



# Report for

## booking.com

USA, 6 Neshaminy Interplex, Ste 117, Trevose, PA 19053

14 February 2013

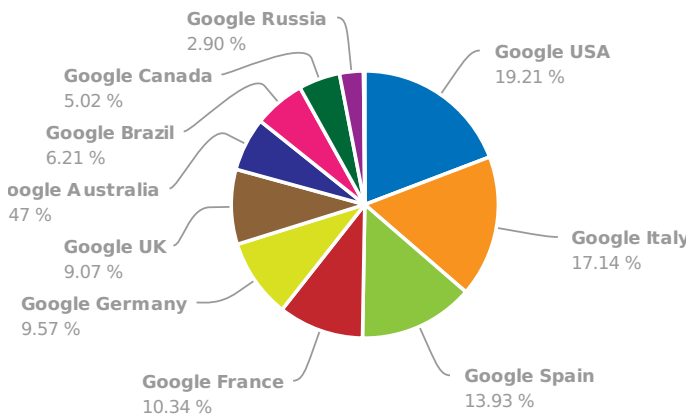
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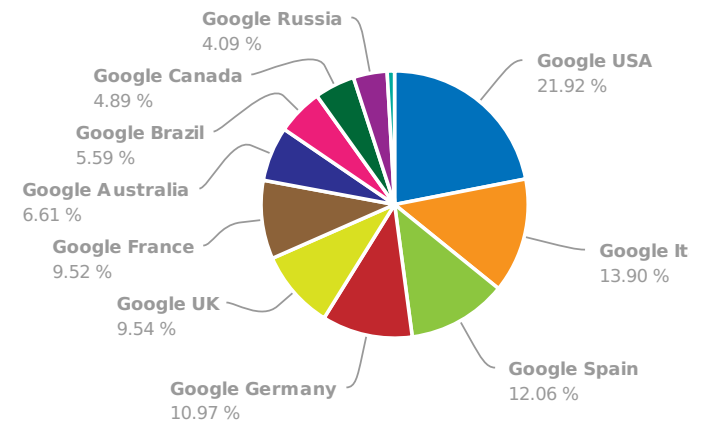
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# Overview

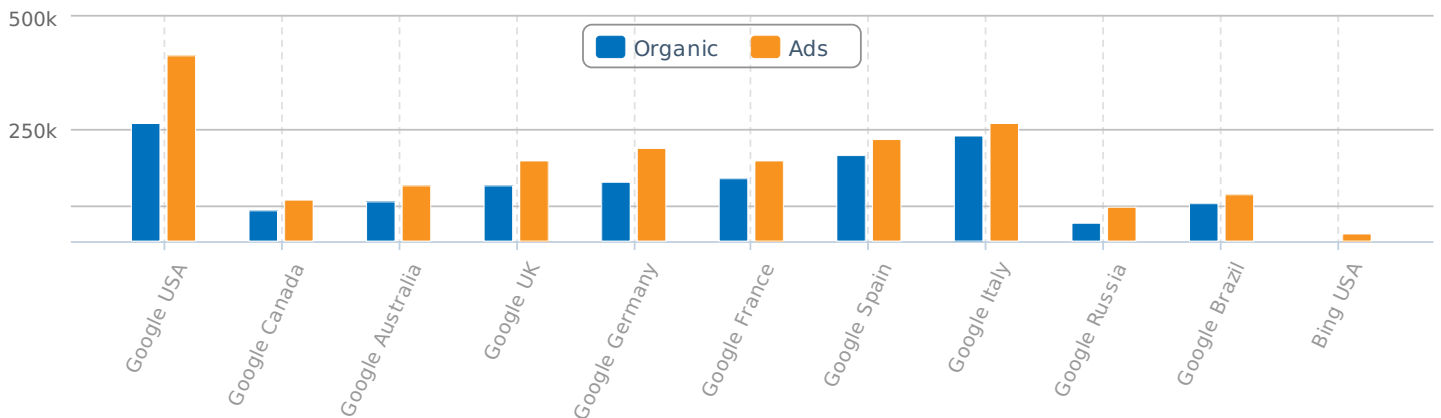
## Organic keywords



## Ads keywords



## Organic keywords / Ads keywords



## AdSense: Summary

AdSense Text Ads: 6,975

AdSense Banners: 48

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# AdSense

## AdSense overview

Home Page	booking.com	First Seen <sup>7</sup>	20 Jun 2011
AdSense Text Ads <sup>5</sup>	6,975	Last Seen <sup>8</sup>	13 Oct 2012
AdSense Banners <sup>6</sup>	48	Days Seen <sup>9</sup>	481

## AdSense Publishers - 10,017

Publisher	Uniques <sup>10</sup>	Last Seen <sup>8</sup>	Days Seen <sup>9</sup>	Avg Position <sup>12</sup>
<a href="http://czech-republic.cc">czech-republic.cc</a>	—	1 Feb 2013	465	121.67
<a href="http://infrance.ru">infrance.ru</a>	—	31 Jan 2013	465	120.90
<a href="http://lgh.se">lgh.se</a>	—	26 Jan 2013	464	177.11
<a href="http://best-of-perigord.tm.fr">best-of-perigord.tm.fr</a>	—	31 Jan 2013	461	159.70
<a href="http://pompei.it">pompei.it</a>	—	23 Jan 2013	460	58.00

## Text Ads - 6,975

Ad	Publishers	First Seen <sup>7</sup>	Last Seen <sup>8</sup>	Frequency <sup>11</sup>	Avg Position <sup>13</sup>
<u>Hotels near Times Square</u> Book a hotel near Times Square (NY) online. All hotels on a city map. <b>www.booking.com</b>	1164	1 Aug 2011	8 Feb 2013	36595	4.00
<u>500 Hotels in London UK</u> Book your hotel in London online No reservation costs. Great rates! <b>www.booking.com/UK-Hotels-London</b>	287	1 Aug 2011	14 Nov 2012	21987	6.00
<u>Hotel near Disney Orlando</u> 75 Hotels near Disney World Orlando Book now, pay at check-out! <b>www.booking.com</b>	354	1 Aug 2011	8 Feb 2013	18184	8.48

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# Competitors in organic search

Competitor	Google										Bing	Score
<a href="http://hotels.com">hotels.com</a>	+	+	+	+	+	+		+	+	+	+	10/11
<a href="http://venere.com">venere.com</a>	+	+	+	+	+	+	+	+	+		+	10/11
<a href="http://tripadvisor.com">tripadvisor.com</a>		+	+		+	+	+	+	+	+		8/11
<a href="http://agoda.com">agoda.com</a>	+	+	+	+					+		+	6/11
<a href="http://hotelscombined.com">hotelscombined.com</a>	+	+	+	+					+		+	6/11
<a href="http://easytobook.com">easytobook.com</a>	+	+		+		+		+			+	6/11
<a href="http://hotelclub.com">hotelclub.com</a>	+	+	+	+					+			5/11
<a href="http://expedia.com">expedia.com</a>	+								+	+	+	4/11
<a href="http://laterooms.com">laterooms.com</a>	+			+				+				3/11
<a href="http://hrs.com">hrs.com</a>				+		+		+				3/11
<a href="http://destinia.com">destinia.com</a>							+	+				2/11
<a href="http://priceline.com">priceline.com</a>	+	+										2/11
<a href="http://travelpod.com">travelpod.com</a>	+	+										2/11
<a href="http://tripadvisor.co.uk">tripadvisor.co.uk</a>	+			+								2/11
<a href="http://hotel.info">hotel.info</a>						+		+				2/11
<a href="http://orbitz.com">orbitz.com</a>	+										+	2/11
<a href="http://tripadvisor.com.au">tripadvisor.com.au</a>			+								+	2/11
<a href="http://tripadvisor.ca">tripadvisor.ca</a>		+									+	2/11
<a href="http://virtualtourist.com">virtualtourist.com</a>		+									+	2/11
<a href="http://travelocity.com">travelocity.com</a>	+										+	2/11

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# Competitors in Ads

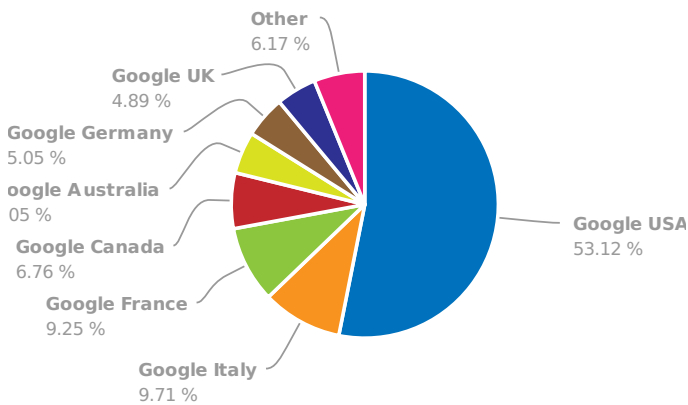
Competitor	Google										Bing	Score
<a href="http://hotels.com">hotels.com</a>	+	+	+	+	+	+		+	+			8/11
<a href="http://hotelscombined.com">hotelscombined.com</a>	+					+	+	+	+	+	+	7/11
<a href="http://venere.com">venere.com</a>	+			+			+	+	+			5/11
<a href="http://eurobookings.com">eurobookings.com</a>				+		+	+	+	+			5/11
<a href="http://hotelsone.com">hotelsone.com</a>	+	+	+							+		4/11
<a href="http://besthoteloffers.net">besthoteloffers.net</a>		+	+	+					+			4/11
<a href="http://kayak.com">kayak.com</a>	+	+									+	3/11
<a href="http://priceline.com">priceline.com</a>	+	+									+	3/11
<a href="http://hilton.com">hilton.com</a>	+	+									+	3/11
<a href="http://tripzen.com">tripzen.com</a>	+	+									+	3/11
<a href="http://lastminute.com">lastminute.com</a>				+		+	+					3/11
<a href="http://tripadvisor.com">tripadvisor.com</a>	+										+	2/11
<a href="http://expedia.com">expedia.com</a>	+										+	2/11
<a href="http://hrs.com">hrs.com</a>						+			+			2/11
<a href="http://agoda.com">agoda.com</a>	+		+									2/11
<a href="http://accorhotels.com">accorhotels.com</a>			+			+						2/11
<a href="http://travelzoo.com">travelzoo.com</a>	+	+										2/11
<a href="http://roomstays.com">roomstays.com</a>		+									+	2/11
<a href="http://hotelium.com">hotelium.com</a>							+	+				2/11
<a href="http://hotel.net">hotel.net</a>		+									+	2/11

BOOKING.COM

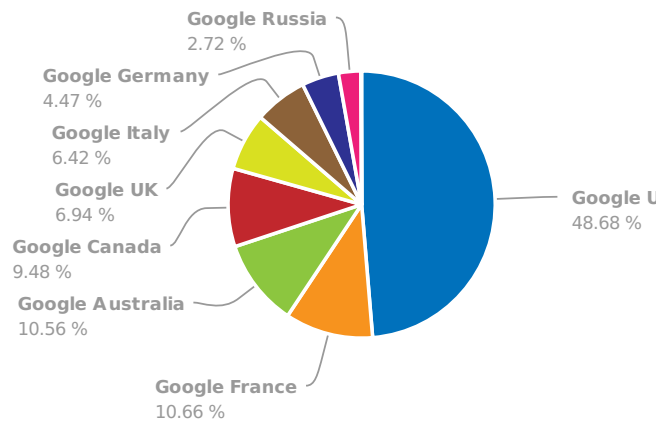
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# Hotels.com Competitor overview

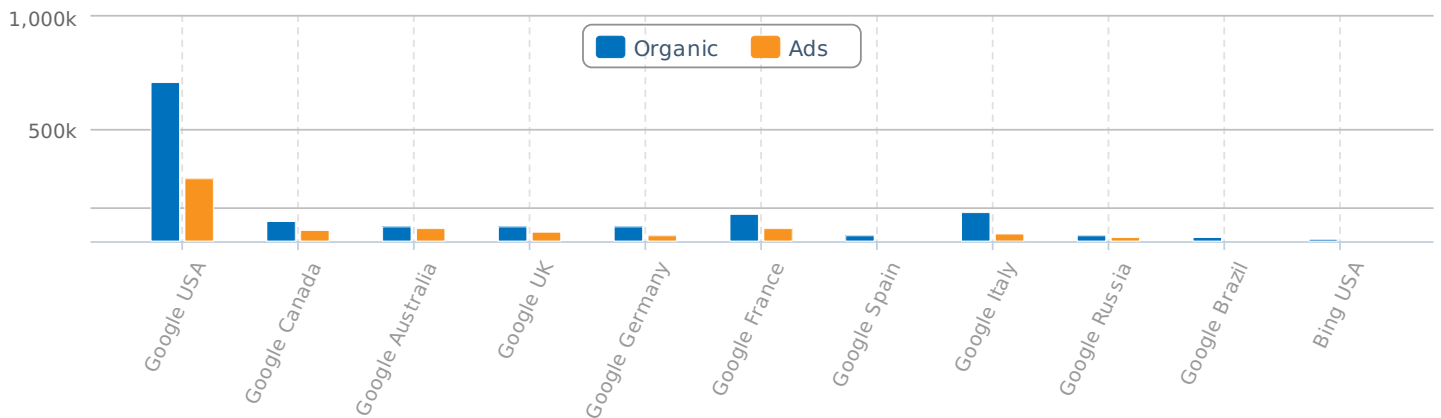
## Organic keywords



## Ads keywords



## Organic keywords / Ads keywords



## AdSense: Summary

AdSense Text Ads: 493

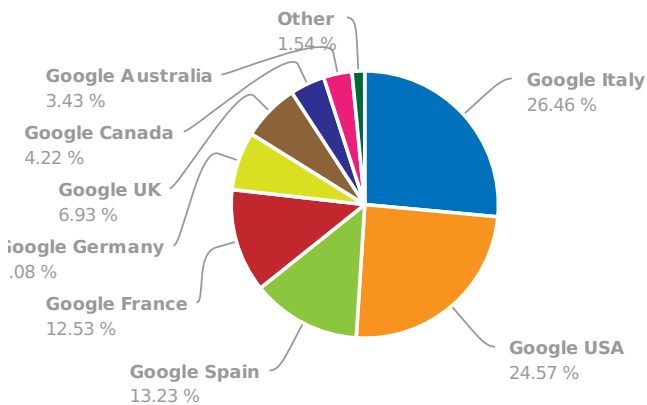
AdSense Banners: 6

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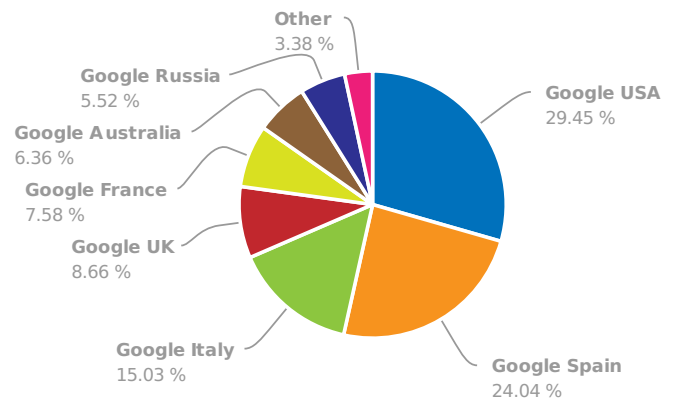
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# Venere.com Competitor overview

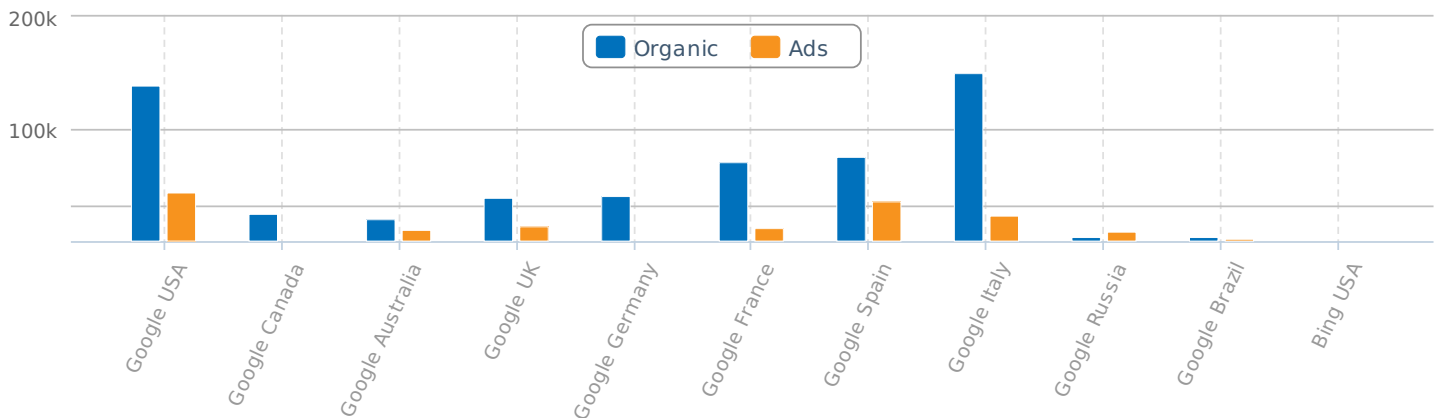
## Organic keywords



## Ads keywords



## Organic keywords / Ads keywords



## AdSense: Summary

AdSense Text Ads: 0

AdSense Banners: 0

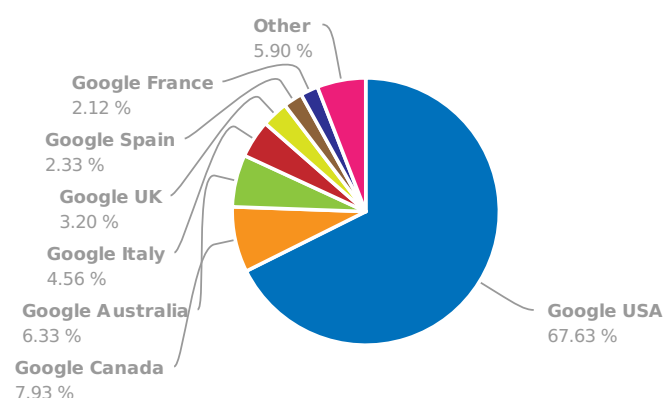


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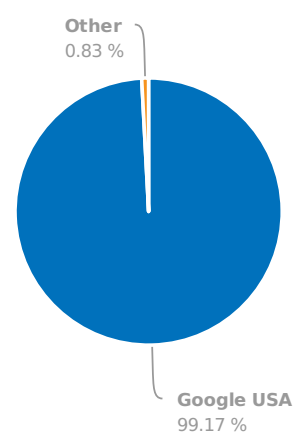
14 February 2013

# Tripadvisor.com Competitor overview

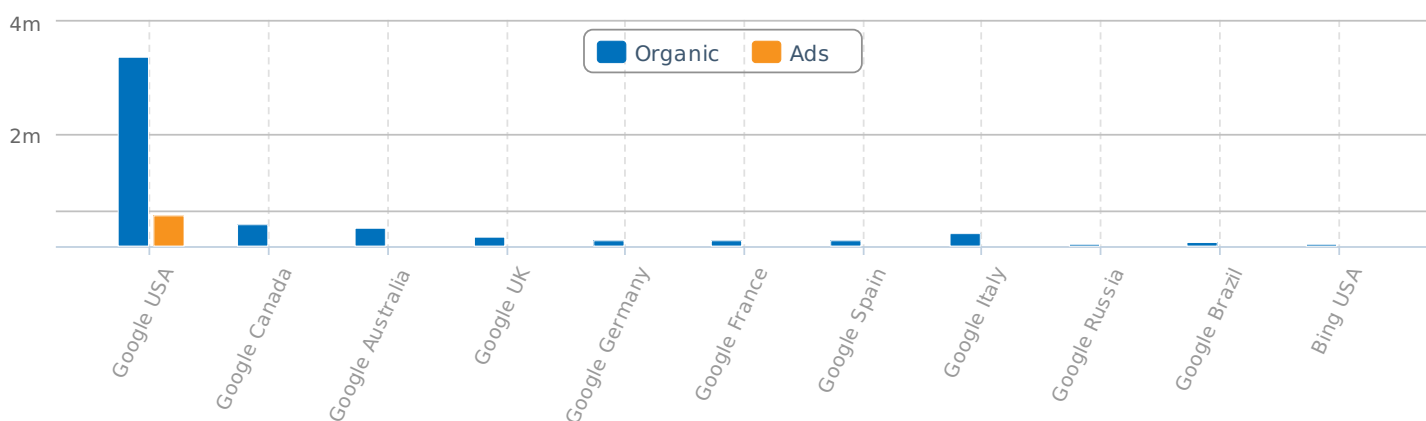
## Organic keywords



## Ads keywords



## Organic keywords / Ads keywords



## AdSense: Summary

AdSense Text Ads: 5,122

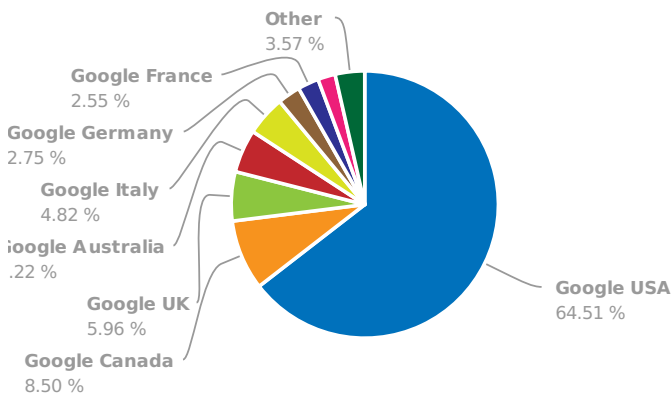
AdSense Banners: 15

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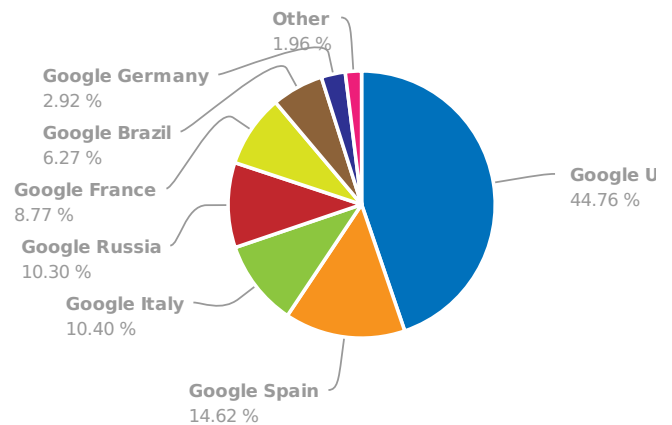
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# Hotelscombined.com Competitor overview

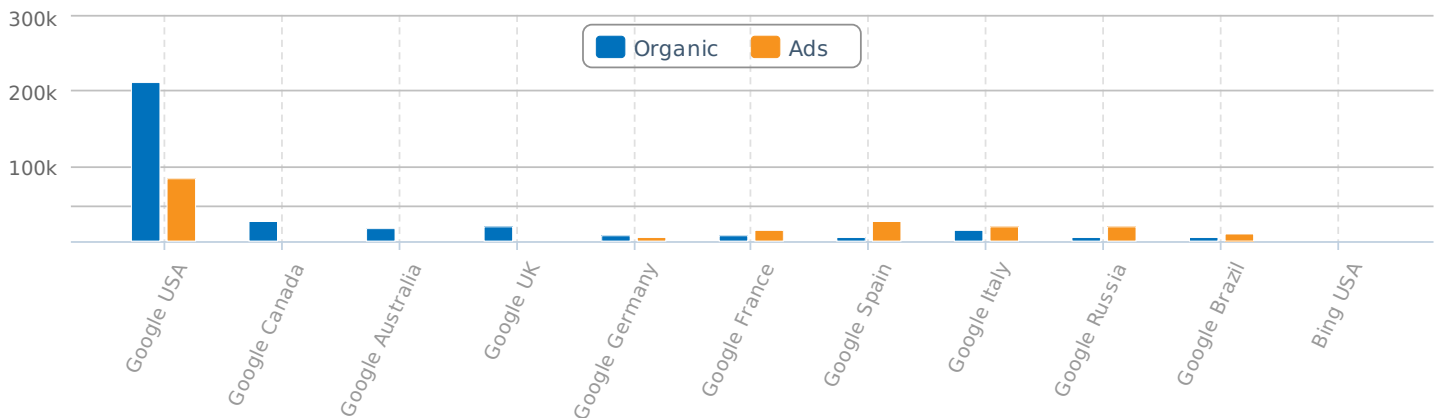
## Organic keywords



## Ads keywords



## Organic keywords / Ads keywords



## AdSense: Summary

AdSense Text Ads: 0

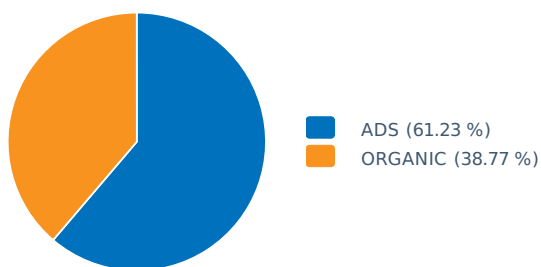
AdSense Banners: 0

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# Summary info for Google USA

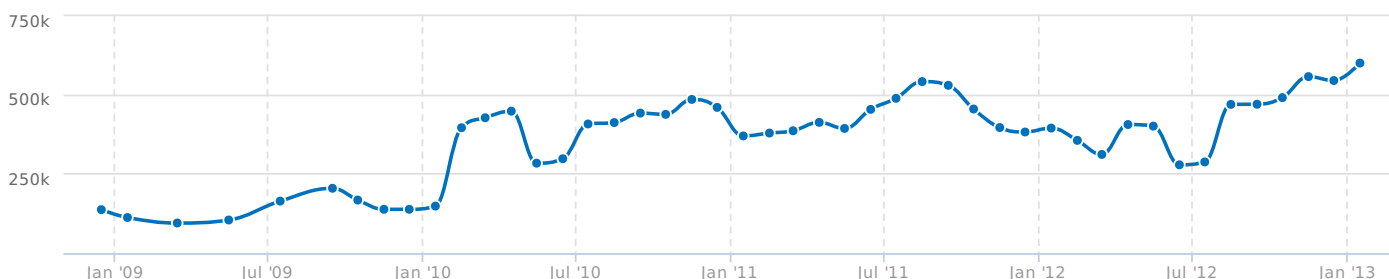
## Organic keywords / Ads keywords



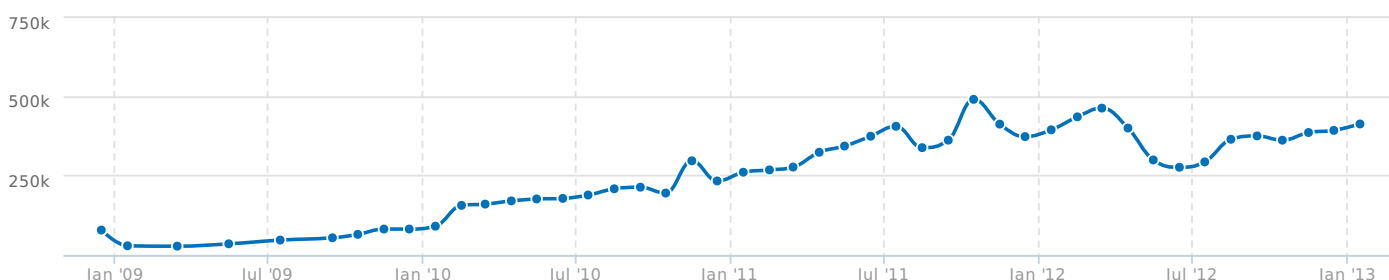
## Overview

SE Traffic <sup>1</sup>	597,375
SE Traffic price <sup>2</sup>	\$479,813
Ads Traffic <sup>3</sup>	570,250
Ads Traffic price <sup>4</sup>	\$832,733

## SE Traffic



## Ads Traffic



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## Detailed info for Google USA

### Organic keywords - 260,569

Keyword	Pos <sup>14</sup>	Volume <sup>15</sup>	CPC <sup>16</sup>
<a href="#">booking.com</a>	1(1)	90,500	0.10
<a href="#">booking</a>	1(1)	49,500	0.11
<a href="#">wynn las vegas</a>	11	74,000	0.67
<a href="#">cosmopolitan las vegas</a>	9(11)	90,500	0.13
<a href="#">bookings.com</a>	1(1)	5,400	0.10

### Ads keywords - 411,447

Keyword	Pos <sup>5</sup>	Volume <sup>15</sup>	CPC <sup>16</sup>
<a href="#">ellen</a>	1	110,000	0.10
<a href="#">booking.com</a>	1(1)	90,500	0.10
<a href="#">hotels.com</a>	5(3)	823,000	0.33
<a href="#">downtown disney</a>	1	60,500	0.28
<a href="#">hershey park</a>	2	201,000	0.44

### Unique Ads overview - 411,447

<b><a href="#">Ellen Hotels</a></b> Book your <b>Ellen</b> Hotel online. No reservation costs. Great rates <b><a href="#">www.booking.com/Ellen-Hotels</a></b>	<b><a href="#">booking.com</a> - Over 100.000 hotels Worldwide.</b> Lowest price guarantee! <b><a href="#">www.booking.com/Hotels</a></b>	<b><a href="#">Hotels with Booking.com</a></b> Over 150,000 <b>hotels</b> . 7.4m reviews. Book online, Pay at the <b>Hotel</b> . <b><a href="#">www.booking.com/hotels</a></b>	<b><a href="#">Downtown Disney Hotels</a></b> 175 Hotels near <b>Downtown Disney</b> . Booking.com's Best Price Guarantee! <b><a href="#">booking.com/Downtown-Disney-Hotels</a></b>
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### Competitors in organic search

Domain	Common keywords <sup>17</sup>	SE Keywords <sup>18</sup>
<a href="#">hotelscombined.com</a>	<a href="#">94,453</a>	<a href="#">210.3k</a>
<a href="#">venere.com</a>	<a href="#">79,766</a>	<a href="#">137.9k</a>
<a href="#">hotels.com</a>	<a href="#">183,288</a>	<a href="#">707.6k</a>
<a href="#">agoda.com</a>	<a href="#">54,445</a>	<a href="#">100.0k</a>
<a href="#">priceline.com</a>	<a href="#">104,448</a>	<a href="#">439.8k</a>

### Competitors in Ads

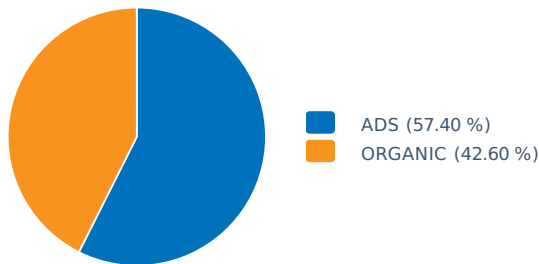
Domain	Common keywords <sup>19</sup>	Ads Keywords <sup>20</sup>
<a href="#">tripadvisor.com</a>	<a href="#">273,251</a>	<a href="#">543.8k</a>
<a href="#">hotels.com</a>	<a href="#">195,795</a>	<a href="#">278.5k</a>
<a href="#">expedia.com</a>	<a href="#">205,630</a>	<a href="#">383.5k</a>
<a href="#">kayak.com</a>	<a href="#">170,862</a>	<a href="#">402.3k</a>
<a href="#">priceline.com</a>	<a href="#">103,757</a>	<a href="#">228.2k</a>

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# Summary info for Google Canada

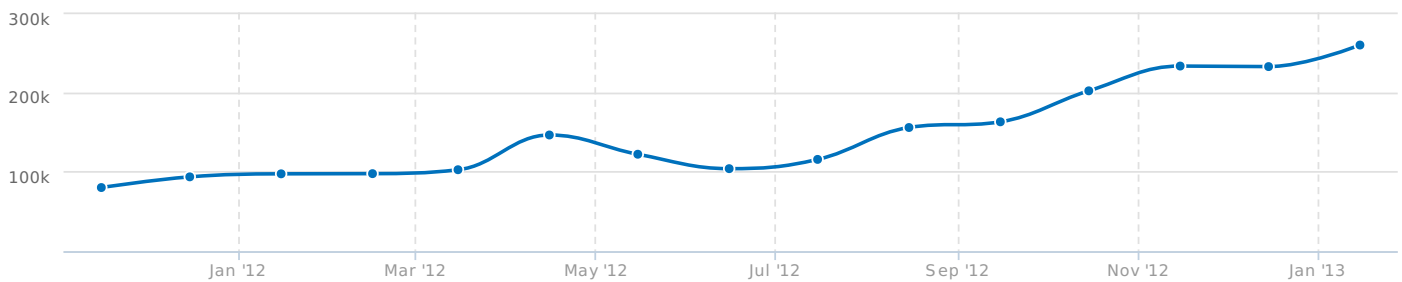
## Organic keywords / Ads keywords



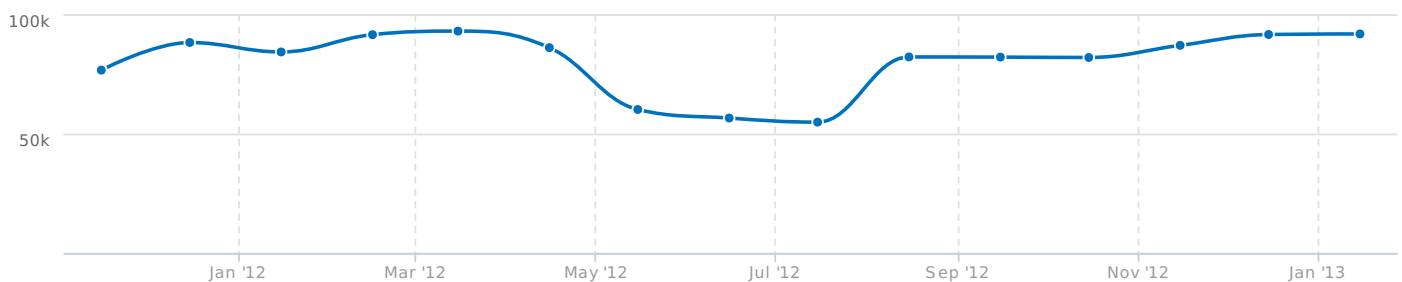
## Overview

SE Traffic <sup>1</sup>	258,992
SE Traffic price <sup>2</sup>	\$193,083
Ads Traffic <sup>3</sup>	192,388
Ads Traffic price <sup>4</sup>	\$277,152

## SE Traffic



## Ads Traffic



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# Detailed info for Google Canada

## Organic keywords - 68,068

Keyword	Pos <sup>14</sup>	Volume <sup>15</sup>	CPC <sup>16</sup>
<a href="#">booking.com</a>	1(1)	49,500	0.12
<a href="#">booking</a>	1	40,500	0.10
<a href="#">uqam</a>	10(10)	165,000	2.12
<a href="#">great wolf lodge</a>	3(9)	49,500	0.30
<a href="#">université laval</a>	8(11)	60,500	0.20

## Ads keywords - 91,712

Keyword	Pos <sup>5</sup>	Volume <sup>15</sup>	CPC <sup>16</sup>
<a href="#">mont tremblant</a>	1(1)	60,500	1.10
<a href="#">west edmonton mall</a>	1	49,500	0.97
<a href="#">booking.com</a>	1(1)	49,500	0.12
<a href="#">booking</a>	1(1)	40,500	0.10
<a href="#">niagara falls</a>	2(3)	110,000	1.64

## Unique Ads overview - 91,712

<a href="#">50 Mont Tremblant Hotels - Lowest price guarantee</a> Book your Hotel in <b>Mont Tremblant</b> <a href="http://www.booking.com/Mont-Tremblant-Hotels">www.booking.com/Mont-Tremblant-Hotels</a>	<a href="#">West Edmonton Mall Hotels - booking.com</a> 50 Hotels near <b>West Edmonton Mall</b> . No reservation costs. Great rates <a href="http://booking.com/WestEdmontHotels">booking.com/WestEdmontHotels</a>	Hotels: <b>Booking.com</b> - No <b>booking fee</b> . Pay at check-out. Lowest price guarantee! <a href="http://www.booking.com/Hotels">www.booking.com/Hotels</a>	Hotels: <b>Booking.com</b> - No <b>booking fee</b> . Pay at check-out. Lowest price guarantee! <a href="http://www.booking.com/Hotels">www.booking.com/Hotels</a>
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## Competitors in organic search

Domain	Common keywords <sup>17</sup>	SE Keywords <sup>18</sup>
<a href="#">hotels.com</a>	<a href="#">39,054</a>	<a href="#">90.0k</a>
<a href="#">expedia.ca</a>	<a href="#">41,875</a>	<a href="#">141.2k</a>
<a href="#">agoda.com</a>	<a href="#">17,521</a>	<a href="#">25.7k</a>
<a href="#">venere.com</a>	<a href="#">16,861</a>	<a href="#">23.7k</a>
<a href="#">hotelscombined.com</a>	<a href="#">14,935</a>	<a href="#">27.7k</a>

## Competitors in Ads

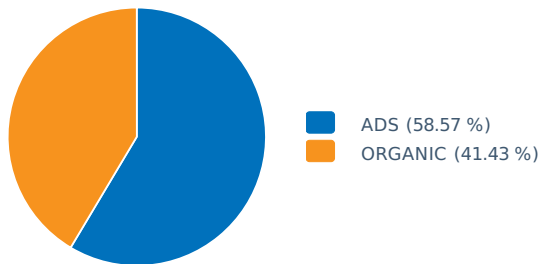
Domain	Common keywords <sup>19</sup>	Ads Keywords <sup>20</sup>
<a href="#">hotels.com</a>	<a href="#">46,828</a>	<a href="#">54.2k</a>
<a href="#">expedia.ca</a>	<a href="#">47,740</a>	<a href="#">77.6k</a>
<a href="#">tripadvisor.ca</a>	<a href="#">41,070</a>	<a href="#">60.2k</a>
<a href="#">kayak.com</a>	<a href="#">30,113</a>	<a href="#">67.1k</a>
<a href="#">tripzen.com</a>	<a href="#">14,686</a>	<a href="#">17.0k</a>

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# Summary info for Google Australia

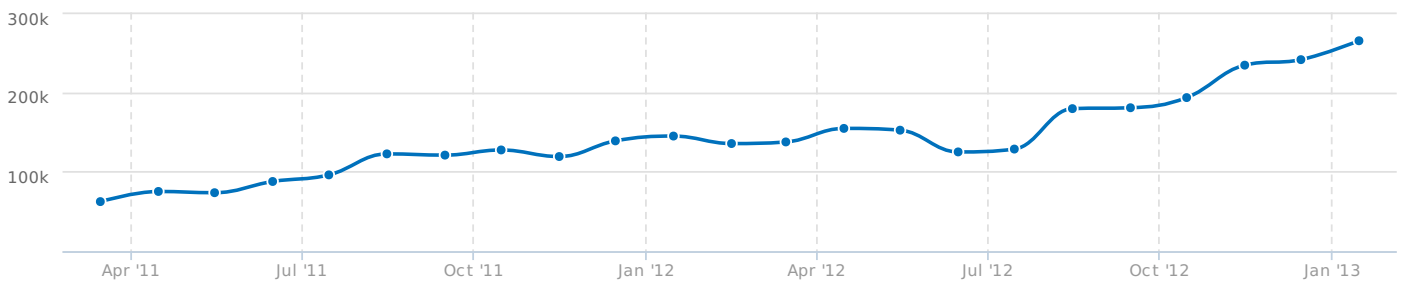
## Organic keywords / Ads keywords



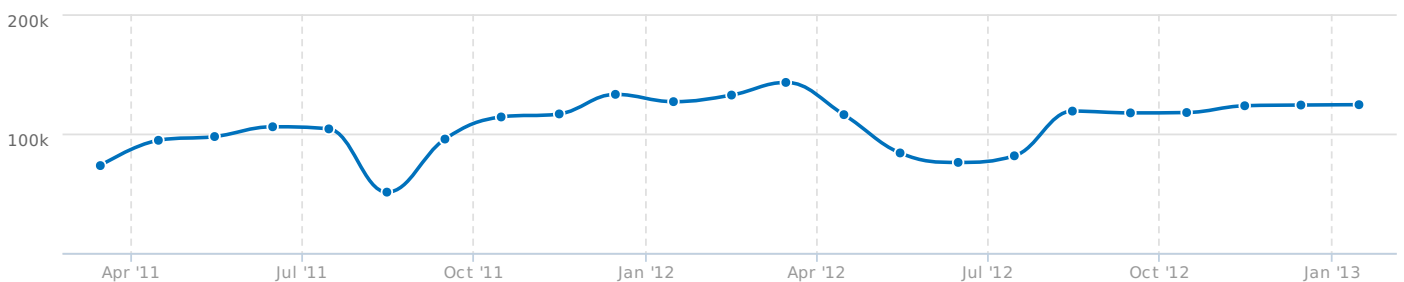
## Overview

SE Traffic <sup>1</sup>	264,333
SE Traffic price <sup>2</sup>	\$225,169
Ads Traffic <sup>3</sup>	220,285
Ads Traffic price <sup>4</sup>	\$398,806

## SE Traffic



## Ads Traffic



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# Detailed info for Google Australia

**Organic keywords - 87,801**

Keyword	Pos <sup>14</sup>	Volume <sup>15</sup>	CPC <sup>16</sup>
<a href="#">booking.com</a>	1(1)	49,500	0.10
<a href="#">booking</a>	1(1)	14,800	0.18
<a href="#">bookings.com</a>	1(1)	5,400	0.10
<a href="#">bookings.com.au</a>	1(1)	5,400	0.17
<a href="#">booking.com.au</a>	1(1)	4,400	0.15

**Ads keywords - 124,105**

Keyword	Pos <sup>5</sup>	Volume <sup>15</sup>	CPC <sup>16</sup>
<a href="#">gold coast</a>	1(2)	49,500	2.19
<a href="#">booking.com</a>	1(1)	49,500	0.10
<a href="#">port macquarie</a>	1(1)	22,200	1.10
<a href="#">accommodation</a>	2(2)	74,000	1.68
<a href="#">margaret river</a>	1(1)	18,100	1.30

**Unique Ads overview - 124,105**

<a href="#">400 Hotels in Gold Coast - Half-Price Hotels - booking.com</a> Book your Hotel in <b>Gold Coast</b> <a href="#">www.booking.com/Gold-Coast-Hotels</a>	<a href="#">Hotels: Booking.com - No booking fee. Pay at check-out.</a> Lowest price guarantee! <a href="#">www.booking.com/Hotels</a>	<a href="#">50 Port Macquarie Hotels - Half-Price Hotels - booking.com</a> Book your Hotel in <b>Port Macquarie</b> <a href="#">www.booking.com/Port-Macquarie-Hotels</a>	<a href="#">Booking.com Accommodation - Best price guarantee</a> Book your <b>accommodation</b> online. <a href="#">www.booking.com/Accommodation</a>
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**Competitors in organic search**

Domain	Common keywords <sup>17</sup>	SE Keywords <sup>18</sup>
<a href="#">agoda.com</a>	<a href="#">35,252</a>	<a href="#">57.6k</a>
<a href="#">hotelclub.com</a>	<a href="#">42,626</a>	<a href="#">88.6k</a>
<a href="#">hotels.com</a>	<a href="#">35,985</a>	<a href="#">67.3k</a>
<a href="#">expedia.com.au</a>	<a href="#">49,972</a>	<a href="#">130.8k</a>
<a href="#">hotelscombined.com.au</a>	<a href="#">22,177</a>	<a href="#">35.2k</a>

**Competitors in Ads**

Domain	Common keywords <sup>19</sup>	Ads Keywords <sup>20</sup>
<a href="#">hotelscombined.com.au</a>	<a href="#">66,359</a>	<a href="#">77.2k</a>
<a href="#">hotels.com</a>	<a href="#">54,771</a>	<a href="#">60.4k</a>
<a href="#">expedia.com.au</a>	<a href="#">44,031</a>	<a href="#">61.3k</a>
<a href="#">lastminute.com.au</a>	<a href="#">26,786</a>	<a href="#">45.2k</a>
<a href="#">quickbeds.com</a>	<a href="#">21,302</a>	<a href="#">24.3k</a>

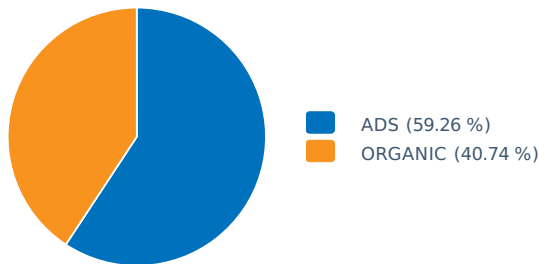


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# Summary info for Google UK

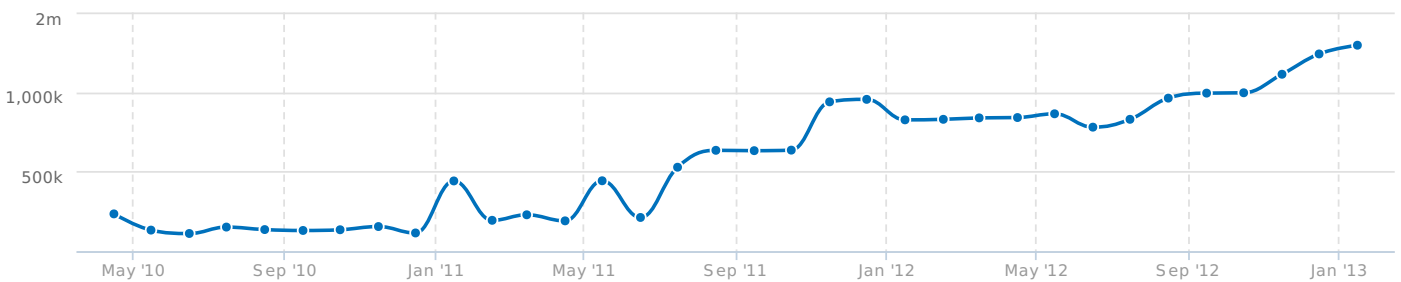
## Organic keywords / Ads keywords



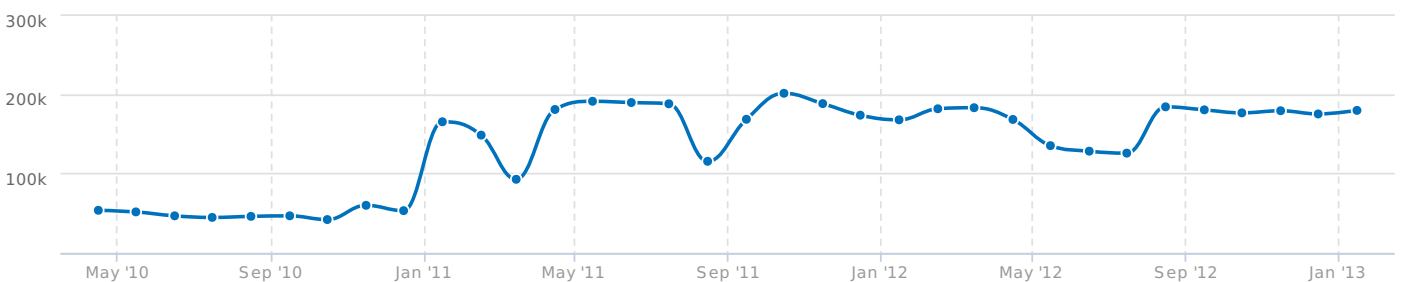
## Overview

SE Traffic <sup>1</sup>	1,294,384
SE Traffic price <sup>2</sup>	\$933,410
Ads Traffic <sup>3</sup>	815,630
Ads Traffic price <sup>4</sup>	\$1,063,716

## SE Traffic



## Ads Traffic



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# Detailed info for Google UK

**Organic keywords - 123,080**

Keyword	Pos <sup>14</sup>	Volume <sup>15</sup>	CPC <sup>16</sup>
<a href="#">booking.com</a>	1(1)	450,000	0.10
<a href="#">booking</a>	1(1)	201,000	0.10
<a href="#">premier inn</a>	9(9)	1,220,000	0.10
<a href="#">bookings.com</a>	1(1)	22,200	0.10
<a href="#">hotels</a>	6(5)	201,000	2.82

**Ads keywords - 179,062**

Keyword	Pos <sup>5</sup>	Volume <sup>15</sup>	CPC <sup>16</sup>
<a href="#">booking.com</a>	1(1)	450,000	0.10
<a href="#">hotels</a>	1(1)	201,000	2.82
<a href="#">booking</a>	1(1)	201,000	0.10
<a href="#">blackpool</a>	1(1)	110,000	0.81
<a href="#">hotels in london</a>	1(1)	90,500	3.08

**Unique Ads overview - 179,062**

<b><a href="#">Booking.com - Hotels - Over 230,000 hotels online.</a></b> Save up to 75% on your reservation! <b><a href="http://www.booking.com/Hotels">www.booking.com/Hotels</a></b>	<b><a href="#">Hotels: Booking.Com</a></b> Booking.com's Best Price Guarantee! Book at over 230,000 <b>hotels</b> online <b><a href="http://www.booking.com/Hotels">www.booking.com/Hotels</a></b>	<b><a href="#">Booking.com - Hotels - Over 230,000 hotels online.</a></b> Save up to 75% on your reservation! <b><a href="http://www.booking.com/Hotels">www.booking.com/Hotels</a></b>	<b><a href="#">250 Hotels in Blackpool - Half-Price Hotels - booking.com</a></b> Book your Hotel in <b>Blackpool</b> online <b><a href="http://www.booking.com/BlackpHotels">www.booking.com/BlackpHotels</a></b>
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**Competitors in organic search**

Domain	Common keywords <sup>17</sup>	SE Keywords <sup>18</sup>
<a href="#">laterooms.com</a>	<a href="#">52,321</a>	<a href="#">102.9k</a>
<a href="#">expedia.co.uk</a>	<a href="#">62,475</a>	<a href="#">150.2k</a>
<a href="#">hotels.com</a>	<a href="#">36,854</a>	<a href="#">65.1k</a>
<a href="#">venere.com</a>	<a href="#">27,713</a>	<a href="#">38.9k</a>
<a href="#">agoda.com</a>	<a href="#">23,875</a>	<a href="#">32.0k</a>

**Competitors in Ads**

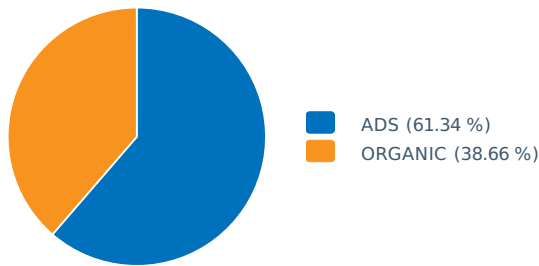
Domain	Common keywords <sup>19</sup>	Ads Keywords <sup>20</sup>
<a href="#">trivago.co.uk</a>	<a href="#">90,096</a>	<a href="#">101.0k</a>
<a href="#">travelrepublic.co.uk</a>	<a href="#">94,668</a>	<a href="#">143.2k</a>
<a href="#">laterooms.com</a>	<a href="#">63,996</a>	<a href="#">71.7k</a>
<a href="#">hotels.com</a>	<a href="#">37,686</a>	<a href="#">39.7k</a>
<a href="#">expedia.co.uk</a>	<a href="#">37,853</a>	<a href="#">46.9k</a>

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# Summary info for Google Germany

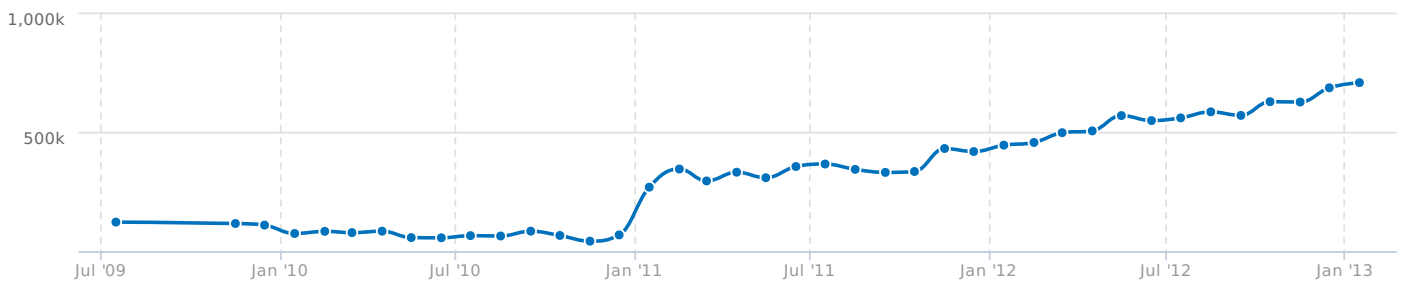
## Organic keywords / Ads keywords



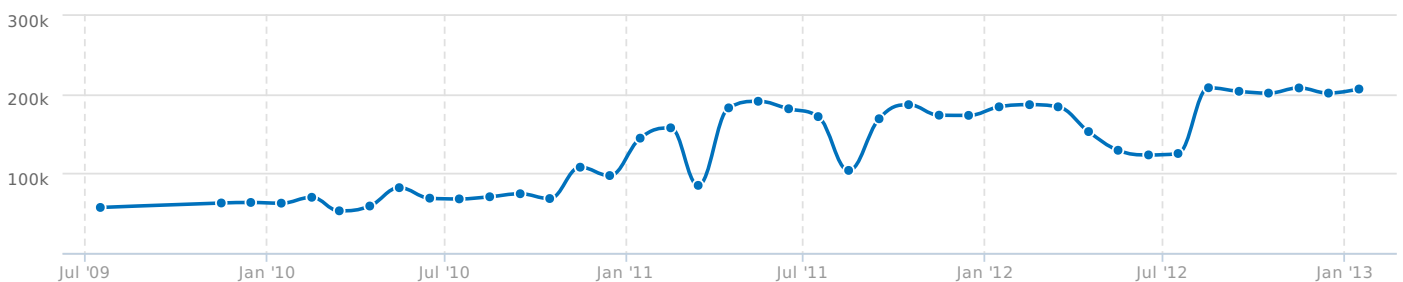
## Overview

SE Traffic <sup>1</sup>	705,671
SE Traffic price <sup>2</sup>	\$366,376
Ads Traffic <sup>3</sup>	1,115,267
Ads Traffic price <sup>4</sup>	\$1,125,182

## SE Traffic



## Ads Traffic



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# Detailed info for Google Germany

## Organic keywords - 129,821

Keyword	Pos <sup>14</sup>	Volume <sup>15</sup>	CPC <sup>16</sup>
<a href="http://booking.com">booking.com</a>	1(1)	246,000	0.10
<a href="http://booking">booking</a>	1(1)	246,000	0.10
<a href="http://booking.de">booking.de</a>	1(1)	33,100	0.13
<a href="http://cunda">cunda</a>	8(11)	301,000	0.10
<a href="http://www.booking.com">www.booking.com</a>	1(1)	14,800	0.24

## Ads keywords - 205,962

Keyword	Pos <sup>5</sup>	Volume <sup>15</sup>	CPC <sup>16</sup>
<a href="http://booking.com">booking.com</a>	1(1)	246,000	0.10
<a href="http://booking">booking</a>	1(1)	246,000	0.10
<a href="http://dresden">dresden</a>	1(2)	165,000	1.80
<a href="http://gardasee">gardasee</a>	1(3)	110,000	1.27
<a href="http://hotel">hotel</a>	1(1)	110,000	2.93

## Unique Ads overview - 205,962

<a href="http://Booking.com">Booking.com</a> - Hotels - <a href="http://Über 100.000 Hotels weltweit.">Über 100.000 Hotels weltweit.</a> Kostenlose Reservierung! <a href="http://www.booking.com/">www.booking.com/</a>	<a href="http://Booking.com">Booking.com</a> - Hotels - <a href="http://Über 100.000 Hotels weltweit.">Über 100.000 Hotels weltweit.</a> Kostenlose Reservierung! <a href="http://www.booking.com/">www.booking.com/</a>	<a href="http://Preiswerte Hotels Dresden - booking.com">Preiswerte Hotels Dresden - booking.com</a> Schnell und sicher online buchen. Sparen Sie jetzt bis zu 50%! <a href="http://www.booking.com/Hotels Dresden">www.booking.com/Hotels Dresden</a>	<a href="http://750 Hotels am Gardasee - Online buchen schnell &amp; sicher.">750 Hotels am Gardasee - Online buchen schnell &amp; sicher.</a> Hotels am <b>Gardasee</b> reservieren <a href="http://www.booking.com/Lake-garda-Hotels">www.booking.com/Lake-garda-Hotels</a>
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## Competitors in organic search

Domain	Common keywords <sup>17</sup>	SE Keywords <sup>18</sup>
<a href="http://hrs.de">hrs.de</a>	<a href="#">59,898</a>	<a href="#">116.8k</a>
<a href="http://hotel.de">hotel.de</a>	<a href="#">53,117</a>	<a href="#">94.8k</a>
<a href="http://trivago.de">trivago.de</a>	<a href="#">43,899</a>	<a href="#">85.9k</a>
<a href="http://hotels.com">hotels.com</a>	<a href="#">35,275</a>	<a href="#">67.2k</a>
<a href="http://tripadvisor.com">tripadvisor.com</a>	<a href="#">39,173</a>	<a href="#">95.0k</a>

## Competitors in Ads

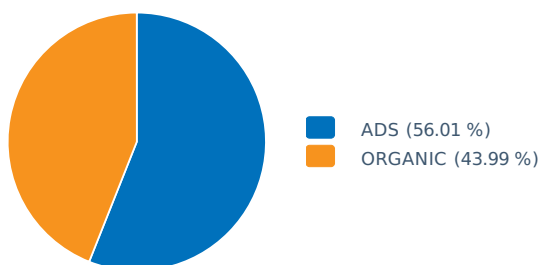
Domain	Common keywords <sup>19</sup>	Ads Keywords <sup>20</sup>
<a href="http://trivago.de">trivago.de</a>	<a href="#">96,507</a>	<a href="#">108.3k</a>
<a href="http://holidaycheck.de">holidaycheck.de</a>	<a href="#">92,840</a>	<a href="#">140.6k</a>
<a href="http://hrs.de">hrs.de</a>	<a href="#">72,558</a>	<a href="#">76.4k</a>
<a href="http://tripadvisor.de">tripadvisor.de</a>	<a href="#">69,129</a>	<a href="#">84.0k</a>
<a href="http://hotel.de">hotel.de</a>	<a href="#">51,739</a>	<a href="#">54.5k</a>

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# Summary info for Google France

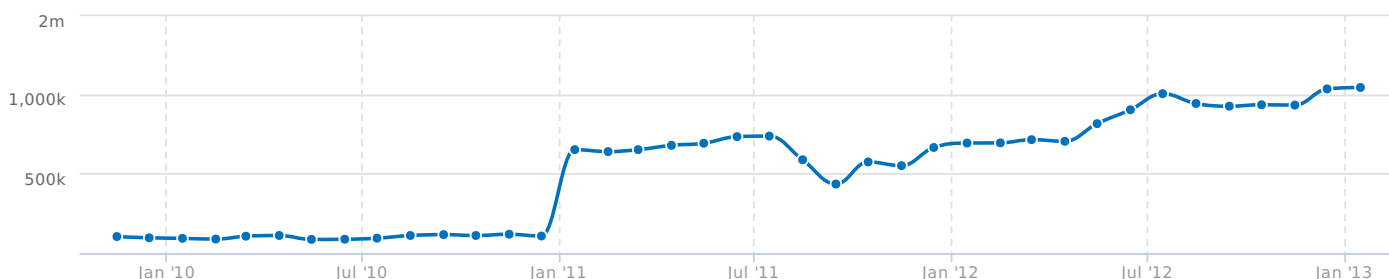
## Organic keywords / Ads keywords



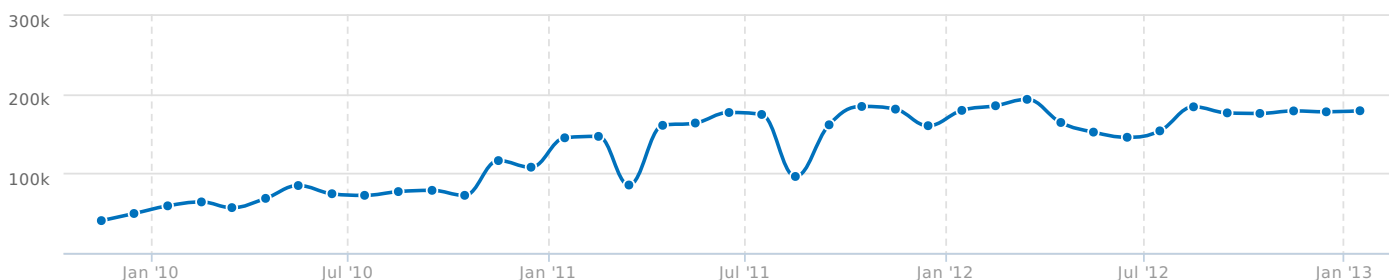
## Overview

SE Traffic <sup>1</sup>	1,041,434
SE Traffic price <sup>2</sup>	\$498,579
Ads Traffic <sup>3</sup>	887,013
Ads Traffic price <sup>4</sup>	\$867,784

## SE Traffic



## Ads Traffic



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# Detailed info for Google France

## Organic keywords - 140,270

Keyword	Pos <sup>14</sup>	Volume <sup>15</sup>	CPC <sup>16</sup>
<a href="#">booking</a>	1(1)	823,000	0.10
<a href="#">booking.com</a>	1(1)	165,000	0.12
<a href="#">booking hotel</a>	1(1)	33,100	0.26
<a href="#">logitel</a>	3(3)	90,500	0.10
<a href="#">booking.fr</a>	2(2)	60,500	0.10

## Ads keywords - 178,616

Keyword	Pos <sup>5</sup>	Volume <sup>15</sup>	CPC <sup>16</sup>
<a href="#">booking</a>	1(1)	823,000	0.10
<a href="#">hotel</a>	1(1)	201,000	3.71
<a href="#">booking.com</a>	1(1)	165,000	0.12
<a href="#">eurodisney</a>	1	90,500	0.10
<a href="#">chambres d hotes</a>	1(1)	90,500	0.73

## Unique Ads overview - 178,616

<a href="#">Booking.com - Hotels - Réservez vite avec Booking.com</a> Plus de 230.000 Hôtels dans le Monde <a href="#">www.booking.com/</a>	<a href="#">Hôtels: Booking.com - Sans frais de réservation</a> Plus de 230.000 hôtels en ligne <a href="#">www.booking.com/Hotels</a>	<a href="#">Booking.com - Hotels - Réservez vite avec Booking.com</a> Plus de 230.000 Hôtels dans le Monde <a href="#">www.booking.com/</a>	<a href="#">Hôtels Disneyland® Paris</a> Hôtels à moitié prix Réservez votre hôtel en ligne. <a href="#">www.booking.com/Hotels</a>
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## Competitors in organic search

Domain	Common keywords <sup>17</sup>	SE Keywords <sup>18</sup>
<a href="#">venere.com</a>	<a href="#">49,413</a>	<a href="#">70.4k</a>
<a href="#">hotels.com</a>	<a href="#">61,031</a>	<a href="#">123.3k</a>
<a href="#">expedia.fr</a>	<a href="#">50,173</a>	<a href="#">98.8k</a>
<a href="#">tripadvisor.com</a>	<a href="#">42,051</a>	<a href="#">105.7k</a>
<a href="#">federal-hotel.com</a>	<a href="#">31,614</a>	<a href="#">53.2k</a>

## Competitors in Ads

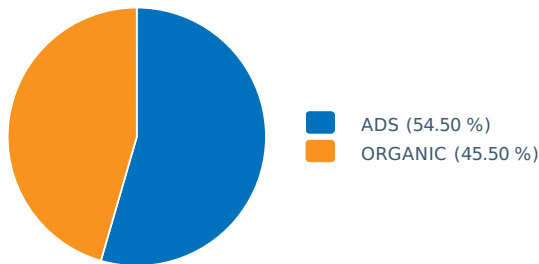
Domain	Common keywords <sup>19</sup>	Ads Keywords <sup>20</sup>
<a href="#">tripadvisor.fr</a>	<a href="#">89,731</a>	<a href="#">119.3k</a>
<a href="#">hotels.com</a>	<a href="#">58,708</a>	<a href="#">61.0k</a>
<a href="#">trivago.fr</a>	<a href="#">52,383</a>	<a href="#">56.1k</a>
<a href="#">liligo.fr</a>	<a href="#">48,585</a>	<a href="#">79.4k</a>
<a href="#">hotelscombined.fr</a>	<a href="#">36,313</a>	<a href="#">37.8k</a>

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# Summary info for Google Spain

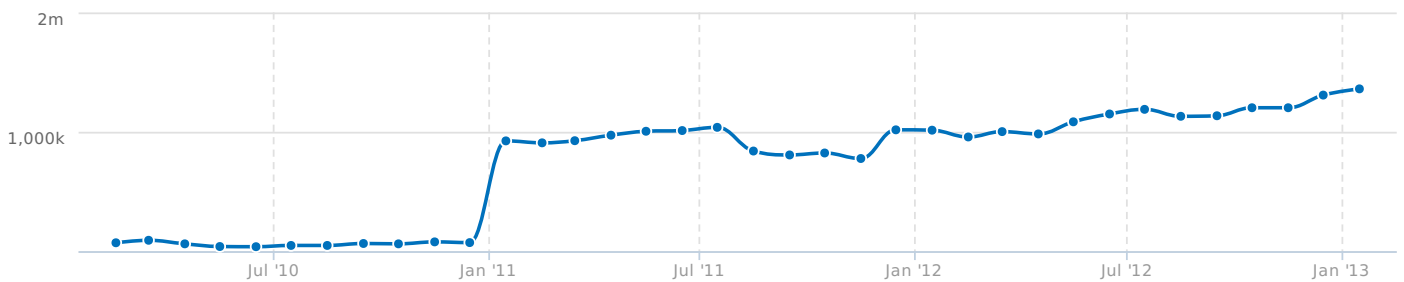
## Organic keywords / Ads keywords



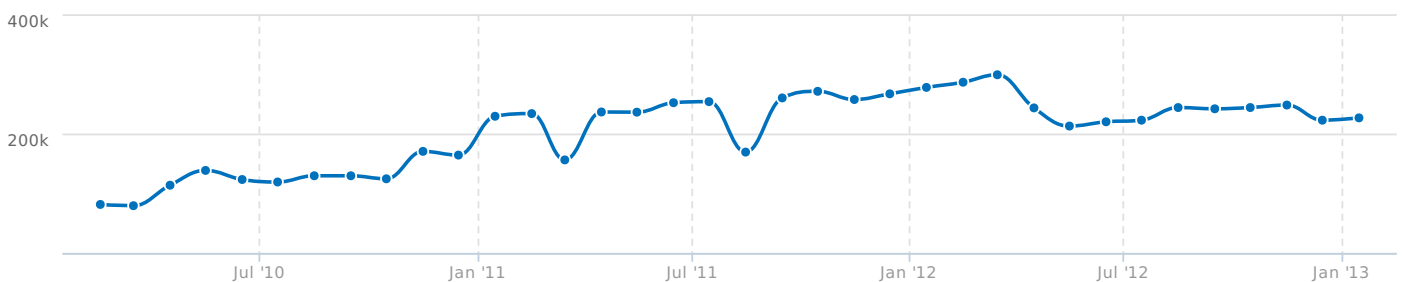
## Overview

SE Traffic <sup>1</sup>	1,359,811
SE Traffic price <sup>2</sup>	\$538,944
Ads Traffic <sup>3</sup>	954,013
Ads Traffic price <sup>4</sup>	\$665,082

## SE Traffic



## Ads Traffic



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# Detailed info for Google Spain

## Organic keywords - 188,989

Keyword	Pos <sup>14</sup>	Volume <sup>15</sup>	CPC <sup>16</sup>
<a href="#">booking</a>	1(1)	1,000,000	0.10
<a href="#">booking.com</a>	1(1)	60,500	0.10
<a href="#">port aventura</a>	11(11)	246,000	0.17
<a href="#">booking.es</a>	2(2)	74,000	0.10
<a href="#">hoteles</a>	5	165,000	1.67

## Ads keywords - 226,352

Keyword	Pos <sup>5</sup>	Volume <sup>15</sup>	CPC <sup>16</sup>
<a href="#">booking</a>	1	1,000,000	0.10
<a href="#">hoteles</a>	1(1)	165,000	1.67
<a href="#">sierra nevada</a>	1(1)	90,500	0.43
<a href="#">toledo</a>	1(2)	74,000	0.64
<a href="#">booking.es</a>	1(1)	74,000	0.10

## Unique Ads overview - 226,352

<b>Booking.com: Hoteles - Booking.com: reserva fácil y rápido</b> 230.000+ Hoteles en todo el mundo. <a href="http://www.booking.com/Hoteles">www.booking.com/Hoteles</a>	<b>Hoteles: Booking.Com - Con ofertas especiales</b> Reserva más de 230.000 hoteles. <a href="http://www.booking.com/Hoteles">www.booking.com/Hoteles</a>	<b>25 Hoteles Sierra Nevada</b> ¡Con ofertas especiales! Reservar un Hotel en <b>Sierra Nevada</b> <a href="http://www.booking.com/Sierra-Nevada-Hoteles">www.booking.com/Sierra-Nevada-Hoteles</a>	<b>40 Hoteles en Toledo - Reserva tu Hotel online en Toledo.</b> Precios óptimos. Pague en el hotel. <a href="http://www.booking.com/Toledo-Hoteles">www.booking.com/Toledo-Hoteles</a>
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## Competitors in organic search

Domain	Common keywords <sup>17</sup>	SE Keywords <sup>18</sup>
<a href="#">trivago.es</a>	<a href="#">73,244</a>	<a href="#">119.1k</a>
<a href="#">destinia.com</a>	<a href="#">78,620</a>	<a href="#">159.5k</a>
<a href="#">rumbo.es</a>	<a href="#">83,503</a>	<a href="#">192.0k</a>
<a href="#">venere.com</a>	<a href="#">56,371</a>	<a href="#">74.3k</a>
<a href="#">quehoteles.com</a>	<a href="#">56,565</a>	<a href="#">75.9k</a>

## Competitors in Ads

Domain	Common keywords <sup>19</sup>	Ads Keywords <sup>20</sup>
<a href="#">trivago.es</a>	<a href="#">133,125</a>	<a href="#">145.4k</a>
<a href="#">hotelscombined.es</a>	<a href="#">91,302</a>	<a href="#">96.4k</a>
<a href="#">tripadvisor.es</a>	<a href="#">48,548</a>	<a href="#">52.3k</a>
<a href="#">edreams.es</a>	<a href="#">56,895</a>	<a href="#">118.6k</a>
<a href="#">hoteles.com</a>	<a href="#">38,266</a>	<a href="#">39.1k</a>

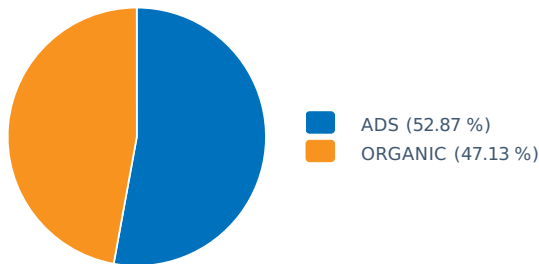


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# Summary info for Google Italy

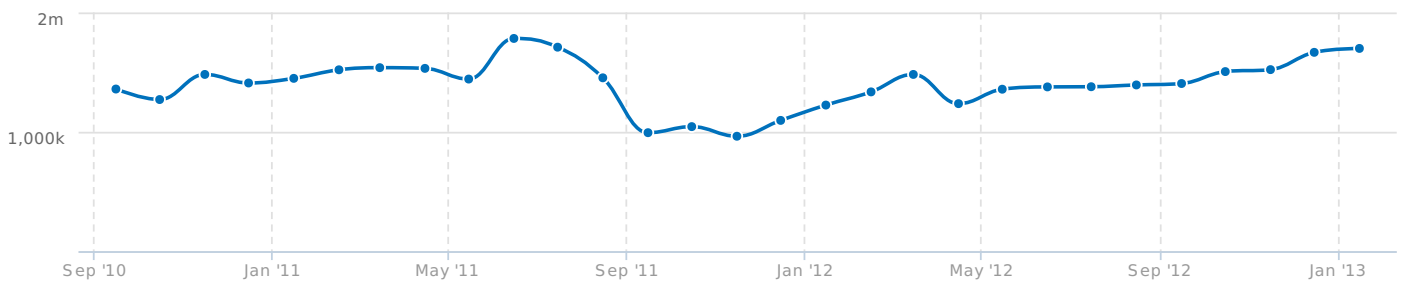
## Organic keywords / Ads keywords



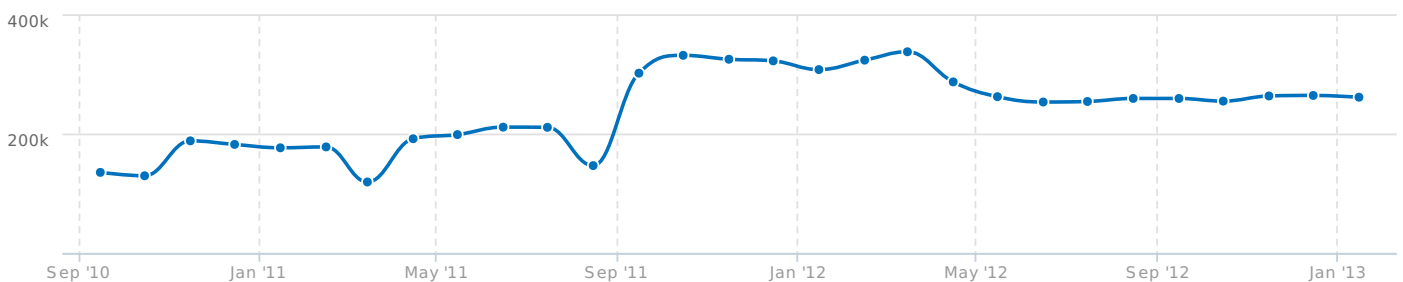
## Overview

SE Traffic <sup>1</sup>	1,698,091
SE Traffic price <sup>2</sup>	\$691,767
Ads Traffic <sup>3</sup>	1,078,885
Ads Traffic price <sup>4</sup>	\$676,412

## SE Traffic



## Ads Traffic



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# Detailed info for Google Italy

## Organic keywords - 232,544

Keyword	Pos <sup>14</sup>	Volume <sup>15</sup>	CPC <sup>16</sup>
<a href="#">booking</a>	1(1)	1,000,000	0.10
<a href="#">booking.com</a>	1(1)	246,000	0.10
<a href="#">booking.it</a>	2(2)	110,000	0.10
<a href="#">hotel milano</a>	1(1)	27,100	2.02
<a href="#">www.booking.com</a>	1(1)	27,100	0.10

## Ads keywords - 260,821

Keyword	Pos <sup>5</sup>	Volume <sup>15</sup>	CPC <sup>16</sup>
<a href="#">booking</a>	1(1)	1,000,000	0.10
<a href="#">hotel</a>	1(1)	165,000	1.37
<a href="#">booking.it</a>	1(1)	110,000	0.10
<a href="#">firenze</a>	1	90,500	0.83
<a href="#">venezia</a>	1(1)	74,000	0.86

## Unique Ads overview - 260,821

<b><a href="#">Booking.com - Hotel - Offerte ed Hotel di ogni categoria.</a></b> Prenotazioni facili con <b>Booking.com</b> <a href="#">www.booking.com/Alberg</a>	<b><a href="#">Hotels: Booking.com - Offerte ed Hotel di ogni categoria.</a></b> Prenotazioni online facili e sicure <a href="#">www.booking.com/Hotel</a>	<b><a href="#">Booking.com - Hotel - Offerte ed Hotel di ogni categoria.</a></b> Prenotazioni facili con <b>Booking.com</b> <a href="#">www.booking.com/Alberg</a>	<b><a href="#">750 Hotel a Firenze</a></b> Prenota ora, risparmi fino al 75%! Miglior Prezzo Garantito. <a href="#">www.booking.com/Floren Hotel</a>
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## Competitors in organic search

Domain	Common keywords <sup>17</sup>	SE Keywords <sup>18</sup>
<a href="#">venere.com</a>	<a href="#">94,693</a>	<a href="#">148.6k</a>
<a href="#">hotels.com</a>	<a href="#">77,072</a>	<a href="#">129.4k</a>
<a href="#">expedia.it</a>	<a href="#">81,237</a>	<a href="#">155.5k</a>
<a href="#">tripadvisor.com</a>	<a href="#">88,225</a>	<a href="#">227.0k</a>
<a href="#">trivago.it</a>	<a href="#">58,957</a>	<a href="#">93.2k</a>

## Competitors in Ads

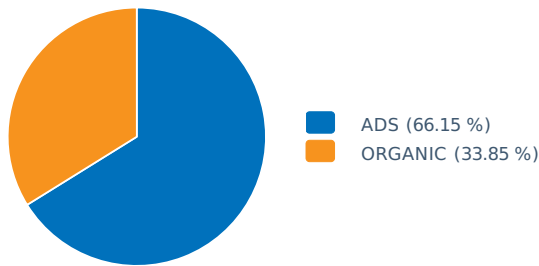
Domain	Common keywords <sup>19</sup>	Ads Keywords <sup>20</sup>
<a href="#">trivago.it</a>	<a href="#">105,495</a>	<a href="#">113.9k</a>
<a href="#">hotels.com</a>	<a href="#">35,914</a>	<a href="#">36.8k</a>
<a href="#">hotelscombined.it</a>	<a href="#">35,302</a>	<a href="#">36.7k</a>
<a href="#">expedia.it</a>	<a href="#">28,495</a>	<a href="#">36.5k</a>
<a href="#">edreams.it</a>	<a href="#">33,852</a>	<a href="#">97.0k</a>

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# Summary info for Google Russia

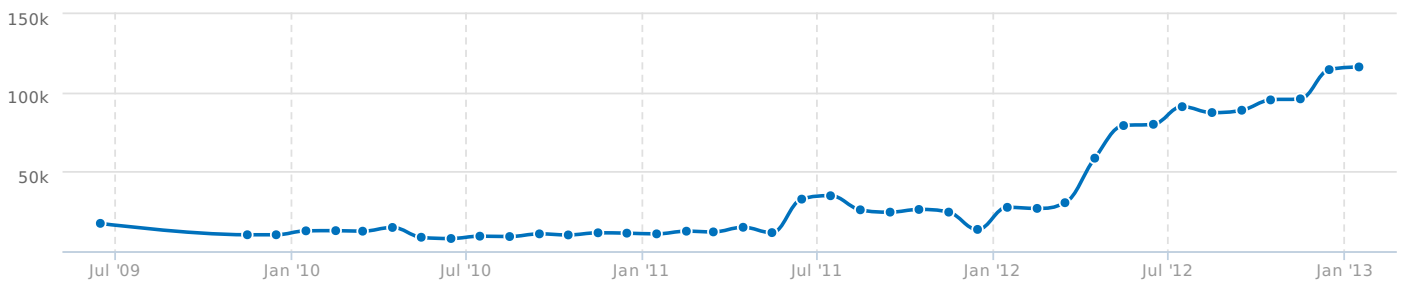
## Organic keywords / Ads keywords



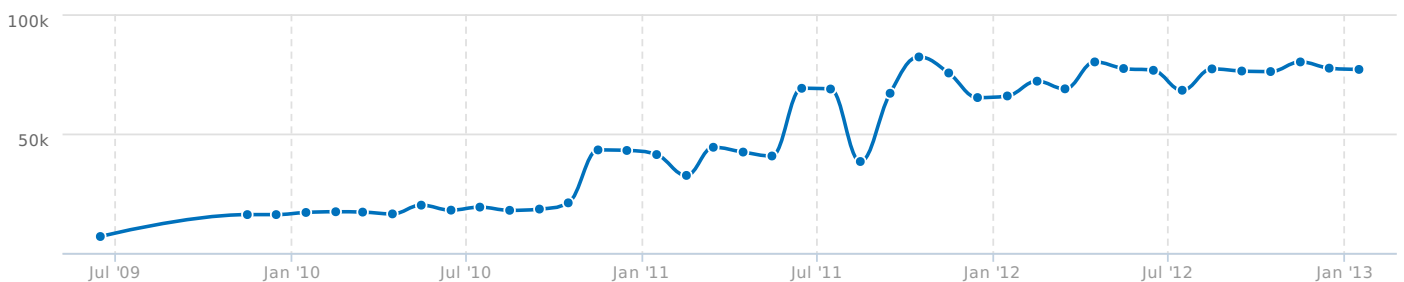
## Overview

SE Traffic <sup>1</sup>	115,742
SE Traffic price <sup>2</sup>	\$47,736
Ads Traffic <sup>3</sup>	163,585
Ads Traffic price <sup>4</sup>	\$110,477

## SE Traffic



## Ads Traffic



**BOOKING.COM**

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# Detailed info for Google Russia

## Organic keywords - 39,312

Keyword	Pos <sup>14</sup>	Volume <sup>15</sup>	CPC <sup>16</sup>
<a href="#">booking</a>	1(1)	60,500	0.10
<a href="#">букинг</a>	1(1)	22,200	0.10
<a href="#">booking.com</a>	1(1)	18,100	0.10
<a href="#">букинг.ком</a>	1(1)	9,900	0.10
<a href="#">бронирование отелей</a>	1(1)	6,600	2.39

## Ads keywords - 76,829

Keyword	Pos <sup>5</sup>	Volume <sup>15</sup>	CPC <sup>16</sup>
<a href="#">booking</a>	1(1)	60,500	0.10
<a href="#">черногория</a>	1	27,100	0.31
<a href="#">букинг</a>	1(1)	22,200	0.10
<a href="#">прага</a>	1(1)	18,100	0.41
<a href="#">tophotels</a>	1(1)	18,100	2.00

## Unique Ads overview - 76,829

<b><a href="#">Booking.com</a> - Отели - Бронируйте быстрее с <a href="#">Booking.com</a></b> 260.000 отелей по всему миру <a href="#">www.booking.com/</a>	<b><a href="#">500 отелей в Черногории</a></b> Сэкономьте до 75% на бронировании! Бронирование отелей в <b>Черногории</b> <a href="#">www.booking.com/</a>	<b><a href="#">Booking.com</a> - Отели - Бронируйте быстрее с <a href="#">Booking.com</a></b> 260.000 отелей по всему миру <a href="#">www.booking.com/</a>	<b><a href="#">Отели Праги</a></b> Выгодные цены без комиссий! Забронируйте отели в <b>Праге</b> <a href="#">www.booking.com/Prague</a>
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## Competitors in organic search

Domain	Common keywords <sup>17</sup>	SE Keywords <sup>18</sup>
<a href="#">hotels.com</a>	<a href="#">11,400</a>	<a href="#">24.0k</a>
<a href="#">tripadvisor.com</a>	<a href="#">14,012</a>	<a href="#">58.6k</a>
<a href="#">tripadvisor.ru</a>	<a href="#">22,705</a>	<a href="#">120.6k</a>
<a href="#">tophotels.ru</a>	<a href="#">12,937</a>	<a href="#">54.0k</a>
<a href="#">oktogo.ru</a>	<a href="#">7,448</a>	<a href="#">19.1k</a>

## Competitors in Ads

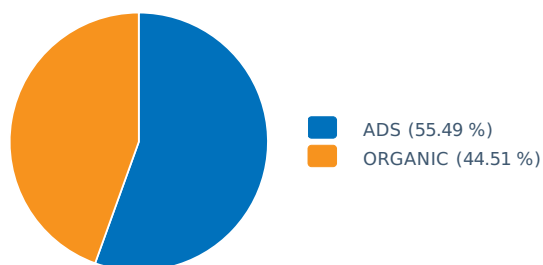
Domain	Common keywords <sup>19</sup>	Ads Keywords <sup>20</sup>
<a href="#">hotelscombined.ru</a>	<a href="#">21,958</a>	<a href="#">24.0k</a>
<a href="#">hrs.com</a>	<a href="#">19,169</a>	<a href="#">19.7k</a>
<a href="#">tripadvisor.ru</a>	<a href="#">26,661</a>	<a href="#">59.1k</a>
<a href="#">ostrovok.ru</a>	<a href="#">17,098</a>	<a href="#">18.6k</a>
<a href="#">hotelscombined.com</a>	<a href="#">17,165</a>	<a href="#">19.1k</a>

BOOKING.COM

14 February 2013

# Summary info for Google Brazil

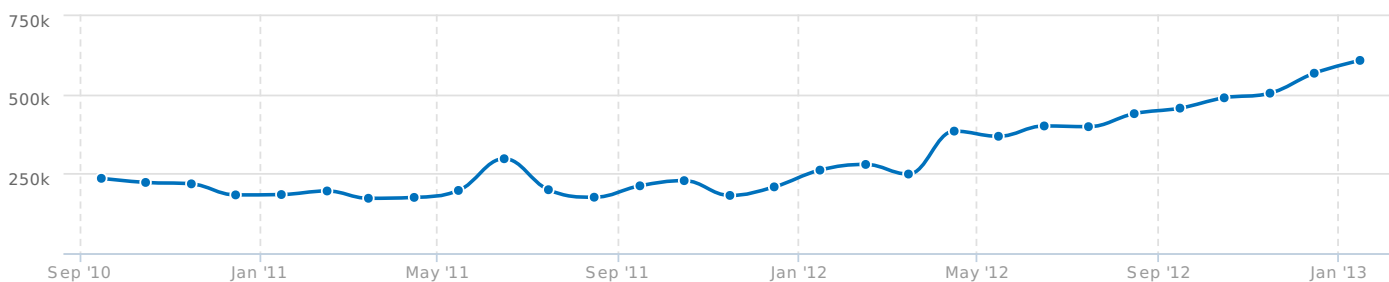
## Organic keywords / Ads keywords



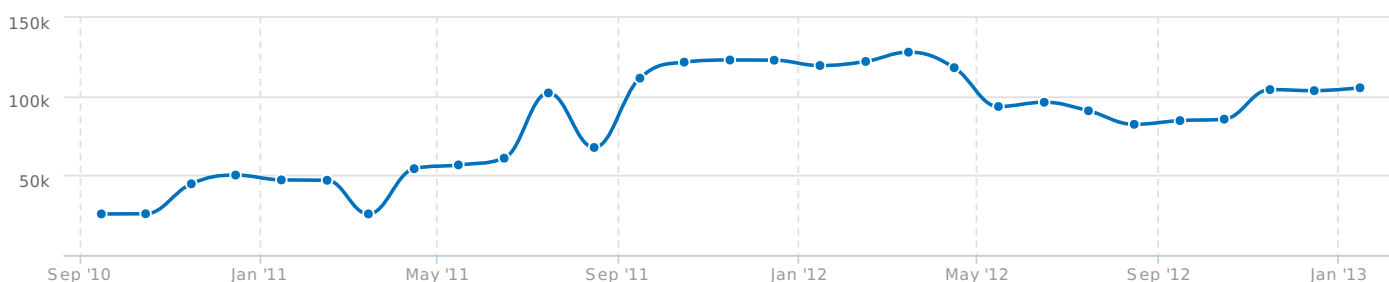
## Overview

SE Traffic <sup>1</sup>	605,569
SE Traffic price <sup>2</sup>	\$359,862
Ads Traffic <sup>3</sup>	493,126
Ads Traffic price <sup>4</sup>	\$359,558

## SE Traffic



## Ads Traffic



BOOKING.COM

14 February 2013

# Detailed info for Google Brazil

## Organic keywords - 84,218

Keyword	Pos <sup>14</sup>	Volume <sup>15</sup>	CPC <sup>16</sup>
<a href="#">booking</a>	1(1)	201,000	0.35
<a href="#">passarela</a>	9(20)	550,000	0.10
<a href="#">booking.com</a>	1(1)	27,100	0.46
<a href="#">booking.com.br</a>	1(1)	27,100	0.56
<a href="#">www.booking.com.br</a>	1(1)	8,100	0.54

## Ads keywords - 105,002

Keyword	Pos <sup>5</sup>	Volume <sup>15</sup>	CPC <sup>16</sup>
<a href="#">booking</a>	1(1)	201,000	0.35
<a href="#">porto de galinhas</a>	1(1)	74,000	0.64
<a href="#">ilha bela</a>	1(1)	40,500	0.44
<a href="#">cabo frio</a>	1(1)	40,500	0.47
<a href="#">ilha grande</a>	1(1)	40,500	0.47

## Unique Ads overview - 105,002

<a href="#">Hotéis: <b>Booking.com</b> - Bons preços, sem taxas de reserva</a> +230.000 hotéis em todo o mundo. <a href="#">www.booking.com/Hoteis</a>	<a href="#">Hotéis <b>Porto de Galinhas</b> - Melhor preço. Sem custos reserva</a> Hotéis em <b>Porto de Galinhas</b> <a href="#">www.booking.com/PortoDeHoteis</a>	<a href="#">50 Hotéis em <b>Ilhabela</b> - Melhor preço, sem taxas de reserva</a> Reserve o seu Hotel em <b>Ilhabela</b> <a href="#">www.booking.com/Ilha-Bela-Hoteis</a>	<a href="#">50 Hotéis em <b>Cabo Frio</b> - Melhor preço, sem taxas de reserva</a> Reserve o seu Hotel em <b>Cabo Frio</b> <a href="#">www.booking.com/Cabo-Frio-Hoteis</a>
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## Competitors in organic search

Domain	Common keywords <sup>17</sup>	SE Keywords <sup>18</sup>
<a href="#">hoteis.com</a>	<a href="#">33,062</a>	<a href="#">65.3k</a>
<a href="#">decolar.com</a>	<a href="#">28,175</a>	<a href="#">49.6k</a>
<a href="#">tripadvisor.com</a>	<a href="#">28,055</a>	<a href="#">81.6k</a>
<a href="#">trivago.com.br</a>	<a href="#">19,052</a>	<a href="#">31.0k</a>
<a href="#">tripadvisor.com.br</a>	<a href="#">53,978</a>	<a href="#">246.6k</a>

## Competitors in Ads

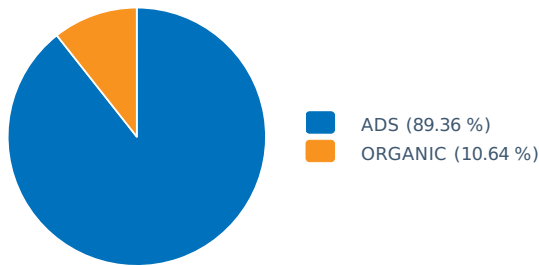
Domain	Common keywords <sup>19</sup>	Ads Keywords <sup>20</sup>
<a href="#">hotelurbano.com.br</a>	<a href="#">59,096</a>	<a href="#">80.3k</a>
<a href="#">decolar.com</a>	<a href="#">67,942</a>	<a href="#">111.8k</a>
<a href="#">tripadvisor.com.br</a>	<a href="#">36,859</a>	<a href="#">43.1k</a>
<a href="#">hoteis.com</a>	<a href="#">26,722</a>	<a href="#">28.2k</a>
<a href="#">malapronta.com.br</a>	<a href="#">22,461</a>	<a href="#">24.8k</a>

BOOKING.COM

14 February 2013

# Summary info for Bing USA

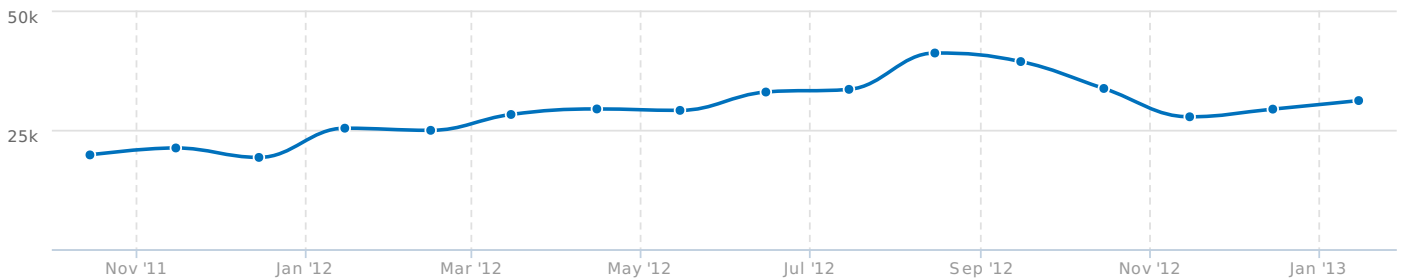
## Organic keywords / Ads keywords



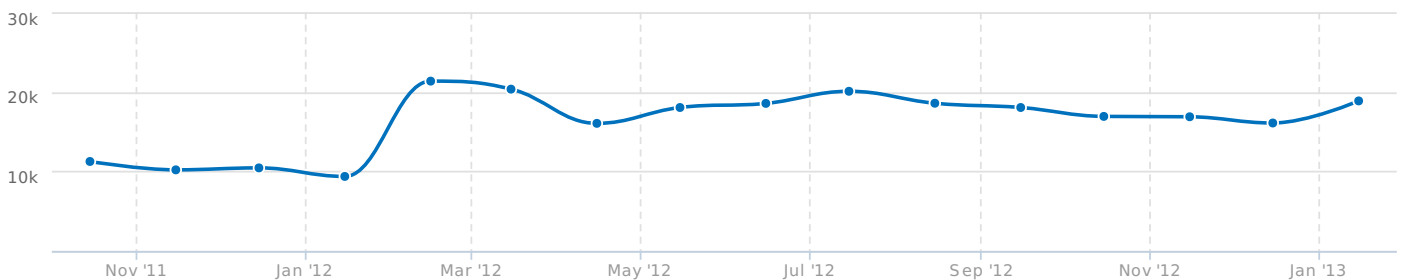
## Overview

SE Traffic <sup>1</sup>	27,742
SE Traffic price <sup>2</sup>	\$12,943
Ads Traffic <sup>3</sup>	433,666
Ads Traffic price <sup>4</sup>	\$525,421

## SE Traffic



## Ads Traffic



BOOKING.COM

14 February 2013

# Detailed info for Bing USA

## Organic keywords - 2,008

Keyword	Pos <sup>14</sup>	Volume <sup>15</sup>
<a href="#">booking.com</a>	1(1)	20,300
<a href="#">booking</a>	1(1)	11,100
<a href="#">bookings.com</a>	1(1)	1,210
<a href="#">hotel booking</a>	1(1)	990
<a href="#">www.booking.com</a>	1(1)	990

## Ads keywords - 16,859

Keyword	Pos <sup>5</sup>	Volume <sup>15</sup>
<a href="#">travelocity</a>	4(2)	617,000
<a href="#">philadelphia</a>	1	55,400
<a href="#">atlantis</a>	1(1)	45,200
<a href="#">thor</a>	1	45,200
<a href="#">hooters</a>	1(1)	37,100

## Unique Ads overview - 16,859

<a href="#">Booking.com - Hotels</a> Booking.com: 240,000 hotels online. Lowest price guarantee! <b>Booking.com/Hotels</b>	<b>40 Philadelphia PA Hotels</b> Book your Hotel in <b>Philadelphia</b> PA. No reservation costs. Great rates. <b>Booking.com/Philadelphia Hotels</b>	<b>Atlantis Casino Resort - Atlantis Casino Resort Spa, Reno.</b> No reservation costs. Great rates <b>Booking.com/AtlantisCasi</b>	<b>5 Hotels in Le Thor</b> Lowest price guarantee! Book your Hotel in Le <b>Thor</b> online. <b>Booking.com/Le-Thor-Hotels</b>
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## Competitors in organic search

Domain	Common keywords <sup>17</sup>	SE Keywords <sup>18</sup>
<a href="#">hotelscombined.com</a>	<a href="#">12</a>	<a href="#">1.5k</a>
<a href="#">roomstays.com</a>	<a href="#">13</a>	<a href="#">2.3k</a>
<a href="#">agoda.com</a>	<a href="#">7</a>	<a href="#">687</a>
<a href="#">hotels.com</a>	<a href="#">41</a>	<a href="#">14.4k</a>
<a href="#">orbitz.com</a>	<a href="#">34</a>	<a href="#">11.6k</a>

## Competitors in Ads

Domain	Common keywords <sup>19</sup>	Ads Keywords <sup>20</sup>
<a href="#">hotels-rates.com</a>	<a href="#">2,542</a>	<a href="#">6.6k</a>
<a href="#">hilton.com</a>	<a href="#">2,012</a>	<a href="#">5.5k</a>
<a href="#">expedia.com</a>	<a href="#">1,730</a>	<a href="#">4.1k</a>
<a href="#">tripadvisor.com</a>	<a href="#">1,343</a>	<a href="#">4.4k</a>
<a href="#">kayak.com</a>	<a href="#">1,324</a>	<a href="#">4.9k</a>



# Glossary

**1 - SE Traffic**

Estimated number of visitors coming from the first 20 search results (per month)

**3 - Ads Traffic**

Estimated number of visitors coming from Ads (per month)

**5 - AdSense Text Ads**

Total AdSense text ads over all time

**7 - First Seen**

First time this advertiser appeared on AdSense

**9 - Days Seen**

Total elapsed days this advertiser has run on AdSense

**11 - Frequency**

How often this ad appeared on AdSense publishers in the last month

**13 - Avg Position**

Average position in AdSense blocks

**15 - Volume**

Exact number of queries for the keyword per month (for the corresponding local version of search engine)

**17 - Common keywords (Organic)**

The number of keywords for which the site is displayed in search results in common with the analyzed site

**19 - Common keywords (AdWords)**

Number of common keywords in Ads bought by these two sites

**2 - SE Traffic price**

Estimated cost of purchasing the same number of visitors through Ads

**4 - Ads Traffic price**

Estimated expenses the site has for advertising in Ads (per month)

**6 - AdSense Banners**

Total AdSense banners over all time

**8 - Last Seen**

Last time this advertiser appeared on AdSense

**10 - Uniques**

The number of monthly unique visitors to the publisher

**12 - Avg Position (Publisher)**

Average position in AdSense blocks on this publisher in the last month

**14 - Pos**

The position of the site for the search query, at the moment of data collection (And previous position in brackets).

**16 - CPC**

Average price of a click on an Ad for this search query (in U.S. dollars)

**18 - SE Keywords**

Keywords this site has in the TOP20 organic results

**20 - Ads Keywords**

Keywords this site has in the TOP20 Ads results