

A person is holding a camera up to their eye, ready to take a photo. The background is dark and out of focus, showing some blurred text in white and yellow. The overall lighting is warm and low-key.


Same data, new lens

How Power Bi is changing every part of my job

A group of bronze duck sculptures of various sizes are arranged on a cobblestone path in a park. A purple speech bubble with the word "Humans" inside points towards the ducks. The background shows a green lawn, trees, and a pond.

Humans

Search
Differently





ADWORDS EDITOR
v 12.3 - Robust filtering,
search query reports &
more



NEW VIDEO FORMAT
Google's Outstream ads
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SEO

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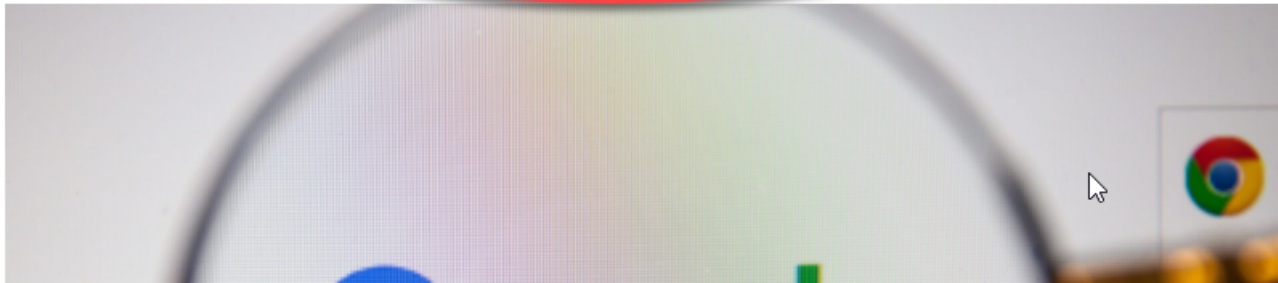
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Google now handles at least 2 trillion searches per year

The search giant won't say exactly how many trillions of queries it processes, other than to say two or more. It last claimed 1.2 trillion in 2014.

Danny Sullivan on May 24, 2018



Data-Driven SEM Advice | 

Google Shares
SEM Best Practices

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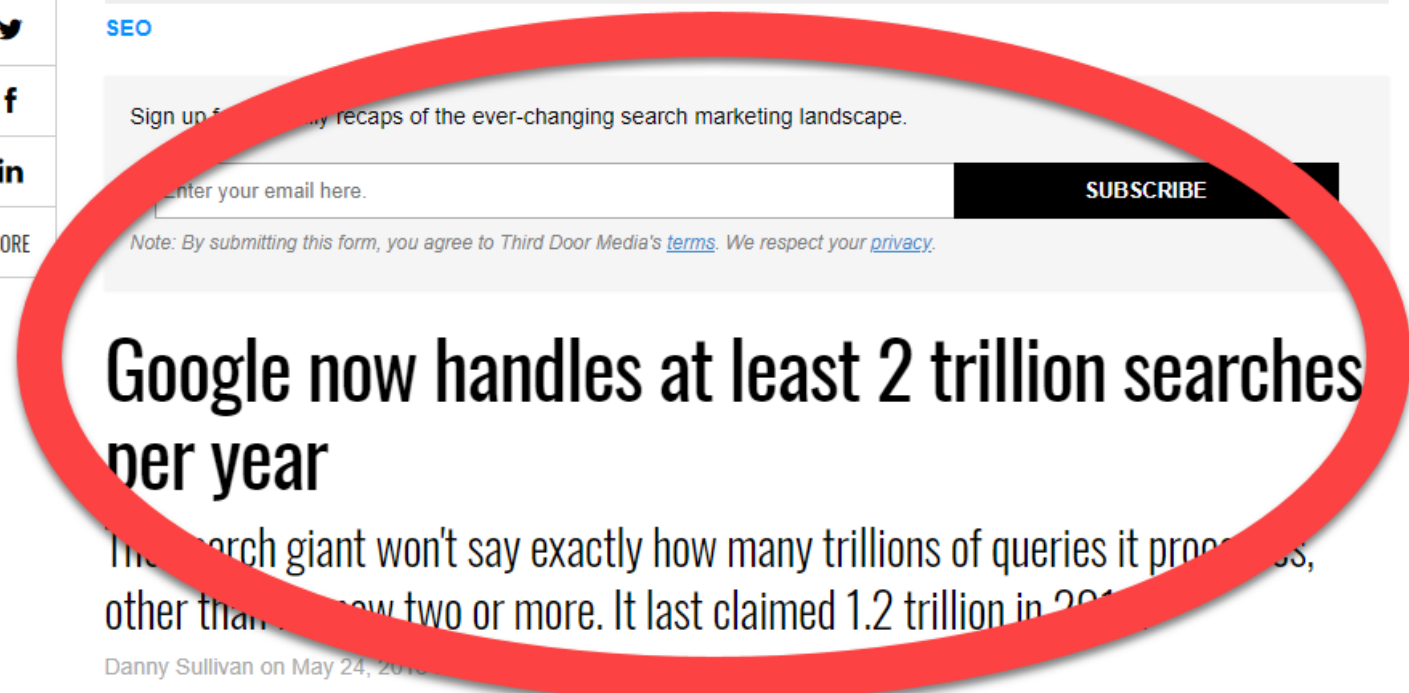
Google


CONFERENCES



June 11-13, 2018: [SMX Advanced](#)

October 23-25, 2018: [SMX East](#)







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SEO

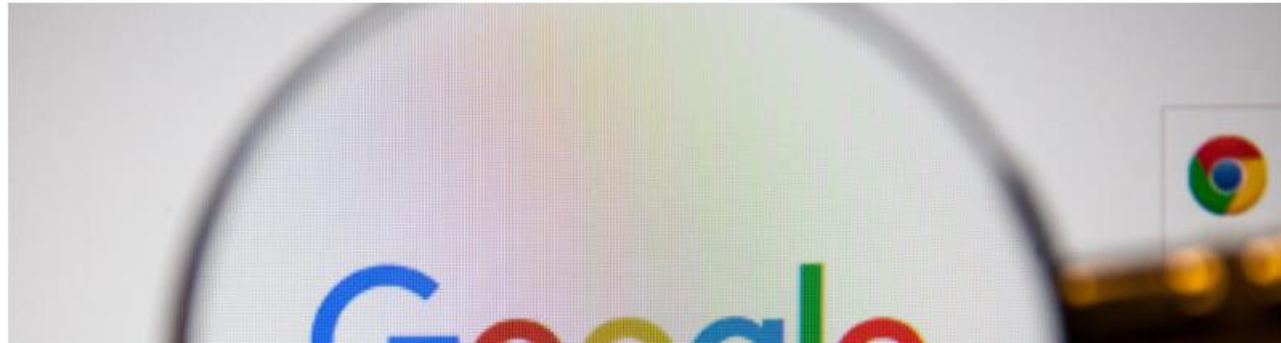
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Google reaffirms 15% of searches are new, never been searched before

Google processes trillions of searches every year, and still, 15% of the queries have never been searched by Google before.

Barry Schwartz on April 25, 2017



How Can I Gain an Edge in AdWords? | 

Google Shares AdWords Best Practices

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A network diagram with nodes and connecting lines is visible in the background, rendered in a lighter shade of orange than the background itself. The nodes are represented by small circles, some of which are connected by thin lines, forming a web-like structure. The overall aesthetic is clean and modern, with a focus on connectivity and data.

300
BILLION

Searches Were Never Seen Before

The background features a network diagram with nodes and connecting lines. Some nodes are shaded with diagonal lines, and the overall color scheme is a warm orange. The text is centered in a white serif font.

Typical Process might fail you..

<input type="checkbox"/>		Volume	KD	CPC (USD)	Com.
<input type="checkbox"/>	cloud computing 1	2 33,100	88.65	3 72.97	0.71
<input type="checkbox"/>	what is cloud computing	9,900	88.40	36.46	0.52
<input type="checkbox"/>	cloud computing definition	6,600	83.79	15.08	0.21
<input type="checkbox"/>	cloud computing horse	4,400	79.65	15.58	0.23
<input type="checkbox"/>	google cloud computing	2,400	83.53	36.34	0.56
<input type="checkbox"/>	benefits of cloud computing	1,600	68.03	25.63	0.64
<input type="checkbox"/>	cloud computing services	1,600	86.61	47.22	0.53
<input type="checkbox"/>	cloud computing security	1,300	77.34	79.00	0.61
<input type="checkbox"/>	cloud computing companies	1,300	76.71	67.37	0.81
<input type="checkbox"/>	cloud computing examples	1,300	70.51	30.71	0.42
<input type="checkbox"/>	advantages of cloud computing	1,300	71.66	33.74	0.59
<input type="checkbox"/>	preakness cloud computing	1,000	89.43	0.00	0.50
<input type="checkbox"/>	cloud computing odds	1,000	85.41	0.00	0.57

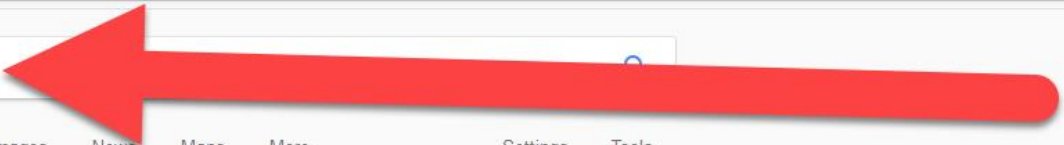
Words Change Meaning



Bank Account



bank account



All Videos Images News Maps More Settings Tools

About 180,000,000 results (0.44 seconds)

Wells Fargo™ Bank Account | Open Wells Fargo Checking | WF.com

[welcome.wf.com/checking](#)
Committed to Serving You and Your Financial Needs. Apply Online! Member FDIC.
View Checking Accounts · Wells Fargo Checking · Mobile Banking · Everyday Checking
2 W Girard Ave, Philadelphia, PA · Open today · 9:00 AM – 5:00 PM

Bank With Finn By Chase | Checking & Savings Accounts


[accounts.chase.com/FinnBank](#)
Get \$50 With New Finn Checking & Savings Acct w/ Qualifying Activities. Details.
24/7 customer service · Debit card to buy stuff · 29,000 ATMs · FDIC insured

360 Money Market® | A High Interest Bank Account | capitalone.com

[www.capitalone.com/360moneymarket](#)
Get More From Your Savings And Earn 1.50% APY On Balances Of \$10K+

See results about

Bank account
A bank account is a financial account maintained by a financial institution for a customer. A bank ...




21 Savage - Bank Account (Official Audio) - YouTube

https://www.youtube.com/watch?v=sV2t3tW_JTQ

Lyrics

I got one, two, three, four, five, six, seven, eight M's in my bank account, yeah (oh God)
In my bank account, yeah (oh God)
In my bank account, yeah (oh God)

More for bank account

21 Savage - Bank Account (Official Music Video) - YouTube



https://www.youtube.com/watch?v=H1KBHFxm2Bg
Nov 10, 2017 - Uploaded by 21 Savage
Watch the official music video of "Bank Account" by 21 Savage.
Download/stream 'Issa Album' here: http ...

Joyner Lucas - Bank Account (Remix) - YouTube



https://www.youtube.com/watch?v=Zfy7RdZWwj8
Dec 18, 2017 - Uploaded by joyner lucas
508 Project Available on Spotify and iTunes: https://atlantic.lnk.to/508-507-2209
Follow Joyner: @joynerlucas ...

21 Savage – Bank Account Lyrics | Genius Lyrics

https://genius.com/0/21-Savage
Jul 7, 2017 - Bank Account Lyrics: I buy a new car for the bitch (for real) / I tear down the mall with the bitch (for real) / You can't even talk to the bitch (no) / She fucking with bosses and shit (on God) / I.

Bank Account, a song by 21 Savage on Spotify

https://open.spotify.com/track/2fQrGHiQOvpL9UgPvtYy6G
Listen to 21 Savage now. Listen to 21 Savage in full in the Spotify app. Play on Spotify. © 2017 Slaughter Gang, LLC under exclusive license to Epic Records, a division of Sony Music Entertainment. Legal · Privacy · Cookies · About Ads. To play this content, you'll need the Spotify app. Get Spotify Open Spotify ...

'Alexa, Move My Bank Account To Amazon' - Forbes

https://www.forbes.com/sites/baininsights/.../alexa-move-my-bank-account-to-amazon...
15 hours ago - Banks that focus on customers over products have the best shot at standing up to Amazon's juggernaut when it steams into their market.

Bank Account (song) - Wikipedia

https://en.wikipedia.org/wiki/Bank_Account_(song)
"Bank Account" is a song by American rapper 21 Savage. It was serviced to rhythmic and urban radio on August 8, 2017 as the lead single from his debut studio album Issa Album. 21 Savage wrote and co-produced the song along with Metro Boomin. A music video was released on November 10, 2017.
Producer(s): 21 Savage; Metro Boomin (co.) Genre: Hip hop, trap
Released: August 8, 2017 Recorded: 2017

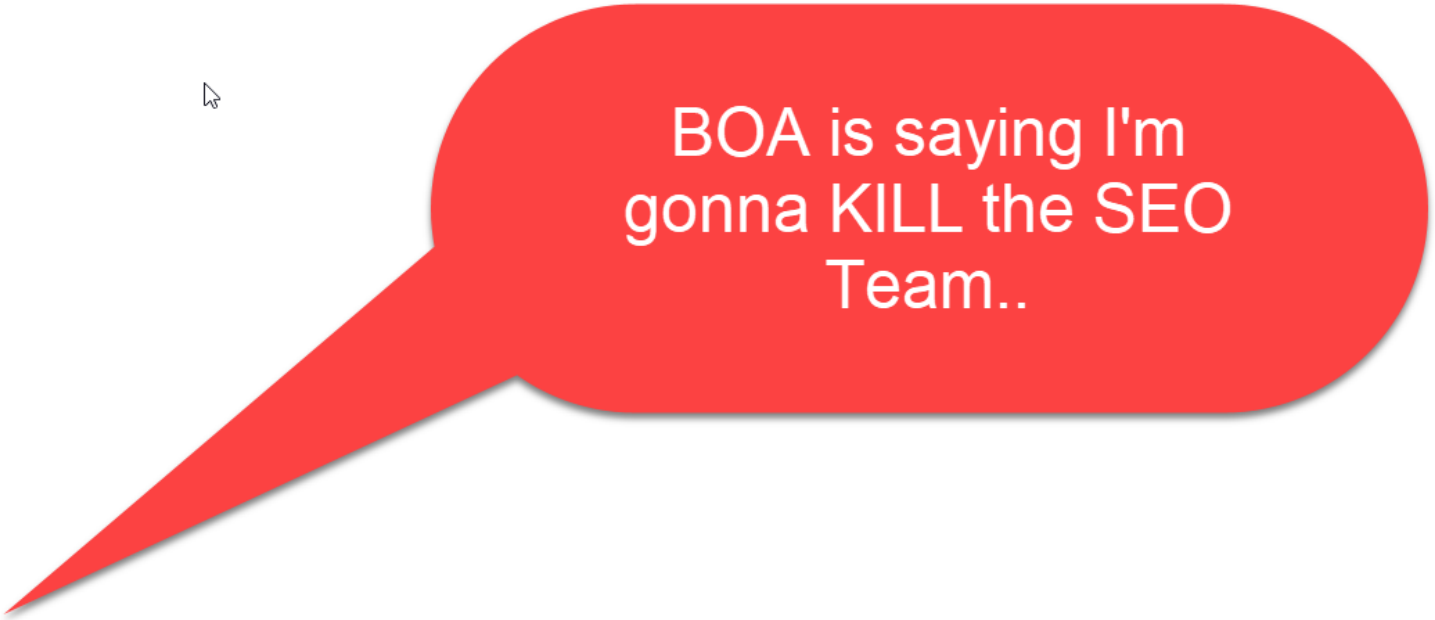
Checking Accounts - Open a Checking Account Online

https://www.bankofamerica.com/deposits/checking/checking-accounts/
Bank of America checking accounts boast a variety of features to fit your needs. Open a checking account online.

21 Savage - Bank Account (Starring Mike Epps) | Video



www.worldstarhiphop.com/videos/video.php?v...
Nov 10, 2017
Download/stream 'Issa Album' here: http://smetud.it/IssaAlbum_DSDs_Directd



BOA is saying I'm gonna KILL the SEO Team..

Bank Account lyrics - Despacito lyrics

<https://despacito-lyrics.com/21-savage-bank-account-lyrics> ▾

Lyrics to "Bank Account". -- Verse 1 -- I buy a new car for the bitch (for real) I tear down the mall with the bitch (for real) You can't even talk to the bitch (no) She fucking with bosses and shit (on God) I pull up in 'Rari's and shit (skrrr) With choppers and Harley's and shit (for real) I be Gucci'd down, Gucci, you wearing Lacoste ...

21 Savage Bank Account Lyrics – Lyrics Mix

<https://lyricsmix.net/21-savage-bank-account-lyrics/>

Uploaded by MercerGT

I buy a new car for the bitch (for real). I tear down the mall with the bitch (for real).
You can't even talk to the ...



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accounts.chase.com/ ▾

Get \$200 With A New Total Checking Account With Direct Deposit. Learn More!

Access to 16,000+ ATMs · 24/7 customer service · Over 5,100 Chase branches

Open Your Account Online · Chase Checking · Chase Savings · Compare Checking Products

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bank.mtb.com/Checking-Offer ▾ (866) 791-0658

★★★★★ Rating for mtb.com: 4.4 - 145 reviews

Convenience & Cash - Get Both With M&T. Open Online Or Get A Redeemable Coupon.

📍 830 Eighth Avenue, New York, NY - Open today · 9:00 AM – 5:00 PM ▾

Searches related to bank account lyrics

bank account lyrics **clean**

bank account lyrics **youtube**

bank account lyrics **21 savage**

bank account **song** lyrics

bank account lyrics **lil wayne**

bank account **21 savage youtube**

bank account lyrics **joyner**

bank account **21 savage mp3**



Previous

1 2 3 4 5 6 7 8 9 10

Next

A network diagram with nodes and connecting lines, rendered in a light orange color against a darker orange background. The nodes are represented by circles of varying sizes, some with internal patterns like diagonal lines or dots. The lines connect these nodes in a complex, web-like structure.

How many of your keywords
last month were new?

A network diagram with nodes and connecting lines is visible in the background, rendered in a light orange color against the main orange background. The nodes are represented by circles of varying sizes, some with internal patterns like diagonal lines or dots. The lines connect these nodes in a complex, web-like structure.

How can you market to something you don't even know exists?

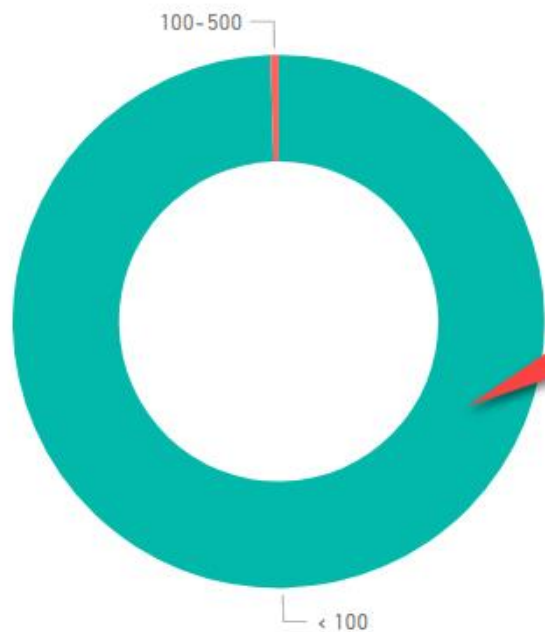
GET MORE DATA, FASTER!

1.2 Million in Spend
142,000 Keywords
643,000 Clicks

142k keywords * top 20
2.84 Million Ranking URLs

Keywords by Cost Cluster

Count of Search term by Cost Cluster



99.9% of all keywords
(141,000) spent less
than \$500 all year.

50% of 1.2 Million.

Keywords

142138

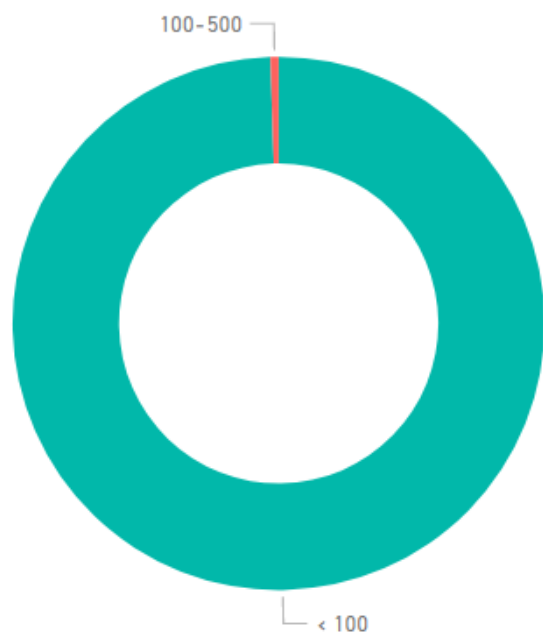
\$1.19M

Keywords by Cost Cluster

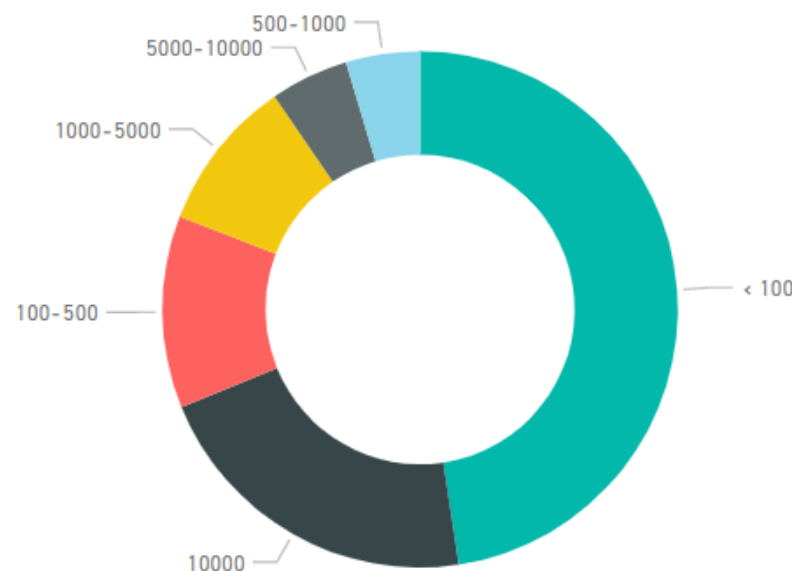
Spend by Cost Cluster

Keywords

Count of Search term by Cost Cluster



Cost by Cost Cluster



142138

Clicks

643618

Conv.

105,897

Cost

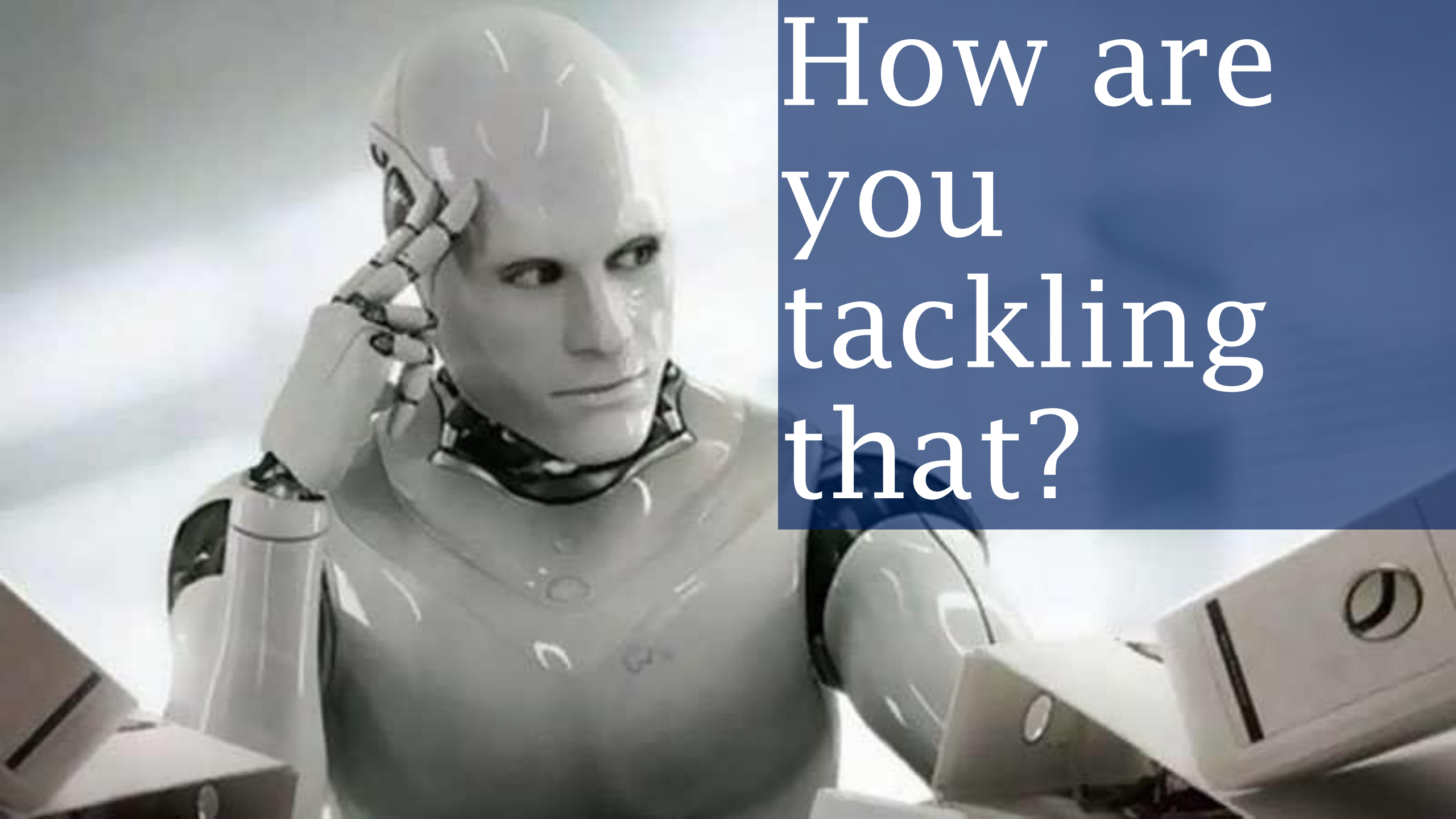
\$1.19M

4.53

Average of Clicks

1

Median of Clicks



How are
you
tackling
that?



Gets Worse



Google Lets Human Data Override Algorithms



How to Get High Quality Backlinks in 2018 (7 New Strategies)



by Brian Dean Last updated Mar. 08, 2018

Today you're going to learn how to build high quality backlinks.

(FAST)

Specifically, I'm going to show you 7 strategies that are working GREAT in 2018.

Let's jump right into the strategies...

- 1. Publish "Skyscraper" Content
- 2. Become a Source For Reporters and Bloggers (HARO)
- 3. Build Links From Outdated Resources
- 4. Stop Guessing. Use Content Formats PROVEN To Generate Links and Social Shares
- 5. Want High Quality Backlinks? Publish Ultimate Guides

1297
shares



Get Exclusive Traffic Tips

Learn how to get more traffic with exclusive tips and insights that I only share with my private newsletter subscribers.

Enter your email address...

Sign Up

When it comes to link building, Brian Dean is the best in the business.



Neil Patel · Quicksprout



how to get high



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About 1,900,000,000 results (0.57 seconds)

11 Weird Ways People Are Getting High - Herb

<https://herb.co/marijuana/news/weird-getting-high>

Sep 30, 2016 - From guzzling human faces to popping pills that make you orgasm when you yawn, these ways of getting high will make you clench your bowl a little tighter.

Legal Ways Teens Get High: A Guide for Parents

<https://www.nextgenerationvillage.com/legal-ways-teens-get-high/>

Finding these "legal" ways to get high is appealing to teens because they get the end result without the risk of buying illegal products. Although misusing these substances is still illegal, kids can easily and legally obtain these items, making it that much easier to score their next high. In some cases, kids may also favor these ...

3 Ways to Get High Without Drugs - wikiHow

<https://www.wikihow.com/Get-High-Without-Drugs>

★★★★★ Rating: 47% - 562 votes

How to Get High Without Drugs. When someone talks about getting high most people assume it's done through the use of drugs. However, there are many techniques that utilize the body's natural functions to produce a high without the use of...

How to get high without drugs - YouTube

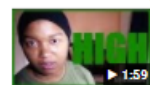


https://www.youtube.com/watch?v=y4LAVdTr6_k

Feb 7, 2009 - Uploaded by Araga686

A creepy way to "hallucinate"[EDIT] Alrighty, I know it feels NOTHING like being high, and I'm not changing ...

How To Get High At Home Without Drugs - YouTube



<https://www.youtube.com/watch?v=UmwFgJ4yueY>

Apr 17, 2015 - Uploaded by Stomedy

How To Get High At Home Without Drugs - In this video, I will be teaching you how to get high at home without ...

So you wanna get high? - The Mix

www.themix.org.uk > Drink & Drugs > Drugs and Your Body

Sep 29, 2015 - Lab rat:The Siddler; Background: "I guess you could class this as a pot addict's desperation measure. I really wanted to get stoned so I thought I'd drink the bong water knocking about in our flat". Effects: "This did actually succeed in getting me quite high but it also made me violently ill". Stupidity rating: 8/10 ...

Before Getting High, You Must First Learn How to Get High - The Cut

<https://www.thecut.com/2014/07/should-you-learn-how-to-get-high.html>

Jul 15, 2014 - Red eyes, dry mouth, paranoia: Lots of people like smoking marijuana, but some of the effects are not actually all that pleasant, if you really think about them! The key, argues sociologist Nathan Palmer in a fascinating post published today on Sociological Images, is this: To enjoy getting high, first, you must ...

What Household Items Are Used to Get High? - New Life House

<https://newlifehouse.com/what-household-items-are-used-to-get-high/>

Due to easy accessibility and low cost, many household items may be used and abused by your child to get high. These items are most often found in your kitchen, bathroom, office and garage. While these items may not be classified as drugs, getting high on household items can cause serious health risks and potential ...

Weird Ways to Get High | List of Strange Drugs Kids Are Using - Banker

Ranked Here!



The background of the slide is a solid orange color. Overlaid on this background is a faint, light-colored network diagram. The diagram consists of several circular nodes of varying sizes, some of which are filled with a textured pattern. These nodes are interconnected by thin, light-colored lines, creating a web-like structure that spans across the slide. The overall aesthetic is clean and modern, with a focus on connectivity and networks.

But People Wanted...
to learn how to get high...



Knows How to Get High



Knows How to Get High



how to get high



All Videos Images Shopping News More Settings Tools

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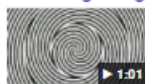
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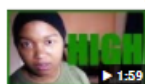


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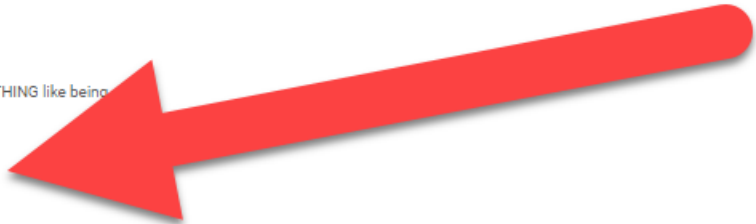
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Weird Ways to Get High | List of Strange Drugs Kids Are Using - Banker



Lost Rankings in a week!

Knows How to Get High



Knows
How to
Get High

On Google



A network diagram with nodes and connecting lines, rendered in a light orange color against a darker orange background. The nodes are represented by circles of varying sizes, and the lines are thin and connect the nodes in a complex, web-like structure.

The Long Tail is Getting
LOOOONGER!

A close-up photograph of a woman's mouth, showing her teeth and bright red lipstick. A hand is visible in the lower-left corner, with the index finger pointing towards the text. The background is a plain, light color.

**What makes people search
for a photo editing app?**

**Zits
Color
Yellow Teeth**





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Anyone in here track 150k keywords?
Connected to GSC, PPC, SEO, Analytics, User data?



Run Hide!

- **The Semmelweis reflex** (or effect) is a metaphor for the reflex-like tendency to reject new evidence or new knowledge because it contradicts established norms, beliefs or paradigms.





My old way was shit!

A network diagram with nodes and connecting lines is visible in the background, rendered in a light orange color against the main orange background. The nodes are represented by small circles, some of which are filled with a pattern of diagonal lines. The lines connect these nodes in a complex, web-like structure.

Wil I don't have the time to
review 1,000 keywords at a time, much less 100,000

"WHEN YOU ARE DOING SOMETHING NO ONE ELSE IS DOING, YOU ARE EITHER THE SMARTEST PERSON IN THE ROOM OR THE DUMBEST. FOR YEARS I DIDN'T KNOW WHICH ONE I WAS."

After school, Lake and Flynn relocated the company to San Francisco, where they moved into an office building full of other start-ups, all vying to be the Next Big Thing. It was there that Lake made one of her first big hires: Mike Smith, who'd spent nine years running operations at Walmart.com and was looking for a smaller, scrappier company. "She was really clear on her vision," he says, of using data to better serve customers. "And that vision spoke to me, because I had come from a place where they had a lot of data but didn't know how to use it effectively."



Oh, F***K!

It's a whole
new world

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Can not imagine going back to the old way,
disservice to our clients

A portrait of Bill Bryson, an older man with short grey hair, wearing a dark blue tuxedo jacket, a white dress shirt, and a purple bow tie. He is looking directly at the camera with a neutral expression. The background is a plain, light grey color.

Undeniable

EVOLUTION *and the* **SCIENCE** *of* **CREATION**



FACTS!!



Gimme a Peek!

A network diagram with nodes and connecting lines, rendered in a light orange color against a darker orange background. The nodes are represented by small circles, some of which are filled with a textured pattern. The lines connect these nodes in a complex, web-like structure.

Embarrassing to talk about how we used to do it

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#1
All Channels are not created equal!

Landing Page

Bounce Rate

Medium

Sessions

Transactions

Landing Page

Bounce Rate

Medium

33%

85%

0.33

organic

776

4

0.85 cpc

Total

99.84

Search term	Impressions	Clicks	CTR	Cost
diy picture effects	159992	29232		
diy picture effects			23.55%	327

Organic

Paid

Position by Keyword

Search term



Keyword

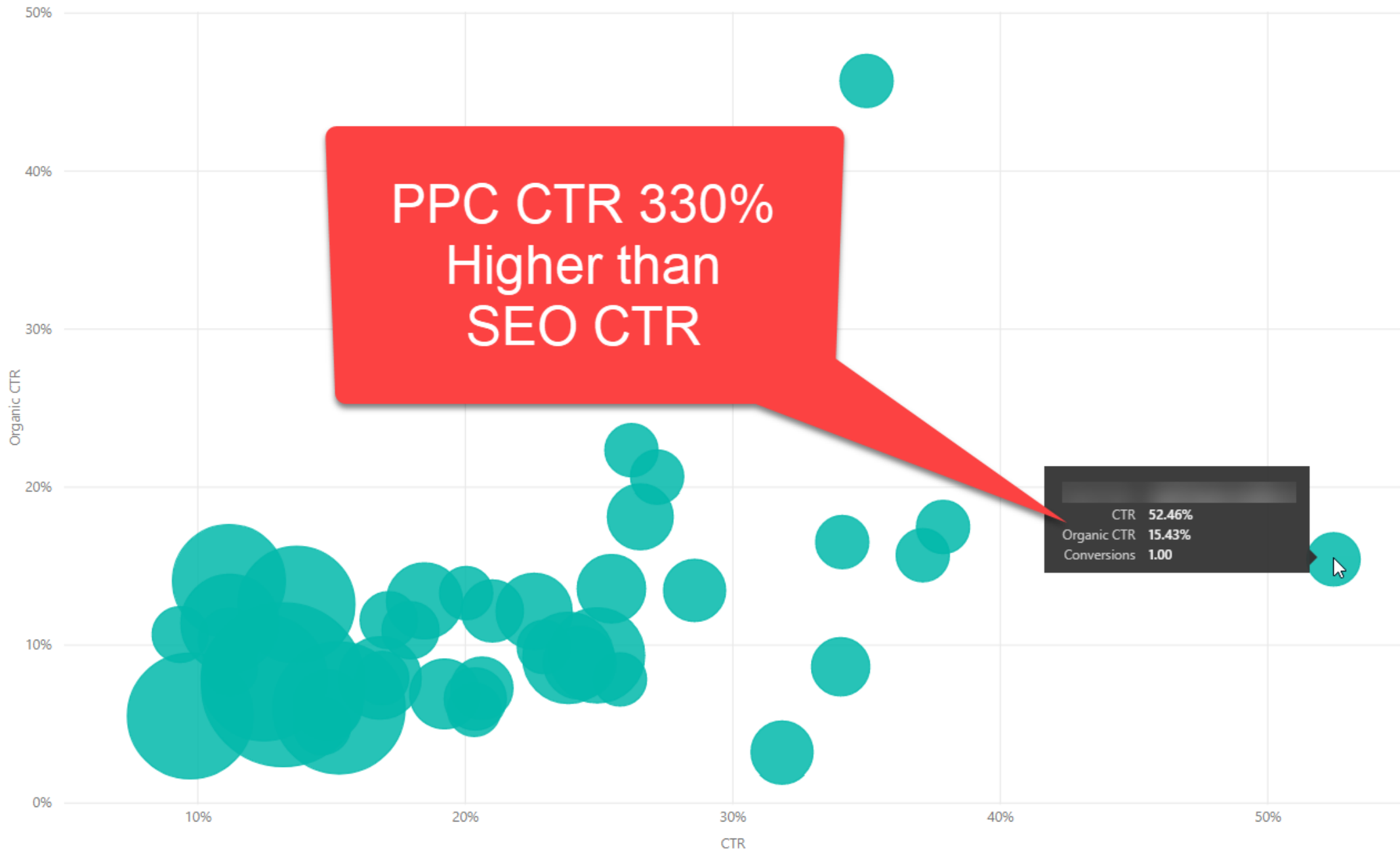
diy picture effects
diy picture editor
diy picture black and white photography
diy picture online
diy picture effect
diy picture effects app
diy picture diy



Position

2 Avg. posi...

3 Cost



1 Position

1

3

2 Avg. posi...

0.00

3.00

3 Cost

5.00

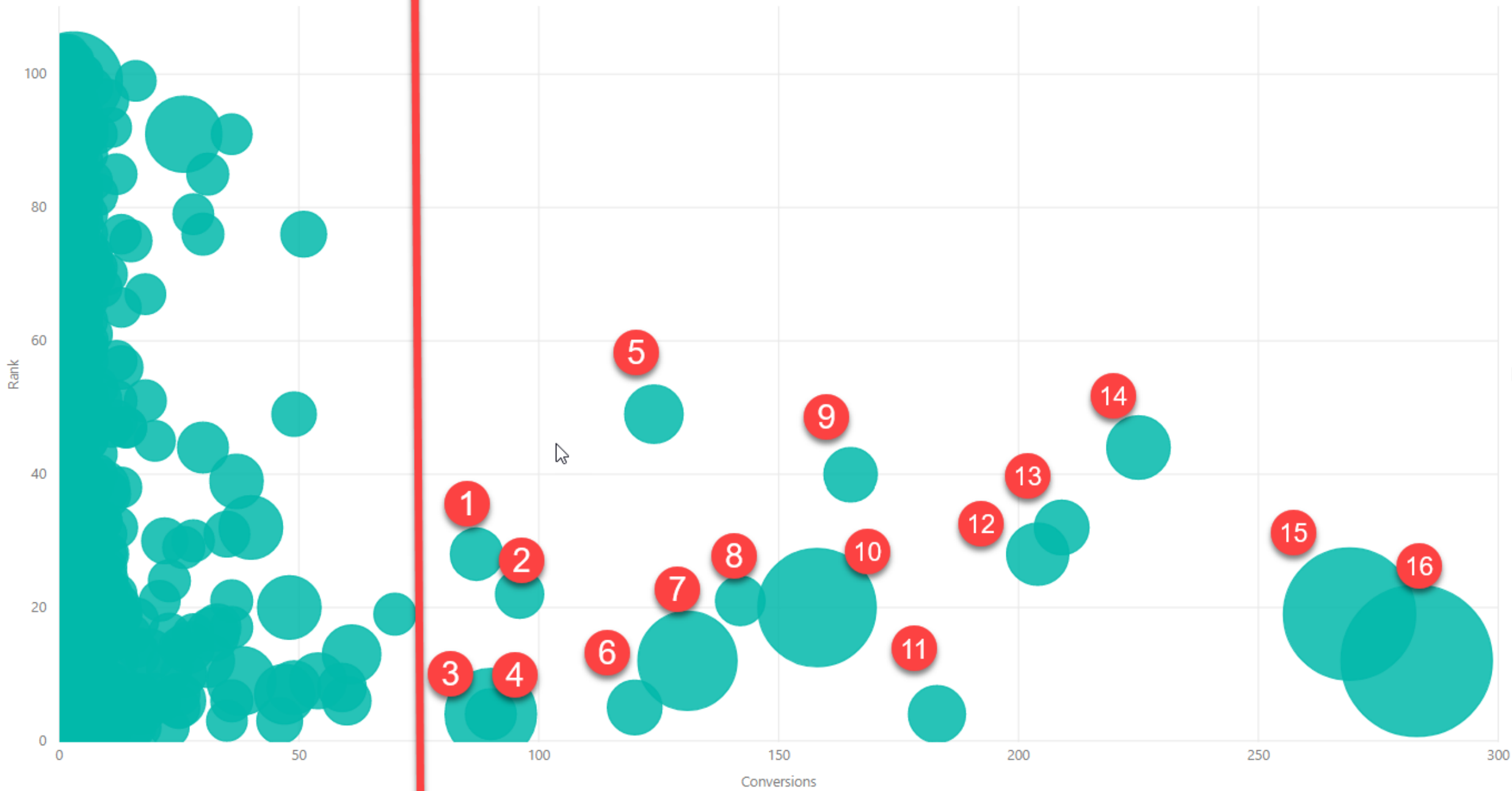
56,520.75

Bottom Right Quadrant
Lower Priority on SEO
b/c PPC gets higher CTRs
When both are in the top 3 positions.

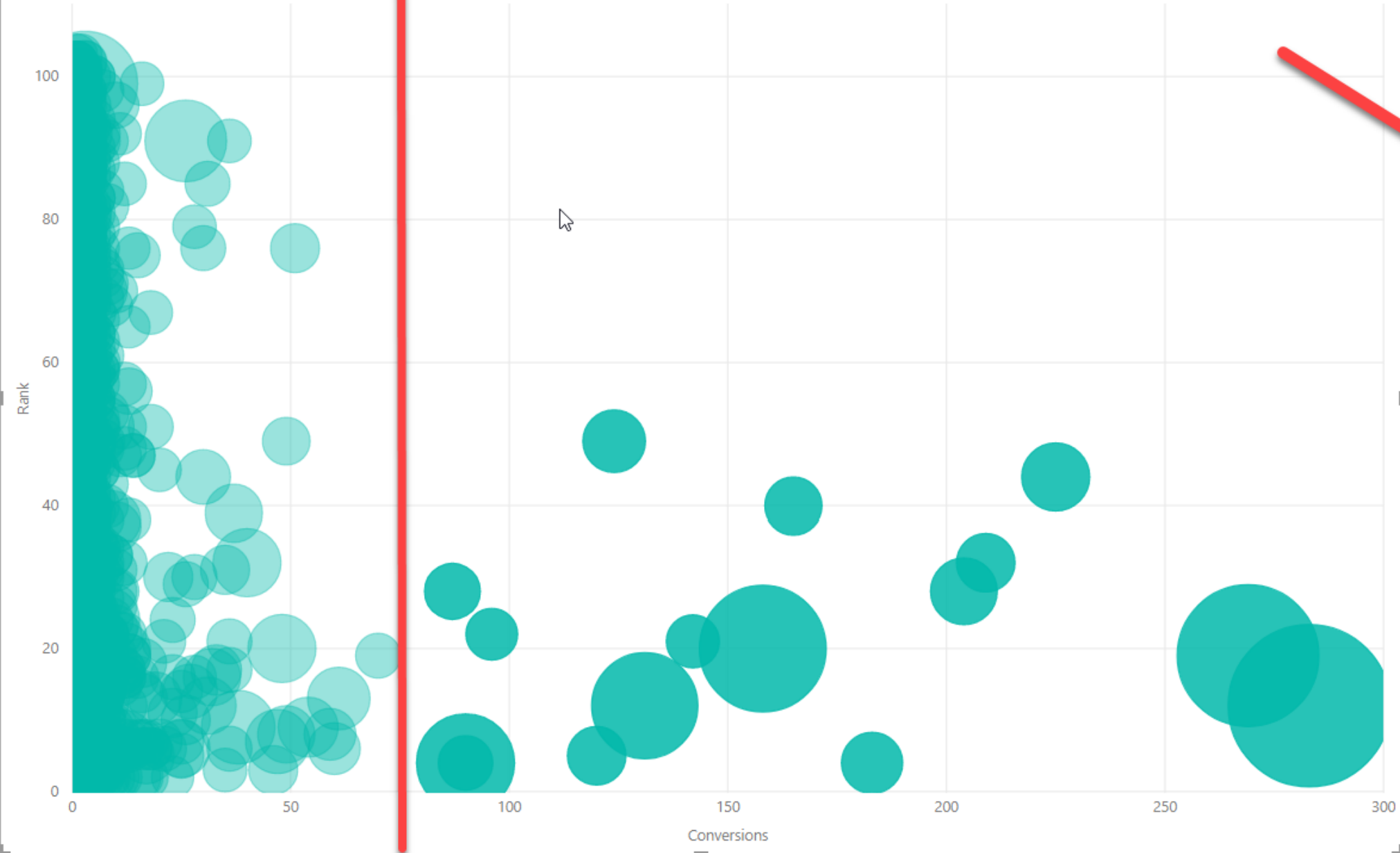
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#2 High Spenders & Converters w/ Poor Rankings

Conversions, Rank and Cost by Search term



Conversions, Rank and Cost by Search term



\$477.09K

Cost

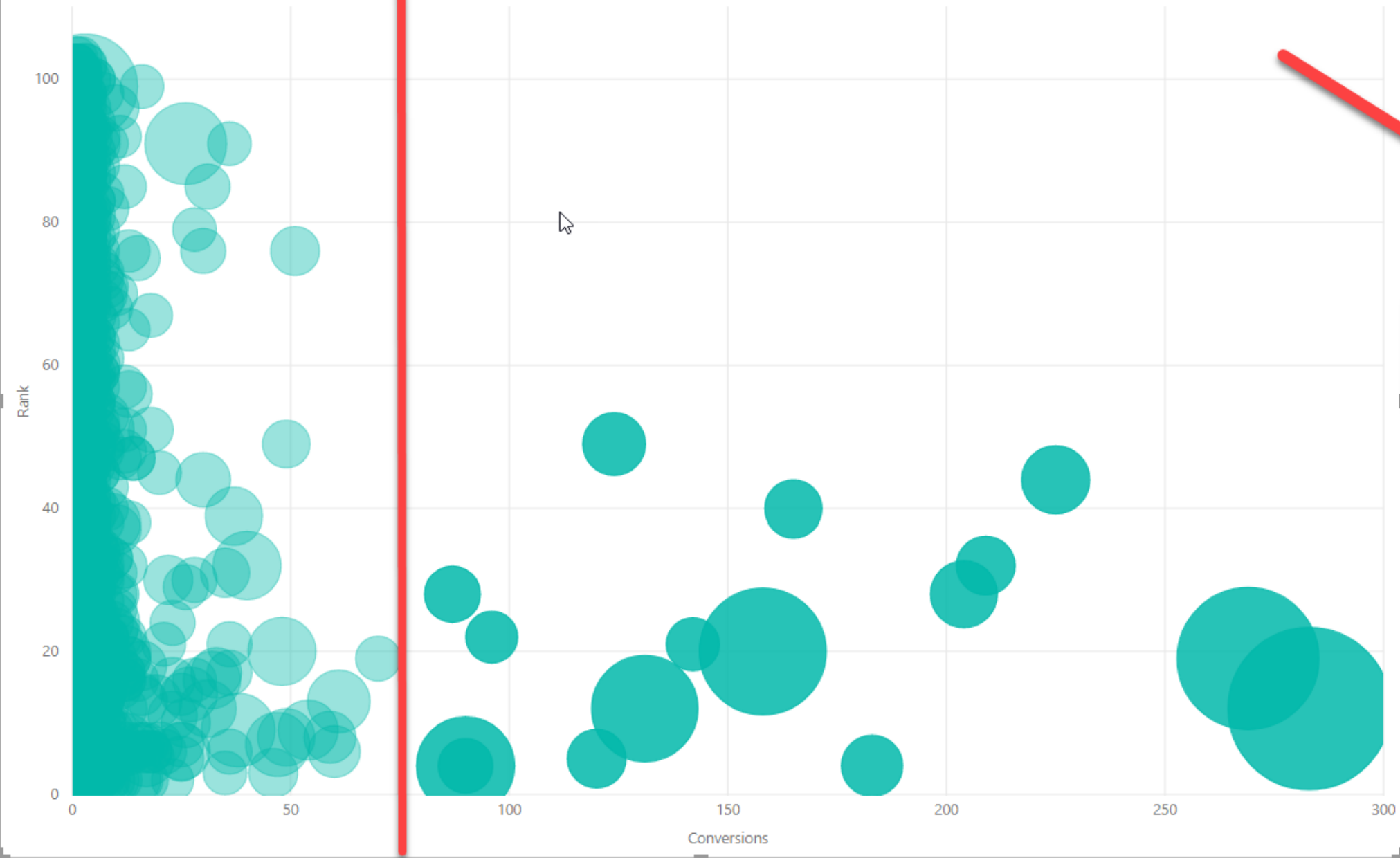
16

Count of Search term

2576

Conversions

Conversions, Rank and Cost by Search term



\$477.09K
Cost



16
Count of Search term

2576
Conversions

Conversions, Rank and Cost by Search term



\$477.09K

Cost

16

Count of Search term

2576

Conversions

Not in Top 10
(12)
Worth \$390K
Annually

In Top 10
(4)

Top 16 ONLY, the whole list of keywords was
1.5 MILLION per year!

*I need 100k in content
average top 10 is 3 years old
33k/year (content/SEO) vs 2 Million (PPC)*

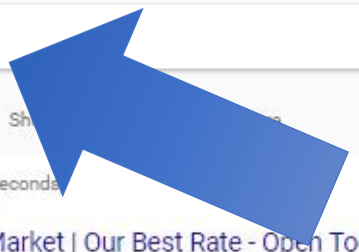
#3 - Unowned snippets & Brand Keywords

No Individual Smarts



cd interest rates

Client Name + CD Rates



All News Maps Settings Tools

About 333,000 results (0.53 seconds)

1.45% APY - Money Market | Our Best Rate - Open Today
offer.fultonbank.com/
Limited Time Offer - April 30, 2018 - Member FDIC
Great Customer Service - Community Commitment - \$10,000 Minimum Deposit - 235+ Branches
Types: High Yield, Savings, Money Market Account, Certificate of Deposits

cd rates | FDIC insured | amkort-cdrates.com
www.amkort-cdrates.com/Cd-rates
Maximum savings. No early termination fee. Steady growth. Guaranteed returns.
Minimums apply - No penalty CD
7y CD 3.30%APY · 5y CD 3.10%APY · 6m CD 2.02%APY · 1y CD 3.03%APY

Great APY 12 Month CD | \$500 Minimum - Official Site | marcus.com
www.marcus.com/ (877) 416-0841
Learn About Marcus by Goldman Sachs® Today. Goldman Sachs Bank USA. Member FDIC
Types: 2.05% APY 12 Month CD, 2.10% APY 18 Month CD, 2.25% APY 3 Year CD, 2.60% APY 5 Year CD
Certificates of Deposit · Calculate Your CD Savings · Why Marcus? · Safety and Security

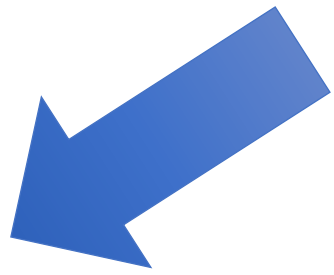
Navy Federal® Certificates | No 1 in Full-Service Banking
www.navyfederal.org/CreditUnion/Certificates
3 Month To 7 Year Terms. \$1,000 To \$100,000 Deposits. Great Interest.
Services: Checking & Savings, Business Loans, Retirement & Insurance, Business Credit Card

CD Rates

APY	MIN	ACCOUNT NAME
0.40%†	\$500	36 Month CD - Online
0.25%†	\$500	18 Month CD - Branch
0.25%†	\$500	18 Month CD - Online
0.10%†	\$500	15 Month CD - Online

4 more rows

Reviews and Rates - Deposit Accounts
https://www.depositaccounts.com/banks/



Someone else's site
For my client's brand!

About this result Feedback

Search term	Clicks	Conversions	Cost	Min of Rank
cd interest rates	56		\$107.88	2
cd rates	795		\$1,647.89	2
cd rates online	4		\$3.81	2
cd rates	11		\$17.94	2
bank cd rates	233		\$262.22	2
bank cds rates	1		\$1.76	2
cd rates	1377		\$2,231.17	2
cd rates	1		\$0.62	2
current cd rates	228		\$317.23	2
	123		\$166.44	2
cd promo code	2		\$0.71	4
bank cd promo code	1		\$0.68	5
Total	2832		\$4,758.35	2

1

Rank

2 5

2

Branded

Branded

Non-Brand

3

LOB

CD

Checking

NA

Prepaid

Savings

\$4.76K

Cost

12

Count of Search term

Conversions

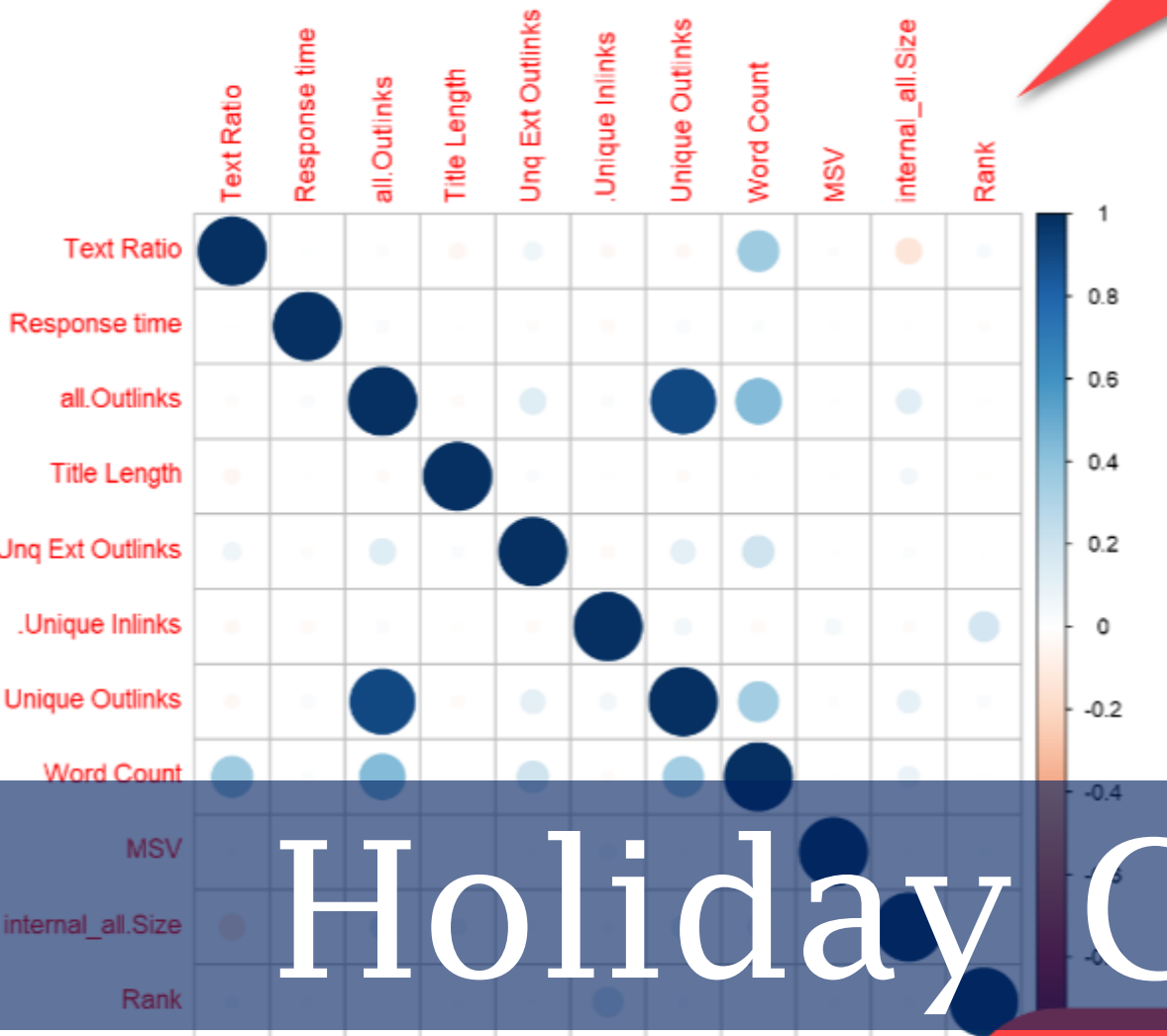


Get Wasted!

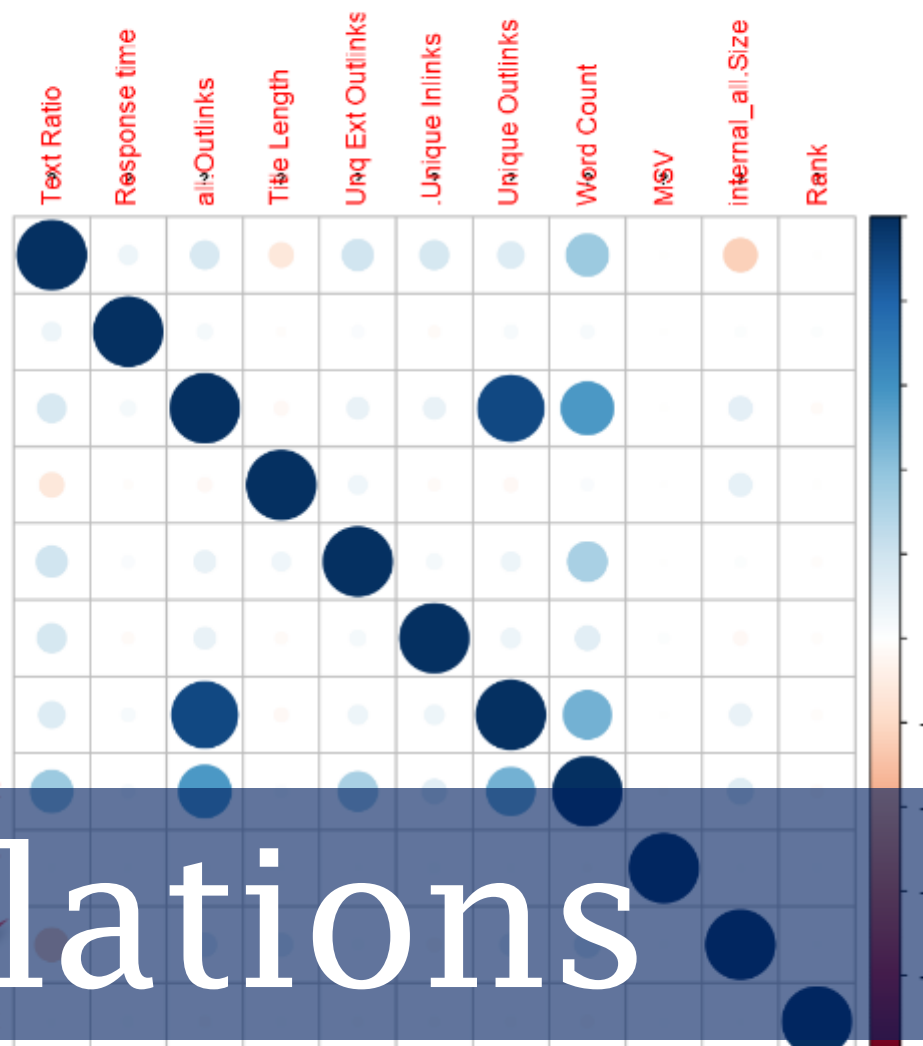


Drop Phone!

1-3



Text Ratio, Response time, all.Outlinks, Title Length, Unq Ext Outlinks, .Unique Inlinks, Unique Outlinks, Word Count, MSV, internal_all.Size, Rank



Holiday Correlations

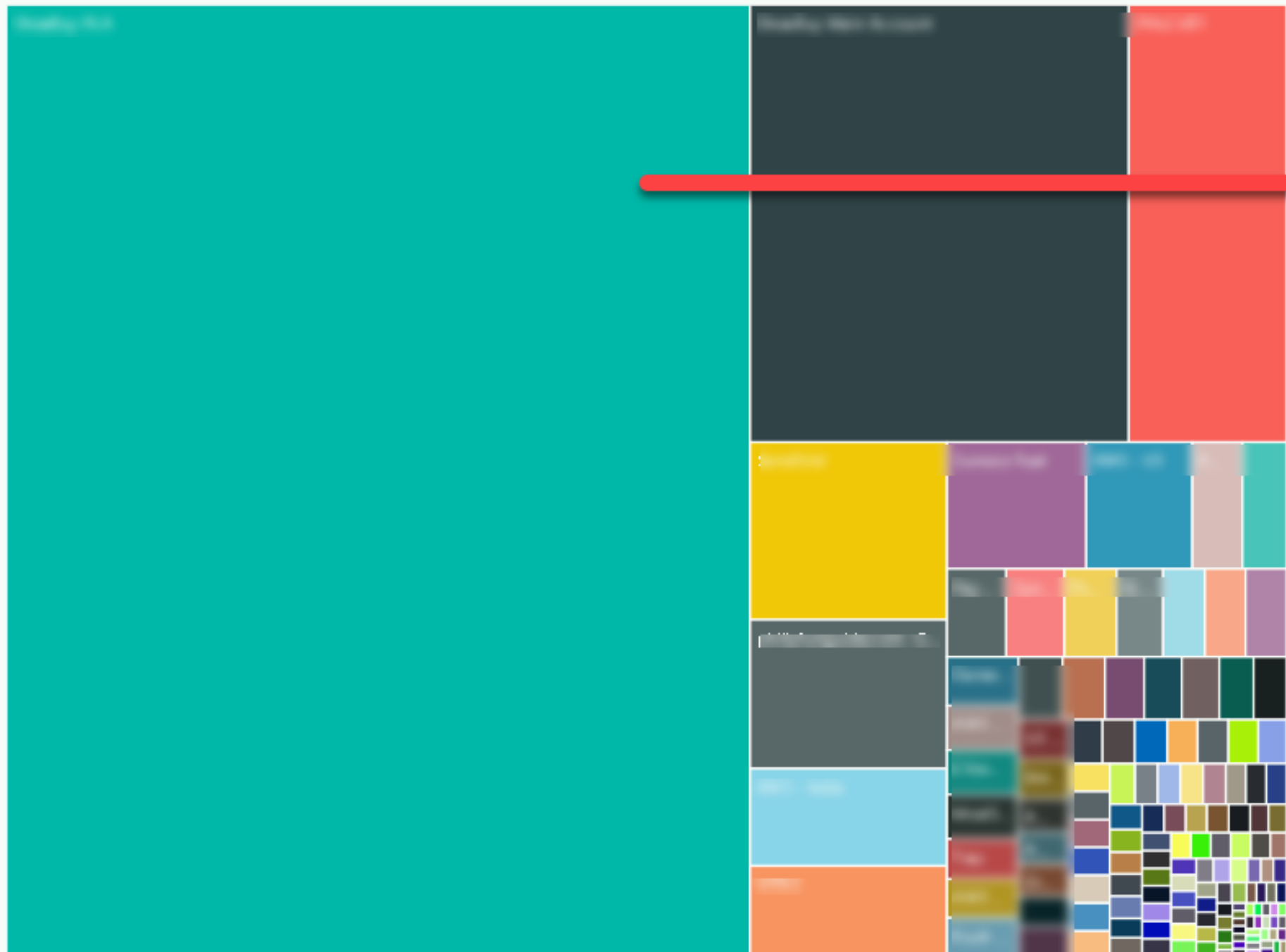
11-20

A network diagram with nodes and connecting lines is visible in the background, rendered in a light orange color against the main orange background. The nodes are represented by circles of varying sizes, some with internal patterns like diagonal lines or dots. The lines connect these nodes, creating a web-like structure.

Find individual outliers in accounts, pull every keyword in every day and run analysis...

15.46 Million terms

Clicks
Conversions
Impressions
Cost



Custom

- (Blank)
- banned
- ceo
- how
- login
- OK
- Please
- revenue
- service/phone
- what

Search term

\$5595 women's pleaser flamingo 801t platform slide clear pvc light blue tinted ebay

** * this mail is received from external e mail address non itc domain please check the sender e mail not just display name and

* please tell us about your interpersonal communication time project management and organizational skills open ended question

* security check characters are incorrect please try again amazon web services

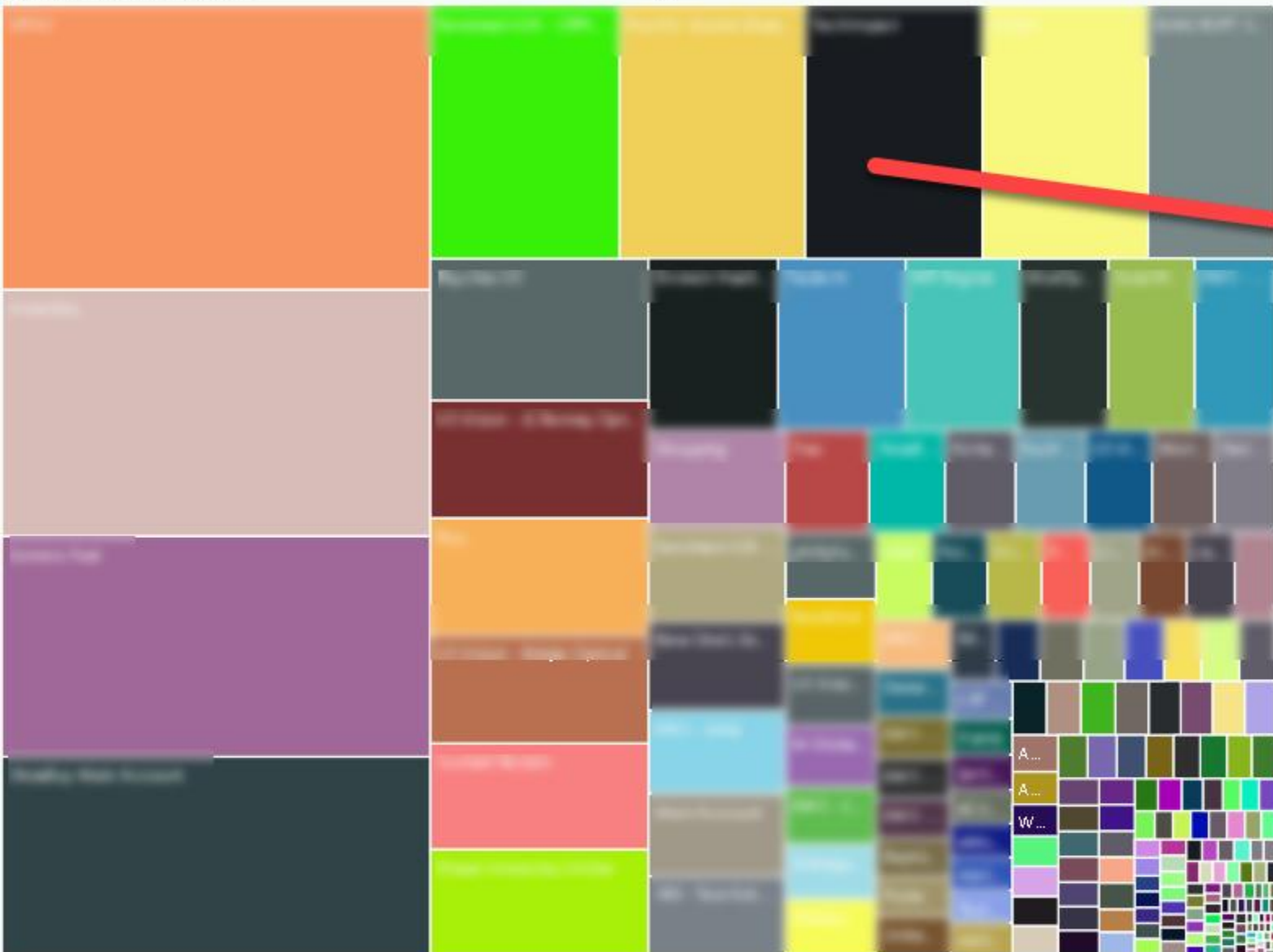
_ wp remote get wp_remote_get failed some theme features may not work please contact your hosting provider and make sure that ht

12 https www google com amp s www overstock com clothing shoes pleaser womens domina 434 black patent faux leather interchangea

12 your fleet vehicle is due for preventative maintenance please click this link 2 2 https fleetweb donlen com donlen webcontro

30.85K

Cost



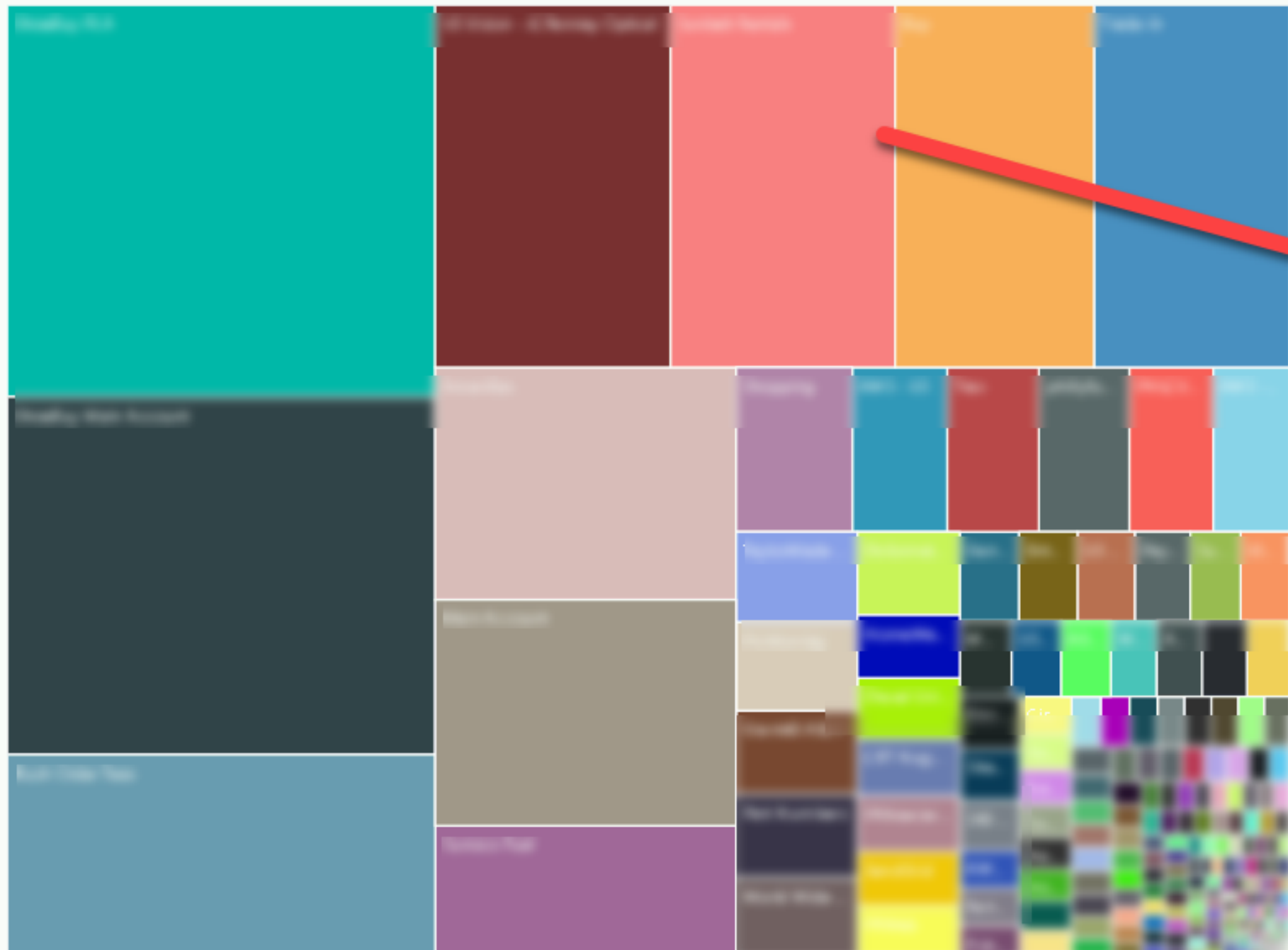
- Custom
- (Blank)
 - banned
 - ceo
 - how
 - login
 - OK
 - Please
 - revenue
 - service/phone
 - what

- Search term
- \$20 psychic reading phone numbers
 - \$50000 job in customer service industry in dallas
 - 01701 telephone number for women diabetic shoes
 - 1 & 1 customer service
 - 18 microphone no cord
 - 1800 psychic hotline phone numbers
 - 1 and 1 customer service
 - 1 and 1 customer services
 - 1 and 1 phone number
 - 1 and 1 telephone number
 - 1 and 1 uk phone number
 - 1 rush order t shirt printer phone number
 - 1&1 contact telephone number
 - 1&1 customer service
 - 1&1 customer service email
 - 1&1 customer service number
 - 1&1 customer service number uk

137.05K
Cost



Count of Search term by Account



- Custom
- variety
 - banned
 - ceo
 - how
 - login
 - OK
 - Please
 - revenue
 - service/phone
 - what
 - where

Search term

___ is a process wherein managers control work by dividing and simplifying tasks

0072 kindle fire hdx wi fi 64gb where to sell

018f6757 where to buy

0320 b2b where to mount hobbs pressure switch

0416 204 0490 connector where to buy

061276 sunoco located where

0809 0012 where to buy

1 in the list of causes of death for young people between the ages of 15 and 24 where does suicide fall

1 slide management tasks where is located

1&1 where in germany

1.5 amp 250v time delay electronic fuse where to buy

10 amp fuse for halogen light where to buy sarnia or

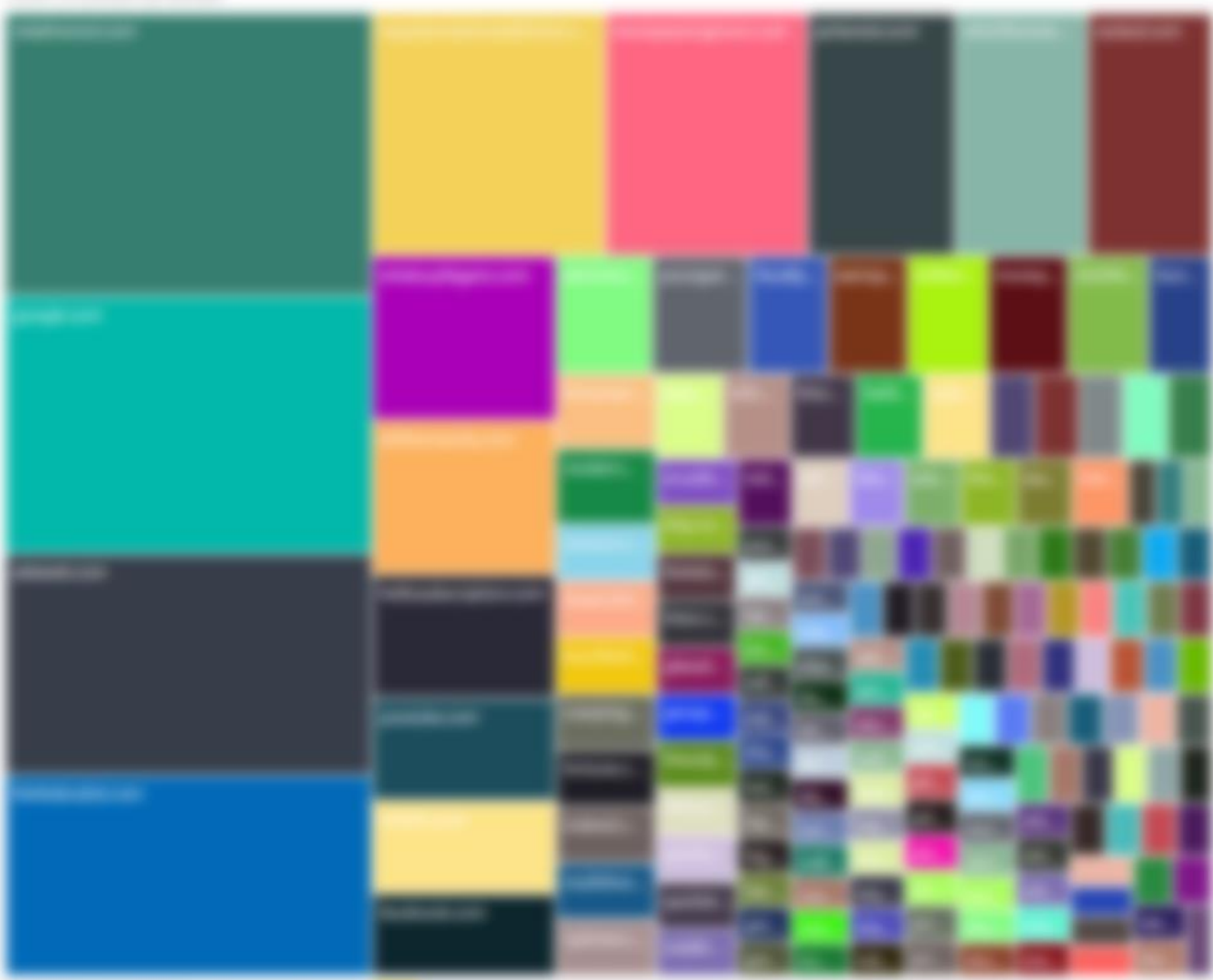
10 ethano l where to get it

10 led motion sensing closet lights magicbuds super

258.57K
Cost

A network diagram with nodes and connecting lines, rendered in a light orange color against a darker orange background. The nodes are represented by circles of varying sizes, some with internal patterns like diagonal lines. The lines connect these nodes in a complex, web-like structure.

Friends with the brand team..



Converter Brand Rank

Converted?
 Converter
 Non-Converter

1

Branded
 Brand
 Non-Brand

2

1
1

3

Domains
181

4

Keywords
1644

5

Conversions
129.88K

6

Cost
\$831.36K

7



VISUA

FILTE

Page 1

Drag o

Drillth

Drag o

Report

Drag o

Count of Domain by Domain



Converter Brand Rank

Converted? Converter Non-Converter

Branded Brand Non-Brand

1 1 1

Domains 181

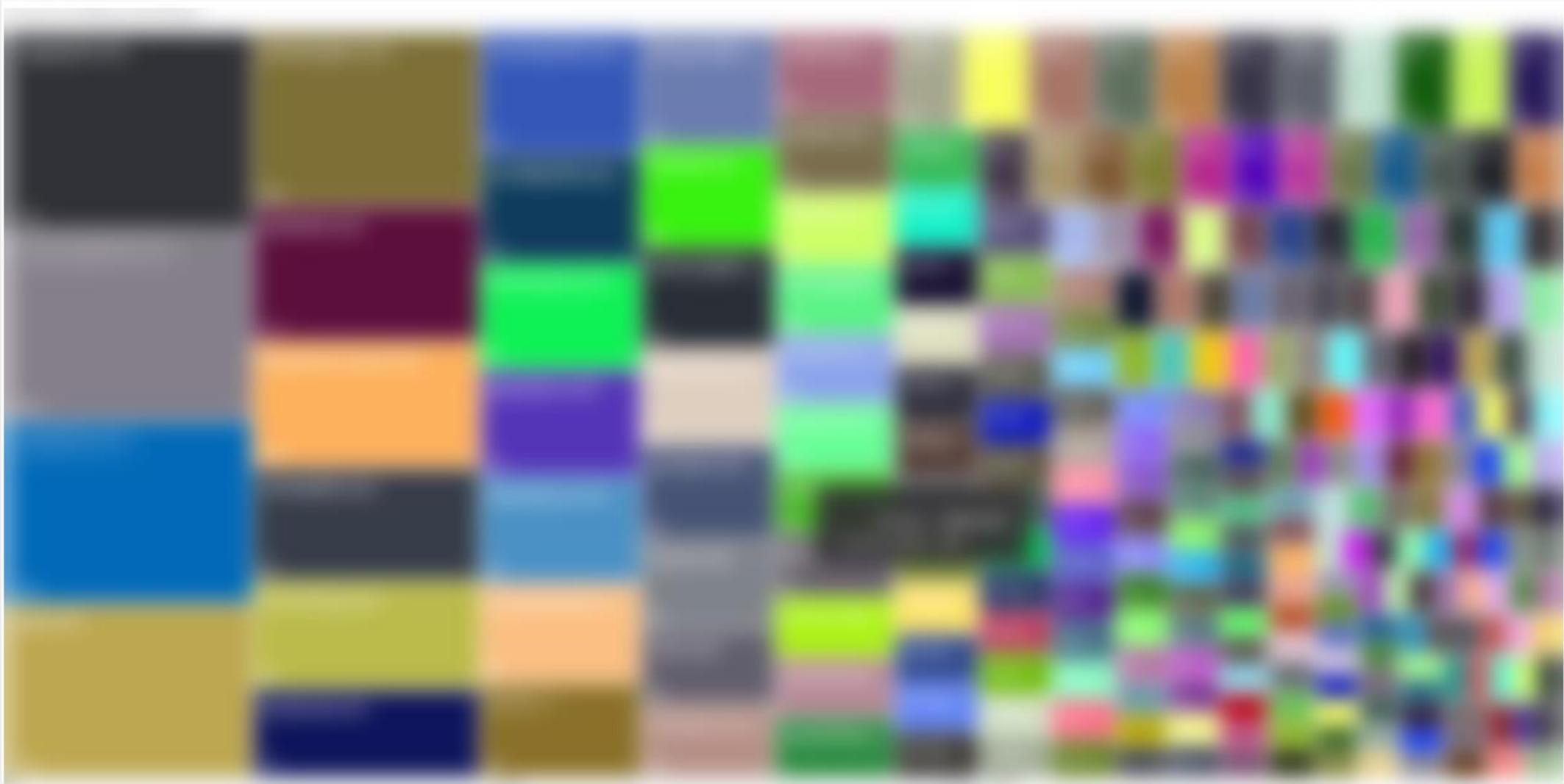
Keywords 1644

Conversions 129.88K

Cost \$831.36K

A network diagram with nodes and connecting lines, rendered in a light orange color against a darker orange background. The nodes are represented by circles of varying sizes, some with internal patterns like diagonal lines or dots. The lines connect these nodes in a complex, web-like structure.

#4 How Much Content Do I need?



1

Rank



2

Regional Monthly Search ...



17K

Conversions

3377

Count of Keyword

Table with 2 columns and 1 row visible. The content is blurred.

Count of URL by Domain



Rank

Regional Monthly Search ...

17K
Conversions

URL	Count of Keyword
[blurred]	593
[blurred]	578
nerdwallet.com/blog/banking/best-high-yield-online-savings-accounts/	524
[blurred]	517
[blurred]	430
[blurred]	335
Total	3377

Keyword
bank offers
bank online
[blurred]
bank paying highest interest rate
bank promo
bank promos
bank promotion
[blurred]

3377
Count of Keyword

Count of URL by Domain



1 Rank

1 10

Slider: 0 — 100

2 Regional Monthly Search ...

100 100000

Slider: 0 — 100000

3

16K
Conversions

5

URL	Count of Keyword
nerdwallet.com/blog/banking/faq-money-market-account/	89
nerdwallet.com/rates/money-market-rates	85
nerdwallet.com/blog/banking/best-bank-bonuses-promotions/	83
nerdwallet.com/rates/savings-account	69
nerdwallet.com/blog/banking/nerdwallets-top-online-checking-accounts/	21
nerdwallet.com/blog/banking/best-money-saving-apps/	14
Total	1894

6

Keyword
bank offers
bank paying highest interest rate
bank promo
bank promos
bank promotion
bank promotions
bank promotions 2017
bank promotions for savings accounts

4

1894
Count of Keyword

#5 Who are my competitors?

to 5 domains to compare, select keywords and intersection types, and press the Go button.

seerinteractive.com iprospect.com Enter Domain Enter Domain Enter Domain
Organic Keywords Organic Keywords Organic Keywords Organic Keywords Organic Keywords

seerinteractive.com	seerinteractive.com			
	iprospect.com			
14,054	331			

seerinteractive.com (by organic) iprospect.com (by organic) 1 - 100 (331)

Show: Table View

Export Manager 0 Advanced filters

Keyword	Seerinteractive.com	iprospect.com	Volume	KD	CPC (USD)	Competitive	Results
google changes search results	57	2	10	76.54	0.00	0.03	17,900,000
no centric	47	3	10	48.16	0.00	0.04	2,570,000
google secure search not provided	80	4	50	59.36	0.00	0.00	98,900,000
c brand bidding	17	5	40	60.95	0.00	0.71	3,840,000
lowerwonk	52	5	2,900	69.67	17.28	0.01	76,000
lowerwonk logo	39	6	10	60.15	0.00	0.00	30,000
google search results layout	43	6	30	77.92	0.00	0.00	121,000,000

Organic Keywords

Position ▾ Volume ▾ KD ▾ CPC ▾ Traffic ▾ Word count ▾ SERP features ▾ Include All ▾ Exclude

 7,154  2,247  2,139  1,595 [More ▾](#)

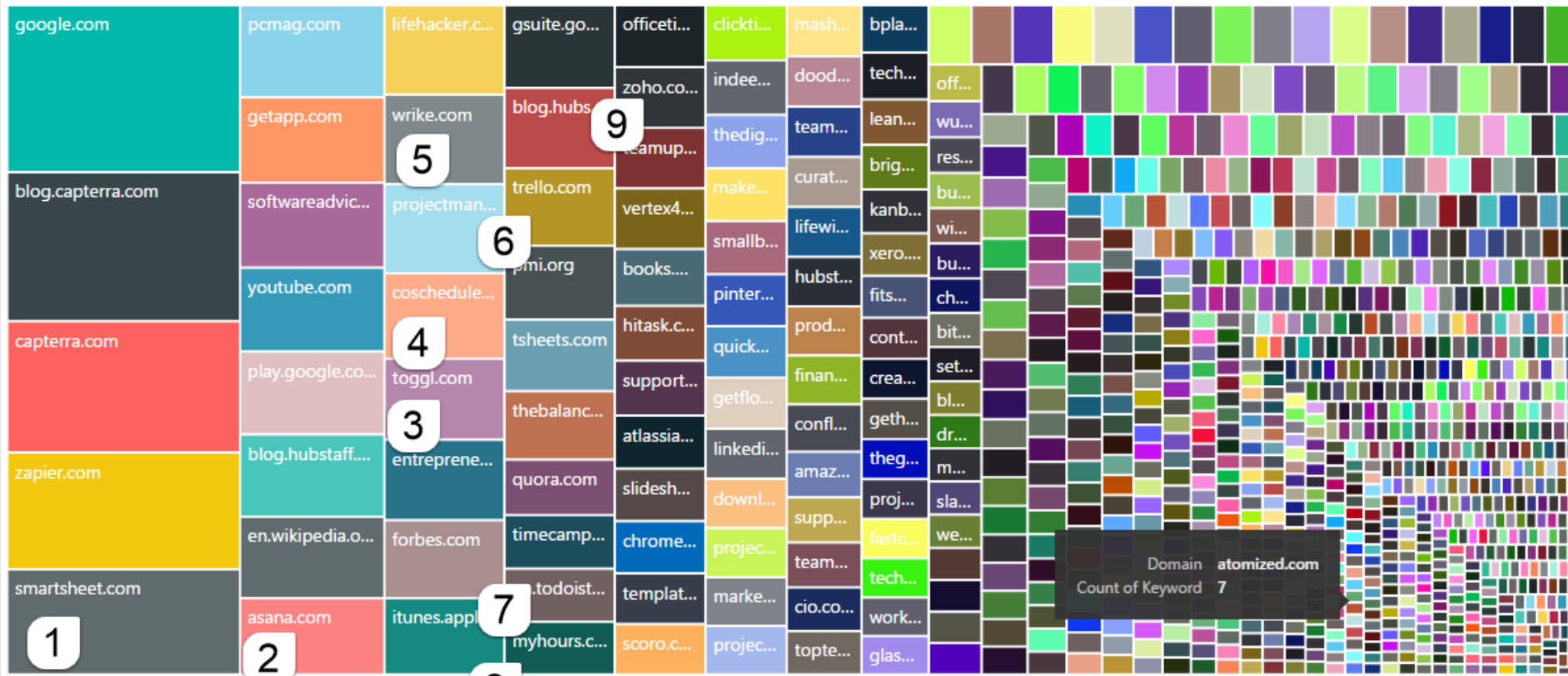
Keyword		Volume ⁱ	KD ⁱ	CPC ⁱ	Traffic [↓] ⁱ	Position ⁱ	URL ⁱ
iprospect	③	3,900	12	1.50	926	1	www.iprospect.com/ ▾
our team	③	2,500	10	0.20	330	1	www.iprospect.com/en/us/our-team/ ▾
sentiment analysis tools	②	600	10	30.00	224	1	www.iprospect.com/en/ca/blog/10-sentiment-analysis-tools-track-social-marketing-success/ ▾
iprospect careers	②	250	0	0.01	89	1	www.iprospect.com/en/us/careers/ ▾
sentiment analysis tool	②	250	22	20.00	88	1	www.iprospect.com/en/ca/blog/10-sentiment-analysis-tools-track-social-marketing-success/ ▾
iprospect boston	②	150	8	—	51	1	www.iprospect.com/en/us/contact-us/ ▾
iprospect nyc	③	150	2	—	47	1	www.iprospect.com/ ▾
iprospect chicago	④	150	1	—	41	1 [↑] 1	www.iprospect.com/ ▾
iprospect fort worth	②	150	0	6.00	40	1 [↑] 2	www.iprospect.com/ ▾
iprospect careers	②	250	0	0.01	36	2	www.iprospect.com/en/us/careers/available-jobs/ ▾
iprospect san diego	③	100	3	—	36	1	www.iprospect.com/en/us/contact-us/ ▾
iprospect careers	②	250	0	0.01	29	3 [↑] 3	www.iprospect.com/en/us/careers/careers-faq/ ▾
jeremy hull	②	70	0	0.25	26	1 [↑] 2	www.iprospect.com/en/us/our-blog/our-authors/jeremy-hull/ ▾
brittany richter	📄	70	0	—	25	1 [↑] 1	www.iprospect.com/en/us/our-blog/our-authors/brittany-richter/ ▾
follower wonk	③	450	2	0.03	24	5 [↑] 2	www.iprospect.com/en/ie/our-blog/followerwonk/ ▾
i prospect	④	70	10	0.90	23	1	www.iprospect.com/ ▾
iprospect careers	②	250	0	0.01	23	4	www.iprospect.com/en/au/careers/available-jobs/ ▾



I look at 5, 10
competitors
at a time

Different Competitors
=
Different Strategies

Count of Keyword by Domain



9231
Count of Domain

21.67K
Count of URL

5599
Count of Keyword

Rank

Keyword	Domain	Rank
créer son calendrier	01net.com	6
faire un calendrier personnalisé gratuit en ligne	01net.com	9
logiciel calendrier papier	01net.com	7
logiciel calendrier personnalisé gratuit	01net.com	1
logiciel de création de calendrier gratuit français	01net.com	1
logiciel de gestion d emploi du temps gratuit	01net.com	4
logiciel gestion de projet gratuit	01net.com	9
logiciel gestion de tâches	01net.com	9
logiciel gestion de tâches gratuit	01net.com	2
logiciel gestion projet gratuit	01net.com	8
logiciel planning	01net.com	3

Keyword



4906
Count of URL

Advice / Comparison Sites

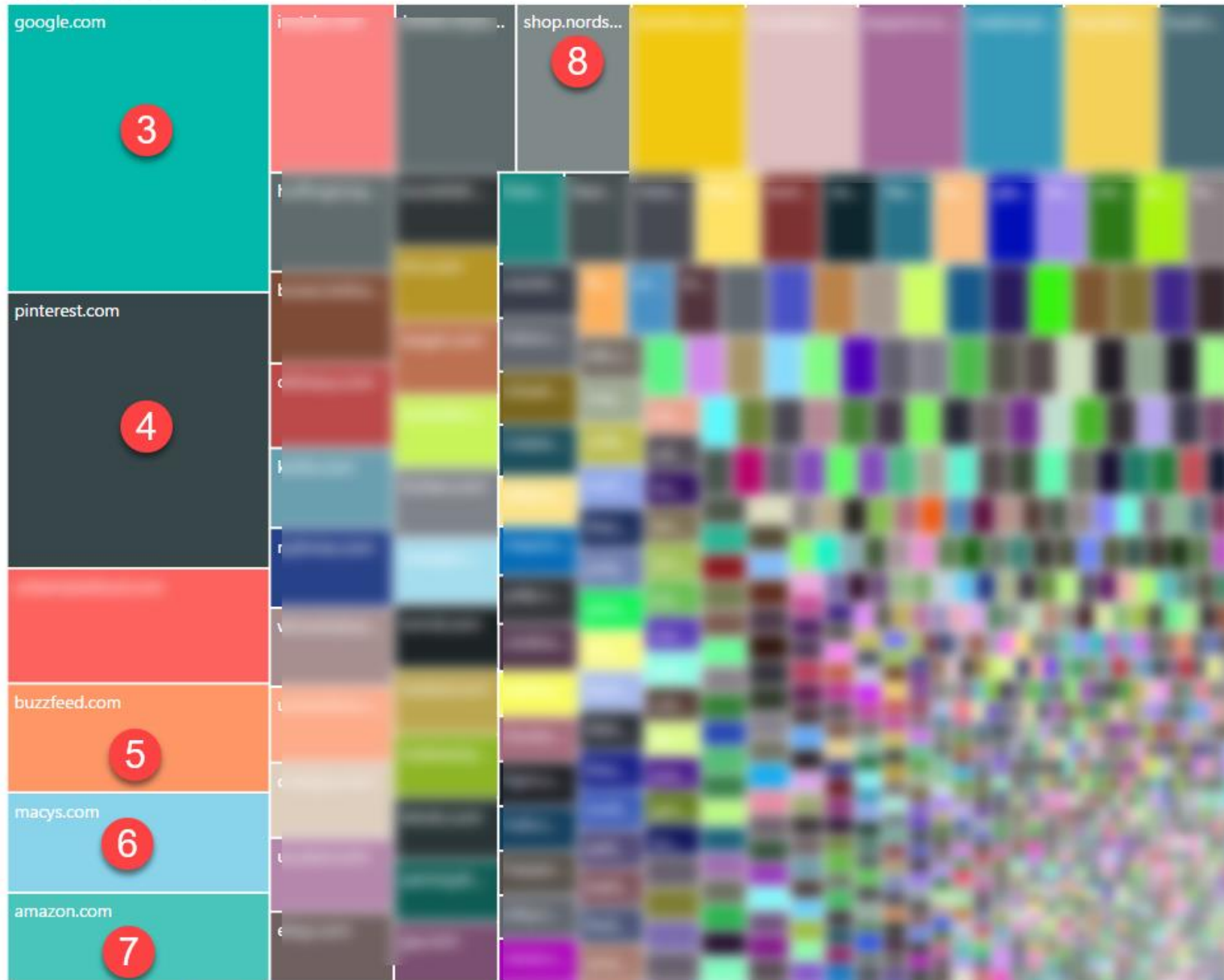


A network diagram with nodes and connecting lines, rendered in a light orange color against a darker orange background. The nodes are represented by circles of varying sizes, some with internal patterns like diagonal lines. The lines connect these nodes in a complex, web-like structure.

PR/SEO Outreach



SEO & PPC Silos



Converter Brand Rank

Converted?

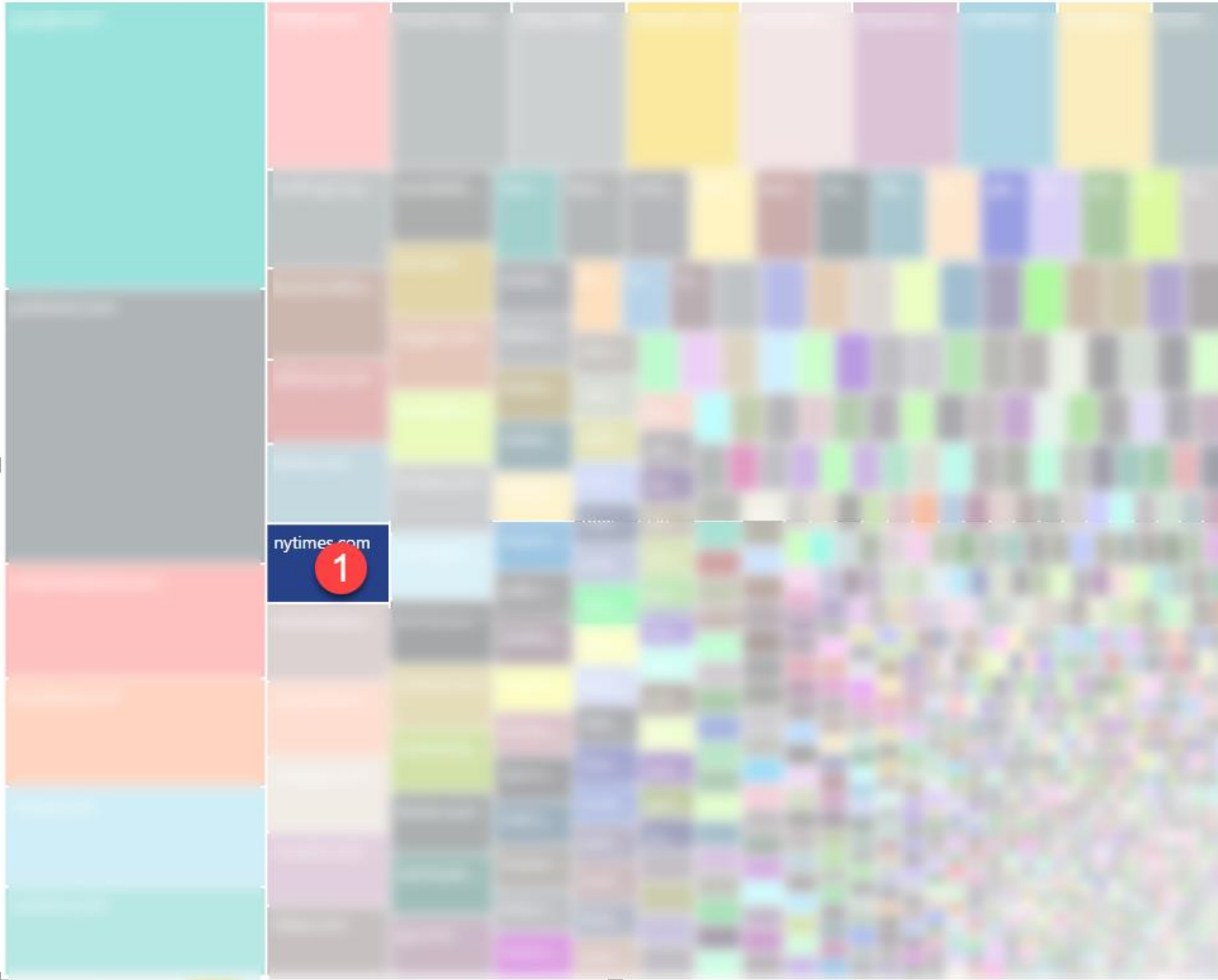
- Converter
- Non-Converter

Branded

- Brand
- Non-Brand

Keyword	Rank	Conversions
	10	82.00
	1	82.00
	2	82.00
	3	82.00
	4	82.00
	5	82.00
	6	82.00
	7	82.00
	8	82.00
	9	82.00
	10	82.00
	1	81.00
	2	81.00

Count of Domain by Domain



Converter Brand Rank

Converted? Converter Non-Converter

Branded Brand Non-Brand


1

10

Keyword	Rank	Conversions
	4	279.00
	6	258.00
	6	253.00
	10	175.00
	4	159.00
	4	159.00
clothes box	9	146.00
	6	140.00
	4	118.00
	4	118.00
	7	104.00
	6	98.00
Total		6,226.00

A network diagram with nodes and connecting lines, rendered in a light orange color against a darker orange background. The nodes are represented by circles of varying sizes and some have internal patterns like diagonal lines. The lines connect these nodes in a complex, web-like structure.

Break silos by using people's data!



Don't bring an
opinion to...

A Data Fight

000000

RYU

40

BONUS
STAGE

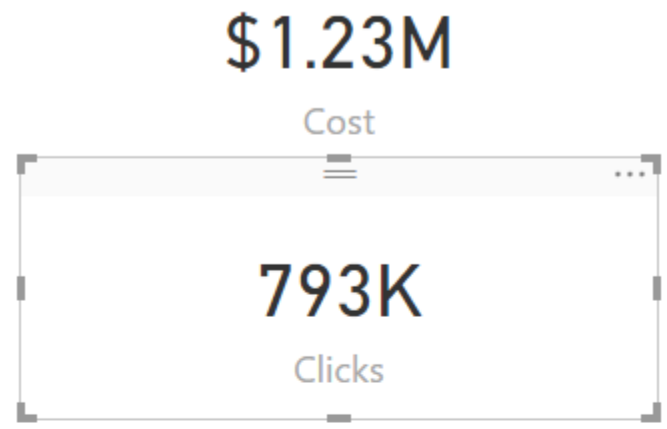


BONUS STAGE!!!!

A network diagram with nodes and connecting lines is visible in the background, rendered in a light orange color against the main orange background. The nodes are represented by circles of varying sizes, some with internal patterns, and the lines are thin and light-colored.

Have you CRUSHED SEO?
Do this next...

Search term	Clicks	Conversions	Cost	Rank
	22132	602.00	\$56,656.47	2
	23244	403.00	\$41,805.69	3
	6489	168.00	\$14,147.74	6
	6141	148.00	\$13,664.58	2
	4362	188.00	\$11,609.34	2
	4506	157.00	\$11,320.17	3
	6021	63.00	\$10,769.86	4
	4198	102.00	\$8,910.57	3
	25468	1,510.00	\$8,905.79	1
	3959	79.00	\$8,244.3	3
	3461	119.00	\$8,177.59	8
	4711	70.00	\$7,990.01	3
	3042	99.00	\$6,950.46	3
	4178	26.00	\$5,997.54	4
	3589	83.00	\$5,798.39	4
	22837	1,436.00	\$5,758.67	1
	2708	43.00	\$5,473.58	2
	3118	35.00	\$5,432.2	3
	2313	45.00	\$4,913.19	5
	3673	28.00	\$4,865.05	4
	3016	35.00	\$4,797.44	3
	1999	30.00	\$4,529.48	4
	2402	76.00	\$4,432.5	3
	3616	49.00	\$4,375.12	7
	2687	49.00	\$4,023.51	12
	2412	61.00	\$3,982.27	10
	2122	18.00	\$3,949.47	2
	1538	54.00	\$3,784.21	3
	1826	54.00	\$3,684.14	3
Total	792612	15,197.00	\$1,230,326.48	64085



Search term	Clicks	Conversions	Cost	Rank
	1112	15.00	\$1,559.4	2
	727	12.00	\$1,547.29	2
	1210	15.00	\$1,539.98	2
	686	10.00	\$1,516.55	9
	755	8.00	\$1,506.59	3
	434	39.00	\$1,503.78	8
	663	16.00	\$1,484.2	3
	518	18.00	\$1,463.35	4
	757	19.00	\$1,462.14	3
	758	12.00	\$1,444.87	3
	809	45.00	\$1,442.68	6
	757	11.00	\$1,350.07	3
	940	27.00	\$1,328.21	3
	925	3.00	\$1,278.96	18
	518	14.00	\$1,278.44	4
	717	6.00	\$1,252.71	1
	605	11.00	\$1,252.13	2
	1016	4.00	\$1,237.33	3
	806	17.00	\$1,231.55	17
	580	17.00	\$1,228.26	5
	517	19.00	\$1,200.14	3
	989	12.00	\$1,194.83	3
	497	6.00	\$1,153.3	1
	656	1.00	\$1,145.77	
	663	15.00	\$1,138.43	4
	885	7.00	\$1,138.25	69
	700	10.00	\$1,116.24	3
	614	14.00	\$1,093.02	5

Total **792612** **15,197.00** **\$1,230,326.48** **64085**

1

2

\$1.23M

Cost

793K

Clicks



Search term	Clicks	Conversions	Cost	Rank
	56	1.00	\$1,145.77	
	51	8.00	\$780.82	2
	19	1.00	\$725.53	51
	32	1.00	\$537.78	3
	08	0.00	\$521.4	
	59	8.00	\$511.3	41
	79	6.00	\$483.89	34
	41	1.00	\$410.89	3
	35	4.00	\$337.31	3
	31	2.00	\$334.79	48
	50	0.00	\$297.49	20
	42	2.00	\$259.07	3
	17	0.00	\$251.03	
	25	0.00	\$239.69	
	74	0.00	\$193.49	2
	03	0.00	\$170.66	34
	38	0.00	\$156.83	49
	19	0.00	\$114.22	
	54	0.00	\$107.54	12
	33	1.00	\$101.97	3
	75	0.00	\$101.24	
	58	0.00	\$100.02	
	54	1.00	\$99.67	
	39	0.00	\$99.54	
	31	0.00	\$99.47	2
	33	2.00	\$89.14	2
	27	0.00	\$87.6	
	35	0.00	\$75.83	
	16	0.00	\$73.00	20
Total	12848	83.00	\$22,706.38	864

Lotta
Blanks
&
20+'s

VISUALIZATIONS

FIELDS

Search

AW-SQR

- Clicks
- Conversions
- Cost
- Impressions
- Search term
- Search term (c...

STAT-RANKING

STAT-RANKING MO...

STAT-TOP 20

STAT-TOP 20 -Mobile

STAT-TOP Stat only

Values

Drag data fields here

FILTERS

Page level filters

Search term

contains 'whole'

Filter Type

Advanced filtering

Show items when the value:

contains

whole

And Or

Apply filter

Drillthrough filters

Drag drillthrough fields here

Report level filters

Drag data fields here

Search term

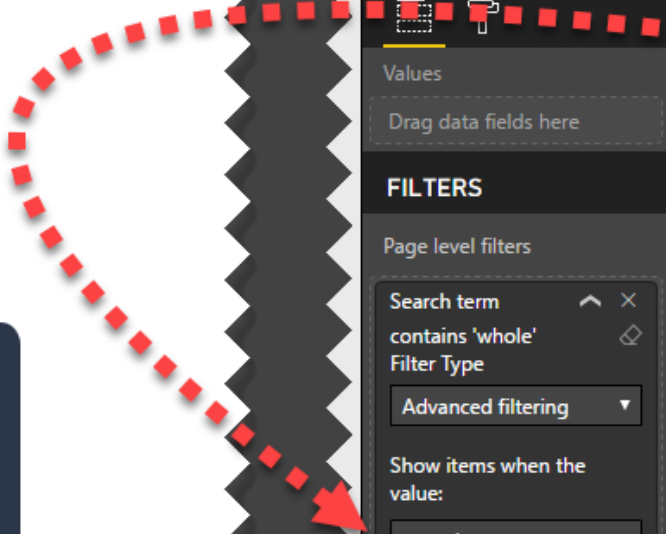
	Clicks	Conversions	Cost	Rank
50	0.00		\$297.49	20
42	2.00		\$259.07	3
17	0.00		\$251.03	
25	0.00		\$239.69	
74	0.00		\$193.49	2
33	0.00		\$171.66	34
38	0.00		\$156.83	49
19	0.00		\$114.22	
54	0.00		\$107.54	12
33	1.00		\$101.97	3
75	0.00		\$101.24	
58	0.00		\$100.02	
54	1.00		\$99.67	
39	0.00		\$99.54	
31	0.00		\$99.47	2
33	2.00		\$89.14	2
27	0.00		\$87.6	
35	0.00		\$75.83	
16	0.00		\$73.00	20
Total	12848	83.00	\$22,706.38	864

Lotta Money
(on low converters)

\$22.71K
Cost

13K
Clicks

Lotta
Blanks
&
20+'s



VISUALIZATIONS

SEARCH

AW-SQR

- Clicks
- Conversions
- Cost
- Impressions
- Search term
- Search term (c...

STAT-RANKING

STAT-RANKING MO...

STAT-TOP 20

STAT-TOP 20 -Mobile

STAT-TOP Stat only

FILTERS

Page level filters

Search term

contains 'whole'

Filter Type

Advanced filtering

Show items when the value:

contains

whole

And Or

Apply filter

Drillthrough filters

Drag drillthrough fields here

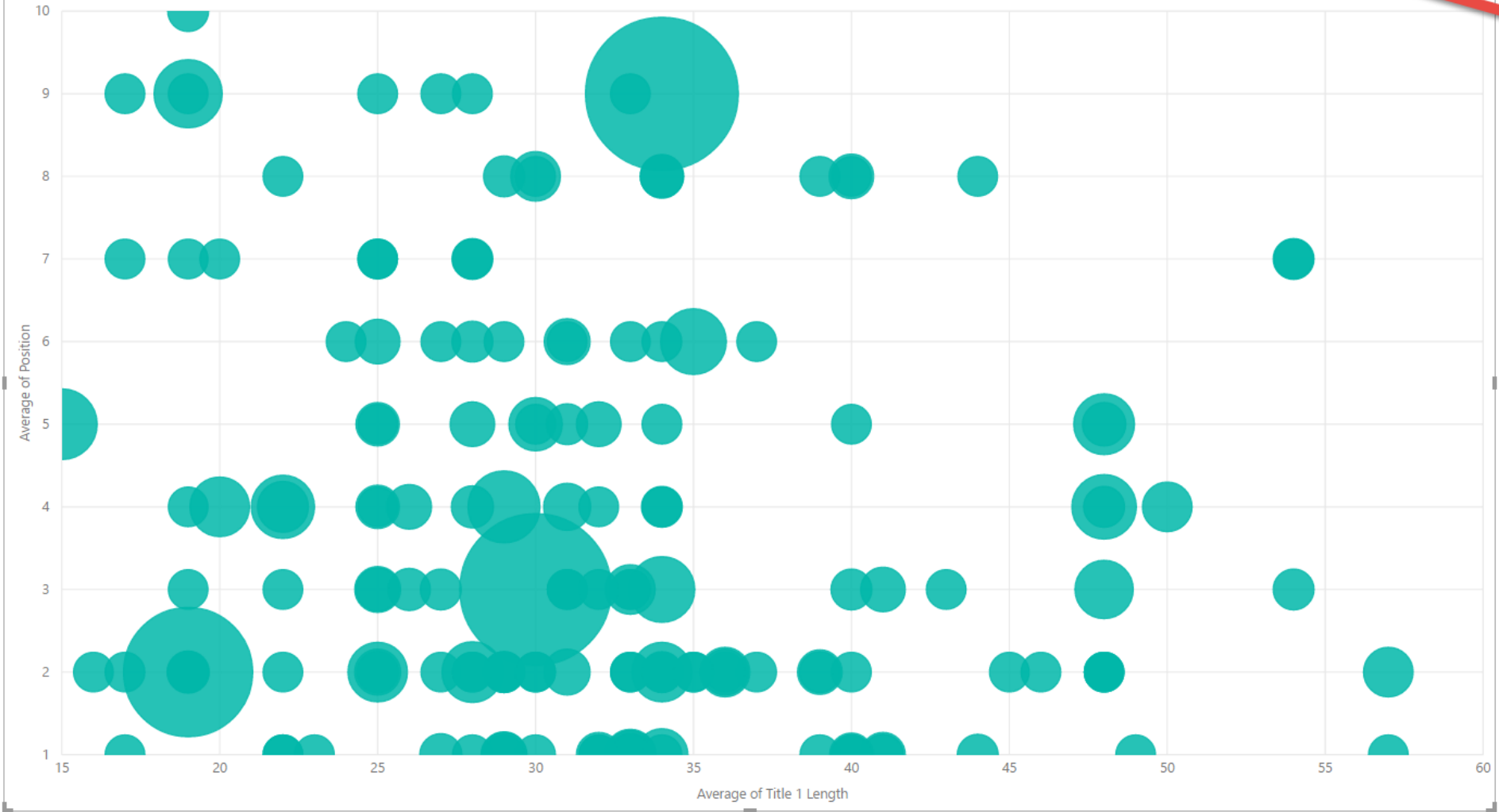
Report level filters

Drag data fields here

Technical SEO + PPC?



Average of Title 1 Length, Average of Position and Sum of Conversions by Search keyword



Visualizations

1

Details

Search keyword

Legend

Drag data fields here

X Axis

2 Average of Title 1 Length

Y Axis

3 Average of Position

Size

4 Sum of Conversions

Color saturation

Drag data fields here

Play Axis

Drag data fields here

Tooltips

Drag data fields here

Filters

Visual level filters

5 Average of Position is less than 11.00

Average of Title 1 Length(...)

Category

Fields

Search

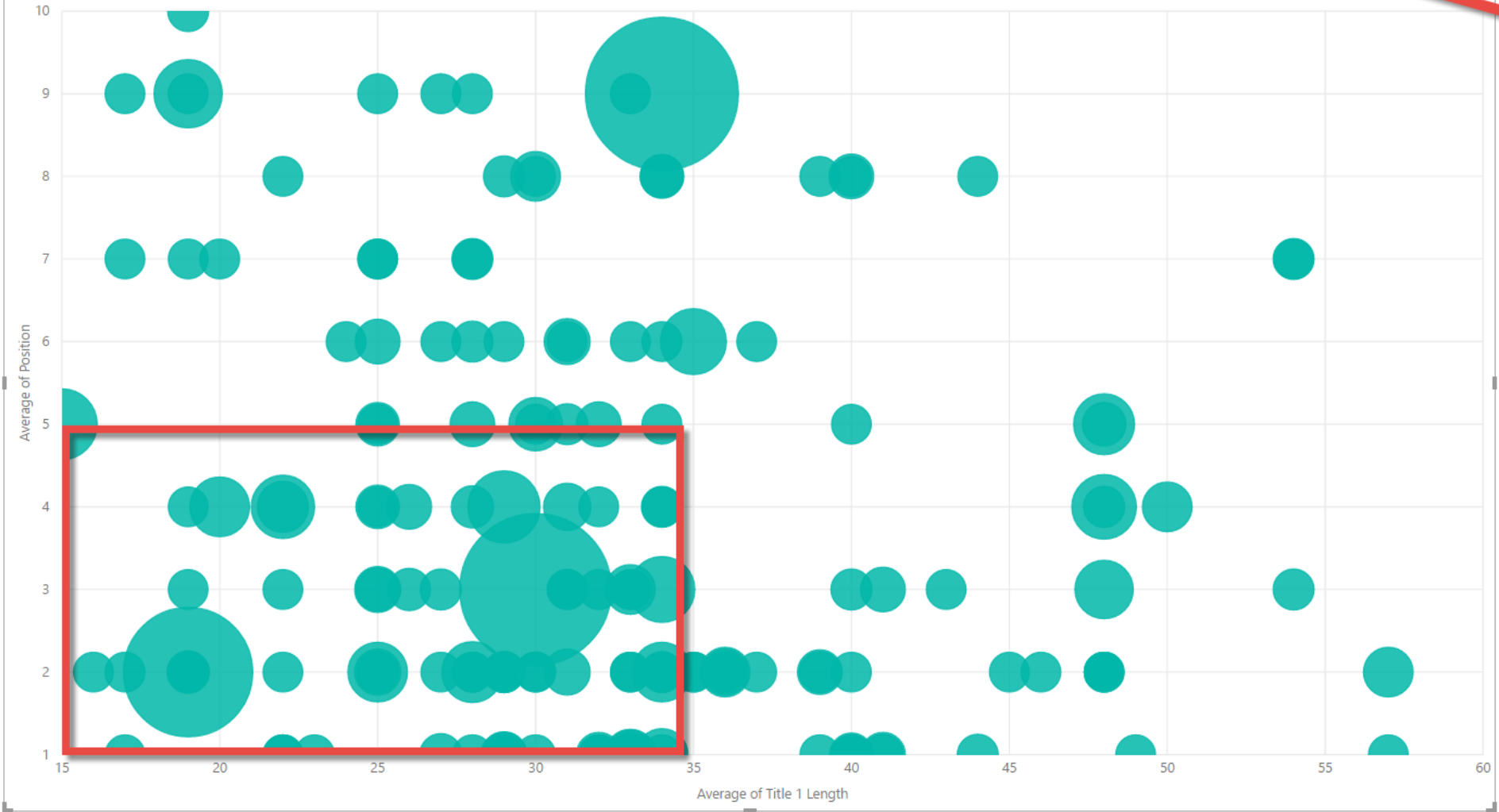
PPC Data

SEO Data

Sfrog

- % of Total
- Address
- Canonical Link...
- Content
- Crawl Depth
- External Outlin...
- H1-1
- H1-1 length
- H1-2
- H1-2 length
- H2-1
- H2-1 length
- H2-2
- H2-2 length
- Hash
- Inlinks
- Last Modified
- Meta Descripti...
- Meta Descripti...
- Meta Descripti...
- Meta Keyword 1
- Meta Keyword...
- Meta Refresh 1
- Meta Robots 1
- Original Url
- Outlinks
- Redirect Type
- Redirect URI
- Response Time
- Size
- Status
- Status Code

Average of Title 1 Length, Average of Position and Sum of Conversions by Search keyword



Visualizations

Fields

Search

- PPC Data
- SEO Data
- Sfrog

Details

Search keyword

Legend

Drag data fields here

X Axis

Average of Title 1 Length

Y Axis

Average of Position

Size

Sum of Conversions

Color saturation

Drag data fields here

Play Axis

Drag data fields here

Tooltips

Drag data fields here

Filters

Visual level filters

- Average of Position is less than 11.00
- Average of Title 1 Length(...)
- Category

- % of Total
- Address
- Canonical Link...
- Content
- Crawl Depth
- External Outlin...
- H1-1
- H1-1 length
- H1-2
- H1-2 length
- H2-1
- H2-1 length
- H2-2
- H2-2 length
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- Meta Descripti...
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- Meta Descripti...
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- Meta Keyword...
- Meta Refresh 1
- Meta Robots 1
- Original Url
- Outlinks
- Redirect Type
- Redirect URI
- Response Time
- Size
- Status
- Status Code

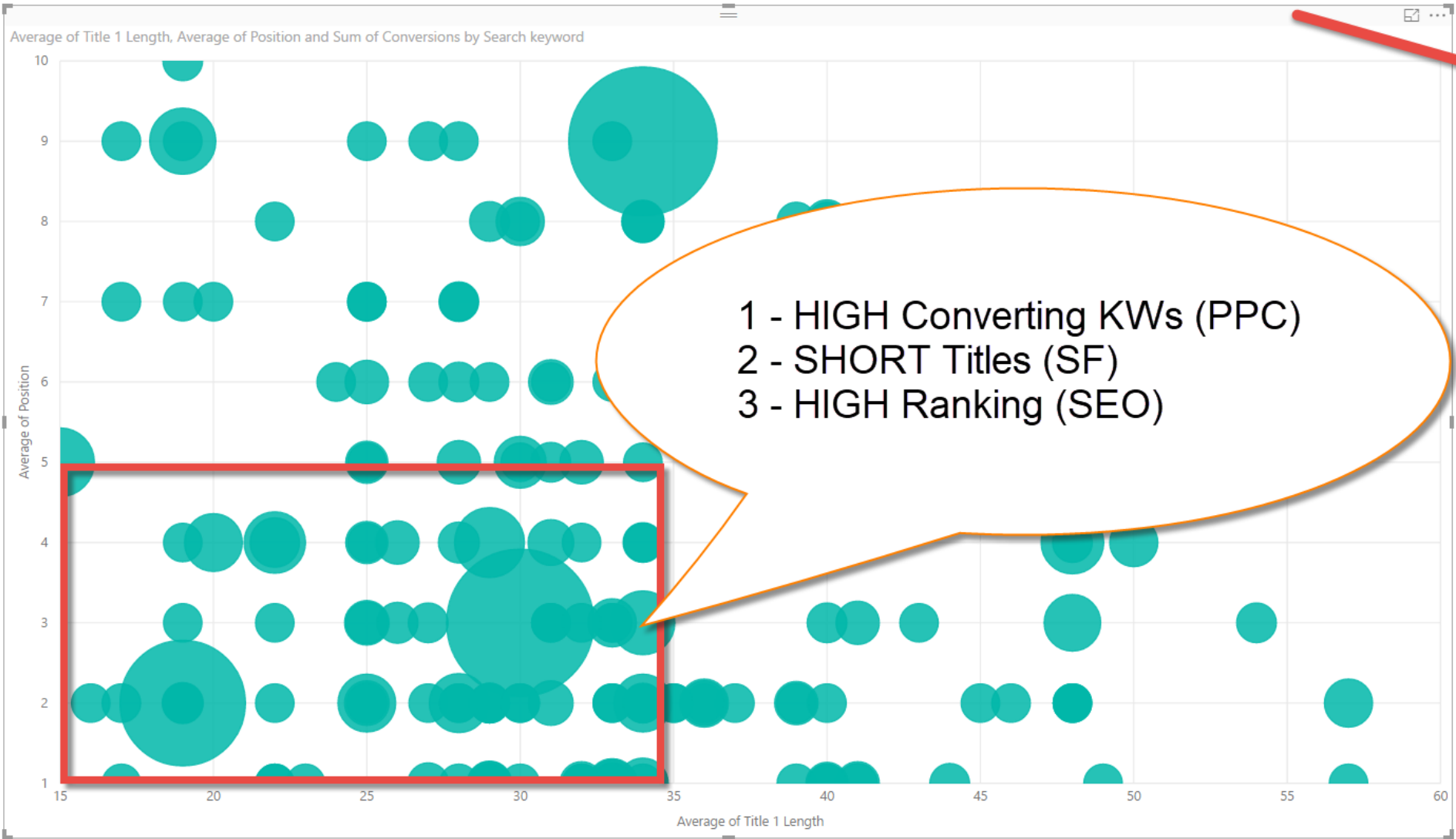
1

2

3

4

5



Visualizations

Fields

Search

- PPC Data
- SEO Data
- Sfrog

Details

Search keyword

Legend

Drag data fields here

X Axis

Average of Title 1 Length

Y Axis

Average of Position

Size

Sum of Conversions

Color saturation

Drag data fields here

Play Axis

Drag data fields here

Tooltips

Drag data fields here

Filters

Visual level filters

Average of Position is less than 11.00

Average of Title 1 Length(...)

Category

- % of Total
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- Canonical Link...
- Content
- Crawl Depth
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- H1-1
- H1-1 length
- H1-2
- H1-2 length
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- Redirect URI
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- Status
- Status Code

1

2

3

4

5

A network diagram with nodes and connecting lines, rendered in a light orange color against a darker orange background. The nodes are represented by circles of varying sizes, some with internal patterns like diagonal lines or a grid. The lines connect these nodes in a complex, web-like structure.

Power Bi is FREE!
So get crackin'