

# SEO Management Dashboard

At-a-glance oversight of your SEO progress





# SEO Progress Report: Compare any 2 Ranking Periods



Clifford  
SEO Progress Report, Year to Date, 8/8/08

The *SEO Progress Report* compares Reach Details for two dates.

home (current reach)

seo progress reports  
-summary comparison

current rankings

- Google
- Yahoo!
- MSN
- ASK
- AOL

reach

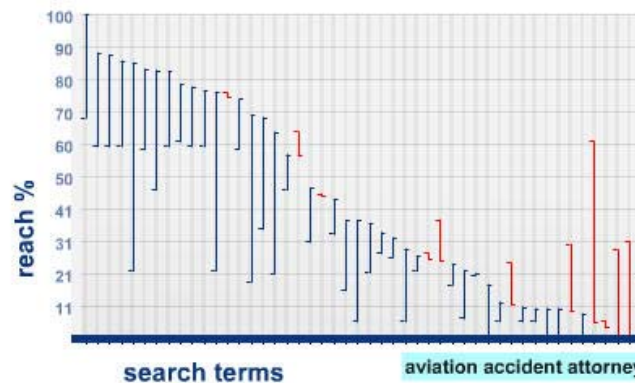
- reach/ranking summary
- keyword reach detail
- trending by keyword
- historic reach

historic rankings

- by search engine

logout

SEO Progress Report, Year to Date, 8/8/08



Highlight terms by mouse-over

8-Jan-2008

8-Aug-2008

Search Term	8-Jan-2008			8-Aug-2008			Change in Reach %
	Reach %	Searches 30 Days	People Reached	Reach %	Searches 30 Days	People Reached	
clifford law offices	68.5%	68	46	100.0%	90	90	31.5%
chicago personal injury law firm	59.7%	90	54	88.2%	0	0	28.5%



# Search Engine Rankings: Detail on Keyword Positions for all Top 5



Clifford  
Rankings on Google on 19-Sep-2008

Sort any column to find opportunities

Rankings by Search Engine shows rankings for all search terms for the selected search engine and date.

home (current reach)

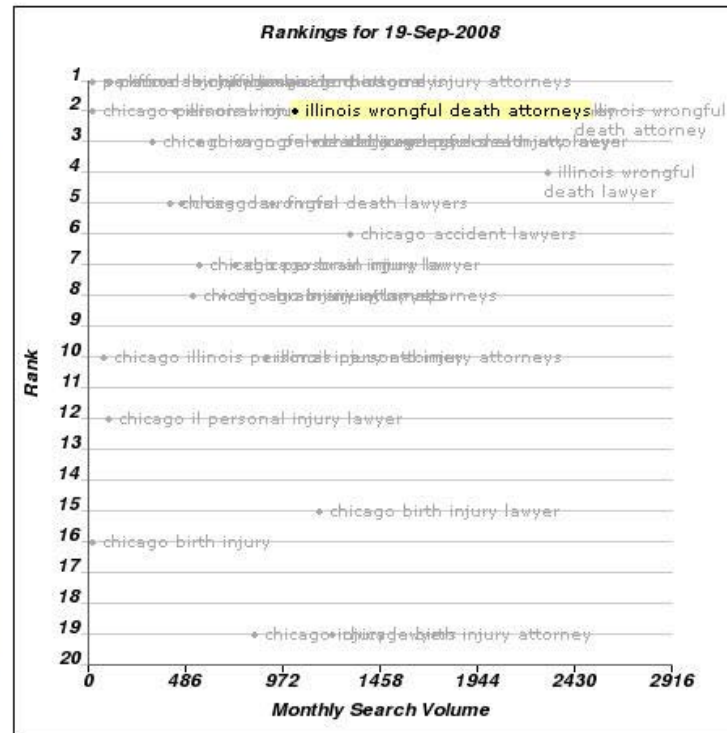
seo progress reports  
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Keyword Phrases Rank Monthly Searches

Keyword Phrases	Rank	Monthly Searches
chicago personal injury attorneys	1	870
chicago accident attorneys	1	540
personal injury chicago	1	0
clifford law offices	1	90
personal injury lawyer in chicago	1	86
illinois wrongful death lawyers	2	420
chicago personal injury law firm	2	0
illinois wrongful death attorneys	2	1020
illinois wrongful death		



# Keyword Trending Report: Monitor Gains and Losses



## Clifford Reach Trending by Keyword Phrase

Trending by Keyword Phrase shows the reach for each keyword phrase.

home (current reach)

seo progress reports  
-summary comparison

current rankings  
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-ASK  
-AOL

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logout

Keyword Phrase	Current Monthly Search Volume	Current Reach %	Gains/Losses Over Last 5 Weeks	Reach Trending from Baseline
clifford law offices	90	100.0%	no change <a href="#">detail</a>	
chicago personal injury attorneys	870	94.7%	gain <a href="#">detail</a>	
chicago wrongful death attorneys	1110	93.8%	gain <a href="#">detail</a>	
chicago wrongful death attorney	1110	92.5%	gain <a href="#">detail</a>	
personal injury chicago	0	91.8%	gain <a href="#">detail</a>	
chicago personal injury attorney	1140	91.4%	gain <a href="#">detail</a>	
chicago personal injury lawyer	1290	91.3%	gain <a href="#">detail</a>	
chicago personal injury law firm	0	89.0%	gain <a href="#">detail</a>	
personal injury lawyer in chicago	86	88.2%	gain <a href="#">detail</a>	
chicago wrongful death lawyer	300	87.6%	gain <a href="#">detail</a>	
illinois wrongful death attorney	2430	82.7%	gain <a href="#">detail</a>	
chicago personal injury lawyers	540	81.5%	gain <a href="#">detail</a>	
illinois wrongful death attorneys	1020	79.6%	loss <a href="#">detail</a>	
chicago law firms	390	77.8%	gain <a href="#">detail</a>	

# Keyword Trend Analysis: Click on a term to determine cause/effect



Clifford  
Rankings for illinois wrongful death attorneys Over Last 5 Weeks

Rankings for illinois wrongful death attorneys shows the rankings for each keyword phrase.

home (current reach)

seo progress reports  
-summary comparison

current rankings

-Google  
-Yahoo!  
-MSN  
-ASK  
-AOL

reach

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-historic reach

historic rankings

-by search engine

logout

Rankings: illinois wrongful death attorneys

	current market share	22-Aug-2008	29-Aug-2008	5-Sep-2008	12-Sep-2008	19-Sep-2008
Google	63.0%	2	2	2	2	2
Yahoo	19.6%	4	4	5	7	6
MSN	8.3%	15	16	19	19	0
Ask	4.8%	2	3	3	2	7
AOL	4.3%	2	2	2	2	2
	<b>Reach</b>	<b>88.9%</b>	<b>88.9%</b>	<b>88.9%</b>	<b>84.0%</b>	<b>79.6%</b>

[return to trending by keyword report](#)

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# Keyword Reach/Ranking Detail



Clifford  
Reach Detail for 'personal injury lawyer in chicago' on

The *Reach Detail* shows the Reach for each keyword phrase.

Report Date: **19-Sep-2008**  
Keyword Phrase: **personal injury lawyer in chicago**

- home (current reach)

---

- seo progress reports  
-summary comparison

---

- current rankings  
-Google  
-Yahoo!  
-MSN  
-ASK  
-AOL

---

- reach  
-reach/ranking summary  
-keyword reach detail  
-trending by keyword  
-historic reach

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- historic rankings  
-by search engine

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- logout

Summary Table, Current Visibility by Search Engine: personal injury lawyer in chicago								
Search Engine	% of U.S. search traffic*	Keywords Ranked in Top 1 - 3	Keywords Ranked in Top 4 - 5	Keywords Ranked in Top 6 - 7	Keywords Ranked in Top 8 - 10	Keywords Ranked in Top 11 - 20	Keywords Ranked in Top 21 - 50	Keywords Not Ranked in Top 50
Google	63.0%	1	0	0	0	0	0	0
Yahoo	19.6%	1	0	0	0	0	0	0
MSN	8.3%	0	0	0	0	0	1	0
Ask	4.8%	0	0	0	0	0	1	0
AOL	4.3%	1	0	0	0	0	0	0
Readership %		100%	75%	50%	35%	25%	10%	1%

\*search engine market share from comScore for 1-Aug-2008

[Show/Hide Reach Calculation](#)

Google 63.0% x 100.0% = 63.0%  
 Yahoo 19.6% x 100.0% = 19.6%  
 MSN 8.3% x 10.0% = 0.83%  
 Ask 4.8% x 10.0% = 0.48%  
 AOL 4.3% x 100.0% = 4.3%  
 Reach = 88.21%

Reach Trending 12-Apr-2005 to Present



Search Engine	Rank	Page	Position	Link
<a href="#">AOL</a>	1	1	1	<a href="http://www.cliffordlaw.com/">www.cliffordlaw.com/</a>
<a href="#">Ask</a>	21	3	1	<a href="http://www.cliffordlaw.com/">www.cliffordlaw.com/</a>



# SEO Summary Comparison: See an overview of any 2 ranking reports

Summary Comparisons give you the ability to review the Summary Table for 2 reports.

home (current reach)

seo progress reports  
-summary comparison

current rankings

-Google  
-Yahoo!  
-MSN  
-ASK  
-AOL

reach

-reach/ranking summary  
-keyword reach detail  
-trending by keyword  
-historic reach

historic rankings  
-by search engine

logout

19-Sep-2008 - [view details](#)

Summary Table, Current Visibility by Search Engine: All Keywords								
Search Engine	% of U.S. search traffic*	Keywords Ranked in Top 1 - 3	Keywords Ranked in Top 4 - 5	Keywords Ranked in Top 6 - 7	Keywords Ranked in Top 8 - 10	Keywords Ranked in Top 11 - 20	Keywords Ranked in Top 21 - 50	Keywords Not Ranked in Top 50
Google	63.0%	15	3	3	5	5	7	9
Yahoo	19.6%	19	3	4	3	7	4	8
MSN	8.3%	1	0	2	1	8	13	23
Ask	4.8%	9	5	8	8	8	2	8
AOL	4.3%	15	4	5	2	7	8	7
Readership %	100%	75%	50%	35%	25%	10%	1%	

\*search engine market share from comScore for 1-Aug-2008

19-Jul-2008 - [view details](#)

Summary Table, Current Visibility by Search Engine: All Keywords								
Search Engine	% of U.S. search traffic*	Keywords Ranked in Top 1 - 3	Keywords Ranked in Top 4 - 5	Keywords Ranked in Top 6 - 7	Keywords Ranked in Top 8 - 10	Keywords Ranked in Top 11 - 20	Keywords Ranked in Top 21 - 50	Keywords Not Ranked in Top 50
Google	61.9%	11	6	5	7	10	4	5
Yahoo	20.5%	11	7	1	7	0	0	22
MSN	8.9%	1	1	1	2	8	14	21
Ask	4.5%	14	3	4	3	10	12	2
AOL	4.2%	12	5	6	6	10	4	5
Readership %	100%	75%	50%	35%	25%	10%	1%	

\*search engine market share from comScore for 1-Jul-2008

# Reach/Ranking Summary

The *Reach Detail* shows the Reach for each keyword phrase.

[home \(current reach\)](#)

[seo progress reports](#)  
-summary comparison

[current rankings](#)  
-Google  
-Yahoo!  
-MSN  
-ASK  
-AOL

[reach](#)  
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-historic reach

[historic rankings](#)  
-by search engine

[logout](#)

**RefreshWeb Search Engine Visibility Score: 45.75% (% of Total Available Search Market™)**

Report Date: **19-Sep-2008**

Number of Keywords Researched: **48**

Summary Table, Current Visibility by Search Engine: All Keywords								
Search Engine	% of U.S. search traffic*	Keywords Ranked in Top 1 - 3	Keywords Ranked in Top 4 - 5	Keywords Ranked in Top 6 - 7	Keywords Ranked in Top 8 - 10	Keywords Ranked in Top 11 - 20	Keywords Ranked in Top 21 - 50	Keywords Not Ranked in Top 50
Google	63.0%	15	3	3	5	5	7	9
Yahoo	19.6%	19	3	4	3	7	4	8
MSN	8.3%	1	0	2	1	8	13	23
Ask	4.8%	9	5	8	8	8	2	8
AOL	4.3%	15	4	5	2	7	8	7
Readership %		100%	75%	50%	35%	25%	10%	1%

\*search engine market share from comScore for 1-Aug-2008

Search Term	Reach %	Searches 30 Days	People Reached
<a href="#">clifford law offices</a>	100.0%	90	90
<a href="#">chicago personal injury attorneys</a>	94.7%	870	824
<a href="#">chicago wrongful death attorneys</a>	93.8%	1110	1041
<a href="#">chicago wrongful death attorney</a>	92.5%	1110	1027
<a href="#">personal injury chicago</a>	91.8%	0	0
<a href="#">chicago personal injury attorney</a>	91.4%	1140	1042
<a href="#">chicago personal injury lawyer</a>	91.3%	1290	1178
<a href="#">chicago personal injury law firm</a>	89.0%	0	0
<a href="#">personal injury lawyer in chicago</a>	88.2%	86	76
<a href="#">chicago wrongful death lawyer</a>	87.6%	300	263
<a href="#">illinois wrongful death attorney</a>	82.7%	2430	2010
<a href="#">chicago personal injury lawyers</a>	81.5%	540	440
<a href="#">illinois wrongful death attorneys</a>	79.6%	1000	813

# Additional Charts and Features

- Historic Reach for any date
- Keyword Detail by alphabetical selection
- Historic Rankings by search engine
  
- Trendlines on reach, overall and by keyword
- Weekly updates on rankings
  
- Coming soon: Keyword Research Tool