















Reminder: Click File, & "Make A Copy"	92 [1]		5480 [2]	\$93.89 [3]	902.71 [4]	22.5 [5]	22.5 [6]	\$1,061 [7]
Quality Score	Relevance Score (Overlap)	Keyword	Search Volume	Cost per Click	#1-3 Traffic	#1-3 Conversions	#1-3 Sales	#1-3 Revenue
		8 auction paddle raise	50	\$3.02	8.24	0.21	0.21	\$9.68
		8 paddle raise fundraising	20	\$5.03	3.29	0.08	0.08	\$3.87
		7 paddle raise	170	\$0.00	28	0.7	0.7	\$32.91
		7 virtual paddle raise	10	\$0.00	1.65	0.04	0.04	\$1.94
		7 raise the paddle auction	40	\$0.65	6.59	0.16	0.16	\$7.74
		6 what is a paddle auction	20	\$3.28	3.29	0.08	0.08	\$3.87
		5 paddle auction	70	\$1.16	11.53	0.29	0.29	\$13.55
		4 paddle for auction	720	\$2.80	118.61	2.96	2.96	\$139.37
		3 auction paddle	880	\$2.98	144.97	3.62	3.62	\$170.33
		3 live auction paddles	20	\$3.10	3.29	0.08	0.08	\$3.87
		3 bidding paddle	320	\$3.03	52.71	1.32	1.32	\$61.94
		2 paddle auctions	70	\$3.20	11.53	0.29	0.29	\$13.55
		2 auction paddle numbers	140	\$2.78	23.06	0.57	0.57	\$27.10
		2 bidding paddles	260	\$3.13	42.83	1.07	1.07	\$50.33
		2 paddle for a cause	20	\$3.26	3.29	0.08	0.08	\$3.87
		1 diy auction paddles	70	\$2.90	11.53	0.29	0.29	\$13.55
		1 auction bid paddles	70	\$2.91	11.53	0.29	0.29	\$13.55
		1 paddle software	140	\$2.57	23.06	0.57	0.57	\$27.10
		1 auction paddles template	30	\$0.74	4.94	0.12	0.12	\$5.81
		1 auction paddles with numbers	140	\$2.82	23.06	0.57	0.57	\$27.10
		1 raise platform	720	\$4.50	118.61	2.96	2.96	\$139.37
		1 auction paddles	880	\$2.98	144.97	3.62	3.62	\$170.33
		1 what is paddle software	10	\$0.00	1.65	0.04	0.04	\$1.94
		1 raise some l	30	\$0.00	4.94	0.12	0.12	\$5.81
		1 our giving board	30	\$0.00	4.94	0.12	0.12	\$5.81
		1 live fundraising thermometer	40	\$3.74	6.59	0.16	0.16	\$7.74
		1 paddle thermometer	20	\$0.40	3.29	0.08	0.08	\$3.87
		1 free online goal thermometer	40	\$0.00	6.59	0.16	0.16	\$7.74
		1 virtual fundraising software	20	\$0.00	3.29	0.08	0.08	\$3.87
		1 vps auction	210	\$0.00	34.6	0.87	0.87	\$40.65
		1 razoo fundraising	10	\$12.03	1.65	0.04	0.04	\$1.94
		1 paddle checkout	20	\$3.75	3.29	0.08	0.08	\$3.87
		1 paddle number	50	\$2.89	8.24	0.21	0.21	\$9.68
		1 run for fund	30	\$1.28	4.94	0.12	0.12	\$5.81
		1 fund a cause	20	\$10.06	3.29	0.08	0.08	\$3.87
		1 paddle numbers	50	\$2.49	8.24	0.21	0.21	\$9.68
		1 no limits paddle	30	\$0.41	4.94	0.12	0.12	\$5.81
		1 paddle step	10	\$0.00	1.65	0.04	0.04	\$1.94

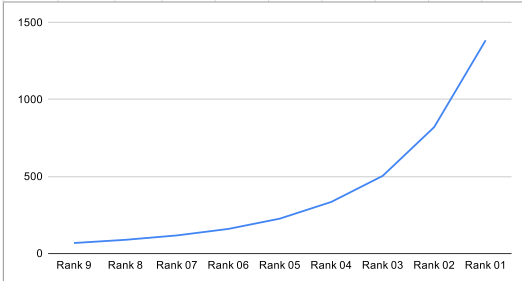


	92 [8]		5480 [9]	\$93.89 [10]	239.62 [11]	5.98 [12]	5.98 [13]	\$282 [14]
Quality Score	Relevance Score (Overlap)	Keyword	Search Volume	Cost per Click	#4-10 Traffic	#4-10 Conversions	#4-10 Sales	#4-10 Revenue
		8 auction paddle raise	50	\$3.02	2.19	0.06	0.06	\$2.57
		8 paddle raise fundraising	20	\$5.03	0.87	0.02	0.02	\$1.03
		7 paddle raise	170	\$0.00	7.43	0.19	0.19	\$8.73
		7 virtual paddle raise	10	\$0.00	0.44	0.01	0.01	\$0.51
		7 raise the paddle auction	40	\$0.65	1.75	0.04	0.04	\$2.06
		6 what is a paddle auction	20	\$3.28	0.87	0.02	0.02	\$1.03
		5 paddle auction	70	\$1.16	3.06	0.08	0.08	\$3.60
		4 paddle for auction	720	\$2.80	31.49	0.79	0.79	\$37.00
		3 auction paddle	880	\$2.98	38.49	0.96	0.96	\$45.22
		3 live auction paddles	20	\$3.10	0.87	0.02	0.02	\$1.03
		3 bidding paddle	320	\$3.03	13.99	0.35	0.35	\$16.44
		2 paddle auctions	70	\$3.20	3.06	0.08	0.08	\$3.60
		2 auction paddle numbers	140	\$2.78	6.12	0.15	0.15	\$7.19
		2 bidding paddles	260	\$3.13	11.37	0.29	0.29	\$13.36
		2 paddle for a cause	20	\$3.26	0.87	0.02	0.02	\$1.03
		1 diy auction paddles	70	\$2.90	3.06	0.08	0.08	\$3.60
		1 auction bid paddles	70	\$2.91	3.06	0.08	0.08	\$3.60
		1 paddle software	140	\$2.57	6.12	0.15	0.15	\$7.19
		1 auction paddles template	30	\$0.74	1.31	0.03	0.03	\$1.54
		1 auction paddles with numbers	140	\$2.82	6.12	0.15	0.15	\$7.19
		1 raise platform	720	\$4.50	31.49	0.79	0.79	\$37.00
		1 auction paddles	880	\$2.98	38.49	0.96	0.96	\$45.22
		1 what is paddle software	10	\$0.00	0.44	0.01	0.01	\$0.51
		1 raise some l	30	\$0.00	1.31	0.03	0.03	\$1.54
		1 our giving board	30	\$0.00	1.31	0.03	0.03	\$1.54
		1 live fundraising thermometer	40	\$3.74	1.75	0.04	0.04	\$2.06
		1 paddle thermometer	20	\$0.40	0.87	0.02	0.02	\$1.03
		1 free online goal thermometer	40	\$0.00	1.75	0.04	0.04	\$2.06
		1 virtual fundraising software	20	\$0.00	0.87	0.02	0.02	\$1.03
		1 vps auction	210	\$0.00	9.18	0.23	0.23	\$10.79
		1 razoo fundraising	10	\$12.03	0.44	0.01	0.01	\$0.51
		1 paddle checkout	20	\$3.75	0.87	0.02	0.02	\$1.03
		1 paddle number	50	\$2.89	2.19	0.06	0.06	\$2.57
		1 run for fund	30	\$1.28	1.31	0.03	0.03	\$1.54
		1 fund a cause	20	\$10.06	0.87	0.02	0.02	\$1.03
		1 paddle numbers	50	\$2.49	2.19	0.06	0.06	\$2.57
		1 no limits paddle	30	\$0.41	1.31	0.03	0.03	\$1.54
		1 paddle step	10	\$0.00	0.44	0.01	0.01	\$0.51

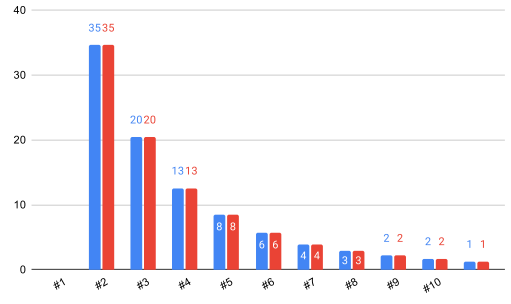


Estimating growth in traffic if you improved 1 keyword position for all keywords in this sheet

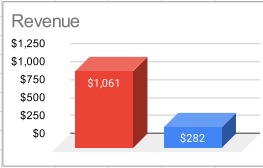
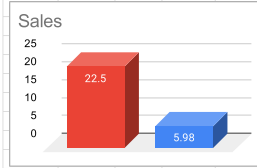
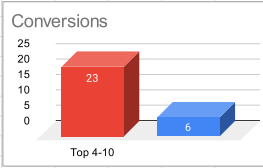
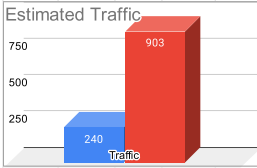
Rank 10	Rank 9	Rank 8	Rank 07	Rank 06	Rank 05	Rank 04	Rank 03	Rank 02	Rank 01
53	67	88	117	159	226	334	504	820	1384



Estimate of potential conversion & sales/wins of those leads

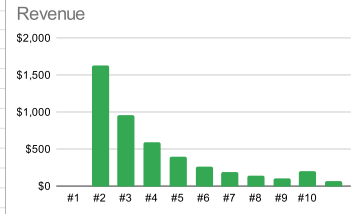


Volume	Traffic	Convers	Sales	Revenue	
5480	Top 3	903	23	22.5	\$1,061
5480	Top 4-10	240	6	5.98	\$282



Total Search Volume 61,640

	Traffic	Convers	Sales	Revenue
#1	1,384	35	35	\$1,627
#2	820	20	20	\$964
#3	504	13	13	\$592
#4	334	8	8	\$393
#5	226	6	6	\$265
#6	159	4	4	\$187
#7	117	3	3	\$137
#8	88	2	2	\$104
#9	67	2	2	\$197
#10	53	1	1	\$62



Estimates based on the Relevance/Overlap Score

Relevance/Overlap	Traffic	Convers	Sales	Revenue
10	0	0	0	\$0
9	0	0	0	\$0
8	18	0	0	\$21
7	56	1	1	\$65
6	5	0	0	\$6
5	18	0	0	\$21
4	182	5	5	\$214
3	308	8	8	\$362
2	124	3	3	\$145
1	674	17	17	\$792























[1] Sort by highest to see highly competitive and relevant terms. Sort by lowest to see long-tail keyword opportunities.

[2] This is how many searches per month are made for this query

[3] This is the current PPC cost in Google ads for this keyword

[4] We average the CTR for the top 3 positions and multiplied it by the monthly search volume for this term

[5] We multiplied the potential traffic by your supplied conversion rate.

[6] We used your lead to sale rate to estimate how many conversions would turn into sales.

[7] We used your revenue per sale input to then estimate how much you could potentially make if you ranked in the top 3 spots.

[8] Sort by highest to see highly competitive and relevant terms. Sort by lowest to see long-tail keyword opportunities.

[9] This is how many searches per month are made for this query

[10] This is the current PPC cost in Google ads for this keyword

[11] We average the CTR for the top 3 positions and multiplied it by the monthly search volume for this term

[12] We multiplied the potential traffic by your supplied conversion rate.

[13] We used your lead to sale rate to estimate how many conversions would turn into sales.

[14] We used your revenue per sale input to then estimate how much you could potentially make if you ranked in the top 3 spots.