



Keyword Strategy Prepared for www.widgetcompany.com

23-Dec-15

Keyword	Searches	Keyword Difficulty	Adwords CPC	Current Rank	Potential Monthly Traffic Estimates for Various Rankings			
					1	5	10	
best widgets	4,800	38.2	3.72	67	1,649	297	130	
cheap widgets	2,800	46.5	4.03	34	962	173	76	
best widget company	2,600	39.5	2.36	71	893	161	70	
blue widgets	1,200	40.2	5.69	49	412	74	33	
green widgets	900	16.8	4.10	17	309	56	24	
round widgets	750	24.8	1.65	24	258	46	20	
hard to find widgets	750	28.1	4.50	12	258	46	20	
buy widgets	600	27.0	9.50	16	206	37	16	
widgets on sale	320	42.1	7.80	55	110	20	9	
Current Metrics					Monthly Visits	5,056	911	399
Monthly Visits	3,750				Gross Profit	\$ 56,732	\$ 10,223	\$ 4,476
Monthly Revenue	\$ 49,500				ROI	55.8	9.2	3.5
Monthly COGS	\$ 7,425.00				Projections			
Revenue / Visit	\$ 13.20				Monthly SEO Budget	\$ 999		
Gross Profit / Visit	\$ 11.22				Breakeven Visits	89		