



Domain Overview for: [grainger.com](https://www.grainger.com)

Monthly Domain Overview - [grainger.com](#)

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Organic Search (SEO)

ORGANIC KEYWORDS: **216,176**

EST MONTHLY SEO CLICKS: **864.2k**

EST MONTHLY SEO CLICK VALUE: **\$601k**

5,704 Keywords their top 2 competitors also rank for

9 YEARS 9 MOS History of rankings we've collected

Inbound Clicks from Google - Organic vs. Paid

35% Organic Clicks

Paid Search (AdWords)

PAID KEYWORDS: **446,787**

EST MONTHLY PPC CLICKS: **1.6M**

EST MONTHLY ADWORDS BUDGET: **\$1.3M**

22,717 AdWords their top 2 competitors also buy

9 YEARS 9 MOS of AdWords history: Every test they've run.

JUST MADE IT TO THE FIRST PAGE: **6,025**

JUST FELL OFF FIRST PAGE: **9,495**

SEO Keywords

Top 50 AdWords
buy recommendations

Worst performing keywords
to negative match out

Competition

Top Organic Competitors

- zoro.com
- fastenal.com
- mscdirect.com
- homedepot.com
- globalindustrial.com

Top Paid Competitors

- mscdirect.com
- zoro.com
- globalindustrial.com
- amazon.com
- northerntool.com

Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	Paid Keywords	Cost Per Click	Daily Cost
3	industrial supplier	2.86	communication	\$2.88	\$2.56
10	wholesale tools tampa	0.35	tablets	\$3.19	\$722
1	ww grainger	4.44k	plumbing	\$12.51	\$681
5	industrial equipment supplies	0.25	tablet	\$1.77	\$147
7	industrial supplies companies	0.18	garage door	\$4.97	\$152

Competitor Shared Keywords

Shared Organic Keyword (Kombat)

Overall Market Research

KEYWORD UNIVERSE 236,559 <small>Keywords any domain ranks for</small>	CORE STARTING KEYWORDS 5,704 <small>Keywords all three rank for</small>
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Recommendations for grainger.com

WEAKNESS 302 <small>Keywords both competitors rank for, but not grainger.com</small>	EXCLUSIVE KEYWORDS 167,795 <small>Competitors don't yet rank, but grainger.com does</small>
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Shared Paid Keyword (Kombat)

Overall Market Research

KEYWORD UNIVERSE 504,748 <small>Keywords any of the three domains buy</small>	CORE STARTING KEYWORDS 22,717 <small>Keywords all three domains buy</small>
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Recommendations for grainger.com

BUY RECOMMENDATIONS 2,045 <small>Keywords both competitors buy, but not grainger.com</small>	EXCLUSIVE KEYWORDS 331,790 <small>Keywords neither competitor buys, but grainger.com does</small>
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AdWords History

Keywords: [ao smith products](#)

Keywords	Daily Clicks	Cost / Click	Coverage	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb
ao smith products	15	\$4.35	67%	Ad			Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
o-ring viton	17	\$4.00	67%				Ad	Ad		Ad	Ad	Ad	Ad	Ad	Ad
portable heaters	337	\$1.03	58%	Ad			Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
lock replacement	67	\$4.94	50%				Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
greenheck exhaust fans	27	\$2.58	42%				Ad			Ad	Ad	Ad	Ad	Ad	Ad
butterfly control valves	30	\$1.72	67%				Ad	Ad		Ad	Ad	Ad	Ad	Ad	Ad
beam clamps	39	\$2.15	50%				Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
lab supplies	229	\$2.80	42%				Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
steam control valves	16	\$3.62	58%				Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
crimper tool	32	\$3.16	50%				Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
solenoid valves	167	\$1.31	50%				Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
transformer oils	6	\$2.69	58%				Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
20a circuit breaker	19	\$3.04	67%	Ad	Ad		Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad
parker hydraulic filters	3	\$4.30	67%	Ad			Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad	Ad

Learn how to use Ad History

Top Ads

Select All / None

[http://grainger.com/](#)
Buy Workplace Safety at Grainger. Expert Service and Fast Shipping!

Position: 1 | Screenshot | Highlight

[http://grainger.com/](#)
Save on A O Smith Products Next Day Delivery and 24/7 Support.

Position: 2 | Screenshot | Highlight

[http://grainger.com/](#)
Search {Keyword} at Grainger. Buy Now. Over 900,000 Products

Position: 6 of 12 Avg Ad Position | 7% of Ads Served

Organic Ranking History

Inbound Links (Backlinks)

Backlink	Domain Monthly Organic Clicks	Page Monthly Organic Clicks	Domain Strength	Ranked Keywords	Outbound Links	
www.specialolympicspa.org/about-us/overview/mission-history f 2 u 1 s 0 @ 0 in 0	1500	24	28	3	20	<input type="button" value="ADD"/>
specialolympicspa.org/component/sopalocalprogram?program=25 f 0 u 0 s 0 @ 0 in 0	1500	1	28	1	20	<input type="button" value="ADD"/>
www.clarkmachineworkandrepairs.com/Links.html f 0 u 0 s 0 @ 0 in 0	1	1	2	1	20	<input type="button" value="ADD"/>
www.specialolympicspa.org/about-us/leadership-staff/contact/contact-us f 1 u 0 s 0 @ 0 in 0	1500	1	28	2	20	<input type="button" value="ADD"/>
www.lamotte.com/en/distributors/laboratory f 0 u 0 s 0 @ 0 in 0	5700	12	35	24	20	<input type="button" value="ADD"/>
www.lawnsite.com/showthread.php?t=47672 f 0 u 0 s 0 @ 0 in 0	13000	1	37	1	20	<input type="button" value="ADD"/>
specialolympicspa.org/ f 749 u 925 s 0 @ 0 in 13	1500	2	28	3	20	<input type="button" value="ADD"/>
www.foodbanknega.org/contact f 1 u 0 s 0 @ 0 in 0	420	12	26	3	20	<input type="button" value="ADD"/>
urmc.org/content/all/tagged-with/alpha-kappa-alpha-sorority f 0 u 0 s 0 @ 0 in 0	440	1	23	1	20	<input type="button" value="ADD"/>
www.specialolympicspa.org/sports-competitions/competitions/state-floor-hockey-tournament f 0 u 0 s 0 @ 0 in 0	1500	12	28	2	20	<input type="button" value="ADD"/>