month: 30
Cost/Click: $2.73
Est. Paid Clicks Per Month: 1.2
Est. Potential Monthly Savings: $3.3

online respiratory therapy
Organic Rank: 10 (+50)
Searches/Month: 0
Cost/Click: $5.95
Est. Paid Clicks Per Month: 0.9
Est. Potential Monthly Savings: $3.3

college boise idaho
Organic Rank: 9 (-4)
Searches/Month: 0
Cost/Click: $2.81
Est. Paid Clicks Per Month: 1.2
Est. Potential Monthly Savings: $3.3

st george college
Organic Rank: 5
Searches/Month: 90
Cost/Click: $2.83
Est. Paid Clicks Per Month: 1.2
Est. Potential Monthly Savings: $3.3
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Keyword Groups with the Most Potential - Details
Keyword Group: Degree

Unique Pages Ranked: 9  Searches Per Month: 6k
Potential Clicks with Incremental Gain: 328.0  Value of Incremental Gain: $328.0
Potential Clicks Gained at Top Positions: 21.0k  Value of Gain at Top Positions: $209.0k

Keywords:
- degree: associates degree (17), computer degrees (3), associates degree in nursing (12)
- degree > online: online degree programs (33), online degrees (43), online degree courses (21)
- degree > college: college degrees, college degree, degrees in college, college degree online, degree...
- degree > business: business degree, Business Degrees, business degree online, degree...

Est. Share of Clicks

<table>
<thead>
<tr>
<th>Domain</th>
<th>Clicks/Mo</th>
<th>Change</th>
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<tbody>
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<td>collegeamerica.edu</td>
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</tr>
<tr>
<td>stevenshenager.edu</td>
<td>343 (+30)</td>
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<tr>
<td>cc-sd.edu</td>
<td>284 (+22)</td>
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<tr>
<td>noadn.org</td>
<td>128 (+128)</td>
<td></td>
</tr>
<tr>
<td>independence.edu</td>
<td>14 (+1)</td>
<td></td>
</tr>
<tr>
<td>healthcareadminis...</td>
<td>0 (+0)</td>
<td></td>
</tr>
</tbody>
</table>

Biggest Opportunities Within This Group

degree
> [associates degree in rn (19), computer degree programming (16), associate degree nursing online school (27), computer degree technology (17), bachelor degree in computer (16)]
Est. Potential New Clicks/Month: 5,283  Searches/Mo: 47k  Average Value/Click: $12

degree > online
> [online degrees with military tuition assistance (37), online degree health care administration (41), online degree art (13), online degrees for nursing (40), online degrees in utah (6)]
Est. Potential New Clicks/Month: 2,646  Searches/Mo: 22k  Average Value/Click: $14

degree > nursing
> [nurses degree (26), degree nursing rn (38), nursing degree rn (37), as nursing degree (24), degree in nursing education (12)]
Est. Potential New Clicks/Month: 260  Searches/Mo: 2k  Average Value/Click: $9.19

degree > accounting
> [getting accounting degree online (20), accounting degree home (7), accounting degree at home (8), accounting degree online (46)]
Est. Potential New Clicks/Month: 187  Searches/Mo: 2k  Average Value/Click: $15

Pages That Rank

- http://www.stevenshenager.edu/blog/radio-writings-can-you-handle-what-life-throws-your-way
  Est. Clicks per Month: 7(+3)  Potential Incremental Gain: 7 clicks/mo.
  computer science certifications(2), questions for potential employers(3), stevens henager college ogden(7)

- http://www.stevenshenager.edu/healthcare/bachelors/healthcare-administration-biomedical-clinical-
  Est. Clicks per Month: 2(-3)  Potential Incremental Gain: 186 clicks/mo.
  associates degree(17), associate degree in nursing(6), masters in healthcare administration(5)

- http://www.stevenshenager.edu/information-technology/masters
  computer degrees(3), computer programming courses(8), computer degree(8)
  Est. Clicks per Month: 2(+2)  Potential Incremental Gain: 204 clicks/mo.
## Keyword Group: Associates

Unique Pages Ranked: 5  
Searches Per Month: 2k  
Potential Clicks with Incremental Gain: $155.0  
Potential Clicks Gained at Top Positions: $83.0k

### Keywords:
- `associates`: associate nursing degree (8) - NEW, nursing associates degree (10), business...  
- `associates > degree`: associates degree (17), associate degree in nursing (12), associate degree (10)  
- `associates > accounting`: in accounting (42) - NEW, accounting associates...  
- `associates > arts`: associate arts degree, associate of art (50), associate arts (39)...

### Est. Share of Clicks

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<td>stevenshenager.edu</td>
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<tr>
<td>noadn.org</td>
<td>135 (+135)</td>
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<td>cc-sd.edu</td>
<td>1 (0)</td>
</tr>
<tr>
<td>independence.edu</td>
<td>0 (1)</td>
</tr>
<tr>
<td>healthcareadminis...</td>
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</tbody>
</table>

### Biggest Opportunities Within This Group

#### associates > degree
- `associate degree rn (28)`, associates degree computer programming (11), associate degree of nursing (8), what is a associate s degree (24), associate degree education (25)  
Est. Potential New Clicks/Month: 4,659  
Searches/Mo: 41k  
Average Value/Click: $14

#### associates
- `[associates of nursing degree (10), network associates computer (9), associate nursing degrees online (44), nurse associates (22), accelerated associates degree in nursing (48)]`  
Est. Potential New Clicks/Month: 220  
Searches/Mo: 2k  
Average Value/Click: $12

#### associates > accounting
- `[accounting for associates (27), associates in accounting online (12), associates accounting degree (15), accounting associate degree online (41), associates accounting degree (35)]`  
Est. Potential New Clicks/Month: 28  
Searches/Mo: 240  
Average Value/Click: $10

#### associates > rn
- `[associates rn (44), m associate degree salary (21), m associate degree (19), m associates degree (12)]`  
Est. Potential New Clicks/Month: 27  
Searches/Mo: 240  
Average Value/Click: $13

### Pages That Rank

- **http://www.stevenshenager.edu/healthcare/bachelors/healthcare-administration-biomedical-clinical...**  
  Est. Clicks per Month: 41 (-1)  
  Potential Incremental Gain: 490 clicks/mo.

- **http://www.stevenshenager.edu/information-technology/masters**  
  Est. Clicks per Month: 3 (-3)  
  Potential Incremental Gain: 107 clicks/mo.

  Property management degree (4), online business degree (48), accounting degree online (46)  
  Est. Clicks per Month: 1 (-0)  
  Potential Incremental Gain: 56 clicks/mo.

---

*competitors in bold*
Keyword Group: Computer

Unique Pages Ranked: 5  Searches Per Month: 1k  
Potential Clicks with Incremental Gain: $175.0  
Potential Clicks Gained at Top Positions: $36.0k

Keywords:
- **computer**: computer degrees (3), online computer science courses, basic computer skills ...
- **computer > science**: computer science degree, computer science degree online (33) - NE...
- **computer > programming**: computer programming jobs, computer programming courses (8) ...
- **computer > networking**: computer networking jobs, computer networking phoenix, comput...

**Est. Share of Clicks**

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<td>cc-sd.edu</td>
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<td>noadn.org</td>
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<td>independence.edu</td>
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</tr>
<tr>
<td>healthcareadminis...</td>
<td>0</td>
<td>(+0)</td>
</tr>
</tbody>
</table>

**Biggest Opportunities Within This Group**

**computer**
- [degrees in computer (4), degrees in computer programming (12), computer technology degrees (14), computer degree in technology (21), colleges for computer technology (32)]
  Est. Potential New Clicks/Month: 457  Searches/Mo: 5k  Average Value/Click: $9.19

**computer > programming**
- [computer programming college courses (4), computer programming language college degree (22), computer programming language degree (22), computer programming associates degree (13), computer programming programs online (38)]
  Est. Potential New Clicks/Month: 434  Searches/Mo: 4k  Average Value/Click: $9.35

**computer > science**
- [computer science technology degree (49), computer science college online (44), computer science bachelors degree online (16), computer science degree on line (22), computer science online college (35)]
  Est. Potential New Clicks/Month: 212  Searches/Mo: 2k  Average Value/Click: $14

**computer > programmer**
- [computer programmer classes (17), computer programmer courses (8), computer programmer degrees (16), computer programmer class (17), computer programmer colleges (12)]
  Est. Potential New Clicks/Month: 88  Searches/Mo: 750  Average Value/Click: $9.6

**Pages That Rank**

- [http://www.stevenshenager.edu/healthcare/bachelors/healthcare-administration-biomedical-clinical-...](http://www.stevenshenager.edu/healthcare/bachelors/healthcare-administration-biomedical-clinical-...)
  Est. Clicks per Month: 10 (+6)  Potential Incremental Gain: 588 clicks/mo.

- [http://www.stevenshenager.edu](http://www.stevenshenager.edu)
  stevens henager college (1), steven henager college (1), colleges in utah (5)
  Est. Clicks per Month: 0  Potential Incremental Gain: 0 clicks/mo.
Keyword Group: College

Unique Pages Ranked: 14  Searches Per Month: 6k
Potential Clicks with Incremental Gain: 2.0k  Value of Incremental Gain: $2.0k
Potential Clicks Gained at Top Positions: 20.0k  Value of Gain at Top Positions: $101.0k

Keywords:
- college: phoenix college, city college san diego, arizona college, logan college (28),...
- college > california: california colleges, california college, college in california,..
- college > online: college online, online college degrees, online college degree, onli...
- college > accredited: accredited college degree (37), college accreditation, accredit...

Biggest Opportunities Within This Group

college
>[associates college (44), community college in boise idaho (22), college st george utah (5), campus college degree free (40), college learning online (42)]
Est. Potential New Clicks/Month: 706  Searches/Mo: 7k  Average Value/Click: $6.28

college > online
>[college online programming (50), online colleges online colleges (36), colleges with online (47), online college for graphic design (11), online college catalog (34)]
Est. Potential New Clicks/Month: 208  Searches/Mo: 2k  Average Value/Click: $14

college > accredited
>[accreditation college online (38), colleges accredited by (49), accredited college education (21), accredited college online (46), accredited college degree (37)]
Est. Potential New Clicks/Month: 27  Searches/Mo: 240  Average Value/Click: $8.62

college > business
>[business college on line (36), colleges with business degrees (35), business college utah (4), colleges in business (7), business college salt lake city (6)]
Est. Potential New Clicks/Month: 21  Searches/Mo: 180  Average Value/Click: $15

Clips Gained or Lost on these Keywords

areaconnect.com  +320
newschool.edu  +158
baystate.edu  +143
noadn.org  +135
bis.gov  +119
bestnursingdegree...  +116

*competitors in bold

Pages That Rank

http://www.stevenshenager.edu/healthcare/bachelors/healthcare-administration-biomedical-clinical-...
associates degree(17), associate degree in nursing(6), masters in healthcare administration(5)
Est. Clicks per Month: 237 (+65)  Potential Incremental Gain: 5k clicks/mo.

http://www.stevenshenager.edu/business/associates/business-management-and-accounting-property-man...
property management degree(4), online business degree(48), accounting degree online(46)
Est. Clicks per Month: 2 (+1)  Potential Incremental Gain: 80 clicks/mo.

http://www.stevenshenager.edu/information-technology/masters
computer degrees(3), computer programming courses(8), computer degree(8)
Est. Clicks per Month: 0  Potential Incremental Gain: 3 clicks/mo.
Keyword Group: Online

Unique Pages Ranked: 11  Searches Per Month: 4k
Potential Clicks with Incremental Gain: 129.0  Value of Incremental Gain: $129.0
Potential Clicks Gained at Top Positions: 14.0k  Value of Gain at Top Positions: $166.0k

Keywords:
- online: online computer science courses, online degree programs (33), online degrees (4...)
- online > accreditation: accredited online colleges, accredited online universities, ...
- online > business: online business degree (48), online business degrees (33), online ...
- online > accounting: online accounting degree, online accounting degrees, online acco...

Biggest Opportunities Within This Group

online
- online graphic artist (28), online universities in utah (15), online health science (7), online graphic art diplomas (50), online university idaho (28))
  Est. Potential New Clicks/Month: 3,438  Searches/Mo: 30k  Average Value/Click: $13

online > business
- online business administration colleges (50), online business accounting degree (27), online business masters programs (39), online business associate degree (18), online business master (34)
  Est. Potential New Clicks/Month: 406  Searches/Mo: 3k  Average Value/Click: $14

online > nursing
- online nursing bachelor (11), online nursing college degree (32), online nursing bachelors degree (21), online nursing bachelor degree programs (17), online nursing ba (27)
  Est. Potential New Clicks/Month: 243  Searches/Mo: 2k  Average Value/Click: $12

online > accreditation
- accredited online business colleges (30), accredited online healthcare degrees (4), accredited online career schools (19), all accredited online colleges (47), accredited online associate degree programs (44)
  Est. Potential New Clicks/Month: 94  Searches/Mo: 810  Average Value/Click: $28

Pages That Rank

http://www.stevenshenager.edu/healthcare/bachelors/healthcare-administration-biomedical-clinical-...
- associates degree(17), associate degree in nursing(6), masters in healthcare administration(5)
  Est. Clicks per Month: 270(+65)  Potential Incremental Gain: 5k clicks/mo.

http://www.stevenshenager.edu/information-technology/masters
- computer degrees(3), computer programming courses(8), computer degree(8)
  Est. Clicks per Month: 48(-4)  Potential Incremental Gain: 208 clicks/mo.

http://www.stevenshenager.edu
- stevens henager college(1), steven henager college(1), colleges in utah(5)
  Est. Clicks per Month: 12(+0)  Potential Incremental Gain: 1k clicks/mo.