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Top Keyword Recommendations

We’ve sifted through all the ads your competitors have ever bought, 77k in all, looking for patterns. By digging through your competitors’ historical bidding record, we can see which keywords are their most successful.

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

These are the top 50 keyword recommendations for you to add to your campaign. Combined, these recommendations represent 2k new clicks per month for your campaign.

video game design (Exact Match)

$14.97 Cost/Click | $26.41 Cost/Day | 3.6k Impressions/Mo

73 Potential Clicks/Mo

Good Buy (73)

Top Performing Ads:

- **Design Your Own Games**
  fullsail.edu
  FullSail.eduCreate the future of video games with a Game Design Degree.

- **Game Design School**
  aionline.edu
  Earn a Degree in Game Design Online. Pursue Your Gaming Passion!

- **Game Design School**
  the-art-institutes.info
  1 (866) 908 1707 The Art Institute offers degrees in Game Design
academy of art university (Exact Match)
$1.18 Cost/Click | $46.91 Cost/Day | 22.2k Impressions/Mo

Top Performing Ads:

**Academy of Art University**
art.edu
Attend a Cutting-Edge Art School Pro Instructors. Get College Info.

**Art & Design Universities**
fullsail.edu
FullSail.edu Start a Design Career with a Media Design Master of Fine Arts Degree!

performing arts college (Exact Match)
$5.91 Cost/Click | $1.49 Cost/Day | 150 Impressions/Mo

digital media arts college (Exact Match)
$5.72 Cost/Click | $4.87 Cost/Day | 720 Impressions/Mo

online art school (Exact Match)
$17.20 Cost/Click | $15.65 Cost/Day | 390 Impressions/Mo

academy of art university online (Exact Match)
$9.50 Cost/Click | $4.28 Cost/Day | 990 Impressions/Mo

1,189 Potential Clicks/Mo  Good Buy (69)

12 Potential Clicks/Mo  Good Buy (71)

26 Potential Clicks/Mo  Good Buy (62)

27 Potential Clicks/Mo  Good Buy (60)

27 Potential Clicks/Mo  Good Buy (58)
<table>
<thead>
<tr>
<th>Service</th>
<th>Cost/Click</th>
<th>Cost/Day</th>
<th>Impressions/Mo</th>
<th>Potential Clicks/Mo</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online art courses</td>
<td>$9.75</td>
<td>$2.67</td>
<td>150</td>
<td>8.1</td>
<td>Good Buy (59)</td>
</tr>
<tr>
<td>Art lessons online</td>
<td>$4.23</td>
<td>$1.22</td>
<td>240</td>
<td>8.7</td>
<td>Good Buy (58)</td>
</tr>
<tr>
<td>School of performing arts</td>
<td>$2.18</td>
<td>$1.11</td>
<td>570</td>
<td>15</td>
<td>Good Buy (57)</td>
</tr>
<tr>
<td>Academy of art online</td>
<td>$6.96</td>
<td>$5.78</td>
<td>720</td>
<td>51</td>
<td>Good Buy (56)</td>
</tr>
<tr>
<td>College of performing arts</td>
<td>$3.58</td>
<td>$0.40</td>
<td>90</td>
<td>3.3</td>
<td>Good Buy (62)</td>
</tr>
</tbody>
</table>

**Top Performing Ads:**

- **Academy of Art University**
  - [art.edu](http://art.edu)
  - Earn Your Art Degree Online
  - Pro Instructors. Get Degree Info.

- **Art School Online**
  - [fullsail.edu](http://fullsail.edu)
  - Get a Degree in Graphic Design, Digital Art and Web Design.
Top Performing Ads:

<table>
<thead>
<tr>
<th>Graphic Design School</th>
</tr>
</thead>
<tbody>
<tr>
<td>aionline.edu</td>
</tr>
<tr>
<td>Earn Your Graphic Design Degree Online. Pursue Your Passion!</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Graphic Design Career</th>
</tr>
</thead>
<tbody>
<tr>
<td>fullsail.edu</td>
</tr>
<tr>
<td>Start a career in Graphic Design. With a Graphic Design Degree.</td>
</tr>
</tbody>
</table>
school paint
$1.54 Cost/Click | $0.18 Cost/Day | 30 Impressions/Mo
9.3 Potential
Clicks/Mo
Buy

art boarding schools
$2.45 Cost/Click | $0.43 Cost/Day | 60 Impressions/Mo
5.4 Potential
Clicks/Mo
Buy

academy of art sf
$2.85 Cost/Click | $0.10 Cost/Day | 390 Impressions/Mo
6.9 Potential
Clicks/Mo
Buy

performing arts courses
$7.04 Cost/Click | $0.13 Cost/Day | 0 Impressions/Mo
0.6 Potential
Clicks/Mo
Good Buy

online drawing course
$9.04 Cost/Click | $0.34 Cost/Day | 30 Impressions/Mo
1.2 Potential
Clicks/Mo
Good Buy

graphic designing online
$20.56 Cost/Click | $2.29 Cost/Day | 60 Impressions/Mo
5.7 Potential
Clicks/Mo
Buy
art schools new york (Exact Match)
$4.19 Cost/Click | $0.12 Cost/Day | 90 Impressions/Mo
1.2 Potential Clicks/Mo
Good Buy

classes in art (Exact Match)
$2.48 Cost/Click | $0.02 Cost/Day | 0 Impressions/Mo
0.9 Potential Clicks/Mo
Good Buy

private art schools (Exact Match)
$4.49 Cost/Click | $0.40 Cost/Day | 0 Impressions/Mo
2.7 Potential Clicks/Mo
Buy

photographer certificate (Exact Match)
$7.65 Cost/Click | $1.73 Cost/Day | 0 Impressions/Mo
6.9 Potential Clicks/Mo
Buy

academy of art college (Exact Match)
$2.65 Cost/Click | $0.24 Cost/Day | 300 Impressions/Mo
3.9 Potential Clicks/Mo
Buy

professional graphic design (Exact Match)
$4.14 Cost/Click | $0.95 Cost/Day | 150 Impressions/Mo
6.9 Potential Clicks/Mo
Buy
game design certification
$5.94 Cost/Click | $0.04 Cost/Day | 0 Impressions/Mo

1.2 Potential Clicks/Mo
Good Buy

graphics design online
$12.14 Cost/Click | $1.97 Cost/Day | 0 Impressions/Mo

4.8 Potential Clicks/Mo
Buy

art history courses
$3.00 Cost/Click | $0.39 Cost/Day | 90 Impressions/Mo

3.9 Potential Clicks/Mo
Buy

art institute online
$3.62 Cost/Click | $2.45 Cost/Day | 1.6k Impressions/Mo

48 Potential Clicks/Mo
Buy

art school paris
$1.79 Cost/Click | $0.12 Cost/Day | 0 Impressions/Mo

2.1 Potential Clicks/Mo
Buy

online graphic designing
$22.21 Cost/Click | $4.49 Cost/Day | 0 Impressions/Mo

21 Potential Clicks/Mo
Buy
game design education (Exact Match)
$14.37 Cost/Click | $0.93 Cost/Day | 30 Impressions/Mo

1.8 Potential
Clicks/Mo
Buy

performing arts university (Exact Match)
$6.82 Cost/Click | $0.12 Cost/Day | 30 Impressions/Mo

1.2 Potential
Clicks/Mo
Good Buy

marketing degree (Exact Match)
$14.97 Cost/Click | $79.34 Cost/Day | 2.4k Impressions/Mo

159 Potential
Clicks/Mo
Buy

Top Performing Ads:

Internet Marketing Degree
fullsail.edu
FullSail.edu Get an Internet Marketing Master’s Degree in the comfort of your home!

Advertising Degree
aionline.edu
Learn From the Leader in Online Creative Arts Education. Start Now!

fine arts programs (Exact Match)
$3.35 Cost/Click | $0.21 Cost/Day | 30 Impressions/Mo

1.8 Potential
Clicks/Mo
Buy
create games

Cost/Click: $1.96
Cost/Day: $4.83
Impressions/Mo: 990
Potential Clicks/Mo: 74

Create Games
aionline.edu
Earn a Degree in Game Design
Online. Pursue Your Gaming Passion!

Top Performing Ads:

Create Your Own Games
fullsail.edu
Create the future of video games with a Game Design Degree.

computer graphics courses

Cost/Click: $12.04
Cost/Day: $0.73
Impressions/Mo: 0

music degree

Cost/Click: $9.35
Cost/Day: $4.10
Impressions/Mo: 480

graphic artists

Cost/Click: $3.35
Cost/Day: $1.22
Impressions/Mo: 570

creative design

Cost/Click: $2.34
Cost/Day: $1.62
Impressions/Mo: 1.6k

Buy

Buy

Buy

Buy
**event management** (Exact Match)

$7.64 Cost/Click | $21.03 Cost/Day | 2.9k Impressions/Mo

83 Potential Clicks/Mo  
Buy (39)

Top Performing Ads:

<table>
<thead>
<tr>
<th>Event Management</th>
<th>Learn Event Planning</th>
</tr>
</thead>
<tbody>
<tr>
<td>aionline.edu</td>
<td>fullsail.edu</td>
</tr>
<tr>
<td>Earn a Certificate Online in</td>
<td>Classes in Event Coordinating and</td>
</tr>
<tr>
<td>Event Management</td>
<td>Planning. Show Production Degree</td>
</tr>
</tbody>
</table>

Download as CSV
Best Negative Match Opportunities

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

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

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

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

Hey,

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

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

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

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

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

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

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

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

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

Cheers,

Mike Roberts, Founder

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

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

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