



Internet Marketing Report

Prepared for sla.org

Research Assistant Report

Domain Research

sla.org

Rank	Organic KW	Organic Traffic	Org. Costs	AdWords KW	AdWords Traffic	AW Costs
36,309	1,776	15,851	\$58,497.00	0	0	\$0.00

Domain Authority	Page Authority	mozRank	mozTrust
80	46	2.89	4.98

Organic Keywords

Keyword	Position	Traffic %	Costs %	Num of Results	CPC	Avg Vol
special	9	5.12	2.16	4,630,000,000	\$1.56	27,100
sla	17	0.45	0.67	55,000,000	\$5.43	18,100
sla	1	53.66	78.96	55,000,000	\$5.43	18,100
pam	12	1.21	0.33	174,000,000	\$1.01	14,800
us copyright office	12	0.99	0.52	1,150,000,000	\$1.94	12,100
what is marketing	16	0.25	0.58	137,000,000	\$8.49	8,100
mentorship	4	2.38	1.36	7,930,000	\$2.12	5,400
connecting people	9	1.02	0.02	6,620,000	\$0.10	5,400
vision statement examples	12	0.36	0.05	4,280,000	\$0.61	4,400
outlook online	11	0.71	0.62	149,000,000	\$3.25	2,400
arabian gulf	14	0.10	0.00	6,980,000	\$0.10	2,400
mit registrar	6	0.50	0.01	4,680,000	\$0.10	1,600
iacet	3	0.73	0.08	575,000	\$0.43	1,300
what time is it in mumbai	10	0.18	0.00	80,400,000	\$0.10	1,000
uncle sam google	10	0.18	0.03	700,000	\$0.67	1,000
sponsorship levels	6	0.31	0.23	4,570,000	\$2.75	1,000
special libraries association	1	2.96	1.02	5,170,000	\$1.28	1,000
board of directors positions	1	2.96	1.47	29,000,000	\$1.83	1,000
divisions	10	0.16	0.01	116,000,000	\$0.27	880
vision statement definition	10	0.13	0.01	389,000	\$0.31	720

Paid Keywords

No ranking keyword information available

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(continued)

Competitors in Organic Search

Domain	Common KW	SE Keywords	SE Traffic	SE Traffic price	AdW Keywords
wikipedia.org	1,296	19,051,947	815,975,505	\$970,032,563.00	155
about.com	373	7,662,227	65,861,981	\$85,869,421.00	3
youtube.com	363	32,498,140	343,654,075	\$241,657,519.00	87,163
indeed.com	266	1,422,241	14,879,267	\$18,266,598.00	256,843
linkedin.com	238	1,588,870	15,075,953	\$14,754,763.00	459
managementhelp.org	237	7,908	59,801	\$214,147.00	0
ala.org	232	19,483	237,012	\$289,650.00	4,319
facebook.com	212	7,902,864	315,063,129	\$668,438,539.00	61,415
amazon.com	211	13,069,452	126,025,811	\$108,085,624.00	4,759,173
simplyhired.com	195	665,149	2,363,802	\$3,379,429.00	0
answers.com	191	4,920,015	17,467,834	\$13,035,754.00	1,450
twitter.com	188	2,004,151	123,465,356	\$120,163,188.00	129
slideshare.net	185	408,493	982,907	\$1,453,033.00	7
google.com	185	4,237,886	278,268,983	\$467,765,811.00	717,161
libraryjobpostings.org	162	1,298	12,266	\$10,585.00	0
yahoo.com	158	12,296,893	180,176,691	\$162,382,076.00	230,632
thefreedictionary.com	142	1,474,795	39,598,191	\$32,327,030.00	81
ehow.com	135	4,456,638	12,736,314	\$20,806,204.00	12,661
lisjobs.com	110	1,187	8,705	\$13,309.00	0
sla-divisions.typepad.com	105	177	302	\$412.00	0

Competitors in Paid Search

No matching competitors