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Keyword	Metrics						Organic Rankings					Type	Assignment
	SV (SEM)	SV Low (Moz)	SV High (Moz)	Difficulty	Crowding	Intent	You	Competitor 1	Competitor 2	Competitor 3	Competitor 4		
marketing audit	50	101	200	30	61	High	0	0	19	0	0	Organic	Blog post
inbound marketing services	170	51	100	31	100	High	0	0	0	0	0	Organic	Blog post
hire blog writers	10	51	100	36	53	High	0	0	90	0	0	Organic	Blog post
Total Keyword Potential			203	400									
Monthly Estimated Traffic													
Conservative estimate	2% CTR	4.06	8										
Moderate Estimate	4% CTR	8.12	16										
Aggressive Estimate	6% CTR	12.18	24										
Top 3 Estimate	10% CTR	20.3	40										

Keyword	SV (SEM)	SV Low (Moz)	SV High (Moz)	Difficulty	Crowding	PPC	BH	Priority	URL	Type	Lever	Zoho	Jobvite	Captern					
										LP Optimization	31	12	32	6					
										LP Optimization	20	16	5	2					
										LP Optimization	46	0	0	0					
										LP Optimization	0	0	0	0					
										LP Optimization	0	68	0	6					
										Blog Optimization	0	45	0	54					
										Blog Optimization	34	0	23	0					
										Blog Optimization	0	0	44	0					
										Ebook LP	16	0	0	0					
										LP Optimization	0	0	0	0					
										LP Optimization	0	0	16	0					
										Blog Optimization	4	0	0	0					
										Blog Optimization	65	52	33	38					
										Blog Optimization	90	0	70	0					
										Blog Optimization	0	0	0	0					
										Blog Optimization	0	0	7	0					
										Blog Optimization	0	0	25	0					
										Blog Optimization	50	0	53	0					
										Blog Optimization	0	0	0	0					
										Blog Optimization	0	0	97	0					
										Blog Optimization	0	0	0	0					

