Copy this sheet and add in your own keywords!			Metrics						Organic Ranking	s				
Keyword	SV (SEM)		SV High (Moz)		Crowding			Competitor 1	Competitor 2	Competitor 3		Туре	Assignment	
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hire blog writers	1/0	51	100	36	53	High High	0	0	90	0	0	Organic	Blog post Blog post	
	Total Keyword Potential		203	400										
	Monthly Estimated Traffic	1												
	Convervative estimate	2% CTR	4.06	8										
		4% CTR 6% CTR	8.12 12.18	16 24										
	Top 3 Estimate	10% CTR	20.3	40										

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Keyword	SV (SEM)	SV Low (Moz)	SV High (Moz)	Difficulty	Crowding	Intent	Designation	Client	Competitor 1			Competitor 4	Туре	Assignment	

Keyword	SV (SEM)	SV Low (Moz)	SV High (Moz)	Difficulty	Crowding	PPC	BH	Priority	URL		Type Optimization	Lever	Zoho	Jobvite	Capterra 6			
										LP C	Optimization	31 20	12 16	5	2			
										LP C	Optimization Optimization	46 0	0	0	0			
										LP (Optimization	0	68 45	0	6			
										Blog	Optimization Optimization	0 34	45	23				
										Blog	Optimization	0 16	0	44	0			
										LP C	Ebook LP Optimization	16 0 0	0	0	0			
										LP (Optimization	0	0	16				
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										Blog	Optimization Optimization	90	0	70	0			
										Blog	Optimization	0	0	7	0			
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