



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

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

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### Organic Search (SEO)

ORGANIC KEYWORDS **652,934**

EST MONTHLY SEO CLICKS **2.1M**

EST MONTHLY SEO CLICK VALUE: **\$1M**

107,369 Keywords their top 2 competitors also rank for

8 YEARS 3 MOS History of rankings we've collected

### Inbound Clicks from Google - Organic vs. Paid

97% Organic Clicks

### Paid Search (AdWords)

PAID KEYWORDS **115,831**

EST MONTHLY PPC CLICKS **69.4k**

EST MONTHLY ADWORDS BUDGET: **\$54.3k**

34,854 AdWords their top 2 competitors also buy

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

JUST MADE IT TO THE FIRST PAGE **22,678**

JUST FELL OFF FIRST PAGE **15,974**

SEO Keywords

**Top 50 AdWords**  
buy recommendations

**Worst performing keywords**  
to negative match out

## Competition

### Top Organic Competitors

- wayfair.com
- bhg.com
- homedepot.com
- lowes.com
- hgtv.com

### Top Paid Competitors

- wayfair.com
- potterybarn.com
- atgstores.com
- signaturehardware.com
- jossandmain.com

## Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	Paid Keywords	Cost Per Click	Daily Cost
13	design your home	9.8	basement finishing	\$8.19	\$36.39
10	home renovation ideas	9.15	shower door	\$0.96	\$6.83
7	home decor ideas	61.3	local contractors	\$3.86	\$2.37
9	home designers	6.07	lighting	\$2.78	\$241
9	home remodeling ideas	33.8	painters	\$5.33	\$108

# Competitor Shared Keywords

### Shared Organic Keyword (Kombat)

**Overall Market Research**

<b>KEYWORD UNIVERSE</b> 1,011,560 <small>Keywords any domain ranks for</small>	<b>CORE STARTING KEYWORDS</b> 107,369 <small>Keywords all three rank for</small>
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**Recommendations for houzz.com**

<b>WEAKNESS</b> 37,111 <small>Keywords both competitors rank for, but not houzz.com</small>	<b>EXCLUSIVE KEYWORDS</b> 359,434 <small>Competitors don't yet rank, but houzz.com does</small>
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### Shared Paid Keyword (Kombat)

**Overall Market Research**

<b>KEYWORD UNIVERSE</b> 579,292 <small>Keywords any of the three domains buy</small>	<b>CORE STARTING KEYWORDS</b> 34,854 <small>Keywords all three domains buy</small>
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**Recommendations for houzz.com**

<b>BUY RECOMMENDATIONS</b> 126,558 <small>Keywords both competitors buy, but not houzz.com</small>	<b>EXCLUSIVE KEYWORDS</b> 46,415 <small>Keywords neither competitor buys, but houzz.com does</small>
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# AdWords History

Keywords

Keywords	Daily Clicks	Cost / Click	Coverage	Ad Change Over Time
upholsterer	49	\$0.58	83%	Mar, Apr, May, Jun, Jul, Aug, Sept, Oct, Nov, Dec, Jan, Feb
architect landscape	48	\$4.30	92%	Mar, Apr, May, Jun, Jul, Aug, Sept, Oct, Nov, Dec, Jan, Feb
designer bathroom	24	\$3.00	75%	Mar, Apr, May, Jun, Jul, Aug, Sept, Oct, Nov, Dec, Jan, Feb
upholsterers	36	\$0.36	100%	Mar, Apr, May, Jun, Jul, Aug, Sept, Oct, Nov, Dec, Jan, Feb
vanity bathroom	33	\$1.68	58%	Mar, Apr, May, Jun, Jul, Aug, Sept, Oct, Nov, Dec, Jan, Feb
stonemasons	39	\$0.73	83%	Mar, Apr, May, Jun, Jul, Aug, Sept, Oct, Nov, Dec, Jan, Feb
bathroom vanity stools	15	\$1.24	58%	Mar, Apr, May, Jun, Jul, Aug, Sept, Oct, Nov, Dec, Jan, Feb
home stagers	38	\$0.75	83%	Mar, Apr, May, Jun, Jul, Aug, Sept, Oct, Nov, Dec, Jan, Feb
bath cabinets	98	\$1.34	42%	Mar, Apr, May, Jun, Jul, Aug, Sept, Oct, Nov, Dec, Jan, Feb
counter bar stools	313	\$1.38	25%	Mar, Apr, May, Jun, Jul, Aug, Sept, Oct, Nov, Dec, Jan, Feb
vanity cabinets for bathrooms	63	\$1.83	33%	Mar, Apr, May, Jun, Jul, Aug, Sept, Oct, Nov, Dec, Jan, Feb
gardens	37	\$0.75	67%	Mar, Apr, May, Jun, Jul, Aug, Sept, Oct, Nov, Dec, Jan, Feb
bathroom vanities	370	\$1.93	25%	Mar, Apr, May, Jun, Jul, Aug, Sept, Oct, Nov, Dec, Jan, Feb
landscaping architecture	5	\$3.55	75%	Mar, Apr, May, Jun, Jul, Aug, Sept, Oct, Nov, Dec, Jan, Feb

Learn how to use Ad History

### Top Ads

Select All / None

**Upholsterers**

<http://www.houzz.com/prof...>  
Hire the Best Local Professionals. See Portfolios & Reviews on Houzz.

Position: 5 | Screenshot | Highlight

**Upholsterers**

<http://www.houzz.com/prof...>  
Hire the Best Local Professionals. See Portfolios & Reviews on Houzz.

Position: 1 | Screenshot | Highlight

**Upholsterers**

<http://www.houzz.com/prof...>  
Hire the Best Local Professionals. See Portfolios & Reviews on Houzz.

Position: 2 | Screenshot | Highlight

**3 of 6 Avg Ad Position**  
**0% in Top of Page**  
**11% of Ads Served**

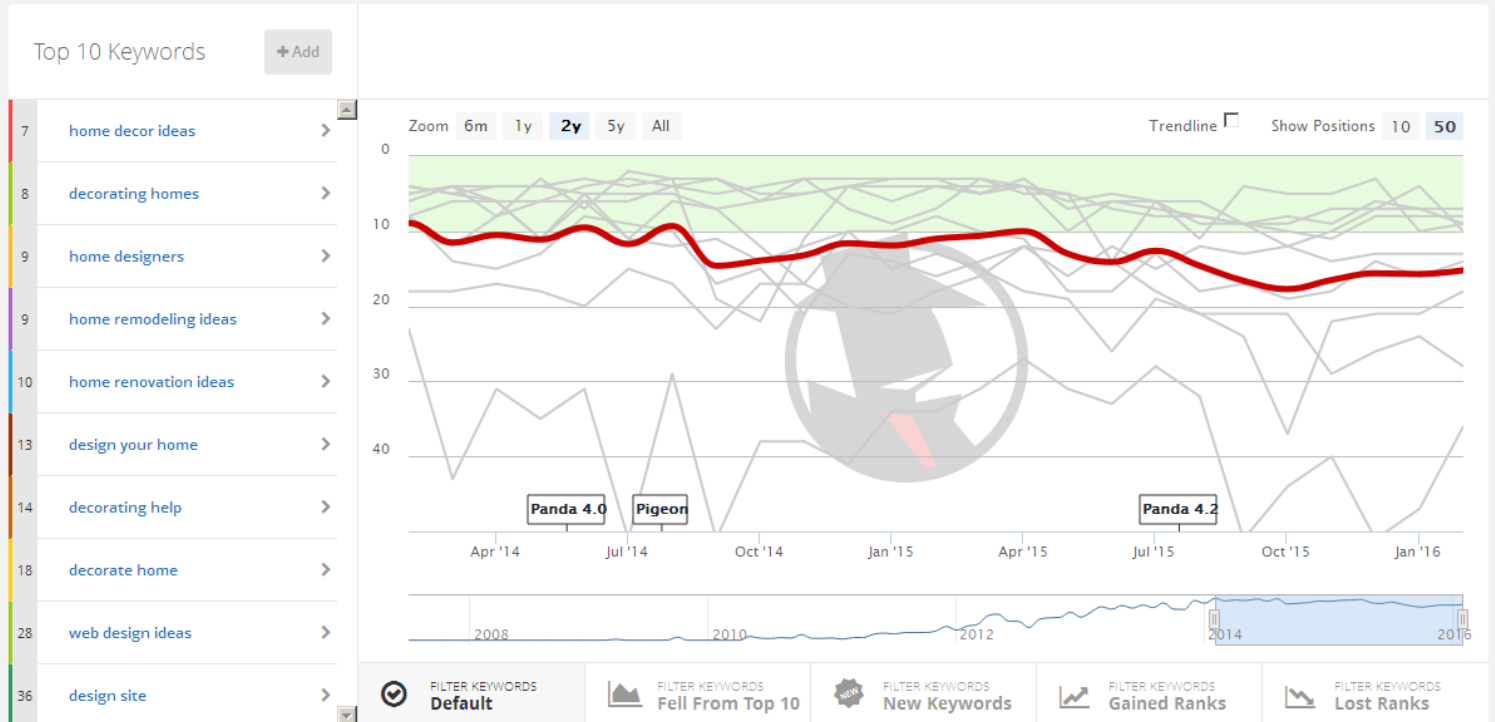
**Landscape Architects**

<http://www.houzz.com/prof...>  
Hire the Best Local Professionals. See Portfolios & Reviews on Houzz.

Position: 8 | Screenshot | Highlight

**8 of 13 Avg Ad Position**  
**0% in Top of Page**  
**9% of Ads Served**

# Organic Ranking History



## Inbound Links (Backlinks)

Backlink	Domain Monthly Organic Clicks	Page Monthly Organic Clicks	Domain Strength	Ranked Keywords	Outbound Links
<a href="http://www.elkay.com/gourmet">www.elkay.com/gourmet</a> f 0 u 0 s 0 @ 0 in 0	19000	12	39	8	20 <span>ADD</span>
<a href="http://www.texashomeexteriors.com/smartside-siding-kingwood/">www.texashomeexteriors.com/smartside-siding-kingwood/</a> f 0 u 0 s 0 @ 0 in 0	340	1	25	1	20 <span>ADD</span>
<a href="http://southernhospitalityblog.com/gulf-seafood-media-event/">southernhospitalityblog.com/gulf-seafood-media-event/</a> f 3 u 0 s 0 @ 1 in 0	12000	1	31	1	20 <span>ADD</span>
<a href="http://activerain.com/blogview/3802265/classic-cars--live-music-and-summer-evenings-in-encinitas-california-i-...">activerain.com/blogview/3802265/classic-cars--live-music-and-summer-evenings-in-encinitas-california-i-...</a> f 0 u 0 s 0 @ 0 in 0	14000	1	38	1	20 <span>ADD</span>
<a href="http://progresslighting.com/about-us/awards/">progresslighting.com/about-us/awards/</a> f 0 u 0 s 0 @ 0 in 0	18000	1	38	1	20 <span>ADD</span>
<a href="http://www.blindsonline.com/blog">www.blindsonline.com/blog</a> f 0 u 0 s 0 @ 0 in 0	920	1	31	6	20 <span>ADD</span>
<a href="http://www.providencehomesinc.com/hoa-contact-info">www.providencehomesinc.com/hoa-contact-info</a> f 0 u 0 s 0 @ 0 in 0	460	1	23	1	20 <span>ADD</span>
<a href="http://www.businessinsider.com/houzz-valued-at-23-billion-2014-6">www.businessinsider.com/houzz-valued-at-23-billion-2014-6</a> f 17 u 14 s 0 @ 0 in 21	10000000	4300	63	1	20 <span>ADD</span>
<a href="http://alfords.ca/flooring/">alfords.ca/flooring/</a> f 0 u 0 s 0 @ 0 in 0	3	1	6	1	20 <span>ADD</span>
<a href="http://westphoria.sunset.com/2015/07/28/could-this-water-saving-curtain-scare-you-into-taking-shorter-shower-...">westphoria.sunset.com/2015/07/28/could-this-water-saving-curtain-scare-you-into-taking-shorter-shower-...</a> f 86 u 149 s 0 @ 3 in 1	325000	1	48	1	20 <span>ADD</span>