

01 Table View

Hubspot - Keyword Grader

http://hubspot.com/user-name/keyword-grader

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Keyword Grader

Determine which keywords are the best to use for your website

Recommendations:

- The keyword "explore" is a low-hanging fruit with high search traffic and low difficulty. Optimize for it in the [Page Grader](#).
- Based on your user profiles, "foreign exchange" is a strong suggested keyword. Try it in the "add keyword" box.

View: **Table** Chart

[suggest keyword](#)

add keyword +

Sort by: Keyword Flag Relevance Optimized Opportunity Search Ranking

Keyword	Flag	Relevance	Optimized	Opportunity	Search Ranking											
					All Profiles			Profile A			Profile B			Profile C		
					You	Comp1	Comp2	You	Comp1	Comp2	You	Comp1	Comp2	You	Comp1	Comp2
explore	X	★★★★★	40%	73	42	99	180	42	99	180	42	99	180	42	99	180
travel to			80%	12	42	99	180	42	99	180	42	99	180	42	99	180
study abroad		★★★	51%	36	42	99	180	42	99	180	42	99	180	42	99	180

01.a Display Options

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Table Options

Flag Relevance Optimized Opportunity Search Ranking

Modified Created

Traffic / Month % Clickthroughs

Profiles: All A B C

Competitors: You Comp1 Comp2

Close

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Keyword	Flag	Relevance	Optimized	Opportunity	Search Ranking											
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					You	Comp1	Comp2	You	Comp1	Comp2	You	Comp1	Comp2	You	Comp1	Comp2
explore	X	★★★★★	40%	73	42	99	180	42	99	180	42	99	180	42	99	180
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02 Chart View

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Search Ranking of Keywords in Past Month

Rank

Keyword: "explore" "travel to" "study abroad"

Show: All Keywords

Legend: All Profiles (Grey), Profile A (Green), Profile B (Orange), Profile C (Blue)

Keyword	All Profiles	Profile A	Profile B	Profile C
"explore"	~180	~380	~320	~450
"travel to"	~150	~380	~450	~380
"study abroad"	~300	~480	~450	~380