



Domain Overview for: www.homeadvisor.com

Monthly Domain Overview - www.homeadvisor.com

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Organic Search (SEO)

ORGANIC KEYWORDS **289,332**

EST MONTHLY SEO CLICKS **238.8k**

EST MONTHLY SEO CLICK VALUE: **\$604k**

77,204 Keywords their top 2 competitors also rank for

5 YEARS 1 MOS Ranking history - back to their first result in Google.

Inbound Clicks from Google - Organic vs. Paid

23% Organic Clicks

Paid Search (AdWords)

PAID KEYWORDS **300,654**

EST MONTHLY PPC CLICKS **796.6k**

EST MONTHLY ADWORDS BUDGET: **\$2.4M**

14,636 AdWords their top 2 competitors also buy

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

JUST MADE IT TO THE FIRST PAGE **12,491**

JUST FELL OFF FIRST PAGE **7,518**

SEO Keywords

Top 50 AdWords
buy recommendations

Worst performing keywords
to negative match out

Competition

Top Organic Competitors

- porch.com
- thumbtack.com
- angieslist.com
- bbb.org
- primebuyersreport.org

Top Paid Competitors

- angieslist.com
- homeblue.com
- networx.com
- gencontractors.com
- renovationexperts.com

Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	Paid Keywords	Cost Per Click	Daily Cost
42	website ratings	1.40	plumbers	\$16.65	\$2.36k
2	services rating	0.84	plumber	\$17.73	\$1.14k
47	find people msn	0.04	pestcontrol	\$20.00	\$54
15	home repair coupon	0.12	heater repair	\$14.21	\$136
32	rating website	0.51	roofing	\$7.27	\$242

Competitor Shared Keywords

Shared Organic Keyword (Kombat)

Overall Market Research

KEYWORD UNIVERSE 882,380 <small>Keywords any domain ranks for</small>	CORE STARTING KEYWORDS 77,204 <small>Keywords all three rank for</small>
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Recommendations for www.homeadvisor.com

WEAKNESS 11,924 <small>Keywords both competitors rank for, but not www.homeadv...</small>	EXCLUSIVE KEYWORDS 102,192 <small>Competitors don't yet rank, but www.homeadv... does</small>
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Shared Paid Keyword (Kombat)

Overall Market Research

KEYWORD UNIVERSE 315,252 <small>Keywords any of the three domains buy</small>	CORE STARTING KEYWORDS 14,636 <small>Keywords all three domains buy</small>
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Recommendations for www.homeadvisor.com

BUY RECOMMENDATIONS 398 <small>Keywords both competitors buy, but not www.homeadv...</small>	EXCLUSIVE KEYWORDS 191,660 <small>Keywords neither competitor buys, but www.homeadv... does</small>
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AdWords History

Keywords

Keywords	Daily Clicks	Cost / Click	Coverage	Ad Change Over Time
roofing companies	423	\$10.05	100%	Mar Apr May Jun Jul Aug Sept Oct Nov Dec Jan Feb
Area's Top-Rated Roofers				Mar Apr May Jun Jul Aug Sept Oct Nov Dec Jan Feb
contractors	1882	\$2.32	92%	Mar Apr May Jun Jul Aug Sept Oct Nov Dec Jan Feb
roofing contractors	369	\$9.62	92%	Mar Apr May Jun Jul Aug Sept Oct Nov Dec Jan Feb
roofers	2131	\$5.42	83%	Mar Apr May Jun Jul Aug Sept Oct Nov Dec Jan Feb
home repairs	286	\$2.00	92%	Mar Apr May Jun Jul Aug Sept Oct Nov Dec Jan Feb
local contractors	98	\$3.50	100%	Mar Apr May Jun Jul Aug Sept Oct Nov Dec Jan Feb
basement finishing	121	\$4.09	100%	Mar Apr May Jun Jul Aug Sept Oct Nov Dec Jan Feb
find contractors	46	\$3.41	92%	Mar Apr May Jun Jul Aug Sept Oct Nov Dec Jan Feb
siding contractors	105	\$6.55	75%	Mar Apr May Jun Jul Aug Sept Oct Nov Dec Jan Feb
roofer	1184	\$6.20	75%	Mar Apr May Jun Jul Aug Sept Oct Nov Dec Jan Feb
contractors seattle	41	\$3.55	100%	Mar Apr May Jun Jul Aug Sept Oct Nov Dec Jan Feb
electrician	1763	\$4.53	75%	Mar Apr May Jun Jul Aug Sept Oct Nov Dec Jan Feb
home contractors	176	\$3.18	83%	Mar Apr May Jun Jul Aug Sept Oct Nov Dec Jan Feb
house repair	113	\$1.15	92%	Mar Apr May Jun Jul Aug Sept Oct Nov Dec Jan Feb

Learn how to use Ad History

Top Ads

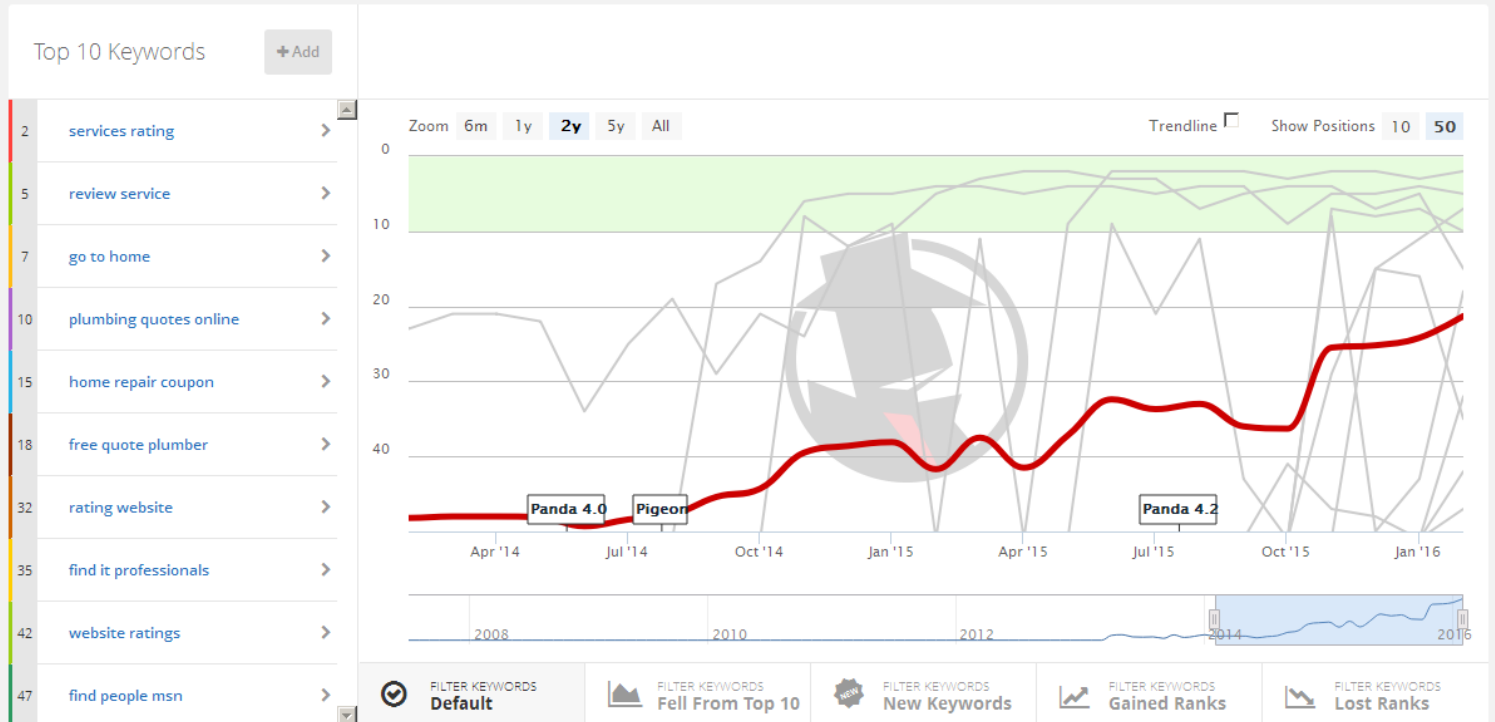
1 of 17 Avg Ad Position
52% in Top of Page

11% of Ads Served

5 of 20 Avg Ad Position
19% in Top of Page

10% of Ads Served

Organic Ranking History



Inbound Links (Backlinks)

Backlink	Domain Monthly Organic Clicks	Page Monthly Organic Clicks	Domain Strength	Ranked Keywords	Outbound Links
jmwindowcleaning.com/specials/ f 0 u 0 s 0 @ 0 in 0	1	1	2	7	1 ADD
www.elitehomecleaning.net/ f 7 u 2 s 0 @ 0 in 0	3	2	11	44	1 ADD
www.theladders.com/companies/HomeAdvisor/ f 0 u 0 s 0 @ 0 in 0	115000	1	45	1	1 ADD
www.bestdoorinstall.com/ f 0 u 0 s 0 @ 0 in 0	1	1	0	1	1 ADD
jmwindowcleaning.com/instant-quote/ f 0 u 0 s 0 @ 0 in 0	1	1	2	9	1 ADD
unitedfenceri.com/ f 1 u 0 s 0 @ 0 in 0	3	5	10	2	1 ADD
www.bestappliancehvac.com/appliance-repair.html f 0 u 0 s 0 @ 0 in 0	2	1	3	2	1 ADD
www.3brothersbuffing.com/hardwood-cleaning.html f 0 u 0 s 0 @ 0 in 0	2	1	5	3	1 ADD
www.deeconstruction.net/ f 0 u 0 s 0 @ 0 in 0	1	1	1	1	1 ADD
jmwindowcleaning.com/ f 12 u 49 s 0 @ 0 in 0	1	1	2	14	1 ADD