The 3 Most Important Search Marketing Tools… Your Heart, Your Brain, & Your [Small] Ego

Small Ego

Intellectual Humility

Intellectual humility is simply "the recognition that the things you believe in might in fact be wrong"

-- Mark Leary, personality psychologist at Duke University

"NOT KNOWING THE SCOPE OF YOUR OWN IGNORANCE IS PART OF THE HUMAN CONDITION"

-- David Dunning, an expert on human blind spots

Some things about ourselves exist below the surface

Tepoztlán, Mexico

FOUNDERS PROJECT

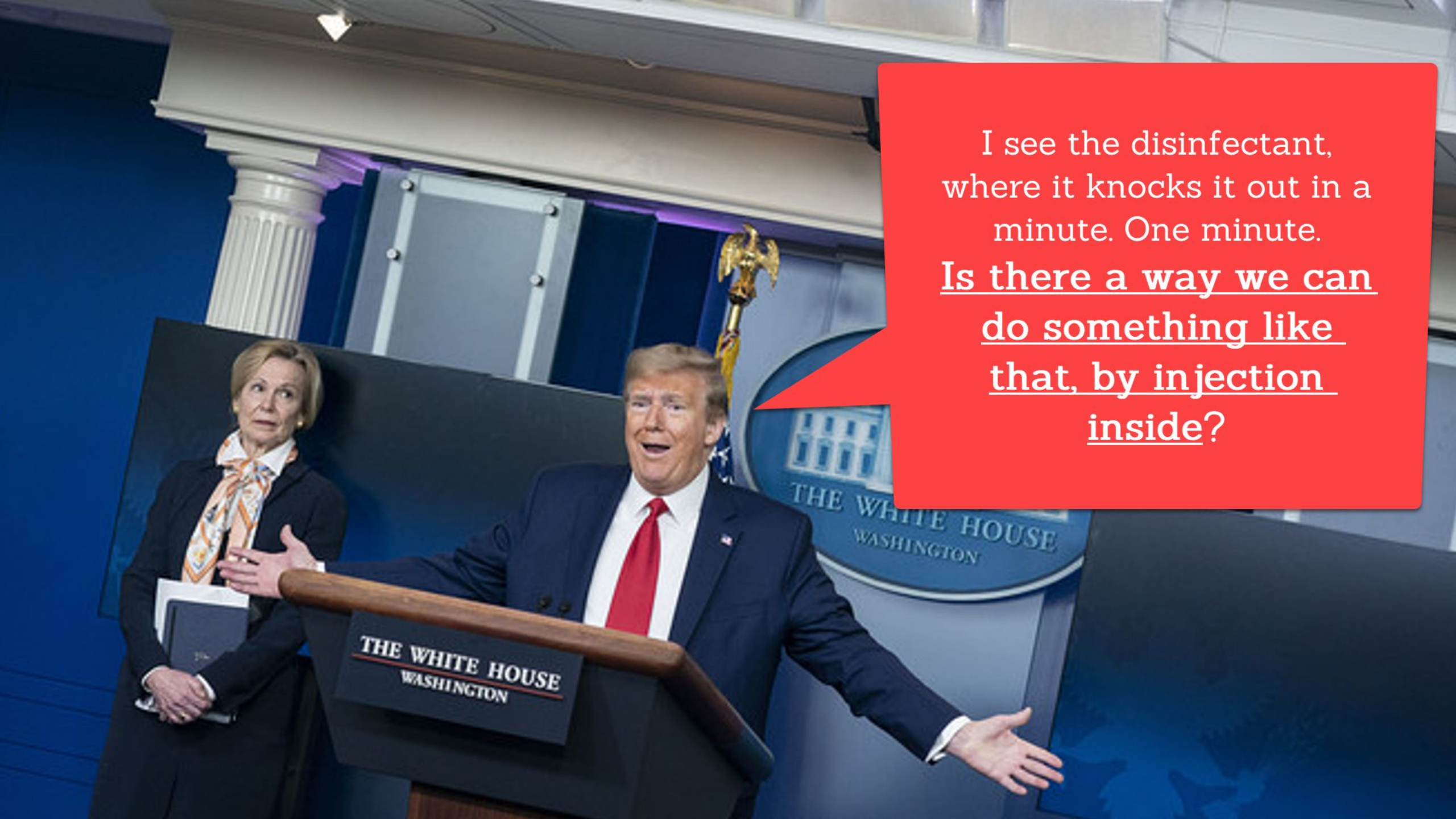
Warby Parker Had a Mission. Its Customers Didn't Care. Here's How the Company Changed Its Message

The eyeglasses company loved touting its 'buy one, give one' social mission. But it failed to move customers, and the startup was forced to change gears.

BY CHRISTINE LAGORIO-CHAFKIN @LAGORIO

Where do you start?

Listen to the people who say
there might be a better way.


I see the disinfectant, where it knocks it out in a minute. One minute.
Is there a way we can do something like that, by injection inside?
THE WHITE HOUSE
WASHINGTON
THE WHITE HOUSE
WASHINGTON

SPEAKING OF "NOT KNOWING THE SCOPE OF YOUR OWN IGNORANCE…"

Skeptical
AF
THE WHITE HOUSE
WASHINGTON
THE WHITE HOUSE
WASHINGTON

Links don’t matter

I build links

Don’t bid in PPC when you rank

I do PPC

Build less content

I make content

Don’t try to rank higher

I get rankings

REMEMBER:

"NOT KNOWING THE SCOPE OF YOUR OWN IGNORANCE IS PART OF THE HUMAN CONDITION"

THINK:

How many sites have you worked on?

THINK:

How many sites exist?

This is hard to do…

It is difficult to get a man to understand something, when his salary depends on his not understanding it.

Upton Sinclair

quotefancy

We all start here

Can you let go?

thebalance.com › Banking › Checking Accounts

The 4 Best Joint Checking Accounts of 2021 - The Balance

Jan 26, 2021 — **Joint checking accounts** are checking accounts offered by banks that allow more than one person to manage the money in the account.

investopedia.com › Banking › Checking Accounts

How to Open a Joint Checking Account - Investopedia

Joint checking accounts allow equal access to deposit and withdraw funds. Opening a joint account is similar to opening an individual account.

investopedia.com › Banking › Checking Accounts

The 8 Best Joint Checking Accounts of 2021 - Investopedia

A **joint checking account** is an easy banking solution for any two people who want to partially or fully share finances, providing each with the ability to manage ...

bettermoneyhabits.bankofamerica.com › joint-bank-acc...

What Is a Joint Bank Account and Is It Right for You?

Linking lets couples maintain independent control of their **checking accounts** while sharing a **joint** account from which they can pay bills, manage household ...

bankrate.com › Authors › Holly D. Johnson

Joint Bank Accounts: What They Are And How They Work ...

Jan 19, 2021 — A **joint** bank **account** is an **account** that you share with another person for things like paying the bills, depositing paychecks or saving for a ...

chase.com › life-moments › couple-merge-finances

You're in a relationship, but are you ready to marry your ...

Late last year, Laura Kearsley and her fiancé, Brendan, decided to take a big step in their relationship: they opened a **joint checking account**. Every month, each ...

discover.com › online-banking › banking-topics › the-r...

The Right Time to Open a Joint Checking Account | Discover

Tips for managing a **joint account** · Create a budget together so both of you agree on how much to save and spend each month. · Agree upon a small allowance that ...

simple.com › online-banking › shared-checking-accounts

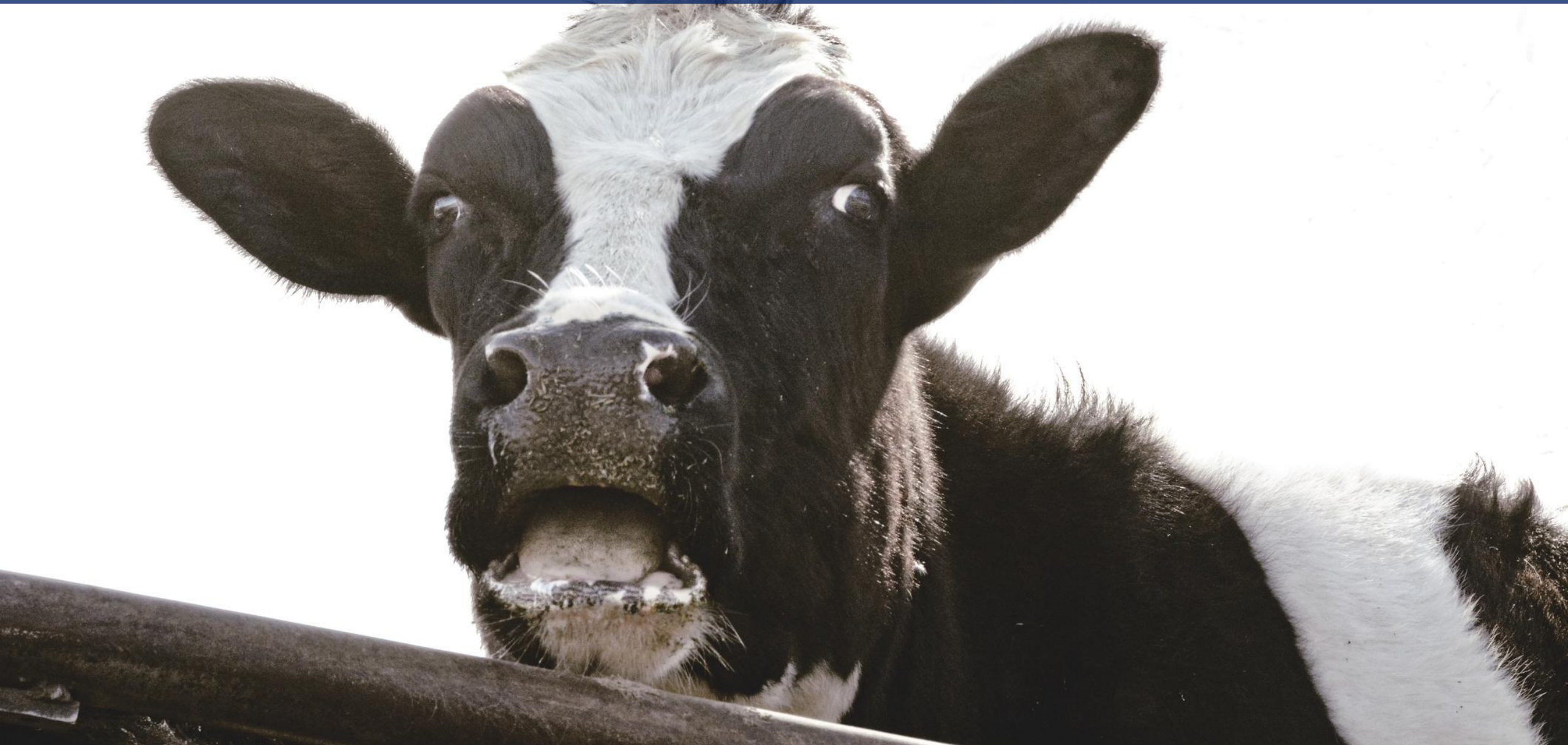
Simple Shared Account: More than Joint Checking

Go beyond other **joint checking accounts** with Simple Shared. Now you and your partner can easily budget, save, and talk about money together.

valuepenguin.com › Guide › Banking

Joint Bank Account Rules: How Do They Work? - ValuePenguin

No keyword in the title tag!!



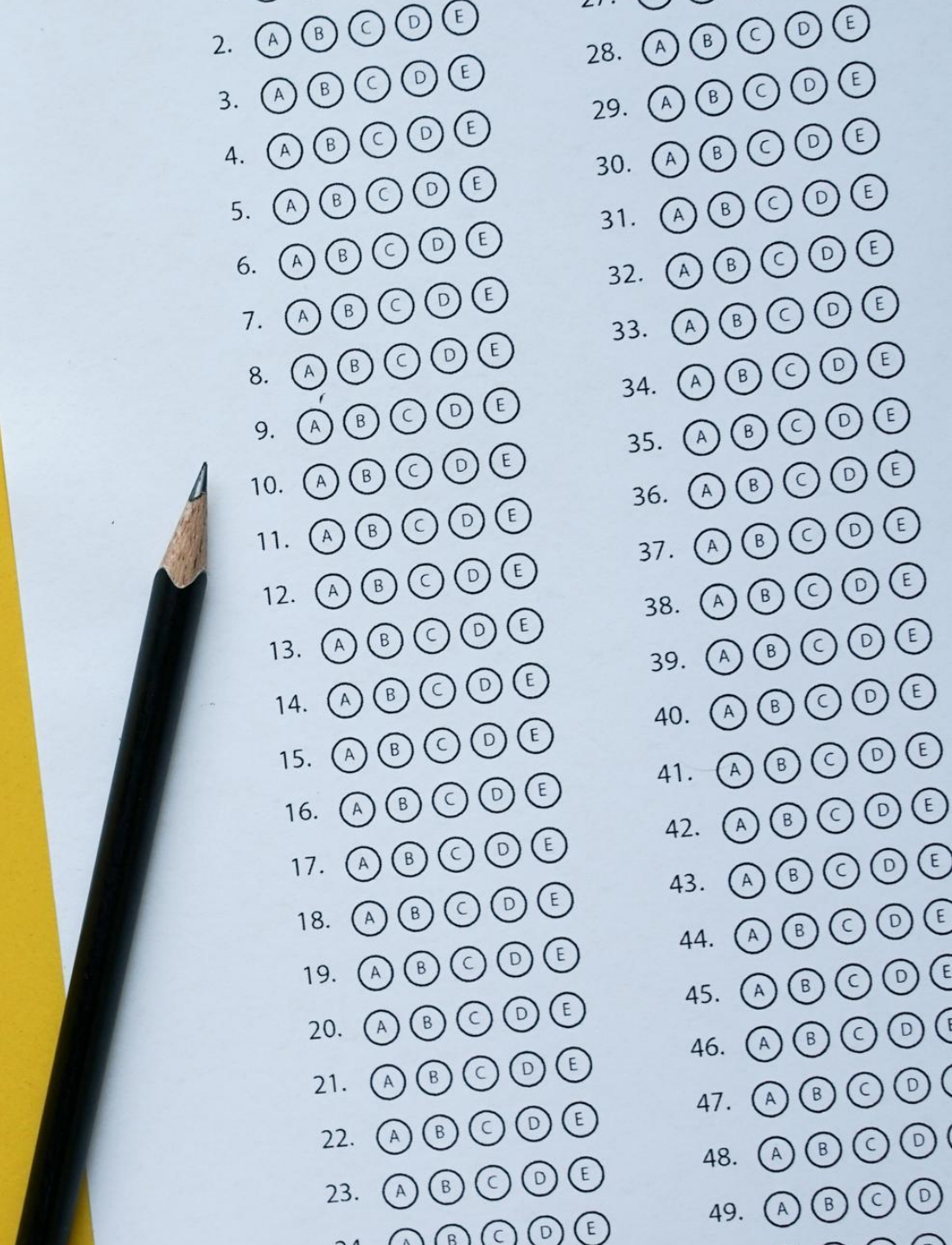
Intellectual humility is simply "the recognition that the things you believe in might in fact be wrong"

-- Mark Leary, a social and personality psychologist at Duke University

Rule:

Best Practices
are great start for those
who lack data,
or have data
but can't process it.

How many keywords per page?



Best Practice

By: Rand Fishkin

June 17th, 2008

Tactical SEO: How Many Terms/Phrases Should I Target on a Single Page?

On-page SEO

The author's views are entirely his or her own (excluding the unlikely event of hypnosis) and may not always reflect the views of Moz.

102

55

This one keeps popping up, so I'm taking a short blog post to address it as quickly and efficiently as possible (mostly because I have an SEOmoz board meeting tomorrow, so I need my zzzs).

Many SEOs ask themselves how many individual word and phrases are ideal to target together on a single URL. The tough part is - there's no hard and fast answer. The number can be as low as 1 and as high as 15 (maybe 20). Below, I'll share the process I like to use to find the right answer and include a real life example to help illustrate:

Choosing Keywords for the Page:

We're not playing long tail with targeted SEO like this, so you'll want to do your keyword research

What is DevOps?

Get Started with AWS

DevOps on AWS | DevOps Blog | Partner Solutions | Resources | The Amazon Builders' Library

DevOps Model Defined

DevOps is the combination of cultural philosophies, practices, and tools that increases an organization's ability to deliver applications and services at high velocity: evolving and improving products at a faster pace than organizations using traditional software development and infrastructure management processes. This speed enables organizations to better serve their customers and compete more effectively in the market.

1158 keywords top 20, $33k / year

How DevOps Works

Under a DevOps model, development and operations teams are no longer "siloed." Sometimes, these two teams are merged into a single team where the engineers work across the entire application lifecycle, from development and test to deployment to operations, and develop a range of skills not limited to a single function.

In some DevOps models, quality assurance and security teams may also become more tightly integrated with development and operations and throughout the application lifecycle. When security is the focus of everyone on a DevOps team, this is sometimes referred to as DevSecOps.

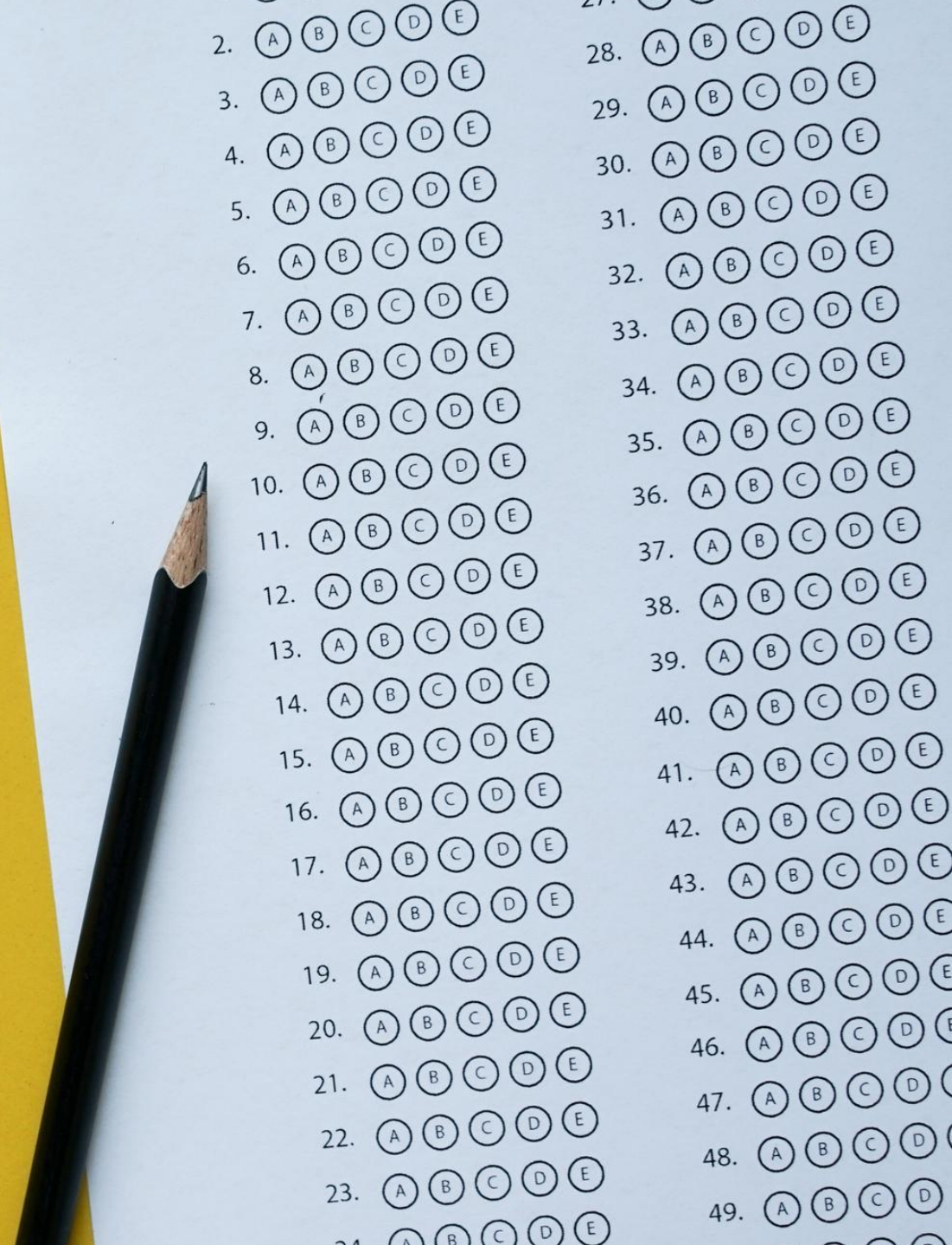
These teams use practices to automate processes that historically have been manual and slow. They use a technology stack and tooling which help them operate and evolve applications quickly and reliably. These tools also help engineers independently accomplish tasks (for example, deploying code or provisioning infrastructure) that normally would have required help from other teams, and this further increases a team's velocity.

Learn about AWS DevOps tooling and services »

Benefits of DevOps

I had to be willing to recognize that the things I believed in *might* in fact be wrong.

How many pages should I build?



Peek at our “efficient” system

Search Discovery Analysis

The goal of the Search Discovery Analysis is to give a holistic view of the competitive landscape and play a key role in creating a long-term online strategy, assessing how Client compares to competitors' site authority, contextual relevance, and visibility. Seer will examine gaps in Client's keyword coverage by examining top Search & Business competitors to identify new opportunities.

1

Search Terms	Spend	Conversions
54.61K	[illegible]	[illegible]

2

Average CPA	# Competitors	3 # Content
[illegible]	33.90K	142.81K

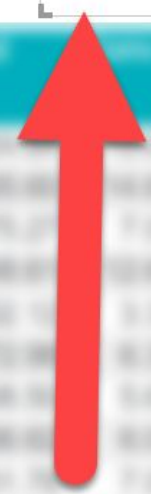
seer

Search Disc

Keyword

Secondary Search Term

api



Who are your competitors?

Where do we rank for specific search terms?

seer

Search

are your competitors?

ain	# Content	# KWs	Conv	Coverag
	40	129	20.6	77.25%
	8	124	20.6	74.25%
	13	120	19.6	71.86%
	24	115	16.6	68.86%
	5	104	15.6	62.28%

Site 1 = 40 pg / 129 kw
Site 2 = 08 pg / 124 kw
Site 3 = 13 pg / 120 kw
Site 4 = 24 pg / 115 kw
Site 5 = 05 pg / 104 kw

Grounded in Business Value

Where do we rank for specific search terms?

Comp	# KWs	Spend	Conv.

Comp Rank	Comp URL	Client Rank	Client URL	Conv
9		15		
10		15		
8		15		
4		15		

Build a content roadmap in 5 hours backed by conversion propensity FIRST.

Rule:

Tools are the start, never the end.
See every data set through the lens of
"If every one of my competitors have this tool too, how do I create value?"

Can you shrink your ego enough to challenge the exact thing that gives you markers that you are good at your job?

Abandon the tactics that got me here

0:15 / 4:04

SEO Best Practices

39,709 views • Jul 30, 2007

69 7 SHARE SAVE

To get a chance to get here
MOZCON

Your Heart

Business 100 years ago didn't need SEO

The horror

What did a business need?

Sales – Profits - Customers

Lets talk sales

Rule:

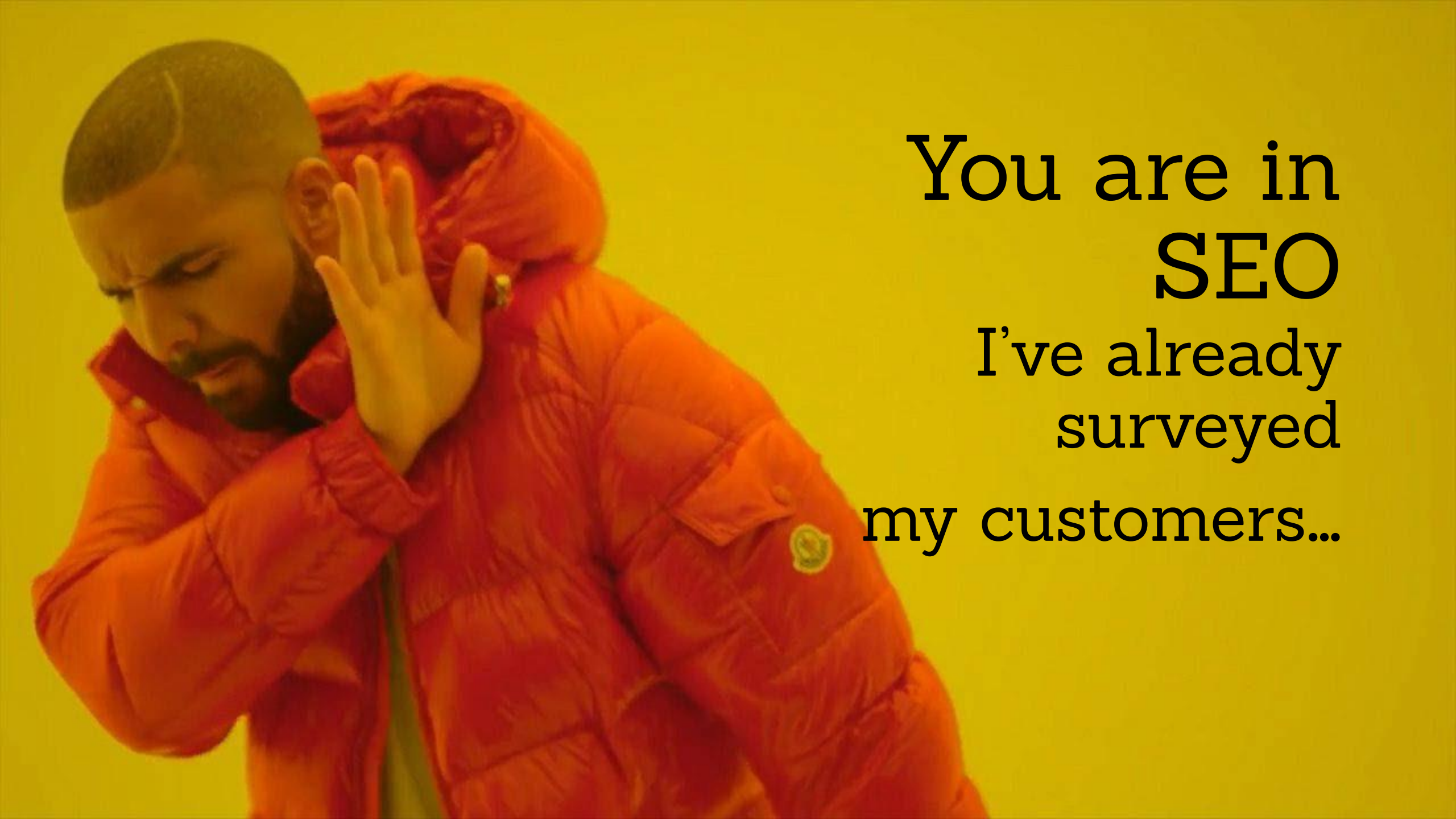
Reports that don't have **dollar signs** in them don't get on **real** decision makers desks

Rule:

The less you understand your customer
The more you spend to acquire them

Customers

I want to listen to them...


You are in SEO
I've already surveyed
my customers...

Would you purchase free trade organic apple or the non organic apple?

70%

30%

IN FRONT OF A GROUP

Source: *The Myth of the Ethical Consumer, 'Anonymity Test V2', 10/6/14*

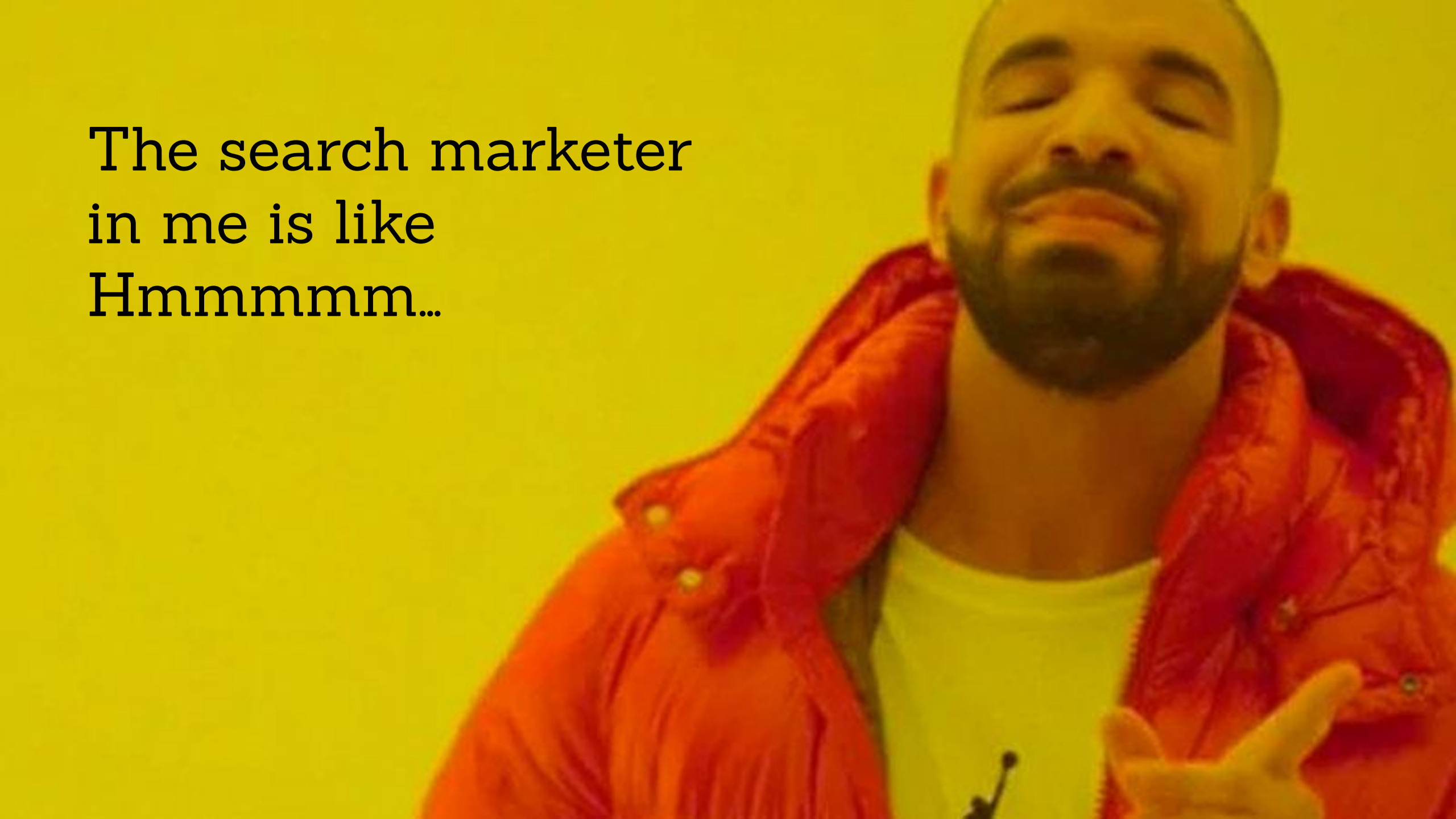
2%

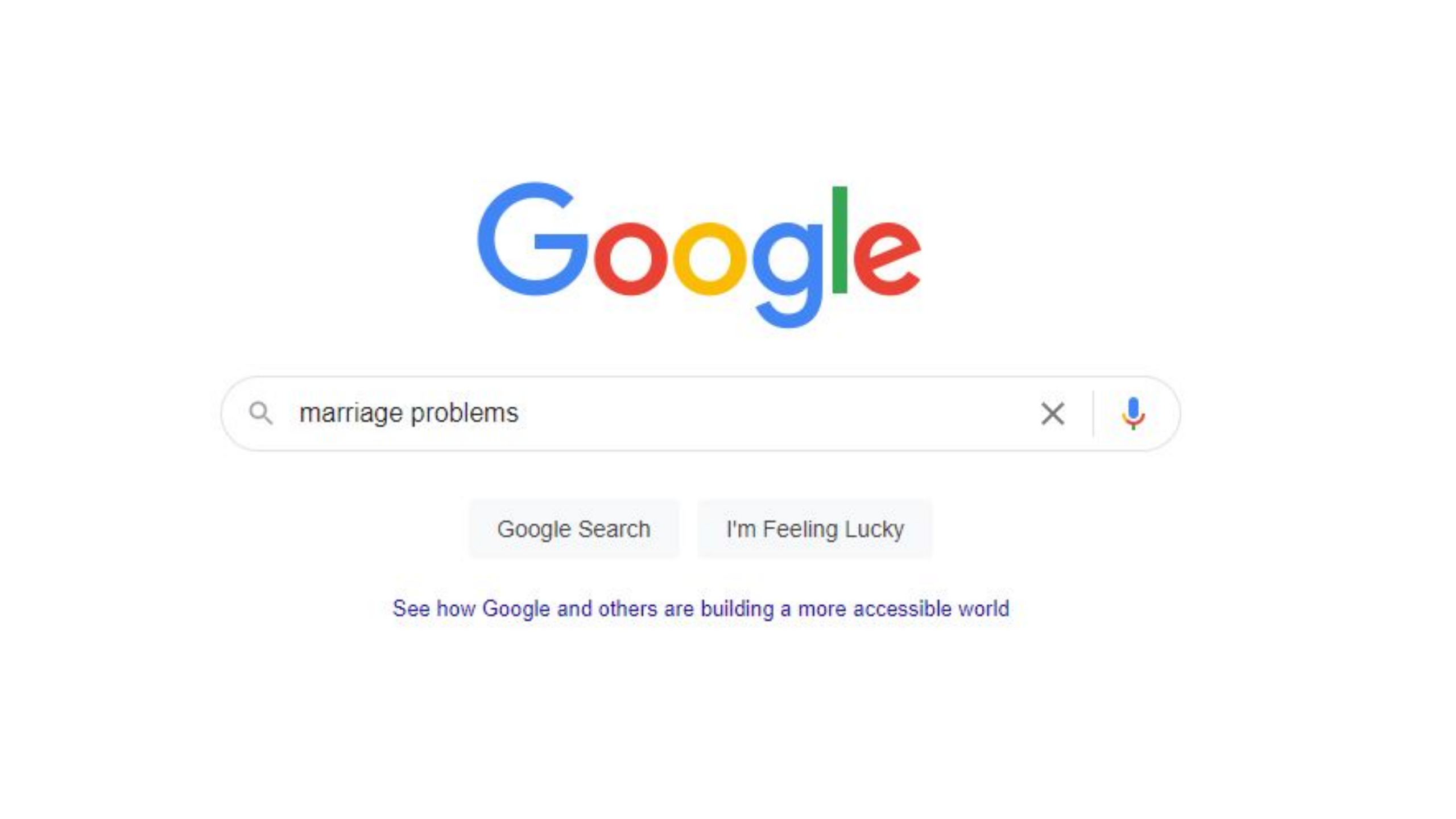
98%

IN PRIVATE

Source: The Myth of the Ethical Consumer, 'Anonymity Test V2', 10/6/14

The search marketer in me is like Hmmmmm...




Google
marriage problems
Google Search
I'm Feeling Lucky
See how Google and others are building a more accessible world

Google marriage problems

All News Images Videos Shopping More Settings Tools

Page 2 of about 531,000,000 results (0.52 seconds)

Ad · https://www.encompasscc.org/ (937) 324-3604

Strengthen Your Marriage - The RINGS Experience

The RINGS Experience Builds Skills To Help You Create A Healthy & Fulfilling Relationship.

Get In Touch · RINGS · Blog · About ECC

Ad · https://accountability.valleyvineyard.org/

This One Thing Is Key - To A Happy Marriage

Many **couples** suffer alone and in silence. However, it doesn't have to be that way. This one thing will help you have a happier **marriage**. Click to connect! Explore Events. Get In Touch.

Ad · https://www.seacoast.org/

I'm Fine - Not Really - Marriage Is Hard - seacoast.org

How are you? The most common answer to that question is fine, but are you, really?

Church On Demand · Contact Us · About Us · Worship Videos · Faq

Ad · https://www.drjamesdobson.org/ (877) 732-6825

2-Minute Marriage Survey - Take the Test Today

Understanding the dangerous cycle **couples** get caught in when love and respect are absent.

How to be a better partner to have a better **marriage**. Take the **marriage** test. Blog

Google

why does my husband use

- why does my husband use **the bathroom so much**
- why does my husband use **incognito mode**
- why does my husband use **private browsing**
- why does my husband use **a vpn**
- why does my husband use **dating sites**
- why does my husband **uses so much data**
- why does my husband use **so much toilet paper**
- why does my husband use **me**
- why **would** my husband use **whatsapp**
- why **would** my husband use **a vpn**

Report inappropriate predictions

about things. Dec 21, 2020

https://www.betterhelp.com › advice › marriage › my-hus...

My Husband Ignores Me – What Should I Do? | BetterHelp

About featured snippets • Feedback

People also ask

How do you deal with an ignoring husband?

Her customers
Are people struggling

Could Keyword
Research help here?

why does my husband

- why does my husband **hate me**
- why does my husband **ignore me**
- why does my husband **lie to me**
- why does my husband **look at other women**
- why does my husband **fart so much**
- why does my husband **sleep all the time**
- why does my husband **come quick**
- why does my husband **hit me**
- why does my husband **seek female attention**
- why does my husband **cheat on me**

Google Search I'm Feeling Lucky

Report inappropriate predictions

What about Facebook?

Canon

Facebook Useless

People put who they REALLY are
into Google
&
People put who they want you to think they are **into Facebook.**

Like

Tweet

Message

Shad Moss(Bow Wow)

@smoss

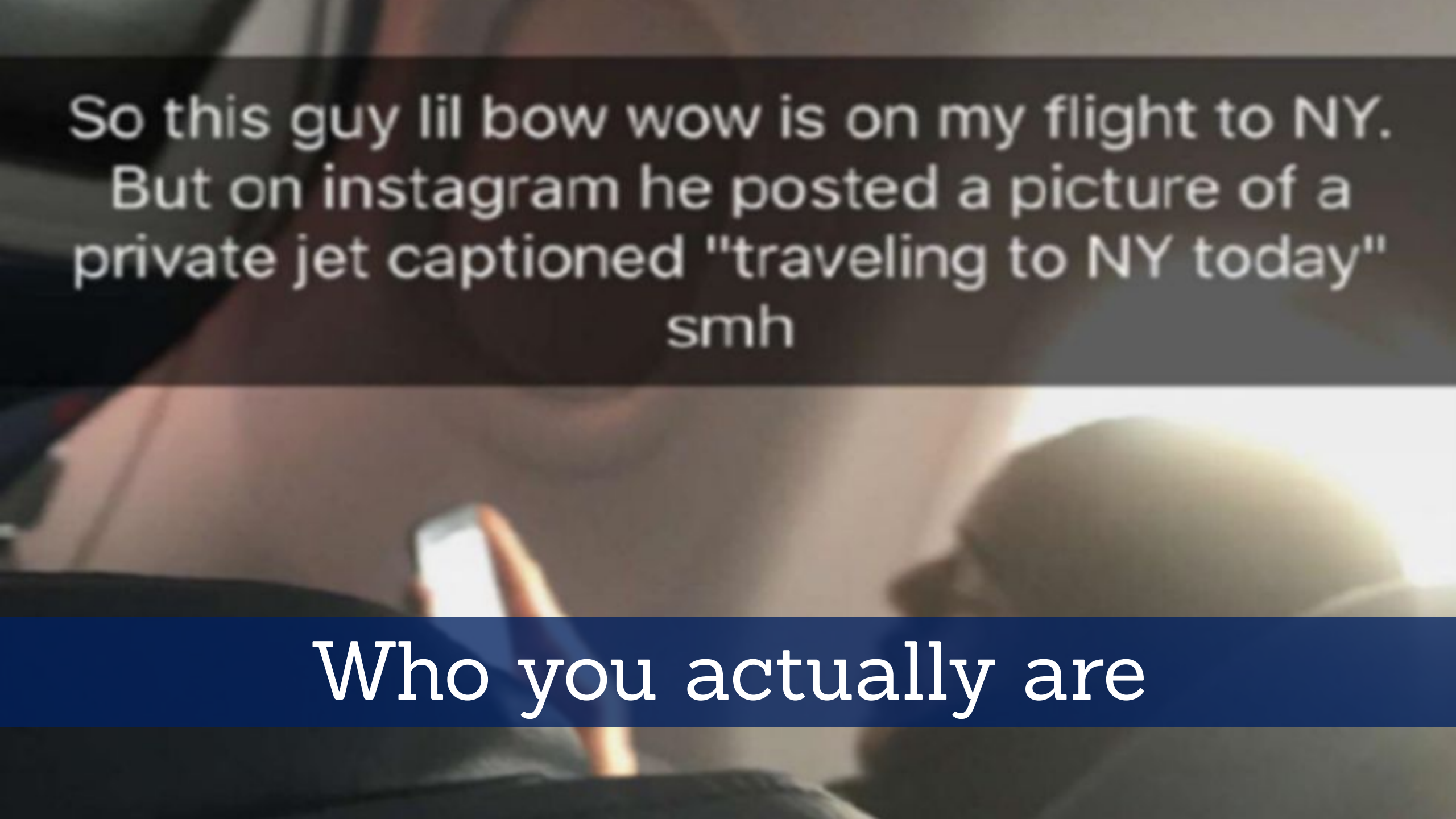
Follow

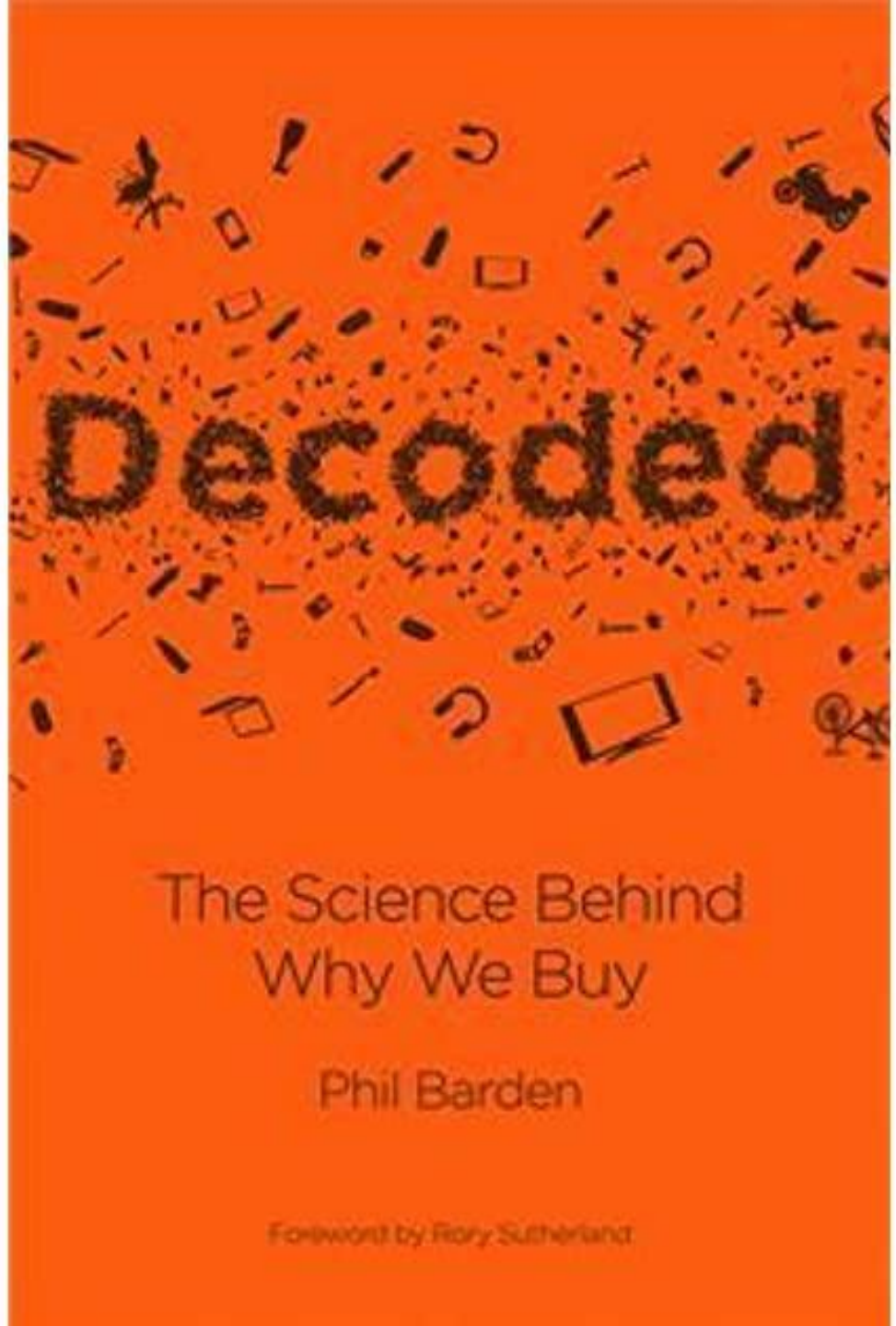
"Growing Up Hip Hop Atlanta" Press tour... Starts today. I'm on the move. #GUHHATL

RETWEETS 456

LIKES 904

Who you want me to think you are


So this guy lil bow wow is on my flight to NY. But on instagram he posted a picture of a private jet captioned "traveling to NY today" smh
Who you actually are


Decoded
The Science Behind
Why We Buy
Phil Barden
Foreword by Rory Sutherland

Every Marriage on Facebook

Jim Jordan

August 17, 2010 ·

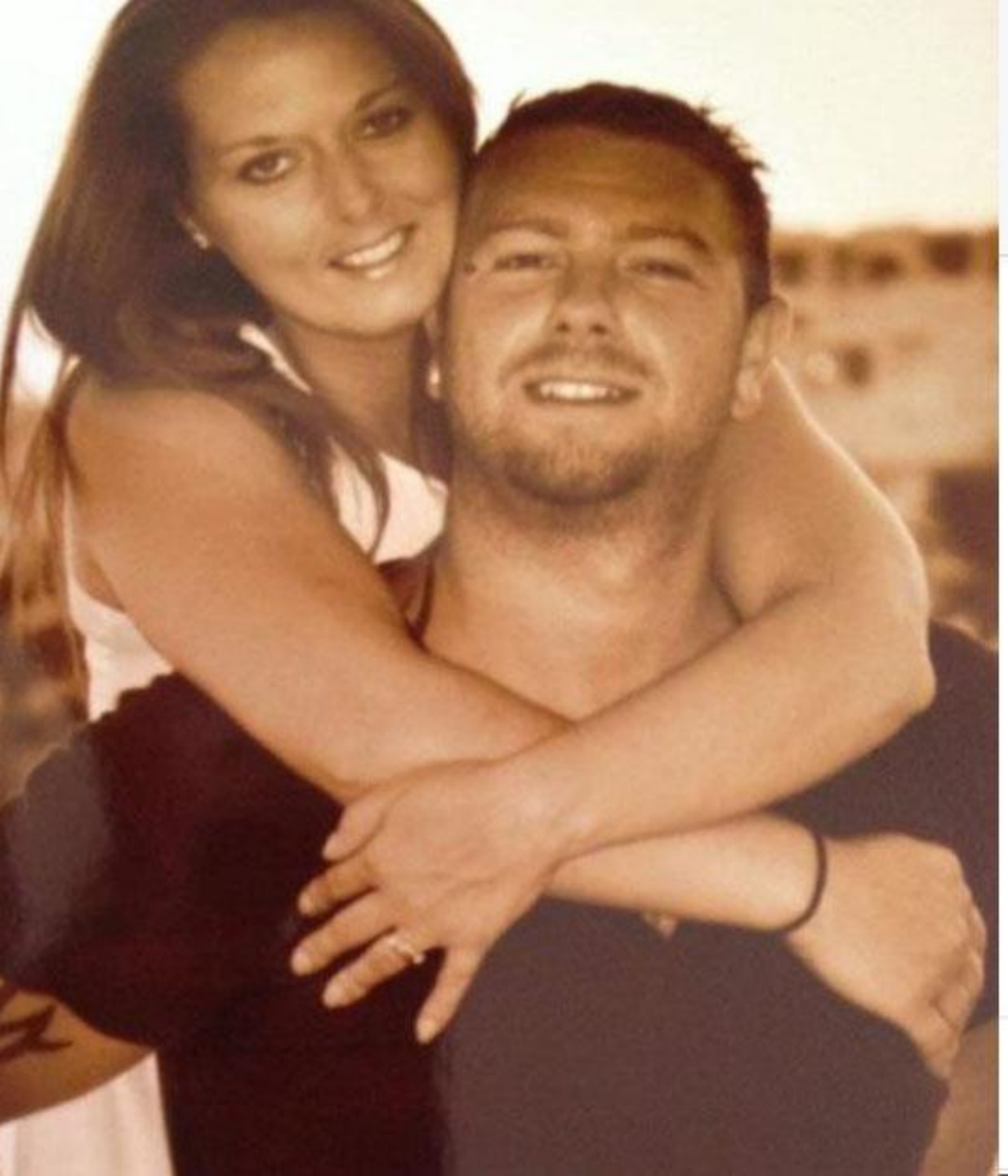
My wife Polly and I are celebrating 25 years of marriage today. It seems like just yesterday...So blessed to have her and our four children. Thanks for all of the well wishes!

130 90 Comments

Share

KEEP
IT
REAL

For sale, best offer. Hubby who couldn't be bothered to wish me Happy Mother's Day or do anything special for me yesterday. One (wo)man's trash is another (wo)man's treasure. Has 8 years of marriage mileage so somewhat broken in. Pickup in Jupiter. Cross posted.



Teresa Turner ▶ sell it in kings lynn!

2 hrs ·

husband

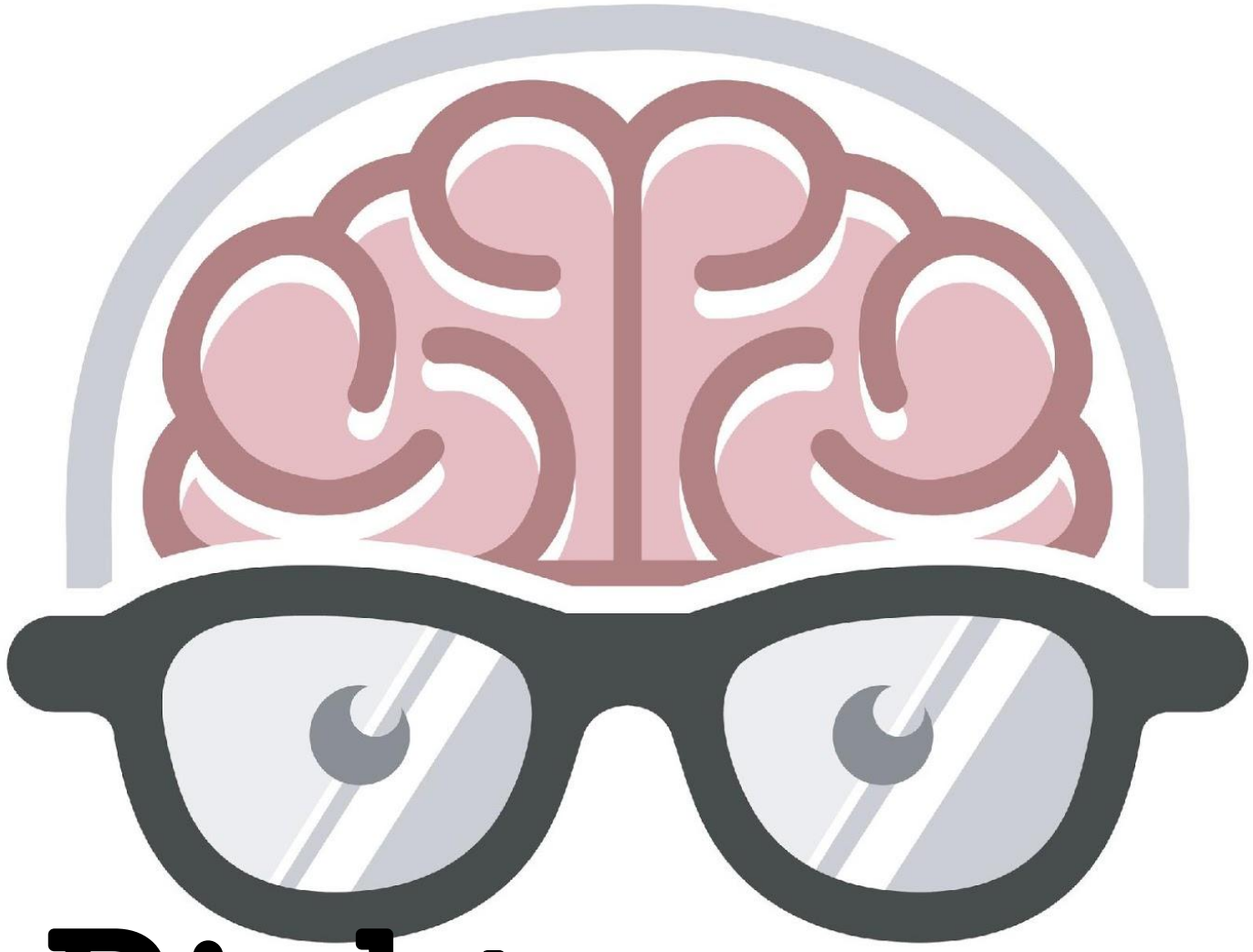
£99,999

King's Lynn, Norfolk

I have a 33 year old husband that is no longe needed due to getting on my nerves! I don't want no money he is FREE he is house traine and toilet trained, first to collect! 😂

Like Comment

114



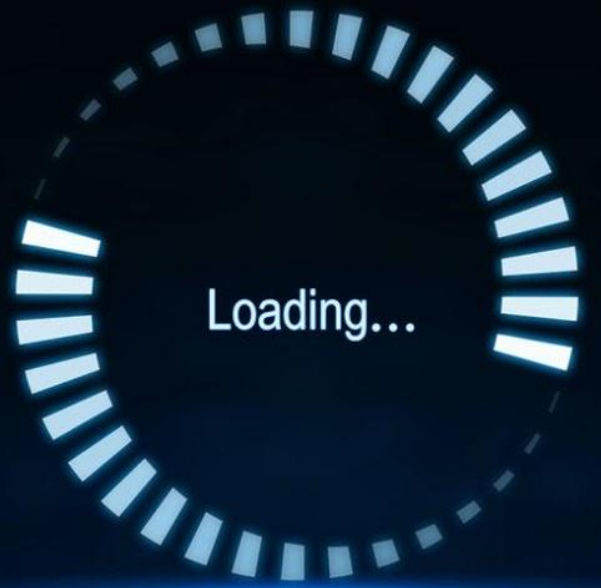
Get Your

Brain Right

You Can Understand Customers
Better with Search Data

The Data is

TOO BIG

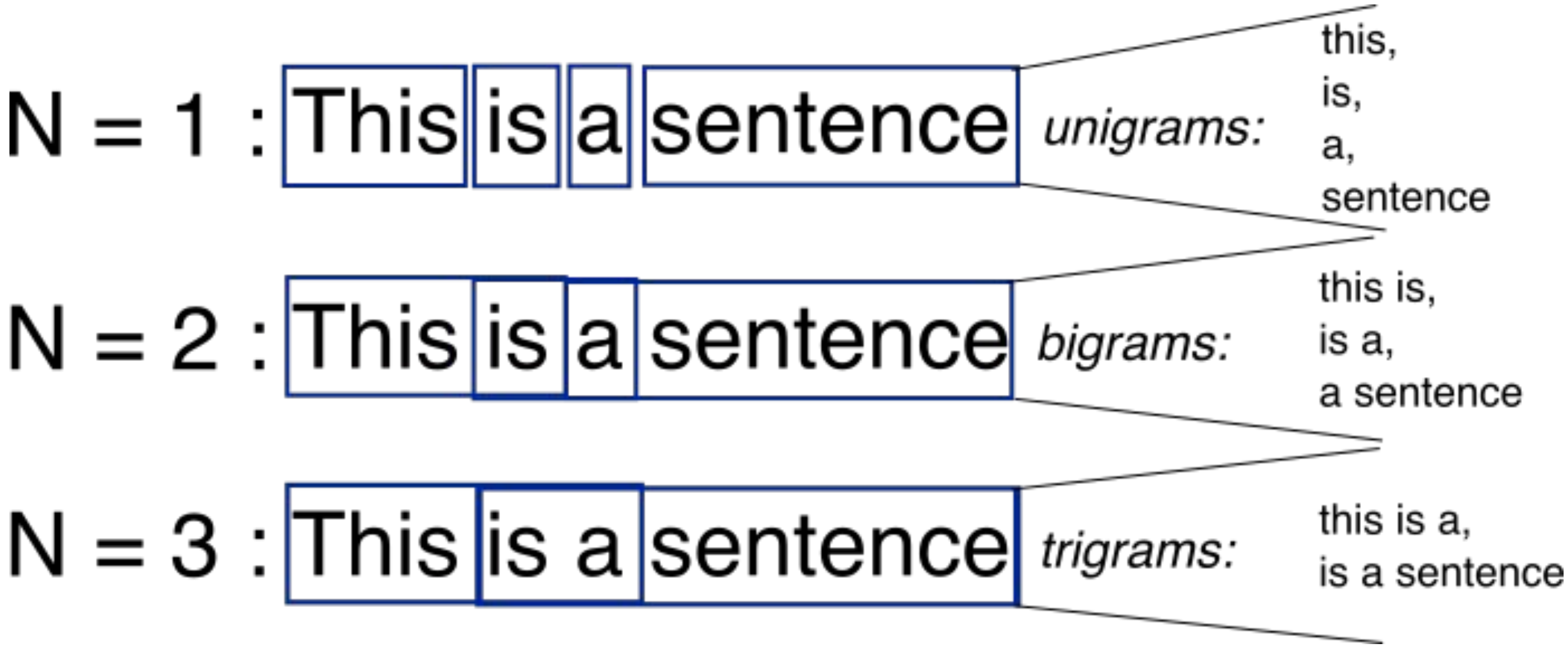


The Laptop

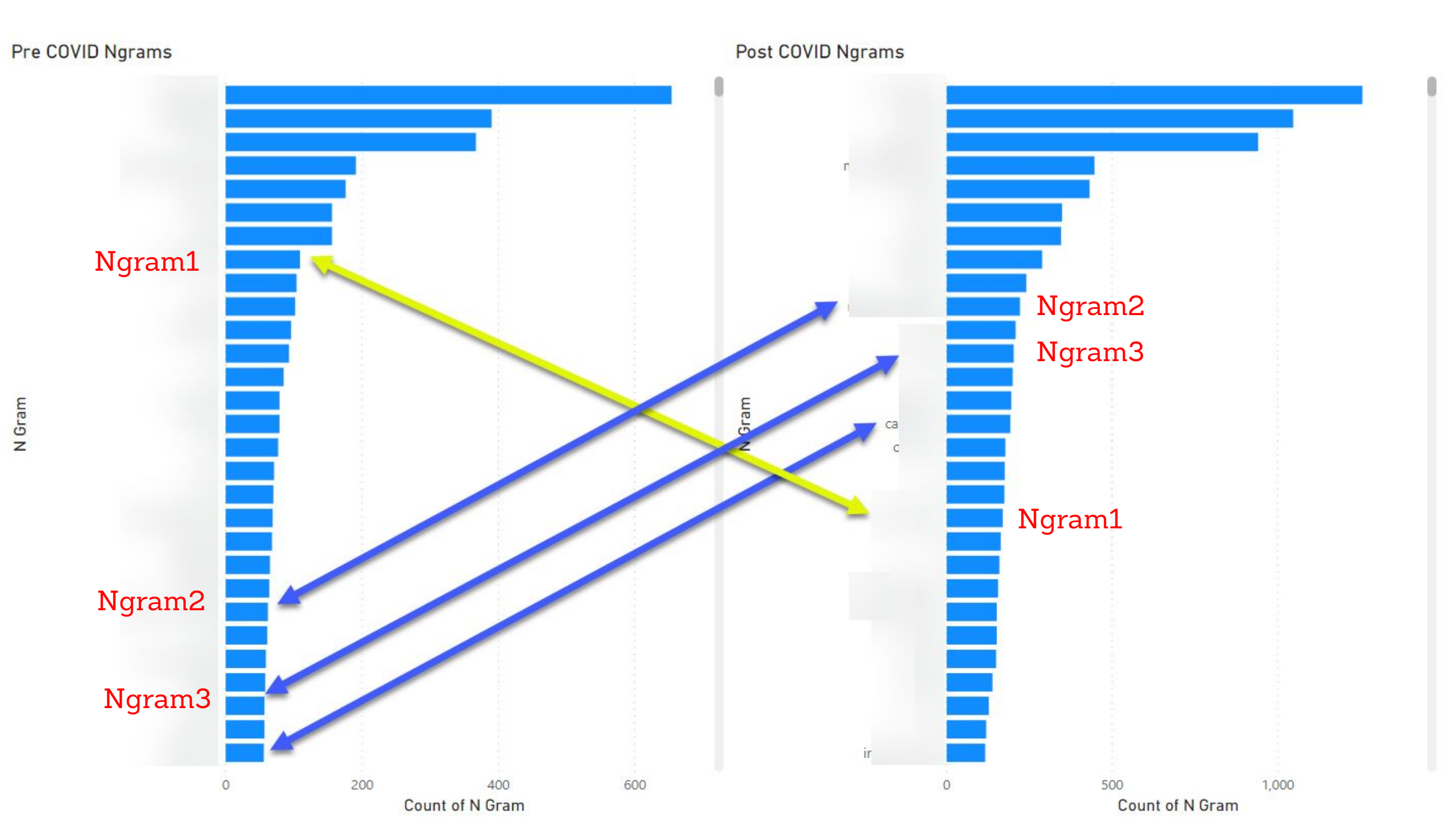
TOO SLOW

N – Gram

One way to use data you already have to better listen to your customer

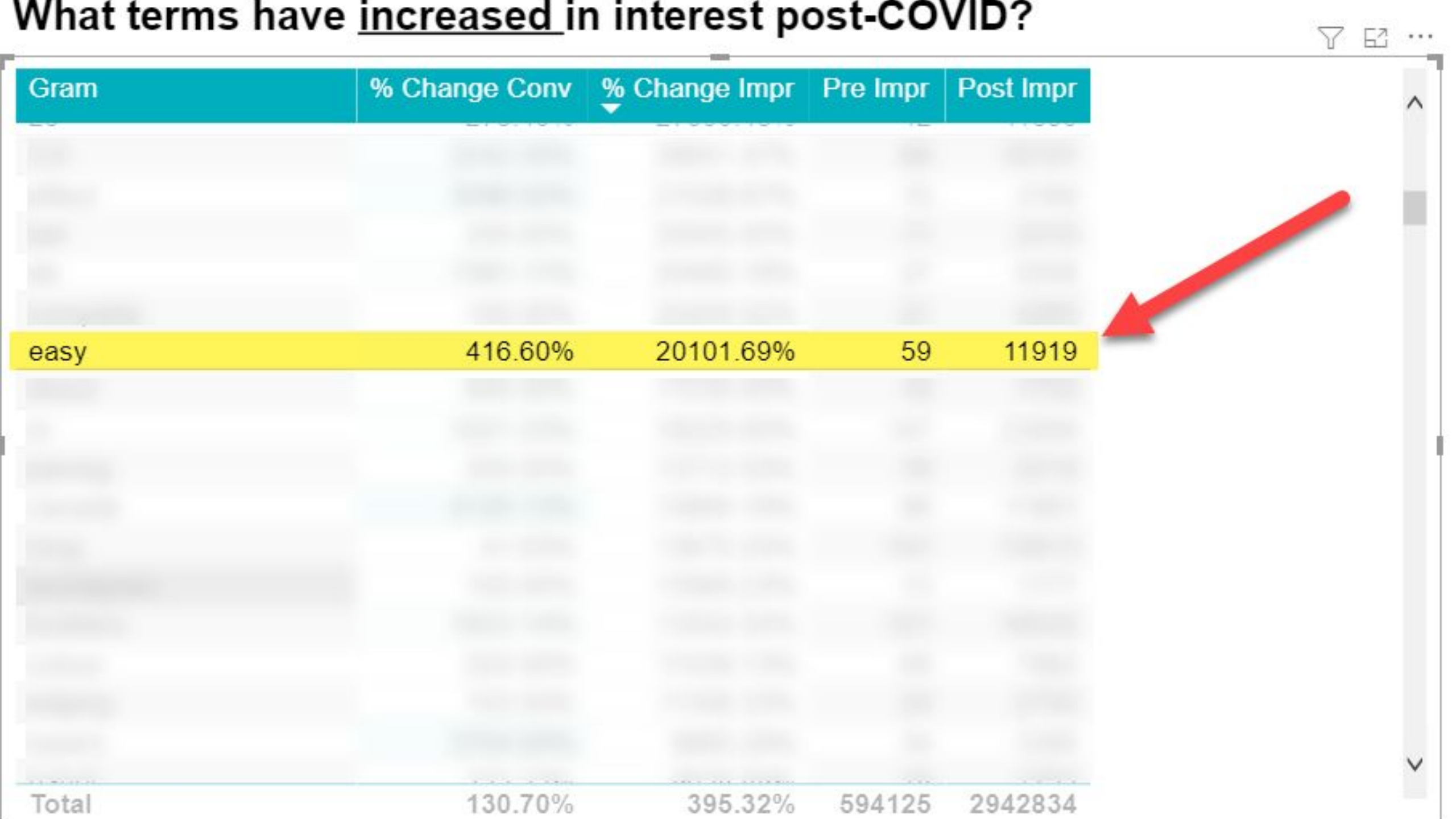

N = 1 :
This
is
a
sentence
unigrams:
this,
is,
a,
sentence
N = 2 :
This
is
a
sentence
bigrams:
this is,
is a,
a sentence
N = 3 :
This
is a
sentence
trigrams:
this is a,
is a sentence

Pandemic Impact on Search Behaviors


Pre COVID Ngrams
Post COVID Ngrams
N Gram
Count of N Gram
0
200
400
600
500
1,000
Ngram1
Ngram2
Ngram3
Ngram2
Ngram3
Ngram1

What terms have increased in interest post-COVID?

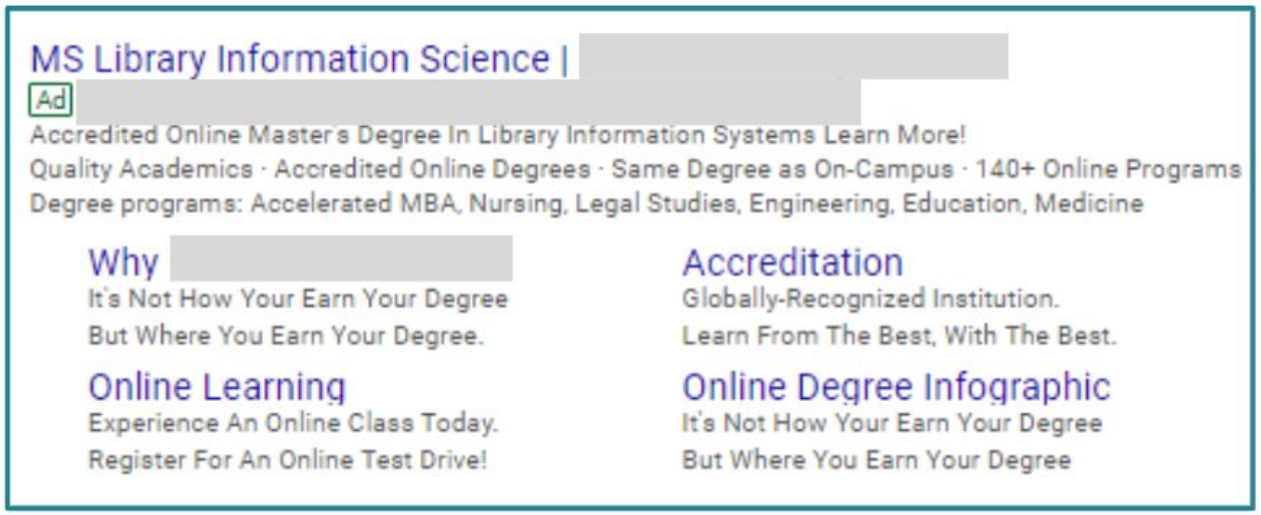
Gram	% Change Conv	% Change Impr	Pre Impr	Post Impr
easy	416.60%	20101.69%	59	11919
Total	130.70%	395.32%	594125	2942834



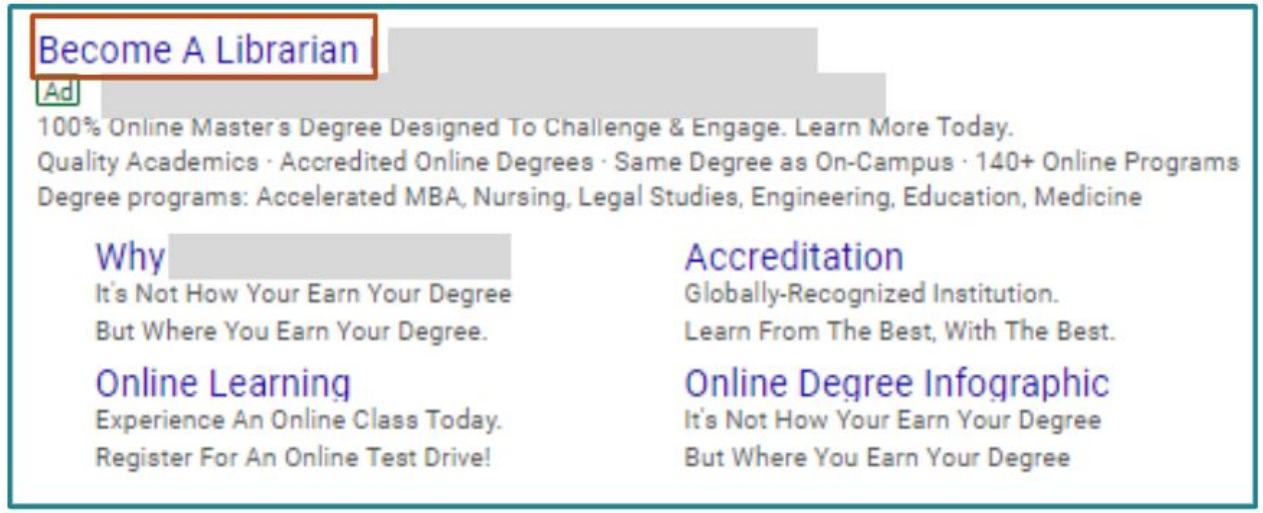
Impact of 1 Word

So, we conducted a simple ad copy test:

Control



Test



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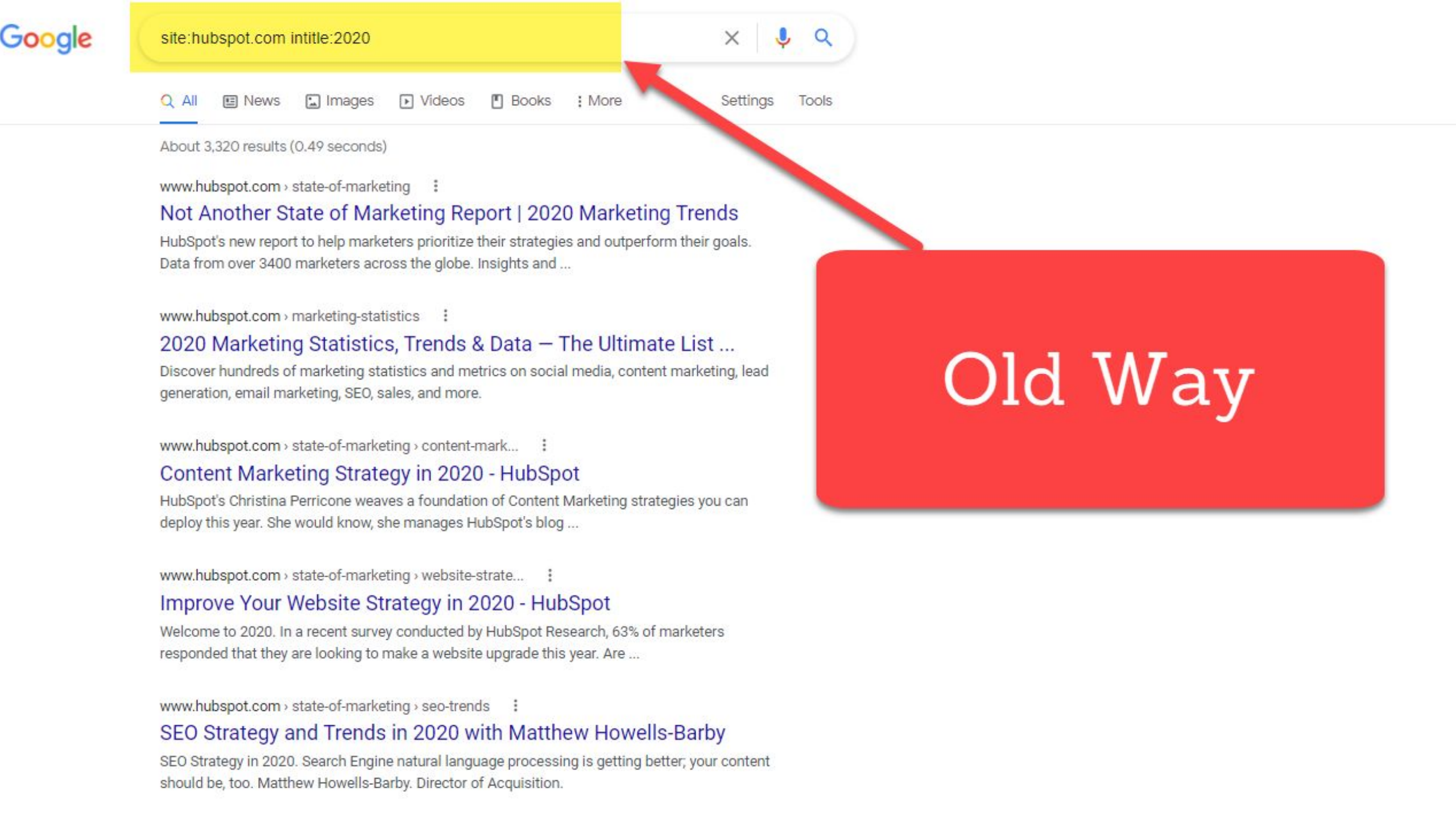
105% Increase In CTR

96% Increase in Conversions

Think different.

Hypothesis:
If I can catch competitors not updating


Google
site:hubspot.com intitle:2020
All
News
Images
Videos
Books
More
Settings
Tools
About 3,320 results (0.49 seconds)
www.hubspot.com › state-of-marketing
Not Another State of Marketing Report | 2020 Marketing Trends
HubSpot's new report to help marketers prioritize their strategies and outperform their goals. Data from over 3400 marketers across the globe. Insights and ...
www.hubspot.com › marketing-statistics
2020 Marketing Statistics, Trends & Data — The Ultimate List ...
Discover hundreds of marketing statistics and metrics on social media, content marketing, lead generation, email marketing, SEO, sales, and more.
www.hubspot.com › state-of-marketing › content-mark...
Content Marketing Strategy in 2020 - HubSpot
HubSpot's Christina Perricone weaves a foundation of Content Marketing strategies you can deploy this year. She would know, she manages HubSpot's blog ...
www.hubspot.com › state-of-marketing › website-strate...
Improve Your Website Strategy in 2020 - HubSpot
Welcome to 2020. In a recent survey conducted by HubSpot Research, 63% of marketers responded that they are looking to make a website upgrade this year. Are ...
www.hubspot.com › state-of-marketing › seo-trends
SEO Strategy and Trends in 2020 with Matthew Howells-Barby
SEO Strategy in 2020. Search Engine natural language processing is getting better; your content should be, too. Matthew Howells-Barby. Director of Acquisition.
Old Way

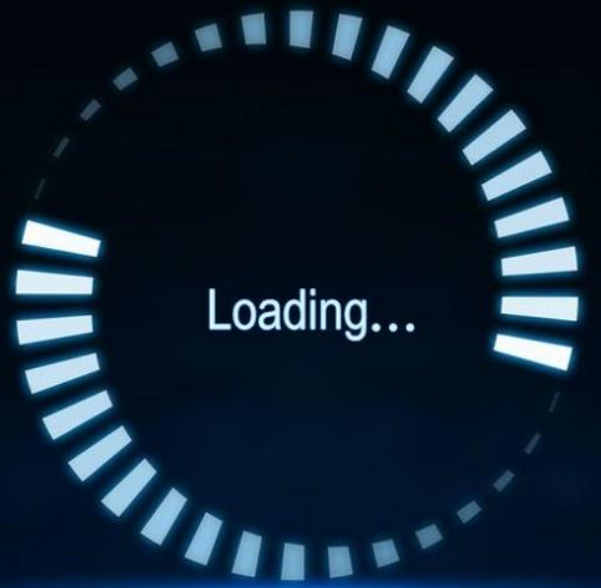
Keywords	Domains	URLs	Spend
38.03K	69.37K	219.30K	$27.48M

Problem

219,307 URLs (top 20 - 1 client)

The Data is

TOO BIG



The Laptop

TOO SLOW

Every time you shrink your data, you run the risk of missing small opportunities that add up

JOB HISTORY | QUERY HISTORY | SAVED QUERIES

Query history

REFRESH

Query completed in 0.01 sec
4:40 PM

```
1  select
2  ppc.query,
3  ppc.cost,
4  ppc.clicks,
5  ppc.conversions,
6  rks.domain,
7  rks.URL,
8  rks.position,
9  rks.organic_title,
10 rks.result_type,
11 rks.customer_id
12
13
14
15
16
17
18
19
20
21
22
```

PPC Data

SEO Data

JOB HISTORY | QUERY HISTORY | SAVED QUERIES

Query history

REFRESH

Query completed in 0.01 sec

4:40 PM

```
1  select
2  ppc.query,
3  ppc.cost,
4  ppc.clicks,
5  ppc.conversions,
6  rks.domain,
7  rks.URL,
8  rks.position,
9  rks.organic_title,
10 rks.result_type,
11 rks.customer_id
12
13
14
15
16
17
18
19
20
21
22
```

Who is ranking high & using 2020 in the title.

JOB HISTORY | QUERY HISTORY | SAVED QUERIES

Query history

REFRESH

Query completed in 0.01 sec
4:40 PM

Little SQL

```
1  select
2  ppc.query,
3  ppc.cost,
4  ppc.clicks,
5  ppc.conversions,
6  rks.domain,
7  rks.URL,
8  rks.position,
9  rks.organic_title,
10 rks.result_type,
11 rks.customer_id
12
13 FROM
14                                                    --Sum of cost and conversions per C
15
16  -- JOIN in AL Run table
17   JOIN                                                rks
18   on ppc.customer_id = rks.customer_id
19   and ppc.query = rks.search_term
20   WHERE rks.organic_title like '%2020%'
21   and rks.position between 1 and 10
22   and rks.result_type = 'organic'
```

Had to be OK
Here again.

Peek at our “efficient” system

customer_id	Count of URL	cost	conversions
	2466		165,168.24
	789		9,460.79
	558		1,390.93
	541		4,010.90
	438		2,096.55
	387		8,236.66
	305		7,267.06
	296	526,675.14	5,920.00
	284	6,811,162.22	11,974.01
	264		2,642.42
	241		801.54
	212		7,049.49
	196		26,004.39
	194		604.39
	190		1,116.45
	189		794.96
	165		333.00
	161		250.00
	148		14,052.54
	147		1,40
	143		1
Total	9508		302,158.06

URL	Count of query	organic_title
	6083	
	2219	
	1340	
	1131	
	934	
	739	The 10 Best Home Security Systems of 2020 | Safety.com
	626	
	606	
	532	
	494	Best Cordless Drills of 2020 - Consumer Reports
	474	
	355	
	333	
	321	
	302	
	284	
	237	
	235	5 Best Cordless Circular Saws [2020 Reviews] | Sebring ...
	224	
	216	
	213	
	202	Navy Federal Personal Loans: 2020 Review - NerdWallet
	199	
	195	
	192	
	189	
	186	
	184	
	177	
	175	
	175	
	171	
	168	
Total	41440	

query
1 2 battery impact driver
1 2 cordless drill
1 2 cordless drills
1 2 cordless impact drill
1 2 cordless impact driver
1 2 cordless impact wrench
1 2 cordless impact wrench dewalt
1 2 cordless impact wrench tools & workshop equipment
1 2 dewalt impact
1 2 dewalt impact gun
1 2 drill cordless
1 2 drive battery powered impact
1 2 drive cordless impact
1 2 drive cordless impact impact wrenches
1 2 drive cordless impact wrench
1 2 drive impact drivers
1 2 electric impact wrench
1 2 impact
1 2 impact drill
1 2 impact driver
1 2 impact driver power tools
1 2 impact gun
1 2 impact gun cordless dewalt impact

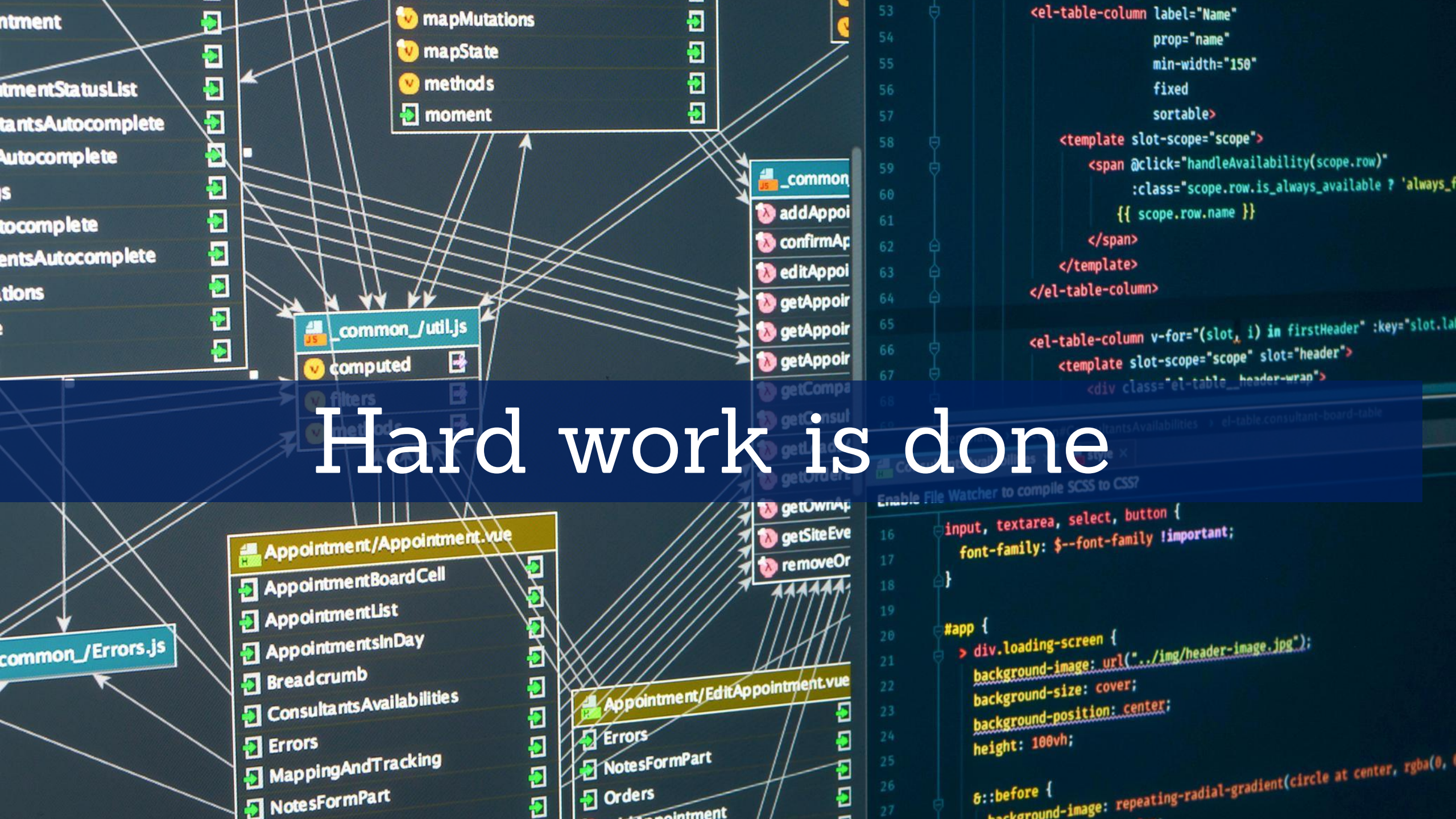
URLs ranking top 10 for KWs that drove conversions for my client

customer_id	Count of URL	cost	conversions
[redacted]	2466	[redacted]	165,168.24
	789	[redacted]	9,460.79
	558	[redacted]	1,390.93
	541	[redacted]	4,010.90
	438	[redacted]	2,096.55
	387	[redacted]	8,236.66
	305	[redacted]	7,267.06
	296	526,675.14	5,920.00
	284	[redacted]	11,974.01
	264	[redacted]	2,642.42
	241	[redacted]	801.54
	212	[redacted]	7,049.49
	196	[redacted]	26,004.39
	194	[redacted]	604.39
	190	[redacted]	1,116.45
	189	[redacted]	794.96
	165	[redacted]	333.00
	161	[redacted]	250.00
	148	[redacted]	14,052.54
	147	[redacted]	1,406.97
	143	[redacted]	1,016.37
[redacted]	[redacted]	[redacted]	[redacted]
Total	9508	[redacted]	302,158.06

URL	Count of query	organic_title
	6083	[redacted]
	2219	[redacted]
	1340	[redacted]
	1131	[redacted]
	934	[redacted]
	739	The 10 Best Home Security Systems of 2020 | Safety.com
	626	[redacted]
	606	[redacted]
	532	[redacted]
	494	Best Cordless Drills of 2020 - Consumer Reports
	474	[redacted]
	355	[redacted]
	333	[redacted]
	321	[redacted]
	302	[redacted]
	284	[redacted]
	237	[redacted]
	235	5 Best Cordless Circular Saws [2020 Reviews] | Sebring ...
	224	[redacted]
	216	[redacted]
	213	[redacted]
	202	Navy Federal Person[redacted]dWallet
	[redacted]	[redacted]
	186	[redacted]
	184	[redacted]
	177	[redacted]
	175	[redacted]
	175	[redacted]
	171	[redacted]
	168	[redacted]
Total	41440	

query
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]
1 2 battery impact driver
1 2 cordless drill
1 2 cordless drills
1 2 cordless impact drill
1 2 cordless impact driver
1 2 cordless impact wrench
1 2 cordless impact wrench dewalt
1 2 cordless impact wrench tools & workshop equipment
1 2 dewalt impact
1 2 dewalt impact gun
1 2 drill cordless
1 2 drive battery powered impact
1 2 drive cordless impact
1 2 drive cordless impact impact wrenches
1 2 drive cordless impact wrench
1 2 drive impact drivers
1 2 electric impact wrench
1 2 impact
1 2 impact drill
1 2 impact driver
1 2 impact driver power tools
1 2 impact gun
1 2 impact gun cordless dewalt impact

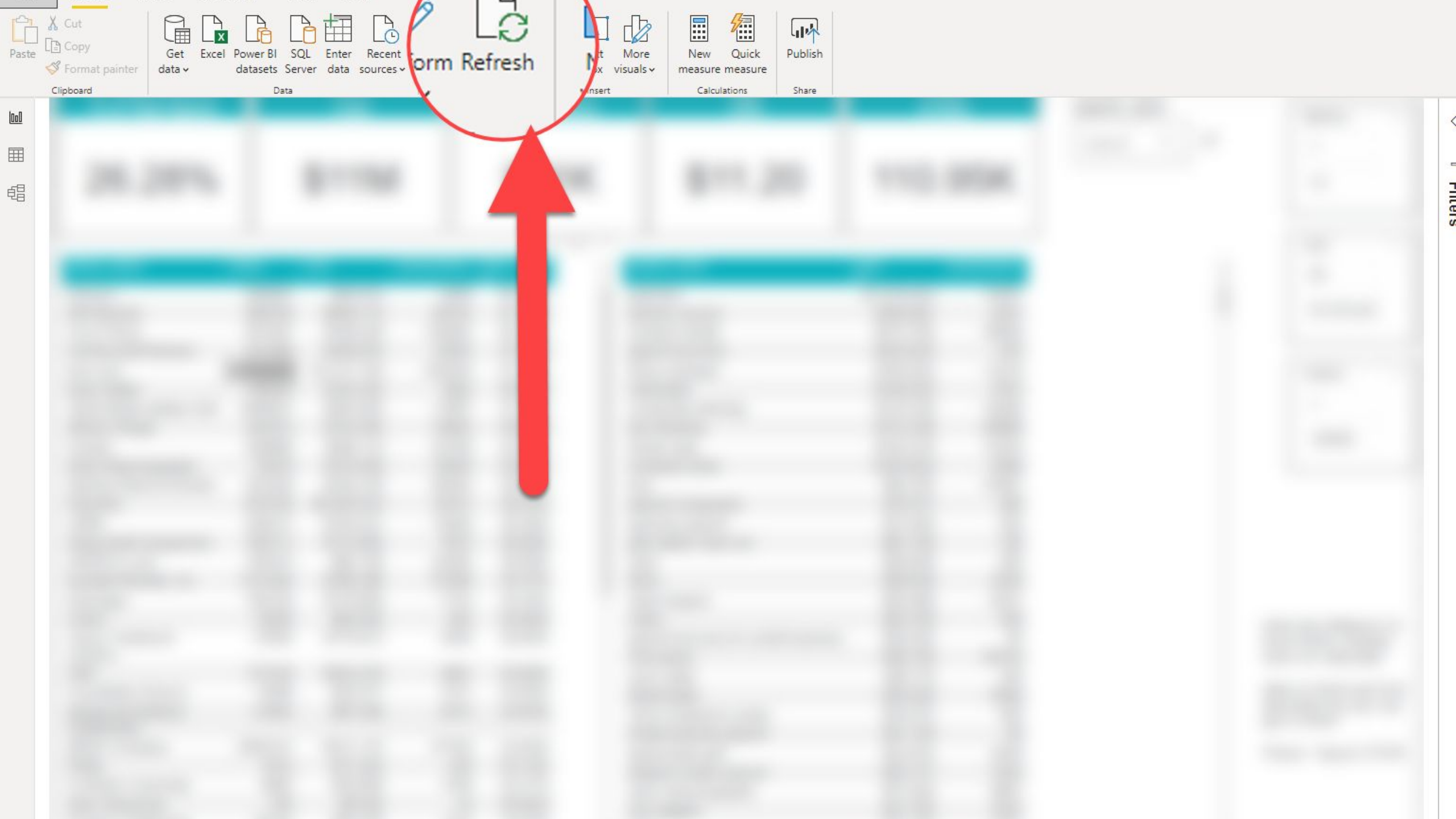
Are these KWs worth it?


tmentStatusList
tantsAutocomplete
Autocomplete
s
tocomplete
entsAutocomplete
tions
mapMutations
mapState
methods
moment
common/util.js
computed
filters
_common
addAppoi
confirmAp
editAppoi
getAppoir
getAppoir
getAppoir
getCompa
getSiteEve
removeOr
common_/Errors.js
Appointment/Appointment.vue
AppointmentBoardCell
AppointmentList
AppointmentsInDay
Breadcrumb
ConsultantsAvailabilities
Errors
MappingAndTracking
NotesFormPart
Appointment/EditAppointment.vue
Errors
NotesFormPart
Orders
<el-table-column label="Name"
prop="name"
min-width="150"
fixed
sortable>
<template slot-scope="scope">
<span @click="handleAvailability(scope.row)"
:class="scope.row.is_always_available ? 'always_
{{ scope.row.name }}

</template>
</el-table-column>
<el-table-column v-for="(slot, i) in firstHeader" :key="slot.la
<template slot-scope="scope" slot="header">

Enable File Watcher to compile SCSS to CSS?
input, textarea, select, button {
font-family: $--font-family !important;
}
#app {
> div.loading-screen {
background-image: url("../img/header-image.jpg");
background-size: cover;
background-position: center;
height: 100vh;
&::before {
background-image: repeating-radial-gradient(circle at center, rgba(0,

Hard work is done


Paste
Cut
Copy
Format painter
Clipboard
Get data
Excel
Power BI datasets
SQL Server
Enter data
Recent sources
Data
Refresh
More visuals
Insert
New measure
Quick measure
Calculations
Publish
Share
Filters

Strategy in the real world…

Keyword analysis		
	Top 5	Bottom 9,881
Unigrams	7	3560
Cost	2.2 Million	2.4 Million
Conversions	33,000	32,000

ngrams buried
lapsed, corolla, covered, doordash, should

Search term

auto

Search term

Search

Domain	# KW	Cost	Conv	URL
geico.com	857			
allstate.com	782			
statefarm.com	808			
esurance.com	728			
nationwide.com	570			
thezebra.com	663			
farmers.com	323			
hertvik.com	1			
thegeneral.com	710			
valuepenguin.com	714			
libertymutual.com	524			
libertymutual.com	425			
nationwide.com	439			
nerdwallet.com	353			
valuepenguin.com	353			
thezebra.com	265			
mercuryinsurance.com	171			
insurify.com	273			
bankrate.com	438			
valuepenguin.com	357			
nationwide.com	277			
progressive.com	334			
geico.com	456			
nerdwallet.com	511			
allstate.com	343			
progressive.com	229			
valuepenguin.com	384			
Total	**9986**			

Clicks	Cost	Conv	Comp. Rank	Rank	Clie

Search term

auto

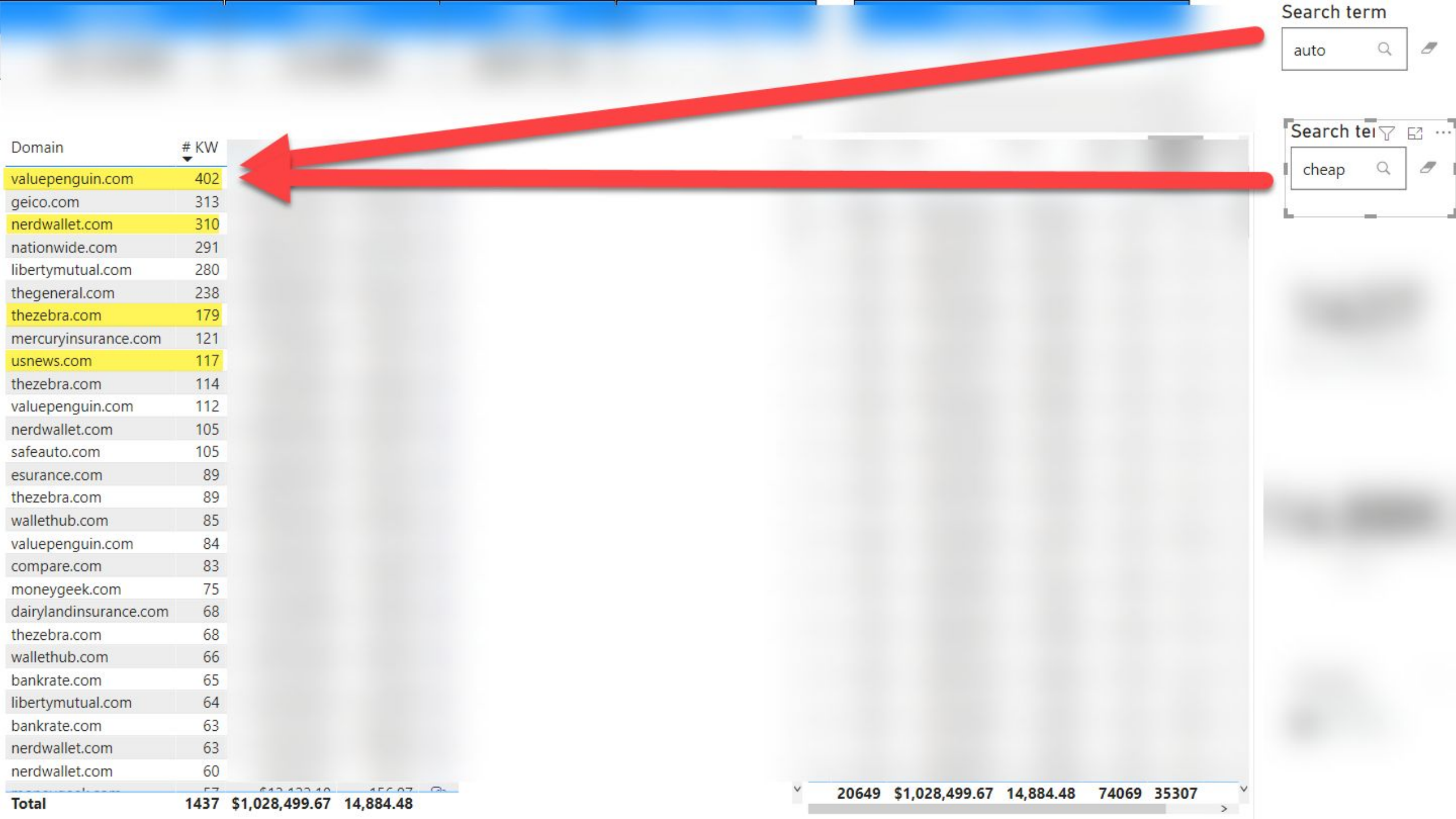
Search term

Search

Domain	# KW	Cost	Conv	URL
geico.com	857			
allstate.com	782			
statefarm.com	808			
esurance.com	728			
nationwide.com	570			
thezebra.com	663			
farmers.com	323			
hertvik.com	1			
thegeneral.com	710			
valuepenguin.com	714			
libertymutual.com	524			
libertymutual.com	425			
nationwide.com	439			
nerdwallet.com	353			
valuepenguin.com	353			
thezebra.com	265			
mercuryinsurance.com	171			
insurify.com	273			
bankrate.com	438			
valuepenguin.com	357			
nationwide.com	277			
progressive.com	334			
geico.com	456			
nerdwallet.com	511			
allstate.com	343			
progressive.com	229			
valuepenguin.com	384			
Total	**9986**			

Clicks	Cost	Conv	Comp. Rank	Rank	Clie

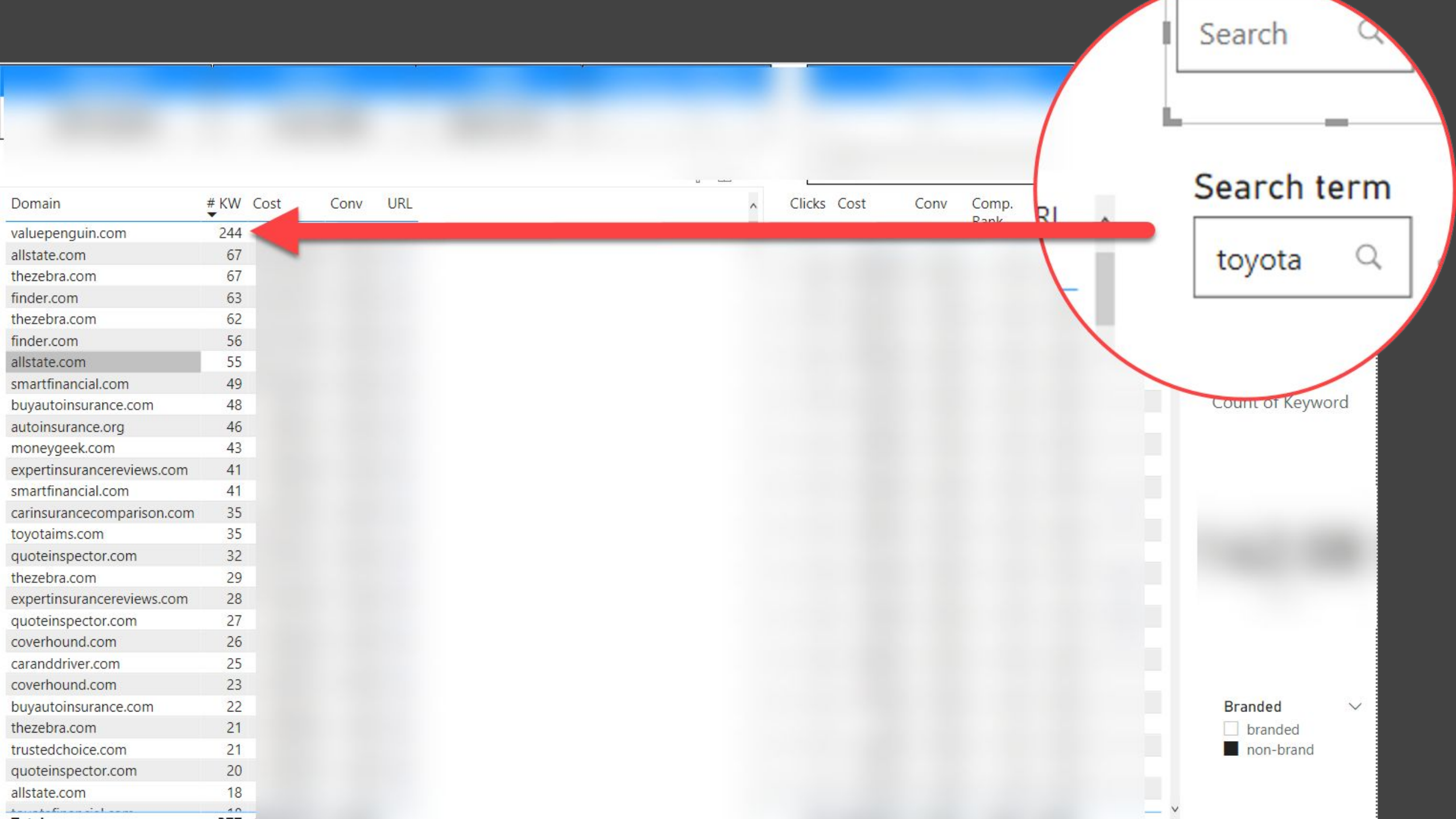
1 Page
Ranking for 857
KWs in top 10



Domain	# KW
valuepenguin.com	402
geico.com	313
nerdwallet.com	310
nationwide.com	291
libertymutual.com	280
thegeneral.com	238
thezebra.com	179
mercuryinsurance.com	121
usnews.com	117
thezebra.com	114
valuepenguin.com	112
nerdwallet.com	105
safeauto.com	105
esurance.com	89
thezebra.com	89
wallethub.com	85
valuepenguin.com	84
compare.com	83
moneygeek.com	75
dairylandinsurance.com	68
thezebra.com	68
wallethub.com	66
bankrate.com	65
libertymutual.com	64
bankrate.com	63
nerdwallet.com	63
nerdwallet.com	60
Total	**1437**

20649	$1,028,499.67	14,884.48	74069	35307

Domain	# KW
valuepenguin.com	402
geico.com	313
nerdwallet.com	310
nationwide.com	291
libertymutual.com	280
thegeneral.com	238
thezebra.com	179
mercuryinsurance.com	121
usnews.com	117
thezebra.com	114
valuepenguin.com	112
nerdwallet.com	105
safeauto.com	105
esurance.com	89
thezebra.com	89
wallethub.com	85
valuepenguin.com	84
compare.com	83
moneygeek.com	75
dairylandinsurance.com	68
thezebra.com	68
wallethub.com	66
bankrate.com	65
libertymutual.com	64
bankrate.com	63
nerdwallet.com	63
nerdwallet.com	60
Total	**1437**


Search
Search term
toyota
Domain # KW Cost Conv URL
valuepenguin.com 244
allstate.com 67
thezebra.com 67
finder.com 63
thezebra.com 62
finder.com 56
allstate.com 55
smartfinancial.com 49
buyautoinsurance.com 48
autoinsurance.org 46
moneygeek.com 43
expertinsurancereviews.com 41
smartfinancial.com 41
carinsurancecomparison.com 35
toyotaims.com 35
quoteinspector.com 32
thezebra.com 29
expertinsurancereviews.com 28
quoteinspector.com 27
coverhound.com 26
caranddriver.com 25
coverhound.com 23
buyautoinsurance.com 22
thezebra.com 21
trustedchoice.com 21
quoteinspector.com 20
allstate.com 18
Clicks Cost Conv Comp.
Count of Keyword
Branded
branded
non-brand

Toyota Car Insurance: How Much Does it Cost?

by Bailey Peterson • updated May 28, 2021

Smart, Useful, Scalable

Find Cheap Toyota Auto Insurance Quotes

Automotive | Zip Code | Age | Currently insured? Yes

The cost of Toyota insurance is $2,132 per year on average across the eight model... our survey. However, prices can vary dramatically depending on which Toyot...ng, where you live, your age and your driving history. To find the cheapest rates w...insure your Toyota, it is best to compare rates from multiple insurance compa...

- Toyota insurance rates: by model
  - Corolla
  - Camry
  - Rav4
  - 86
  - Prius
  - Highlander
  - 4Runner
  - Celica
- Toyota lease insurance

Toyota insurance rates: by model

Average Cost of Auto Insurance
Best Cheap Car Insurance
Best Auto Insurance for Teen Drivers
Estimate Your Car Insurance
Best Car Insurance with a DUI
Best Car Insurance for Veterans
Bundle Home and Auto Insurance
Best Car Insurance for College Students

Best Auto Insurance by State

Best Car Insurance in Texas
Tennessee Auto Insurance
Best New Jersey Auto Insurance
Illinois Auto Insurance
Best Florida Auto Insurance
Cheap Car Insurance in Pennsylvania
Best California Auto Insurance

Other Auto Insurance Policies

Roadside Assistance and Car Insurance
Non-Owner Auto Insurance
Classic Car Insurance
Rental Car Insurance

Classic Car Insurance

Toyota insurance rates: by model

Of the Toyotas we surveyed that are currently in production, the vehicle with the cheapest insurance rate, the Toyota Rav4, costs $1,903 per year to insure — which is 30% cheaper than the $2,726 annual premium for the Toyota 86, the most expensive model.

Helpful

Toyota insurance cost comparison

ValuePenguin | lendingtree

* The Toyota Celica is not currenty produced.

Conversion

Find Cheap Toyota Auto Insurance Quotes

Automotive | Zip Code | Age | Currently insured? Yes | **Compare Quotes**

Toyota Corolla insurance cost

Find Cheap Toyota Auto Insurance Quotes

Automotive | Zip Code | Age | Currently insured? Yes | Compare Quotes

Toyota Corolla insurance cost

Insurance for the Toyota Corolla costs $2,245 per year on average across the six model years we considered, for our adult male profile driver's full coverage car insurance policy. This rate is only slightly greater — it is 2% more per year — than the cost of identical coverage for a Toyota Camry. However, young drivers can expect to pay much more for coverage, as we found that average annual premiums for 18-year-olds to be $8,429.

Year & Model	Annual premiums for a 30-year-old	Annual premiums for a 18-year-old
2019 Toyota Corolla	$2,299	$9,483
2018 Toyota Corolla	$2,362	$9,267
2017 Toyota Corolla	$2,331	$8,480
2016 Toyota Corolla	$2,271	$8,290
2015 Toyota Corolla	$2,144	$7,940
2014 Toyota Corolla	$2,063	$7,112
Average	**$2,245**	**$8,429**

On average, insurance for newer Corollas is more expensive than it is for older models, with the 2019 model costing 11% more for our 30-year-old driver and 33% more for our 18-year-old driver compared to the cost of coverage for 2014 model. This difference in premiums is largely due to the

What's Next Wil?

	#KWs	clicks	cost	Conv.	Headline %	Desc. %	# of Ads
of	2257				16.92%	14.93%	4268
small	1687				15.36%	14.09%	
	801				16.38%	17.41%	1264
san					17.14%	17.09%	2311
	1010					15.64%	1650
	1122						
much	1470						
shell	632						
houston	525				18.00%		
fiber	1657				11.66%	11.99%	
glass	1738				11.31%	11.43%	4917
with	2034				21.43%	17.31%	3766
to	2144				18.75%	18.54%	6807
tile	1093				24.45%	19.87%	634
ohio	1075				19.50%	17.31%	2062
texas	1080				19.24%	15.68%	2105
and	1658				14.72%	15.73%	4723
dealers	428				21.34%	19.20%	703
vinyl	1182				21.92%	14.90%	1154
Total	**260237**				**20.56%**	**16.68%**	**72529**

15% of the time when the customer searches for small the ads use the word small

search_term	ad_sta_headline	ad_description
5 star small fibergass pools in my area	$9,995 Complete Swim Spa - Free Shipping	100% Made in the USA. As Seen On TV. View Brochure. No Hidden Cost. BBB Accredited Busir Available.
5 star small fibergass pools in my area	Small Fiberglass Inground Pools - Valuable Results	Check for Yourself and Search for Small Fiberglass Inground Pools Here! In Business Since 199
5 star small fibergass pools in my area	2021 Fiberglass Pool Shell or Insert Prices | Cost by Shape & Size	Compare Multiple 5-Star Local Pros. See Ratings & Reviews for Free! Estimates In Minutes. Co Daily Requests. 24/7 Project Support. 5 Million Reviews.
5 star small fibergass pools in my area	Just Enter Your Zip To Start - Angies List™ Swimming Pools	Let Angie's List ™ Instantly Match You to Verified Pros Who Can Get The Job Done Right. To G Free. Background Checked Pros. Phone Support. Shop Local Offers.
5 star small fibergass pools in my area	Small inground fiberglass pools prices - info.com	Search Home Care Products, Reviews, & More with BetterLiving.Info. Browse Online Today. Re Recommendations. Expert Advice and Content. Browse Healthy Choices. Better - Living.
90x80 small pool covers	Inground Pool Covers - Amazon - Free 2-day Shipping w/ Prime	Compare Prices on Inground pool covers in Patio & Garden.

Use This Customer Insights To Improve:
PPC ads (small)
PPC Landing Pages (small)
Paid Social Imagery (small)
SEO – Build new landing page?

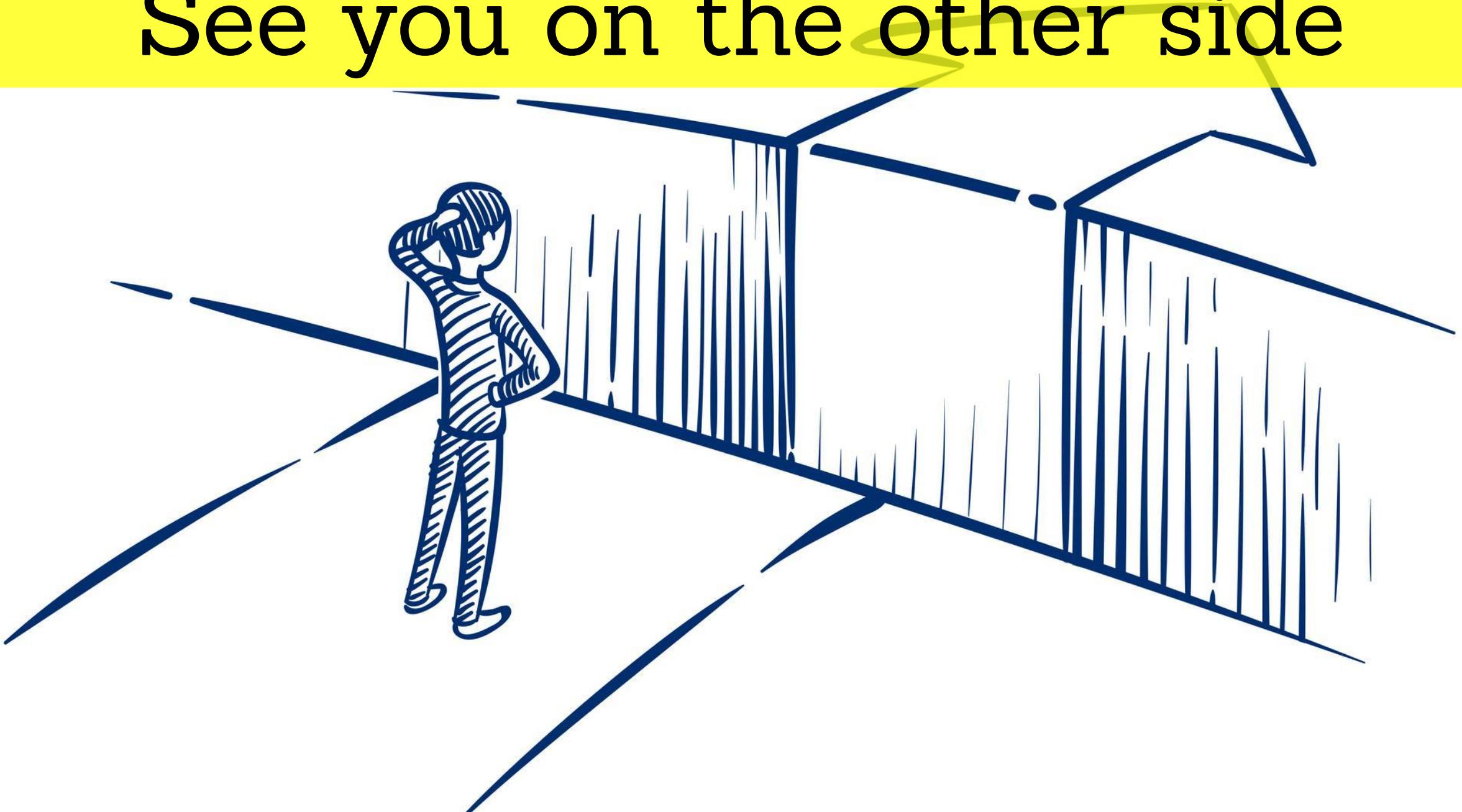
grams	#KWs	clicks	cost	Conv.	Headline %	Desc. %	# of Ads
basics	126				48.28%	27.59%	29

50% of the time when the user searches for basics, the ads use those words

search_term	ad_sta_headline
4str bass guitar basics	Bass Guitar Basics - Lessons With Rapid Results
base guitar basics	Bass Guitar Basics - Lessons With Rapid Results
basics of playing bass guitar	Step-by-Step Bass Tutorials - Dan Learned Bass in 33 Da
bass basics	Bass Guitar Basics - Dan Learned Bass in 33 Days
fender acoustic guitar basics tutorials	Fender Play™ - Online Guided Tutorials
guuatr basics	Yousician - Yousician Official Website

Constantly
Shrink that ego

Be brave enough
to suck at
something new.

Find something you believe to be true that you are open to testing to see if you are wrong.

See you on the other side