



Rackspace.com

AdWords Advisor Report

Mar 09, 2016



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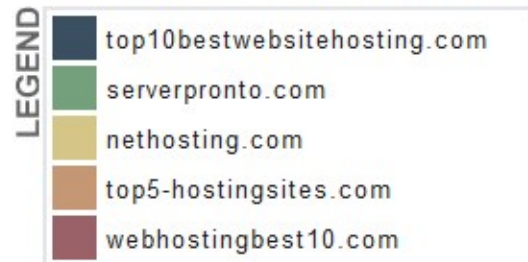


Top Keyword Recommendations

We've sifted through all the ads your competitors have ever bought, **12k** in all, looking for patterns. By digging through your competitors' historical bidding record, we can see which keywords are their most successful.



These charts show the combined coverage of your competitors on the keyword over the last 14 months. Each color represents a single competitor, each column is a month. Graphs going up and to the right mean your competitors are betting more on a keyword over time.



80.4 Potential Clicks/Mo **Great Buy**⁽⁹⁵⁾

The order is mostly based on the strength of the buy rating, but also slightly prioritized by the size of the opportunity in potential clicks. The number in parentheses is a 0-100 scale to help differentiate the strength of a recommendation within a buy rating. Ex: "Great Buy (95)" is better than "Great Buy (93)".

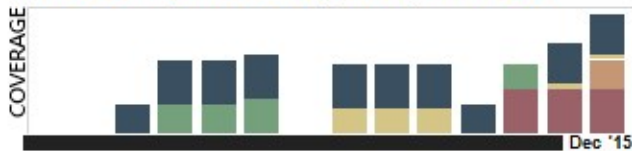
Next, we figure out which keyword match type (phrase, broad, exact, modified broad) your competitors are buying and we filter out any that you already buy. When a keyword is large enough that we think it belongs in its own ad group we dig deeper to discover the best performing ad copy to give you a place to get started.

These are the top **50** keyword recommendations for you to add to your campaign. Combined, these recommendations represent **1k** new clicks per month for your campaign.

[Download as CSV](#)

hosting company (Exact Match)

\$14.66 Cost/Click | \$18.23 Cost/Day | 480 Impressions/Mo

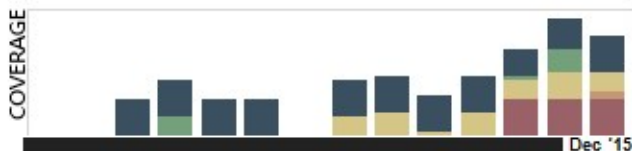


37 Potential Clicks/Mo

Great Buy⁽⁹⁶⁾

hosting companies (Exact Match)

\$12.40 Cost/Click | \$17.73 Cost/Day | 880 Impressions/Mo



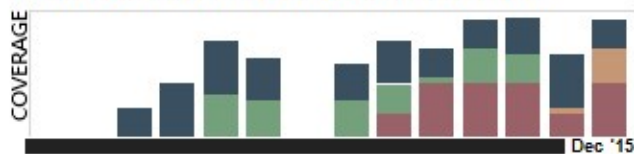
43 Potential Clicks/Mo

Great Buy⁽⁹²⁾



web hosting reviews (Exact Match)

\$10.86 Cost/Click | \$30.56 Cost/Day | 6.6k Impressions/Mo



84 Potential Clicks/Mo

Great Buy⁽⁸⁰⁾

Top Performing Ads:

"Top 10" Best Web Hosting

webhostingbest10.com

WebHostingBest10.com Best Web Hosting Companies 2015. Get Unlimited Space & Free Domain.

Top 5 Best Web Hosting

top5-hostingsites.com

2015 Web Hosting Reviews & Deals. Get Unlimited Space & Free Domain!

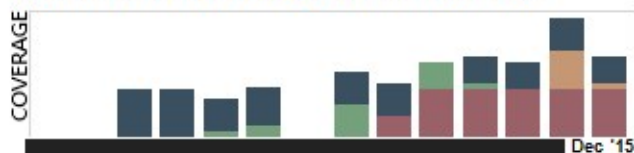
10 Best Web Hosting 2015

top10bestwebsitehosting.com

Just Released - Nov 2015 Ratings! Compare Best Web Hosting Services.

website hosting reviews (Exact Match)

\$9.57 Cost/Click | \$10.88 Cost/Day | 1.0k Impressions/Mo

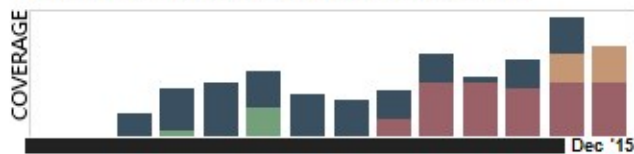


34 Potential Clicks/Mo

Great Buy⁽⁷⁷⁾

website host (Exact Match)

\$7.76 Cost/Click | \$11.80 Cost/Day | 880 Impressions/Mo

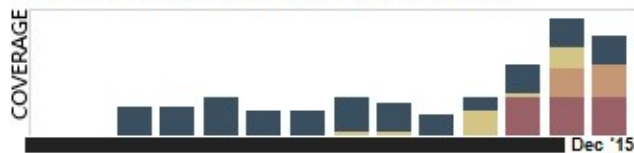


46 Potential Clicks/Mo

Good Buy⁽⁷¹⁾

best hosting company (Exact Match)

\$6.41 Cost/Click | \$4.99 Cost/Day | 210 Impressions/Mo

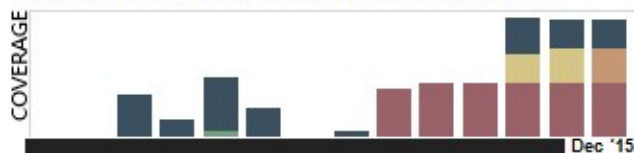


23 Potential Clicks/Mo

Good Buy⁽⁷¹⁾

website hosting company (Exact Match)

\$9.50 Cost/Click | \$10.06 Cost/Day | 70 Impressions/Mo



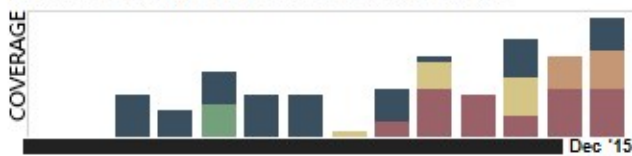
32 Potential Clicks/Mo

Good Buy⁽⁶⁸⁾



web hosting reviews 2011 (Exact Match)

\$11.91 Cost/Click | \$2.39 Cost/Day | 30 Impressions/Mo

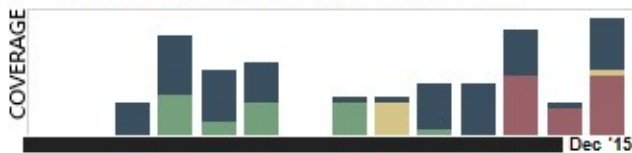


11 Potential Clicks/Mo

Good Buy⁽⁷⁰⁾

shared hosting (Exact Match)

\$16.53 Cost/Click | \$15.78 Cost/Day | 880 Impressions/Mo

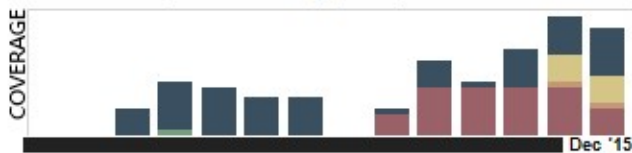


29 Potential Clicks/Mo

Good Buy⁽⁶⁸⁾

web hosting company (Exact Match)

\$18.85 Cost/Click | \$2.31 Cost/Day | 390 Impressions/Mo

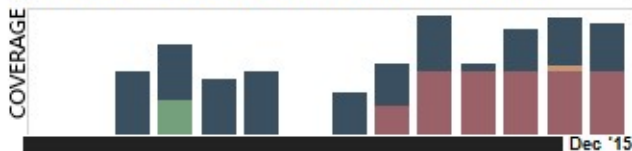


3.6 Potential Clicks/Mo

Good Buy⁽⁷⁰⁾

web host (Exact Match)

\$12.69 Cost/Click | \$98.25 Cost/Day | 2.4k Impressions/Mo



232 Potential Clicks/Mo

Good Buy⁽⁶²⁾

Top Performing Ads:

[Top 10 Best Web Hosts](#)

webhostingbest10.com

WebHostingBest10.com Compare 10 Best Web Hosts 2015. Get Unlimited Space & Free Domain.

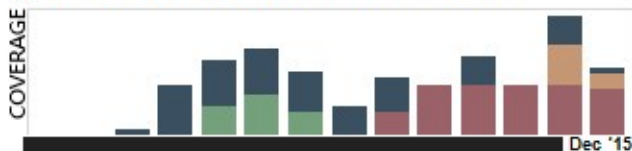
[10 Best Web Host of 2015](#)

top10bestwebsitehosting.com

Compare the Best 10 Web Hosts Free. Get a Free Setup & Free Domain!

web host reviews (Exact Match)

\$3.52 Cost/Click | \$0.38 Cost/Day | 390 Impressions/Mo



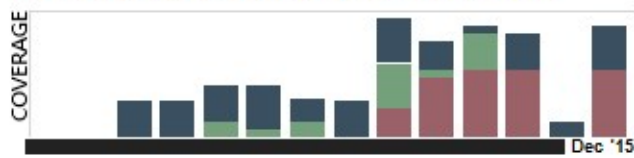
3.3 Potential Clicks/Mo

Good Buy⁽⁶⁹⁾



webhost (Exact Match)

\$18.47 Cost/Click | \$111.75 Cost/Day | 1.3k Impressions/Mo



182 Potential Clicks/Mo

Good Buy⁽⁶⁰⁾

Top Performing Ads:

["Top 10" Best Web Hosts](#)

[webhostingbest10.com](#)

Best 10 Web Host Providers 2015 Get Unlimited Space & Free Domain.

[10 Best Web Hosts 2015](#)

[top10bestwebsitehosting.com](#)

Compare 10 Best Web Hosts Today. Unlimited Space & Traffic- \$0.50/m!

blog hosting reviews (Exact Match)

\$2.04 Cost/Click | \$0.15 Cost/Day | 40 Impressions/Mo

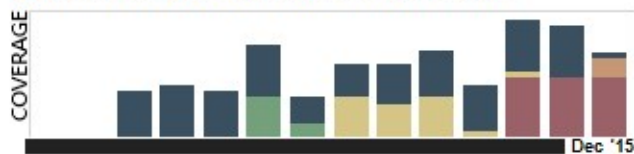


2.4 Potential Clicks/Mo

Good Buy⁽⁶⁸⁾

host reviews (Exact Match)

\$4.07 Cost/Click | \$0.70 Cost/Day | 90 Impressions/Mo

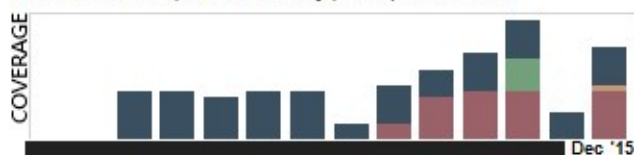


5.1 Potential Clicks/Mo

Good Buy⁽⁶³⁾

websitehosting (Exact Match)

\$27.48 Cost/Click | \$3.98 Cost/Day | 50 Impressions/Mo

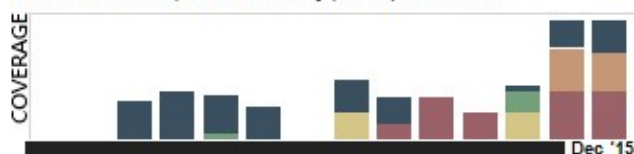


7.5 Potential Clicks/Mo

Good Buy⁽⁶⁰⁾

webhost reviews (Exact Match)

\$19.96 Cost/Click | \$1.54 Cost/Day | 50 Impressions/Mo



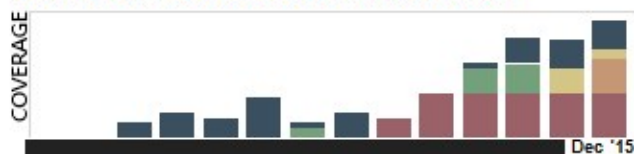
2.4 Potential Clicks/Mo

Good Buy⁽⁶⁵⁾



affordable website hosting (Exact Match)

\$26.56 Cost/Click | \$3.41 Cost/Day | 70 Impressions/Mo

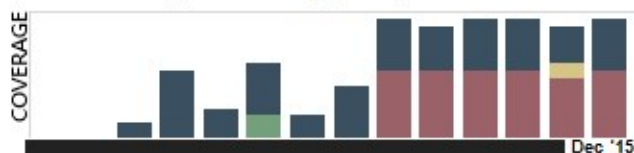


3.9 Potential Clicks/Mo

Good Buy⁽⁶¹⁾

freehosting (Exact Match)

\$8.65 Cost/Click | \$27.79 Cost/Day | 320 Impressions/Mo



96 Potential Clicks/Mo

Good Buy⁽⁵⁵⁾

Top Performing Ads:

"Top 10" Free Hosting

webhostingbest10.com

WebHostingBest10.com Best 10 Free Hosting Sites 2015. Get Unlimited Space & Free Domain.

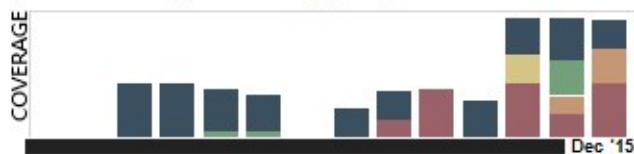
Top 10 Free Hosting 2015

top10bestwebsitehosting.com

Compare Best10 US Web Hosting Free. Get Your Ideal Web Hosting Package!

webhost review (Exact Match)

\$19.94 Cost/Click | \$2.71 Cost/Day | 20 Impressions/Mo

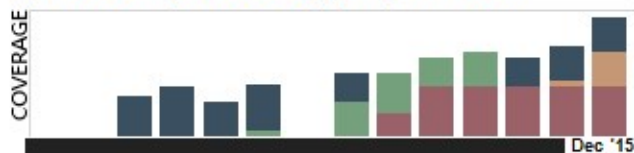


4.2 Potential Clicks/Mo

Good Buy⁽⁶⁰⁾

website host reviews (Exact Match)

\$26.11 Cost/Click | \$1.28 Cost/Day | 40 Impressions/Mo

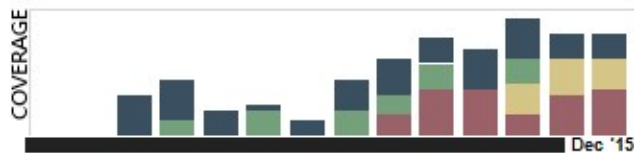


1.5 Potential Clicks/Mo

Good Buy⁽⁶⁵⁾

affordable webhost (Exact Match)

\$22.22 Cost/Click | \$0.25 Cost/Day | 10 Impressions/Mo



0.6 Potential Clicks/Mo

Good Buy⁽⁷⁵⁾



server hosting company (Exact Match)

\$70.08 Cost/Click | \$9.11 Cost/Day | 20 Impressions/Mo

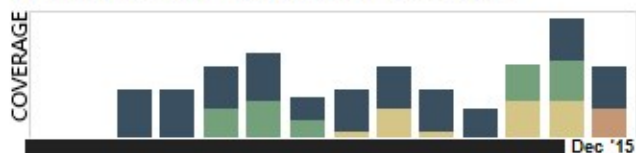


3.9 Potential Clicks/Mo

Good Buy⁽⁵⁷⁾

iweb hosting reviews (Exact Match)

\$9.75 Cost/Click | \$2.43 Cost/Day | 10 Impressions/Mo



7.5 Potential Clicks/Mo

Good Buy⁽⁵⁴⁾

us web hosting (Exact Match)

\$16.68 Cost/Click | \$0.86 Cost/Day | 20 Impressions/Mo



1.5 Potential Clicks/Mo

Good Buy⁽⁶³⁾

best webhost (Exact Match)

\$3.31 Cost/Click | \$5.92 Cost/Day | 260 Impressions/Mo



54 Potential Clicks/Mo

Buy⁽⁵⁰⁾

Top Performing Ads:

[Top 10 Best Web Host 2015](#)

[webhostingbest10.com](#)

Review Best 10 Web Host Companies Get Unlimited Space & Free Domain.

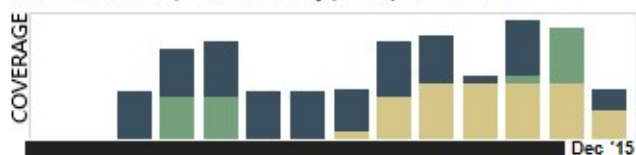
[10 Best Web Hosts 2015](#)

[top10bestwebsitehosting.com](#)

Compare the Top 10 Web Hosts Great Hosting Deals w/Free Domains!

professional hosting (Exact Match)

\$16.11 Cost/Click | \$1.38 Cost/Day | 20 Impressions/Mo



3.6 Potential Clicks/Mo

Good Buy⁽⁵⁵⁾



linux hosting (Exact Match)

\$12.82 Cost/Click | \$11.65 Cost/Day | 480 Impressions/Mo

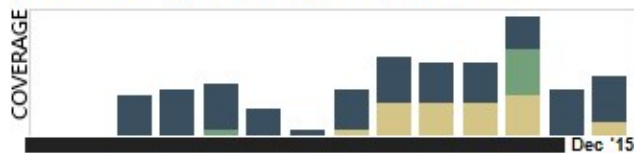


27 Potential Clicks/Mo

Buy⁽⁴⁹⁾

web space provider (Exact Match)

\$4.13 Cost/Click | \$2.47 Cost/Day | 40 Impressions/Mo

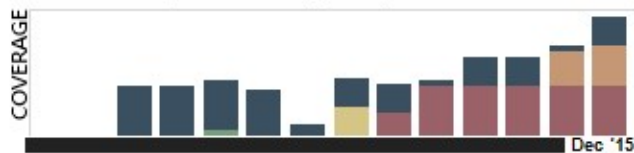


18 Potential Clicks/Mo

Buy⁽⁴⁹⁾

web hosting company reviews (Exact Match)

\$9.69 Cost/Click | \$0.75 Cost/Day | 30 Impressions/Mo

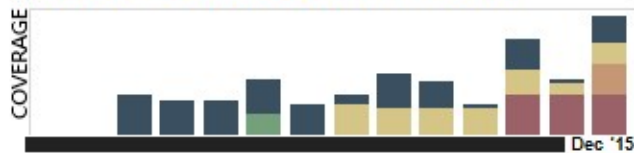


2.4 Potential Clicks/Mo

Good Buy⁽⁵⁵⁾

hosting company reviews (Exact Match)

\$38.22 Cost/Click | \$2.87 Cost/Day | 70 Impressions/Mo



2.1 Potential Clicks/Mo

Good Buy⁽⁵⁶⁾

linux shared hosting (Exact Match)

\$7.08 Cost/Click | \$0.74 Cost/Day | 40 Impressions/Mo



3 Potential Clicks/Mo

Good Buy⁽⁵⁴⁾

web hosting server (Exact Match)

\$30.64 Cost/Click | \$2.82 Cost/Day | 140 Impressions/Mo



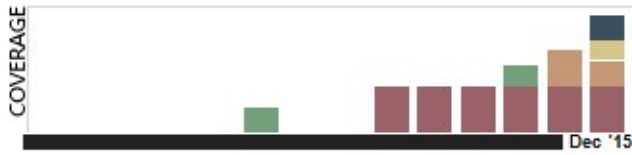
2.7 Potential Clicks/Mo

Good Buy⁽⁵⁴⁾



corporate web hosting (Exact Match)

\$23.50 Cost/Click | \$2.86 Cost/Day | 10 Impressions/Mo



3.6 Potential Clicks/Mo

Good Buy⁽⁵³⁾

wordpress hosting (Exact Match)

\$18.60 Cost/Click | \$155.40 Cost/Day | 8.1k Impressions/Mo



251 Potential Clicks/Mo

Buy⁽⁴⁶⁾

Top Performing Ads:

["Top10" WordPress Hosting](#)

[webhostingbest10.com](#)

WebHostingBest10.com Compare Best 10 WordPress Hosting. Get Unlimited Space & Free Domain.

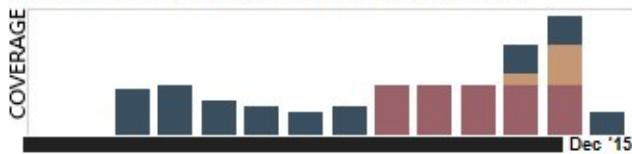
[Best 10 WPress Hosting](#)

[top10bestwebsitehosting.com](#)

Compare Top 10 WPress Hosting. Best Hosting Deals From \$0.50/m !

web hosting services reviews (Exact Match)

\$13.95 Cost/Click | \$0.94 Cost/Day | 110 Impressions/Mo



2.1 Potential Clicks/Mo

Good Buy⁽⁵⁴⁾

portal hosting (Exact Match)

\$8.09 Cost/Click | \$1.04 Cost/Day | 10 Impressions/Mo

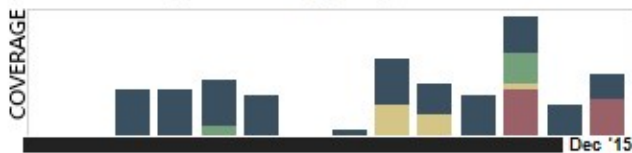


3.9 Potential Clicks/Mo

Good Buy⁽⁵⁰⁾

host company (Exact Match)

\$11.81 Cost/Click | \$0.40 Cost/Day | 70 Impressions/Mo



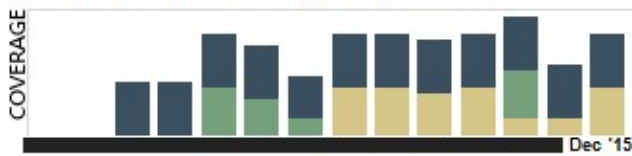
0.9 Potential Clicks/Mo

Good Buy⁽⁶⁰⁾



dollar hosting (Exact Match)

\$5.73 Cost/Click | \$1.32 Cost/Day | 70 Impressions/Mo

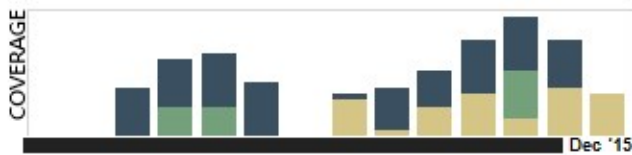


6.9 Potential Clicks/Mo

Buy⁽⁴⁸⁾

business hosting (Exact Match)

\$13.01 Cost/Click | \$0.48 Cost/Day | 170 Impressions/Mo



1.2 Potential Clicks/Mo

Good Buy⁽⁵⁶⁾

one dollar hosting (Exact Match)

\$20.99 Cost/Click | \$6.22 Cost/Day | 70 Impressions/Mo

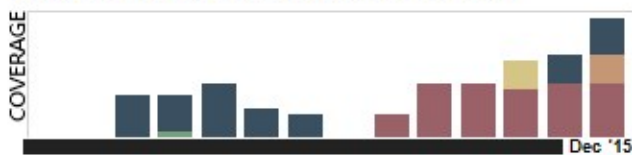


9 Potential Clicks/Mo

Buy⁽⁴⁶⁾

webhosting company (Exact Match)

\$12.65 Cost/Click | \$0.31 Cost/Day | 20 Impressions/Mo

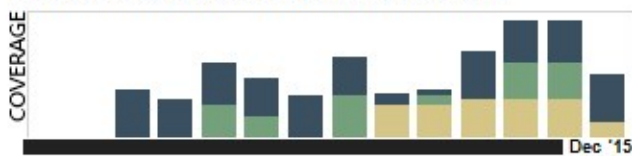


0.6 Potential Clicks/Mo

Good Buy⁽⁶³⁾

us hosting (Exact Match)

\$9.45 Cost/Click | \$0.29 Cost/Day | 20 Impressions/Mo

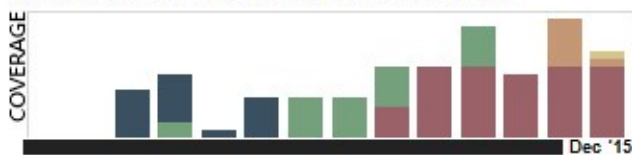


1.5 Potential Clicks/Mo

Good Buy⁽⁵⁴⁾

budget web host (Exact Match)

\$24.10 Cost/Click | \$1.79 Cost/Day | 10 Impressions/Mo



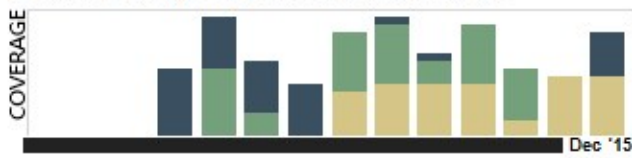
2.1 Potential Clicks/Mo

Good Buy⁽⁵²⁾



monthly hosting (Exact Match)

\$20.17 Cost/Click | \$0.08 Cost/Day | 30 Impressions/Mo



2.1 Potential Clicks/Mo

Good Buy⁽⁵²⁾

web hosting companies reviews (Exact Match)

\$8.31 Cost/Click | \$0.76 Cost/Day | 90 Impressions/Mo

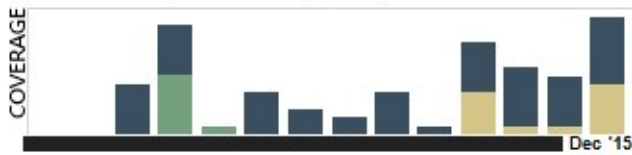


2.7 Potential Clicks/Mo

Buy⁽⁵⁰⁾

cheap web site (Exact Match)

\$3.09 Cost/Click | \$0.28 Cost/Day | 40 Impressions/Mo

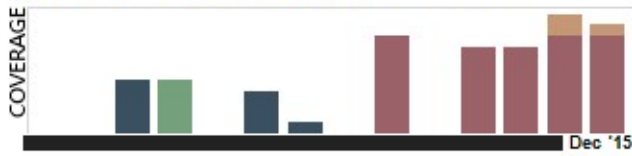


2.7 Potential Clicks/Mo

Buy⁽⁵⁰⁾

canadian web hosting company (Exact Match)

\$20.30 Cost/Click | \$31.84 Cost/Day | 40 Impressions/Mo

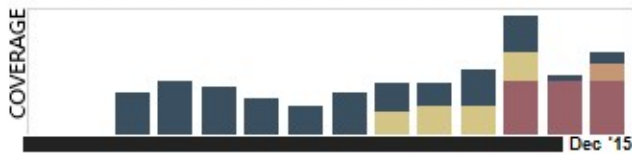


47 Potential Clicks/Mo

Buy⁽⁴³⁾

top hosting company (Exact Match)

\$8.60 Cost/Click | \$1.13 Cost/Day | 20 Impressions/Mo



3.9 Potential Clicks/Mo

Buy⁽⁴⁸⁾

linux server hosting (Exact Match)

\$31.63 Cost/Click | \$20.10 Cost/Day | 140 Impressions/Mo



19 Potential Clicks/Mo

Buy⁽⁴³⁾

[Download as CSV](#)



Best Negative Match Opportunities

Trim the fat from your campaign by excluding these specific keywords. Avoiding low-quality matches like these improves your conversion rate and protects you from wasteful clicks that drain your budget.

We can also say with confidence these keywords are neither profitable nor popular with your competitors.

While broad match might be the culprit, there is no question that your ad shows up when we run these searches. We included a snapshot of the ad and the results page to help you weed out these matches. If you are not buying these keywords directly, you might want to "negative match" these keywords in Adwords or restructure your match types on more targeted keywords.

Potential Savings of
\$12k per month

in ad spend is up for grabs by trimming the impressions you get on our top 25 negative match recommendations.

[Download as CSV](#)

social media database

\$2k Potential Monthly Savings

(Exact) Cost / Click: **\$8.80**
(Exact) Clicks / Month: **212.4**

[Rackspace® Managed Cloud](#)

[rackspace.com](#)

Fanatical Support, Expert Knowledge & Secure, Scalable Infrastructure.



ecommerce website designers

\$1k Potential Monthly Savings

(Exact) Cost / Click: **\$32.05**
(Exact) Clicks / Month: **40.5**

[Best E-Commerce Hosting](#)

[rackspace.com](#)

#1 Provider for Top 1000 Retailers. See Why the Top Agencies Choose Us.



e commerce website development

\$1k Potential Monthly Savings

(Exact) Cost / Click: **\$34.68**
(Exact) Clicks / Month: **35.4**

[Best E-Commerce Hosting](#)

[rackspace.com](#)

#1 Provider for Top 1000 Retailers. See Why the Top Agencies Choose Us.



data recovery services

\$706 Potential Monthly Savings

(Exact) Cost / Click: **\$20.66**
(Exact) Clicks / Month: **34.2**

[Rackspace® Managed Cloud](#)

[rackspace.com](#)

Fanatical Support, Expert Knowledge & Secure, Scalable Infrastructure.



hyper-v backup

\$680 Potential
Monthly Savings

(Exact) Cost / Click: **\$24.93**

(Exact) Clicks / Month: **27.3**

Microsoft® Private Cloud

rackspace.com

Built w/Hyper-V® and System Center.
Powered by Rackspace®. Learn More

Screenshot



<http://cckk.ca/0JHCL80VM>

magento pricing

\$638 Potential
Monthly Savings

(Exact) Cost / Click: **\$7.16**

(Exact) Clicks / Month: **89.1**

Magento at Rackspace®

rackspace.com

Find Website & eComm Software. Save
Time, See Reviews Now!

Screenshot



<http://cckk.ca/0Z8GGC3HC>

small business mail

\$615 Potential
Monthly Savings

(Exact) Cost / Click: **\$16.63**

(Exact) Clicks / Month: **36.9**

Rackspace® Email Hosting

rackspace.com

Professional Hosted Email for \$2/mo
24x7 Fanatical Support

Screenshot



<http://cckk.ca/064T9NJE3>

dallas it services

\$540 Potential
Monthly Savings

(Exact) Cost / Click: **\$20.32**

(Exact) Clicks / Month: **26.7**

Rackspace Managed Hosting

rackspace.com

24x7 Dedicated Lead Tech Team No
Hidden Server Fees. Learn More

Screenshot



<http://cckk.ca/0SQX11PX7>

web based access database

\$533 Potential
Monthly Savings

(Exact) Cost / Click: **\$13.79**

(Exact) Clicks / Month: **38.7**

Rackspace® Managed Cloud

rackspace.com

Fanatical Support, Expert Knowledge &
Secure, Scalable Infrastructure.

Screenshot



<http://cckk.ca/0HD4PCYSV>

database management systems

\$461 Potential
Monthly Savings

(Exact) Cost / Click: **\$27.57**

(Exact) Clicks / Month: **16.8**

Rackspace® Managed Cloud

rackspace.com

Fanatical Support, Expert Knowledge &
Secure, Scalable Infrastructure.

Screenshot



<http://cckk.ca/02NMKSZNL>



website store builder

\$425 Potential
Monthly Savings

(Exact) Cost / Click: **\$94.94**

(Exact) Clicks / Month: **4.5**

Best E-Commerce Hosting

rackspace.com

#1 Provider for Top 1000 Retailers. See
Why the Top Agencies Choose Us.

Screenshot



<http://cckk.ca/0G6N3TP6Z>

server monitoring service

\$403 Potential
Monthly Savings

(Exact) Cost / Click: **\$29.42**

(Exact) Clicks / Month: **13.8**

Cloud Monitoring Fatigue?

rackspace.com

Get the Rackspace® Managed Cloud.
Monitoring w/Intelligence. Sign Up!

Screenshot



<http://cckk.ca/0ZCE8Y6GF>

ecommerce forum

\$391 Potential
Monthly Savings

(Exact) Cost / Click: **\$5.95**

(Exact) Clicks / Month: **65.7**

Best E-Commerce Hosting

rackspace.com

#1 Provider for Top 1000 Retailers
See Why the Top Agencies Choose Us.

Screenshot



<http://cckk.ca/0ZNH CZ5YJ>

public cloud services

\$384 Potential
Monthly Savings

(Exact) Cost / Click: **\$13.50**

(Exact) Clicks / Month: **28.5**

Rackspace Managed Cloud

rackspace.com

Flexible Hosting From the World's
Leader in Managed, Cloud & Hybrid.

Screenshot



<http://cckk.ca/0K231QHQA>

archiving emails

\$355 Potential
Monthly Savings

(Exact) Cost / Click: **\$24.16**

(Exact) Clicks / Month: **14.7**

Rackspace® Email Hosting

rackspace.com

Professional Hosted Email for \$2/mo
24x7 Fanatical Support

Screenshot



<http://cckk.ca/0XKDLH0TR>

managing network

\$350 Potential
Monthly Savings

(Exact) Cost / Click: **\$0.62**

(Exact) Clicks / Month: **562.8**

Servers in Under a Minute

rackspace.com

Deploy Applications with One Click!
Includes 24x7 Fanatical Support.

Screenshot



<http://cckk.ca/0ZV2SK3NV>



resume database software

\$339 Potential
Monthly Savings

(Exact) Cost / Click: **\$15.07**

(Exact) Clicks / Month: **22.5**

[Rackspace Managed Hosting](#)

[rackspace.com](#)

Meet Strict Compliance Requirements
Learn About Our Dedicated Servers.



online data base

\$312 Potential
Monthly Savings

(Exact) Cost / Click: **\$29.58**

(Exact) Clicks / Month: **10.5**

[Rackspace® Managed Cloud](#)

[rackspace.com](#)

Fanatical Support, Expert Knowledge &
Secure, Scalable Infrastructure.



office suite for rent

\$310 Potential
Monthly Savings

(Exact) Cost / Click: **\$26.64**

(Exact) Clicks / Month: **11.7**

[Get Support for Office365](#)

[rackspace.com](#)

Rackspace Offers Free Migration and
24x7 Support. Get 14



p2p file sharing

\$308 Potential
Monthly Savings

(Exact) Cost / Click: **\$7.59**

(Exact) Clicks / Month: **39.6**

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Backed by 24x7 Fanatical Support



[Download as CSV](#)



