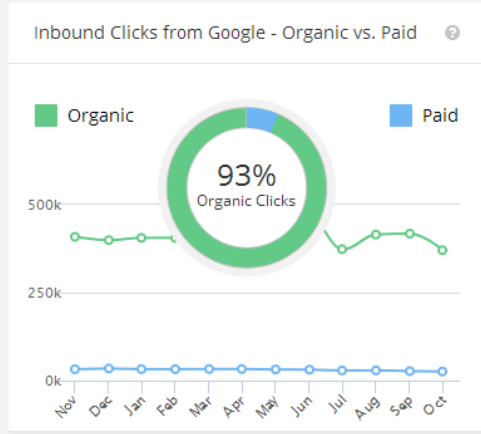


Organic Search (SEO)

ORGANIC KEYWORDS: **23,713**

EST MONTHLY SEO CLICKS: **370.6k**

EST MONTHLY SEO CLICK VALUE: **\$352k**



Paid Search (AdWords)

PAID KEYWORDS: **10,292**

EST MONTHLY PPC CLICKS: **25.8k**

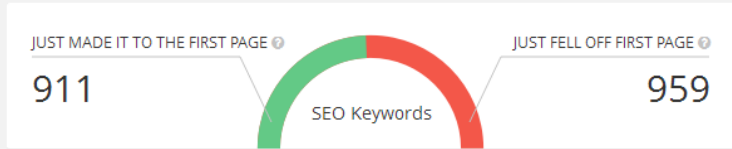
EST MONTHLY ADWORDS BUDGET: **\$57.6k**

697
Keywords their top 2 competitors also rank for

10 YEARS 4 MOS
History of rankings we've collected

1,690
AdWords their top 2 competitors also buy

10 YEARS 4 MOS
of Adwords history: Every test they've run.



Top 50 AdWords
buy recommendations

Worst performing keywords
to negative match out

Competition

Top Organic Competitors

1	nationalcprfoundation.com
2	firstaidweb.com
3	procpr.org
4	cpptoday.com
5	onlinecprcertification.net

Top Paid Competitors

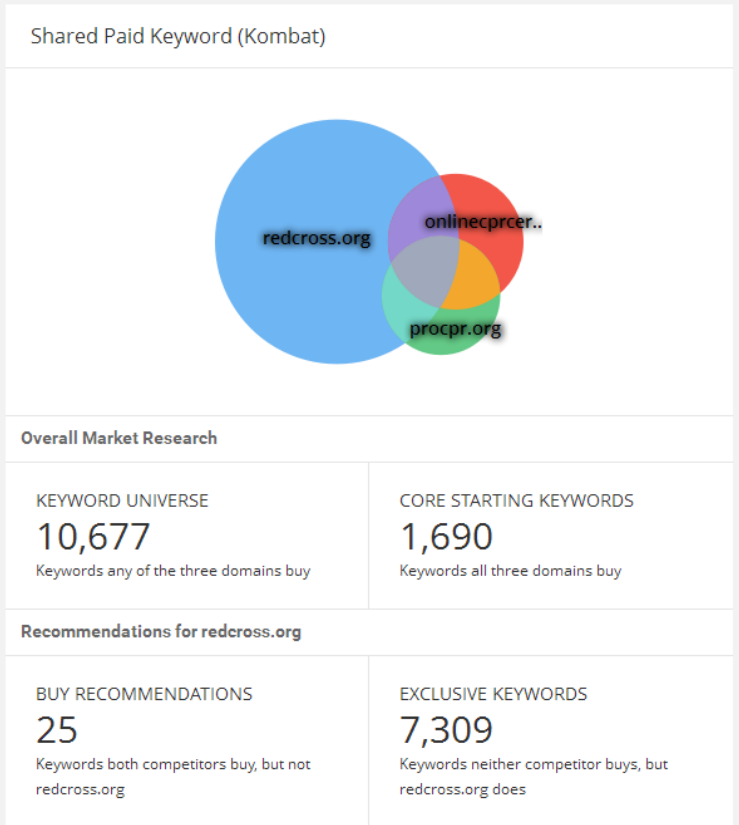
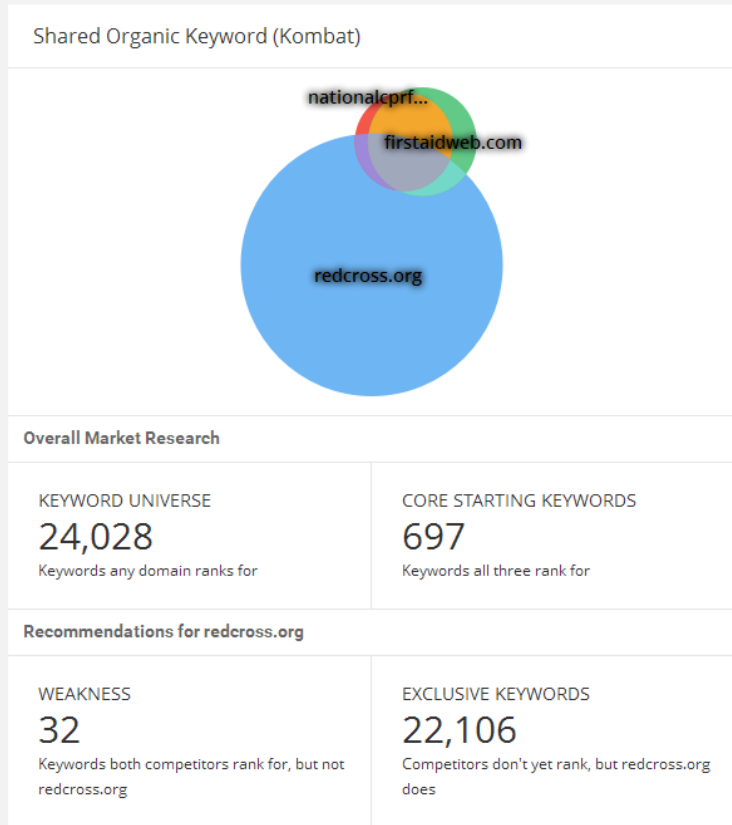
1	onlinecprcertification.net
2	procpr.org
3	ecprcertification.com
4	cpraedcourse.com
5	newlifecpr.com

Top Keywords

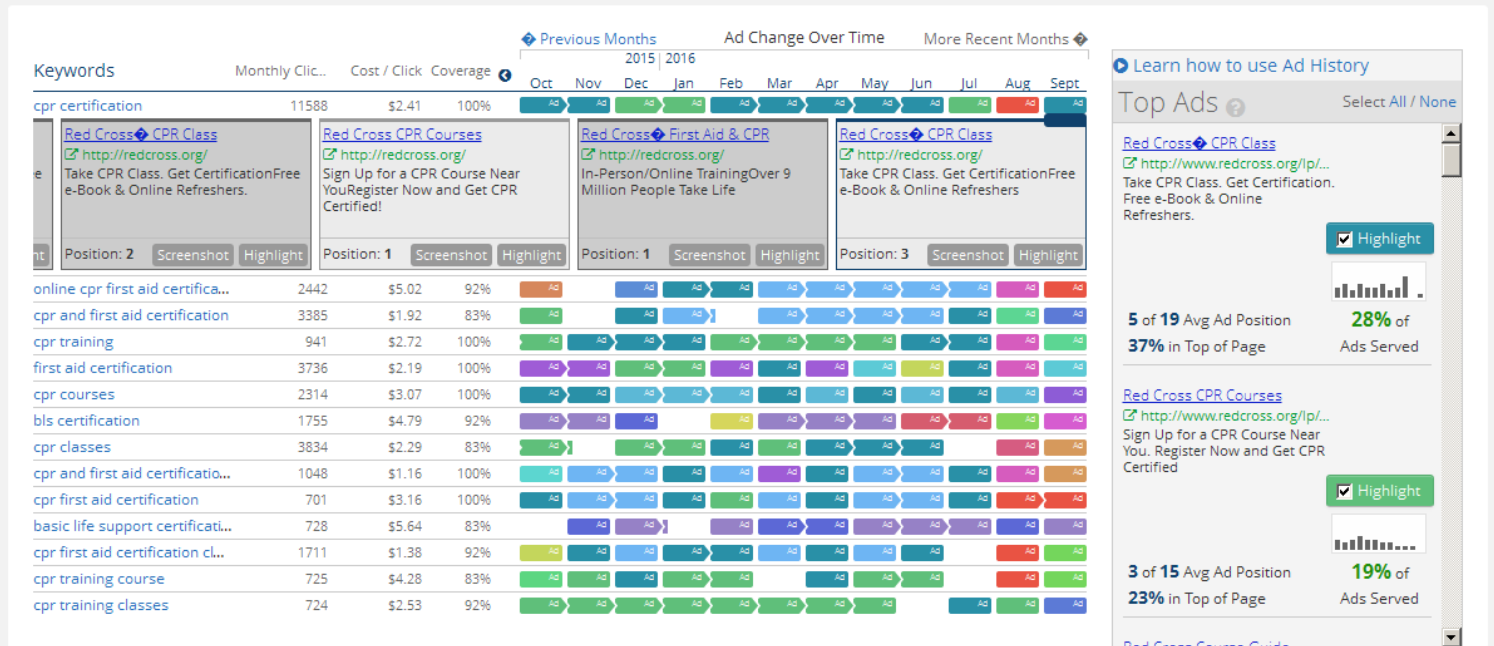
Rank	Organic Keywords	SEO Clicks Per Month
1	certified nurse assistant class	6.64k <input type="button" value="ADD"/>
1	certified nurse assistant classes	6.64k <input type="button" value="ADD"/>
2	certified nurses aide classes	3.39k <input type="button" value="ADD"/>
1	certified nursing aide classes	6.64k <input type="button" value="ADD"/>
1	cna class	6.64k <input type="button" value="ADD"/>

Paid Keywords	Cost Per Click	Monthly Cost
aed	\$8.43	\$5400.00 <input type="button" value="ADD"/>
babysitters	\$5.63	\$1245.30 <input type="button" value="ADD"/>
donate charity	\$6.77	\$39.30 <input type="button" value="ADD"/>
free training	\$1.78	\$2.40 <input type="button" value="ADD"/>
phlebotomy training	\$4.90	\$6450.00 <input type="button" value="ADD"/>

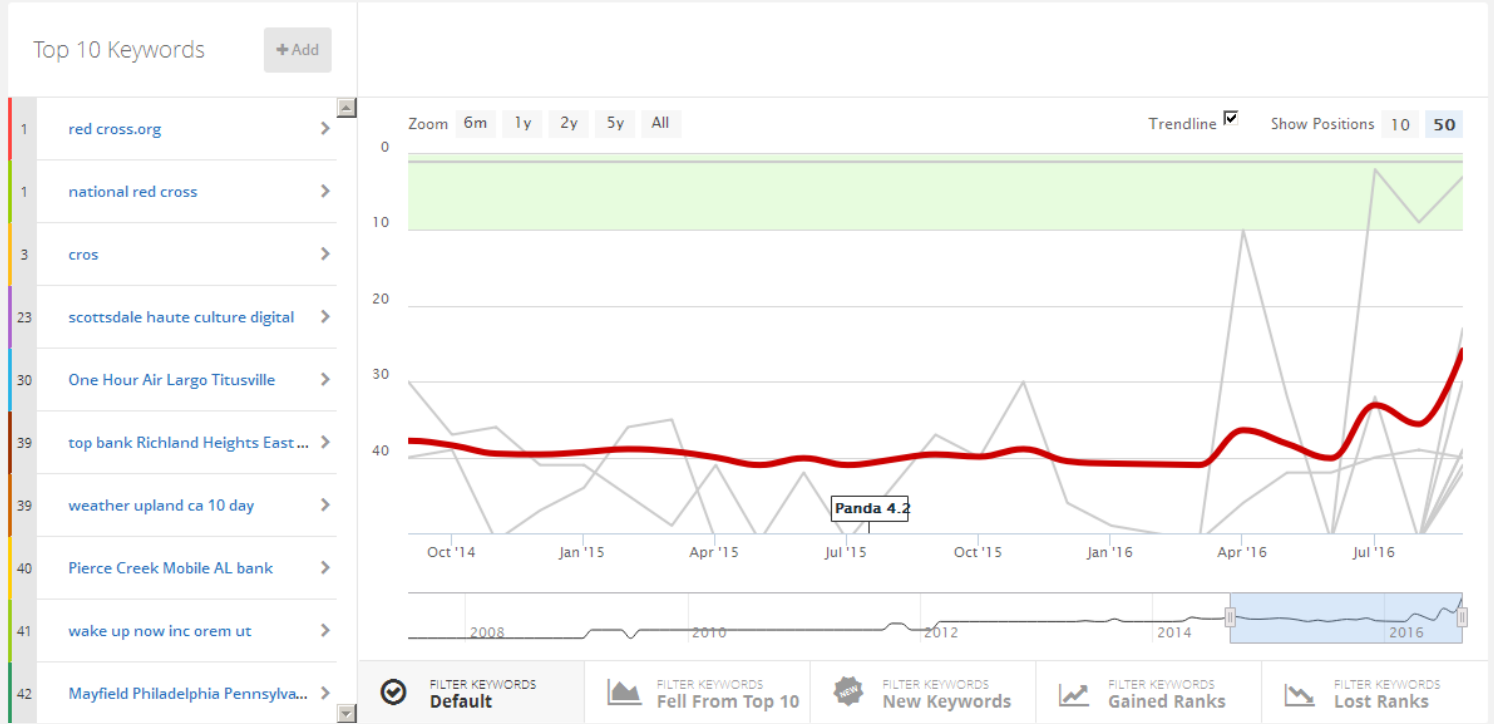
Competitor Shared Keywords



AdWords History

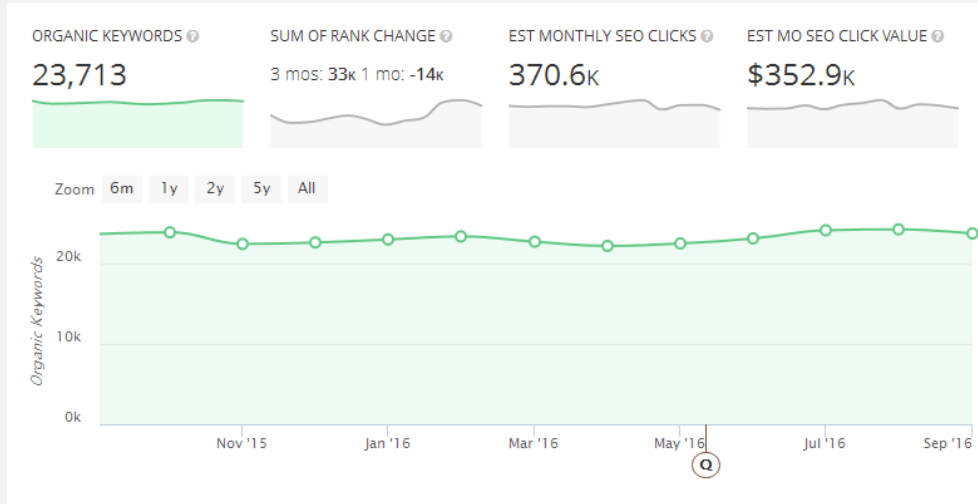


Organic Ranking History



Inbound Links (Backlinks)

Backlink	Domain Monthly Organic Clicks	Page Monthly Organic Clicks	Domain Strength	Ranked Keywords	Outbound Links
redcrosswisnews.org/tag/schreiber-foods/ f? u? s:0 @0 in0	220	1	17	1	20 ADD
www.welfareinfo.org/milwaukee.wi f? u? s:0 @0 in0	19000	5	35	4	20 ADD
www.plymouthoh.org/index.asp?Type=B_LIST&SEC={D975B36D-E375-480A-8714-6DE94D3291DC} f? u? s:0 @0 in0	22	1	12	1	20 ADD
blogannath.blogspot.com/2010/05/microsoft-access-tips-tricks-using.html f? u? s:0 @0 in0	120	1	19	1	20 ADD
www.phillipsburgnj.org/our-town/departments/emergency-management/ f? u? s:0 @0 in0	1400	85	27	3	20 ADD
seattlegoodwill.org/blog f? u? s:0 @9 in71	14000	2	34	3	20 ADD
governor.sc.gov/Pages/FloodRecoveryInformation.aspx f? u? s:0 @0 in0	455000	1	48	2	20 ADD
www.bwianews.com/2005/09/press_release_f.html f? u? s:0 @0 in0	12	1	7	1	20 ADD
www.woodlotfarms.com/Water_Storage.html f? u? s:0 @0 in0	18	1	9	1	20 ADD
www.cantonrep.com/article/20130522/NEWS/305229889 f? u? s:0 @0 in0	66000	1	41	1	20 ADD

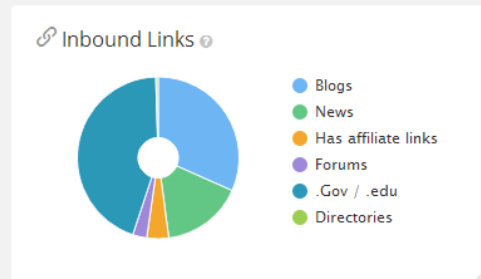
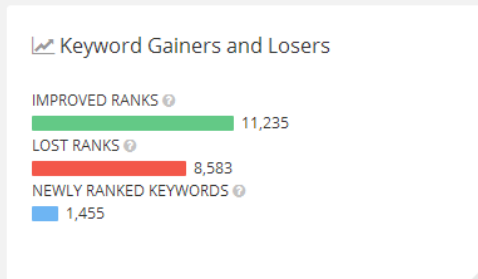


PAGE 1 KEYWORDS: 7,653

- JUST MADE IT 911
- JUST FELL OFF 959

ALMOST THERE: 2,698
(Ranks 11-16)

PAGES 2 TO 5: 16,060
(Ranks 11-50)



10 YEARS 4 MOS
History of rankings we've collected

697
Keywords their top 2 competitors also rank for

Top Organic Competitors



Shared Organic Keywords (Kombat)

redcross.org

vs

nationalcprfoundation.com

vs

firstaidweb.com

FIGHT

Overall Market Research

- 🌐 **KEYWORD UNIVERSE** (24,028)
Keywords any domain ranks for
- 👤 **CORE STARTING KEYWORDS** (697)
Keywords all three rank for
- Recommendations for redcross.org**
- 🔍 **WEAKNESS** (32)
Keywords both competitors rank for, but not redcross.org
- 📄 **EXCLUSIVE KEYWORDS** (22,106)
Competitors don't yet rank, but redcross.org does

Most Valuable Keywords

Keyword	Est Clicks/Mo	Est Click Value/Mo	
certified nurse assistant c...	6.6k	\$324k	ADD
certified nurse assistant c...	6.6k	\$138k	ADD
certified nurses aide clas...	3.4k	\$75k	ADD
certified nursing aide clas...	6.6k	\$64k	ADD
cna class	6.6k	\$57k	ADD

Newly Ranked Keywords

Keyword	Position	Ranking Difficulty	
board	17	68	ADD
wafb	20	53	ADD
certified nursing asistant	18	45	ADD
adult swimming	43	36	ADD
mental health counselors	21	59	ADD

Keyword Rank Gains

Keyword	Position (Change)	
cna classes	1 (1 ↑)	<input type="button" value="ADD"/>
aed's	1 (1 ↑)	<input type="button" value="ADD"/>
car donated	5 (11 ↑)	<input type="button" value="ADD"/>
certified nurses assistant program	1 (1 ↑)	<input type="button" value="ADD"/>
certified nurse assistant school	1 (1 ↑)	<input type="button" value="ADD"/>

Keyword Rank Losses

Keyword	Position (Change)	
certified nurses assistant programs	4 (-3 ↓)	<input type="button" value="ADD"/>
certified nurses assistant training	2 (-1 ↓)	<input type="button" value="ADD"/>
cpr certified	2 (-1 ↓)	<input type="button" value="ADD"/>
emergency medical technician schools	9 (-6 ↓)	<input type="button" value="ADD"/>
donating cars	18 (-8 ↓)	<input type="button" value="ADD"/>

Page One Keywords

Keyword	Ranking Difficulty	Position (Change)	
certified nurse assista...	62	1 (0 ↑)	<input type="button" value="ADD"/>
certified nurse assista...	68	1 (0 ↑)	<input type="button" value="ADD"/>
certified nurses aide c...	58	2 (0 ↑)	<input type="button" value="ADD"/>
certified nursing aide ...	57	1 (0 ↑)	<input type="button" value="ADD"/>
cna class	43	1 (0 ↑)	<input type="button" value="ADD"/>

Almost There Keywords

Keyword	Ranking Difficulty	Position (Change)	
earthquake	68	13 (7 ↑)	<input type="button" value="ADD"/>
c n a	72	12 (0 ↑)	<input type="button" value="ADD"/>
donate car to charities	61	16 (-6 ↓)	<input type="button" value="ADD"/>
donate a car	53	11 (0 ↑)	<input type="button" value="ADD"/>
flooded	63	15 (0 ↑)	<input type="button" value="ADD"/>

Keywords That Just Made the First Page

Keyword	Position (Change)	
car donated	5 (11 ↑)	<input type="button" value="ADD"/>
donate car	8 (4 ↑)	<input type="button" value="ADD"/>
stna classes	1 (35 ↑)	<input type="button" value="ADD"/>
donate cars	10 (2 ↑)	<input type="button" value="ADD"/>
cna	10 (2 ↑)	<input type="button" value="ADD"/>

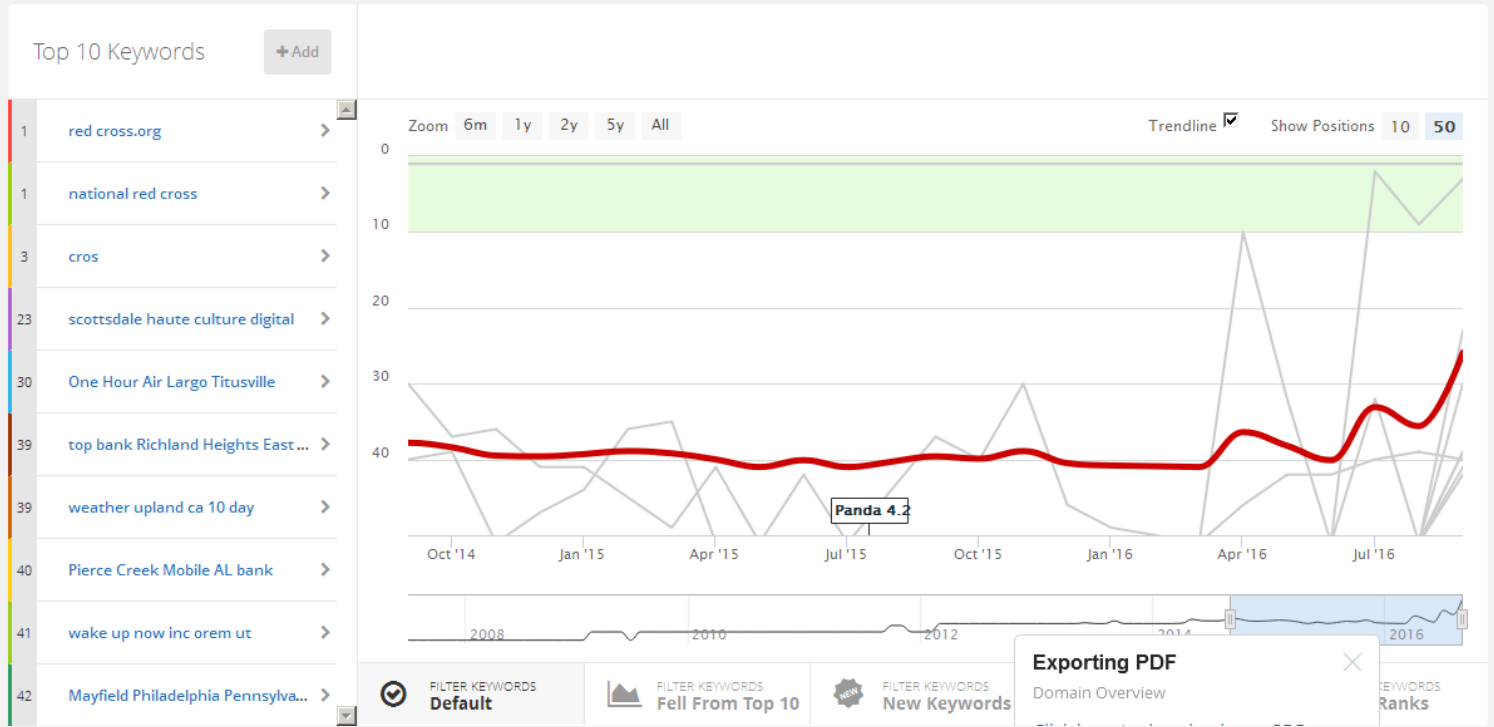
Keywords That Just Fell Off the First Page

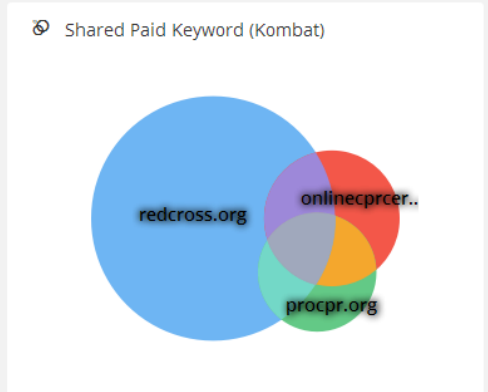
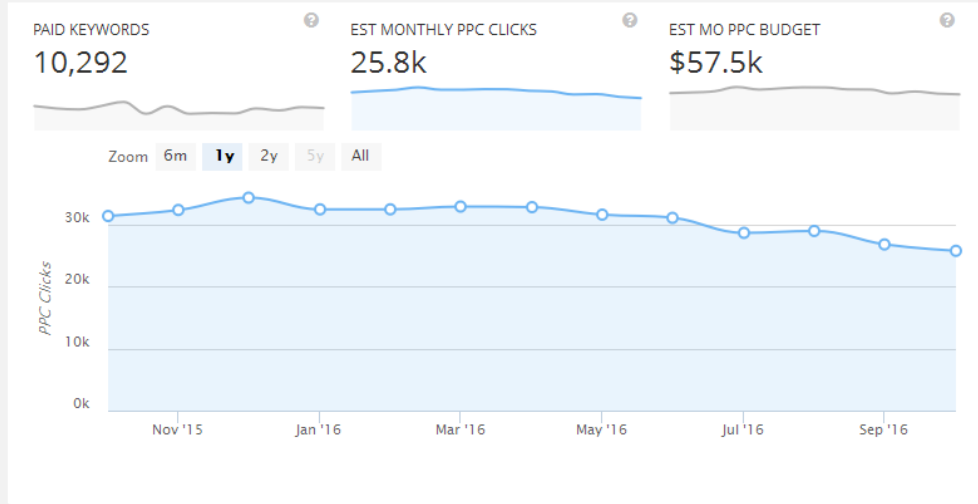
Keyword	Position (Change)	
donating cars	18 (-8 ↓)	<input type="button" value="ADD"/>
cross	11 (-5 ↓)	<input type="button" value="ADD"/>
donate car to charities	16 (-6 ↓)	<input type="button" value="ADD"/>
donation car	14 (-4 ↓)	<input type="button" value="ADD"/>
wildfire	13 (-5 ↓)	<input type="button" value="ADD"/>

Inbound Links (Backlinks)

Backlink	Domain Monthly Organic Clicks	Page Monthly Organic Clicks	Domain Strength	Ranked Keywords	Outbound Links
redcrosswisnews.org/tag/schreiber-foods/ f? u? 8-0 @0 in0	220	1	17	1	20
www.welfareinfo.org/milwaukee.wi f? u? 8-0 @0 in0	19000	5	35	4	20
www.plymouthoh.org/index.asp?Type=B_LIST&SEC={D975B36D-E375-480A-8714-6DE94D3291DC} f? u? 8-0 @0 in0	22	1	12	1	20
blogannath.blogspot.com/2010/05/microsoft-access-tips-tricks-using.html f? u? 8-0 @0 in0	120	1	19	1	20
www.phillipsburgnj.org/our-town/departments/emergency-management/ f? u? 8-0 @0 in0	1400	85	27	3	20
seattlegoodwill.org/blog f? u? 8-0 @9 in71	14000	2	34	3	20
governor.sc.gov/Pages/FloodRecoveryInformation.aspx f? u? 8-0 @0 in0	455000	1	48	2	20
www.bwianews.com/2005/09/press_release_f.html f? u? 8-0 @0 in0	12	1	7	1	20
www.woodlotfarms.com/Water_Storage.html f? u? 8-0 @0 in0	18	1	9	1	20
www.cantonrep.com/article/20130522/NEWS/305229889 f? u? 8-0 @0 in0	66000	1	41	1	20

Ranking History





- Overall Market Research**
- KEYWORD UNIVERSE (10,677)**
Keywords any of the three domains buy
 - CORE STARTING KEYWORDS (1,690)**
Keywords all three domains buy
 - Recommendations for redcross.org**
 - BUY RECOMMENDATIONS (25)**
Keywords both competitors buy, but not redcross.org
 - EXCLUSIVE KEYWORDS (7,309)**
Keywords neither competitor buys, but redcross.org does

10 YEARS 4 MONTHS
History of ads we've collected

Top 50 AdWords buy recommendations
to add to your campaign

Worst performing keywords
to negative match out

Top Paid Competitors

