Online Marketing Opportunity Report:
Social Media, Blog, and Search Engine Activity by Industry

Contents

Where Should YOU Market Online?

You have finite resources and nearly infinite possible online marketing channels. Where should your company put its marketing dollars and effort to work? Do you wonder if it is worth the effort to start a Twitter account or a Facebook page? Are you having trouble going beyond basic search engine optimization (SEO)? It can be difficult to know if it is worth the time and money to expand the online marketing for your business and even tougher to figure out where the conversation is happening.

HubSpot has gathered exciting data and developed measurement methods to help you answer these important marketing questions.

Step 1 - Determine Where the Conversation is Happening for Your Industry

Where is the online activity for your industry? Is it focused in search engines? Blogs? Social media? To find out, we used a proprietary algorithm to analyze 33 keywords that describe some common industries. The results are summarized in the graph below; find the industry that best matches your own.

Overall Online Activity
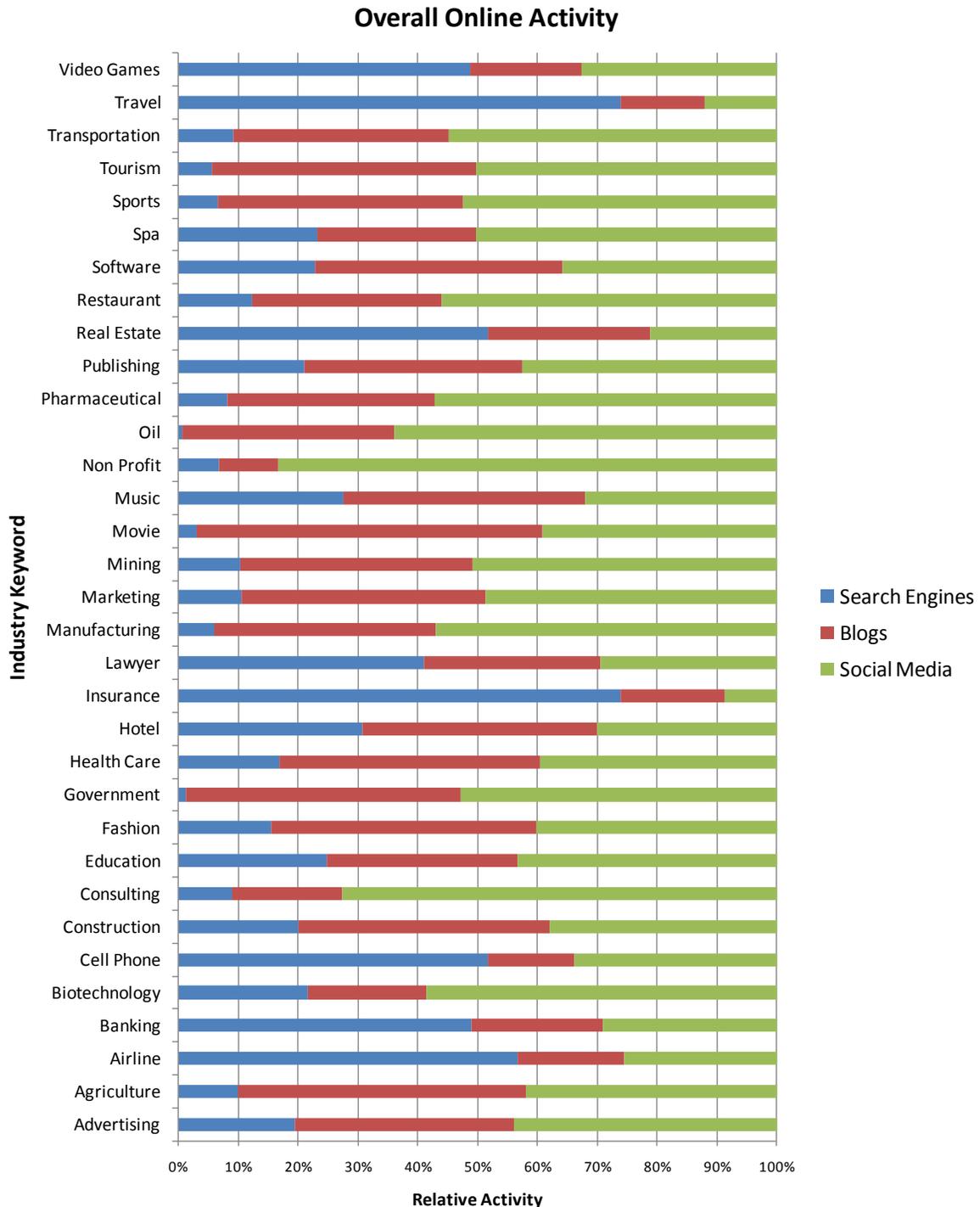
How to Interpret the Overall Online Activity Chart

The graph above is a measure of where the relative online activity is for a given industry. Because it is fundamentally comparing apples to oranges (tweets to blog posts, etc.), it is about displaying trends and illuminating where activity is occurring, not about exact absolute numbers. Some industries are dominated by activity in social media, while others are dominated by queries in search engines or blog activity.

Examining the keyword phrase "non profit," for example, shows that currently the vast majority (over 80%) of online activity in the space is taking place in social media. More explicitly, at this point in time, conversations are taking place that contain the keyword "non profit" in social media. Comparably, few people go to search engines and look for the term "non profit."

Looking at another term, "travel," most of the online activity (about 75%) is happening in search engines. Relatively speaking, people are more inclined to do a search for travel than they are to blog about it. This is the complete opposite of the term "non profit."

Don't Just Chase Activity

Do not simply look for the most active area for your industry and conclude that the optimal place to market is the most active space. As with many things in life, it is possible that great benefits can be accrued by following the less travelled path. The Formulate a Marketing Strategy for Each Channel section of this ebook covers, in detail, how to react to the data for each of these channels.

Be as Specific as You Can – Variation Exists Within Industries

HubSpot explored some groupings by larger categories of industries of the above chart and found there can still be significant differences within larger industry groups. The takeaway is that it is important to be as specific as possible when defining your industry. The chart below that shows hospitality/leisure industry groupings demonstrates the variability that can exist within a group.

Hospitality/Leisure Industries Overall Online Activity
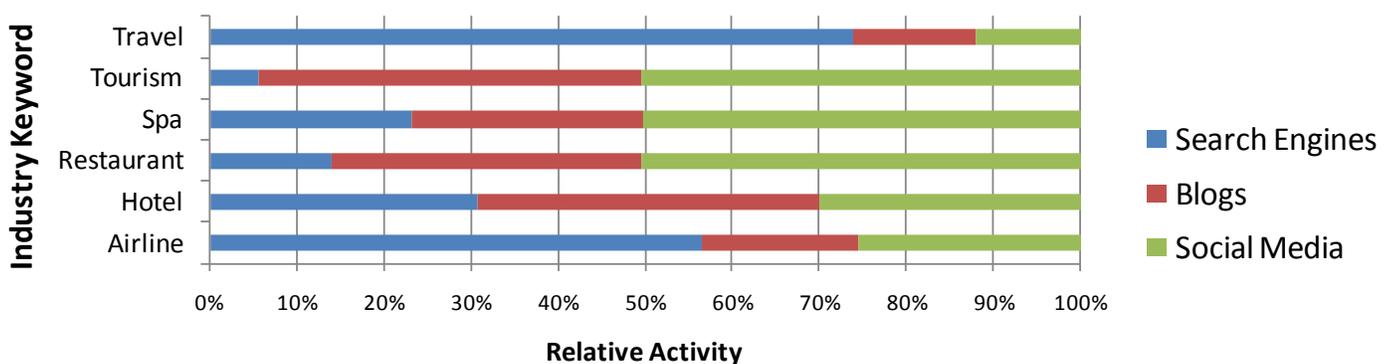
Next, we continued our analysis of relative online activity by examining the breakdown of social media. For this analysis, we looked at the top four social media channels for marketers: Twitter, Facebook, LinkedIn, and YouTube. (See the 2010 State of Inbound Marketing webinar for more info on popular social media channels.) Looking across the same 33 industries, the following graph breaks out the relative activity for each keyword.

Social Media Activity

Legend:
- Twitter
- Facebook
- LinkedIn
- YouTube

Y-axis: Industry Keyword (Video Games, Travel, Transportation, Tourism, Sports, Spa, Software, Restaurant, Real Estate, Publishing, Pharmaceutical, Oil, Non Profit, Music, Movie, Mining, Marketing, Manufacturing, Lawyer, Insurance, Hotel, Health Care, Government, Fashion, Education, Consulting, Construction, Cell Phone, Biotechnology, Banking, Airline, Agriculture, Advertising)

X-axis: Relative Activity (0% to 100%)

Using the social media data, we can start to understand which channels are being used most actively for each industry.

Examining "video games" first reveals that YouTube is by far the most active channel, accounting for about two-thirds of the social media activity (note that we are only considering Twitter, Facebook, LinkedIn, and YouTube in this analysis and that this analysis is a relative comparison of activity levels for each keyword). "Manufacturing" activity, on the other hand, happens primarily on LinkedIn, followed by a significant presence on Twitter.

# Step 2 - Measure the Detailed Activity and Competition

Is the activity enough to make a difference to your business, and can you get mindshare?

Now that you have identified the industry most relevant to your business and you understand the basic activity levels, go one layer deeper into the data. To do this, perform the keyword research you would do for any search engine optimization program, but expand your search to look at blogs and social media. What does this mean? Measure the absolute activity levels (similar to the number of queries per month in search engines) and the level of competition (how hard it will be to gain mindshare). Details about the specific metrics to measure and the methodology to follow are outlined in this ebook.

We have gathered this data for all of the 33 industries presented in this ebook and summarized it in the appendix. To illustrate how to read these industry summaries, the analysis for the keyword "software" is shown below, followed by an explanation of how to interpret the information. ***Go to the appendix for the same detailed analysis on each industry keyword.***

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Keyword Opportunity Analysis

Where Is the Overall Online Activity?
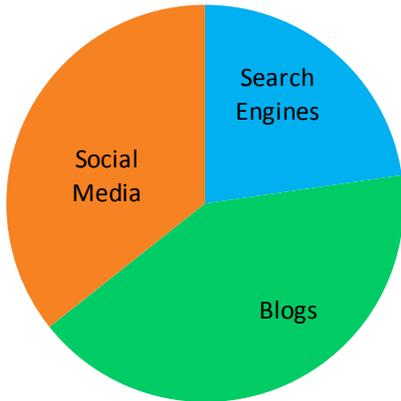
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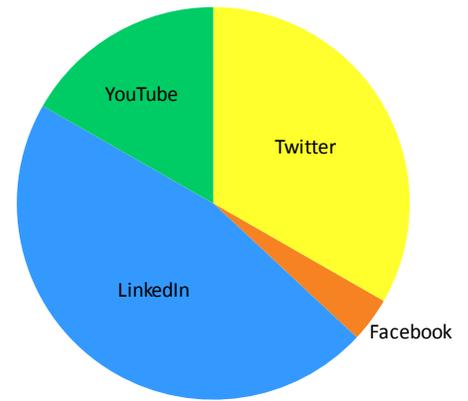
Analysis of: **"software"**

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic per Month: **183,000**	Search Engine Competition: **96**
Blogs	
Blog Posts per Month With Keyword: **42,813**	Blog Competition: **51**
Blog Posts With Keyword in Title: **6,454,237**	
Twitter	
Tweets per Month With Keyword: **1,335,152**	Twitter Competition: **57**
Facebook	
Fans of 10 Most Relevant Pages: **69,883**	Facebook Competition: **33**
Posts per Month With Keyword: **125,944**	
LinkedIn	
Groups With Keyword in Description: **10,717**	LinkedIn Competition: **61**
Members of Top 10 Groups With Keyword in Description: **341,571**	
Questions and Answers Containing Keyword per Month: **810**	
YouTube	
Videos Described by Keyword: **Millions**	YouTube Competition: **50**
Views of 10 Most Relevant Videos: **699,668**	

Overall Activity Summary

The first two graphics simply display in pie chart format the same information that was displayed in the previous charts that looked at the relative activity across all 33 industries. The pie charts offer another way to view the same information.

Absolute Activity and Competition

The next stage of the analysis focuses on two core concepts that are essential to understanding the amount of online opportunity that exists for a given industry or keyword:

- Absolute Activity – how many actions take place for a keyword in a given channel
- Competition – how much competition exists for a keyword in a given channel

The activity numbers were recorded at a single point in time and represent a snapshot that will change. The raw activity numbers are directly recorded and then extrapolated in some instances to give estimates for longer time frames such as a month. The competition rating is generated using proprietary HubSpot algorithms that give a measure of how crowded or saturated a particular channel is for a given keyword. A competition score of 50 represents an average level of competition, with anything lower representing below average competition, and anything above 50 representing above average competition.

The data can be used to gain a better understanding of how much opportunity exists for a given keyword and how many competitors are creating content in each channel for a given keyword. It is not meant to imply that all of the numbers are directly comparable. For example, just because there are more tweets per month than LinkedIn questions does not necessarily mean that Twitter offers more opportunity. Instead, the data can be used to formulate a marketing strategy for each of the channels. The next section of this ebook will explore in detail how to interpret the data and formulate a strategy.

Step 3 – Formulate a Marketing Strategy for Each Channel

Understanding how to formulate a strategy around this data is the most important section of this ebook. Interpreting activity levels and competition incorrectly can lead to misguided online marketing strategies. For example: Just because LinkedIn activity is low for a particular keyword does not mean you should avoid marketing on LinkedIn. It may mean just the opposite. This chapter will give step-by-step guidance on how to create a winning marketing strategy for each marketing channel.

Search Engines

Pursuing keywords that have massive traffic but are extremely competitive is a losing strategy for all but the biggest of online competitors. For small and medium sized businesses, a winning keyword strategy usually involves creating a family of keywords that strike the right balance between having reasonable levels of traffic and reasonable

levels of competition. This topic is covered in depth in the ebook, 2010 Online Marketing Blueprint, so it will not be covered in depth here. If you are interested in getting more guidance on this topic, we highly recommend the 2010 Online Marketing Blueprint.

Search Engines	
Max Possible Search Traffic Per Month: **444,690**	Search Engine Competition: **96**

Blogs

Interpreting the blog data is very similar to interpreting search engine data. In general, it is good to target keywords that have significant activity, but if the competition is too high, you may want to start by targeting some lower hanging fruit.

There are two primary methods by which people read blogs: through search engine results or through subscriptions via RSS or email. Of course, any piece of content can spread virally through social media, but that is frequently a secondary effect that comes after the content is read by a regular blog subscriber.

Blogs	
Blog Posts per Month with Keyword: **42,813**	Blog Competition: **51**
Blog Posts with Keyword in Title: **6,454,237**	

Blog Search Results

The first method of reading a blog (clicking on a search result) corresponds to the metrics around search engine data interpretation. Activity for a particular keyword must exist if you expect to receive any visitors, but you will also be competing directly with the content generated by competing blogs. Again, striking the right balance between activity levels and competition is critical.

Blog Subscribers

The second method of reading a blog (subscribing via RSS or email) is not perfectly correlated with search engine dynamics, but highly related. Ultimately, people can only read so many blogs. High activity levels are good because they indicate interest in the topic, but competition will impede your ability to gain subscribers.

Blog Strategy Summary

- In summary, the strategy for expanding your footprint in the blogosphere is similar to the strategy for search engines. **Find activity levels that are high enough to move the needle for your business and ideally for keywords that have below average competition.** Establishing a first mover advantage in areas where competition is low and activity is reasonable can result in success.
- How will you know if activity levels are high enough for your business? Some basic math can guide you, but experimentation remains key. Are there only a few dozen existing blog posts for your keyword?

You probably need to broaden your target keywords, because the potential readership will just be too low to generate a meaningful number of leads for your business. Are there tens of thousands of blog posts per month for your keyword? People would not be writing tens of thousands of blog posts per month if nobody was coming to the blogs to read them. These blogs might have thousands of readers, but can you compete?

- Analyze, create some content, experiment, and try again until you find the right blend of activity and competition.

Twitter

The strategy for executing a marketing strategy on Twitter and the notion of competition is significantly different than the notion of competition for search engines or blogs.

Twitter	
Tweets per Month with Keyword: **1,335,152**	Twitter Competition: **57**

What to Do if Activity and/or Competition Is High

Like blog posts, your tweets are read in two primary ways: either from subscribers (or more precisely followers) of your Twitter stream or from a search in a search engine or Twitter (tweets do show up in search results).

Subscribers or "Followers"

People are not afraid to subscribe to vast numbers of Twitter accounts. Unlike blogs, which people can only read so many of, Twitter can still be useful even if a person subscribes to thousands of Twitter feeds. The key difference is that Twitter is about speed, not completeness. It's alright to subscribe to thousands of Twitter feeds because you don't need to read every tweet. Following a large number of accounts relevant to your interests ensures that you are reading the most current information when you choose to see what is going on in the world. This is an extremely important nuance because it is what allows you to gain subscribers even in a highly competitive industry. Many are not making either-or decisions when it comes to who they want to follow; they are looking to find everyone that is writing about the subjects that interest them.

Tweets in Search Engines

For search engines, the algorithms that rank tweets in Google or Twitter are moving targets and therefore impossible to completely predict. That said, there are three elements that will likely be factors in considering how to rank tweets: importance, relevance, and "recency." Recency is a reference to how recently content was posted.

Importance can be determined by a number of factors, including how many followers an individual has on Twitter and how many retweets a particular tweet receives. For this metric, competition will certainly make it more difficult to get traffic.

Relevance is simply a measure of how relevant a tweet is to a keyword search, and this is a factor that will not really be impacted by the level of competition. You have the power to make your tweets as relevant as you want to whatever audience you want.

"Recency" is slightly different, and this is one element that sets Twitter apart from other marketing channels. One of Twitter's greatest assets is its ability to display what is happening in real time. This is something that is affected by competition; if you tweet about something and a thousand other people follow suit, then your tweet will be buried in some sense. However, for some period of time, you can be the most recent information source on a topic. And nothing is preventing you from tweeting frequently on a topic so that you stay the most recent source of information. (Read the blog article "Use Twitter to Rank #1 in Google in Less Than 5 Minutes" to get a better understanding of how this works.)

Again, we will not try to predict the exact importance of each of these factors in determining future search results, but they are all important. The important takeaway is that the "recency" element enables people who lack significant influence to be found on Twitter even for very competitive keywords.

What to Do if Activity Is Low

If activity levels are low, it may still be worth tweeting about a particular keyword. Because tweets get high priority for some types of searches, you may be able to get traffic outside of Twitter. Depending on competition, it is possible that getting a tweet to rank in the search engines will be easier than attempting to get a web page or blog post to rank. If that tweet can then drive traffic to a page that is relevant to your business, you will be able to sneak around all the businesses that focus solely on SEO. It may require fairly active effort to keep your tweets appearing in the search engines, but maintaining an active Twitter account will build your following over time and continuously increase your reach as a marketer. As with any marketing tactic, you should experiment and then adjust based on the results.

Twitter Strategy Summary

High levels of activity and competition are not necessarily bad things on Twitter. To a certain extent, they will limit your ability to spread your message until you gain authority, but in many ways it is an encouraging sign of interest. Look for activity and competition and then just start tweeting.

Facebook

Analyze Activity

The first step toward building a marketing strategy for Facebook requires an analysis of the absolute activity levels. Is anyone on Facebook talking about your keywords? If the numbers are low, you should either target broader keywords or develop a family of keywords with lower activity numbers that can drive enough traffic to still be relevant to your business. Ultimately, with more than 500 million users worldwide, *Facebook likely has an audience for your product if your product has an audience at all.* The task is finding the keywords that people are using to describe your product or service. While many have traditionally seen Facebook as more relevant to B2C businesses, there is also an opportunity for B2B players as well. Understanding the keywords people are using on Facebook that are relevant to your business will enable you to craft messages that resonate with the fans you will hopefully develop over time.

Facebook	
Fans of 10 Most Relevant Pages: **69,883**	Facebook Competition: **33**
Posts per Month with Keyword: **125,944**	

Facebook Competition

The notion of competition in Facebook is similar to the notion of competition in Twitter. Users of Facebook don't necessarily mind becoming fans of a large number of pages. Much like Twitter, it is not necessary to see every post by every friend or page. Additionally, businesses typically create pages for their brands rather than around a particular keyword. In short, there is room for every company to have a home on Facebook.

On Facebook, the notion of competition is most useful when considered in a more traditional business context. More specifically, competition is less about the sense of advertising visibility and more about the difficulty of winning over customers. If competition is high, you should still be able to reach a large number of customers, but you may need to work especially hard to stand out from the crowd. If competition is low, simply being present on Facebook may be enough to start engaging potential customers.

Facebook Strategy Summary

It is likely that you have potential customers on Facebook regardless of your business type. Find keywords that have activity high enough to be meaningful to your business so that you can use the right messaging when talking about your company and its products or services. Monitor the level of competition to determine the effort you will need to invest to differentiate your business. Facebook will provide you the eyeballs if you use the right communication, and the right offer will allow you to stand out from the competition.

LinkedIn

LinkedIn is another unique marketing channel that allows two very distinct strategies. To examine these strategies, you should asses the two most dominant areas of LinkedIn for marketers: LinkedIn Groups and LinkedIn Answers. The strategy for marketing in LinkedIn Groups and Answers depends on the activity levels and the levels of competition.

Linked in

LinkedIn	
Groups with Keyword in Description: **10,717**	
Members of Top 10 Groups with Keyword in Description: **341,571**	LinkedIn Competition: **61**
Questions and Answers Containing Keyword per Month: **810**	

High Levels of Activity and Weak Competition

If you have stumbled upon an industry or niche with high activity levels on LinkedIn but relatively weak competition, you may want to start a new group. Weak competition for high traffic keywords means that the market is being underserved, and with diligent effort, you may be able to get an industry group off the ground.

If no group exists, you will have a tremendous first mover advantage. If there are groups with low levels of engagement, you may still be able to come in as a second mover and dominate the conversation.

High Levels of Activity and Strong Competition

When performing an online marketing opportunity analysis, as usual, high levels of activity are a good sign. However, if levels of competition are also high, you may need to look for more fertile ground further down the keyword list. LinkedIn Groups are all about targeting broad industry keywords rather than your particular brand. By creating a group for a term that describes your industry, you will be attracting a broader group of people than you would if you just used your brand name. The caveat to this is that if competition is significant for your keyword, they have probably already created one or more groups dedicated to this keyword. On LinkedIn, the first mover advantage is critical, and it will be difficult for you to gain mindshare with a group if several vibrant groups already exist for the topic.

If the competition is too high for a keyword of interest to your business, you can employ two strategies: First, you can look for a less competitive keyword that is still relevant to your business. Second, you can focus on engagement.

When considering a less competitive keyword strategy, if the activity levels are high enough to be relevant to your business, starting a more focused group can be a winning strategy. A smaller but well-targeted group of individuals you can interact with on LinkedIn can be extremely effective at generating leads. The second technique that can be employed (which does not necessarily exclude the first) is to focus on engagement. Simply asking and responding to questions in the LinkedIn Answers feature is a way to engage LinkedIn members without having your own group. Additionally, actively participating in discussions in the most relevant group for your industry will enable you to position yourself as a thought leader. Over time, as you build influence and credibility on LinkedIn, people will want to know more about you and your company. That credibility can be attained even if you aren't the owner of the group you actively participate in.

LinkedIn Strategy Summary

Use activity and competition levels to determine whether it is best to start a new group or engage an existing LinkedIn Group or LinkedIn Answers.

YouTube

There are two primary ways people will find a video that you post on YouTube: through ![You Tube] the form of a search or through viral sharing of the video. These two mechanisms fundamentally drive the strategic decisions around marketing on YouTube.

YouTube	
Videos Described by Keyword: **Millions**	YouTube Competition: **50**
Views of 10 Most Relevant Videos: **699,668**	

High Levels of Activity and High Levels of Competition

Unless you produce a viral video, much of your traffic will come from some form of a search. The implication is that the strategy for YouTube defaults back to mimic the search strategy. It is a great sign if there is significant activity in YouTube for your keyword, but it will be difficult to get a video to rank well in search (be it on YouTube or in traditional search engines). Targeting more attainable keywords may give you better results.

The wrinkle to the search strategy is viral sharing. If your company has significant reach through email, social media, your blog, or any other means, you will have the ability to promote a video without it ranking in searches. If the video is good enough, you may be able to get enough interest in the video for it to go viral and ultimately rank well thanks to the number of accumulated views (the number of video views and comments significantly impact the rankings in search results).

Producing a viral video that targets competitive keywords is a huge win, but it is more of an all or nothing strategy. If the video does not go viral, it will likely sit in obscurity receiving relatively little search traffic.

Low Levels of Activity

If the level of activity in YouTube for your target keywords is too low to be meaningful to your business, you will need to broaden the scope of your appeal. If there is any online interest in your keyword topic, then there will be people willing to view your video. The challenge will be to reframe the content or marketing of your video to have a wide enough appeal to get the video noticed. Targeting less specific keywords is one way to do this. Another method that works especially well for video is to relate your content to a more enticing theme. Comedy, for example, can dramatically increase the visibility of your video. A comedic video about pest control could potentially reach far more people who are interested in pest control than a straightforward video about pest control. As long as you are speaking to people who still might have some interest in your topic, this approach can yield successful results.

YouTube Strategy Summary

If you can't ensure that your video will rank for relevant searches, either reframe the content or try to go viral.

Take Action: Additional Resources to Become an Expert

Recognizing if there is opportunity for your business to market online is critical for building an effective online marketing strategy. Too many businesses cling to ineffective outbound marketing techniques because that is what they have done in the past (regardless of success). Diving into online marketing with no direction can also be a disaster. Fundamentally understanding online activity levels and competition for each potential marketing channel is critical to developing a robust strategy.

To get a better understanding of how to use all of the marketing channels discussed in this ebook, HubSpot offers a wealth of free resources to get up to speed quickly. Specifically, we would recommend the following free resources:

To learn more about harnessing Twitter -Twitter for Marketing and PR

To learn more about using YouTube - How to Use Online Video for Inbound Marketing

For everything you need to know about Facebook - Facebook for Business Marketing Hub

For everything you need to know about LinkedIn - LinkedIn for Business Marketing Hub

To better understand how search engines view your website - Website Grader

For everything you need to know about blogging – Business Blog Marketing Hub

If you are looking for more information about investigating and leveraging the strategies outlined in this ebook, we encourage you to **request an Inbound Marketing Assessment** with one of HubSpot's specialists. We are always working on new tools to help you market your business better, and we would love to hear from you!

Appendix - Industry Opportunity Analysis Details in Alphabetical Order
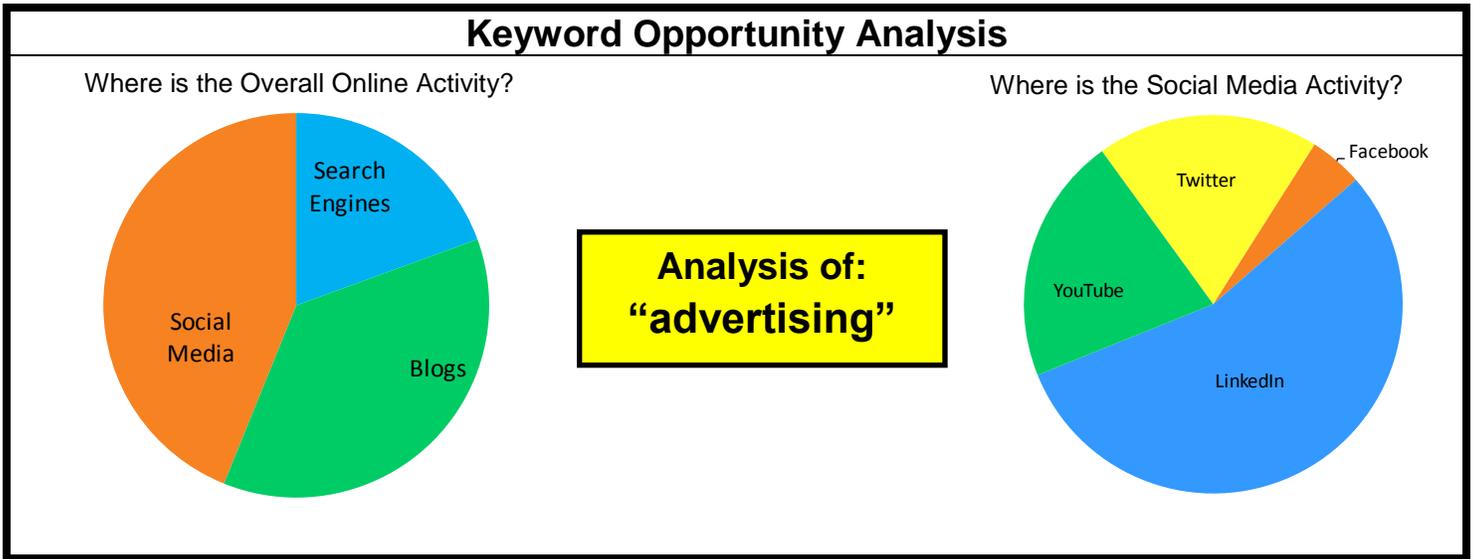
Keyword Opportunity Analysis

Where is the Overall Online Activity?

Where is the Social Media Activity?

Analysis of: "advertising"

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **44,000**	Search Engine Competition: **97**
Blogs	
Blog Posts per Month With Keyword: **29,380**	Blog Competition: **66**
Blog Posts With Keyword in Title: **1,720,381**	
Twitter	
Tweets per Month With Keyword: **455,794**	Twitter Competition: **61**
Facebook	
Fans of 10 Most Relevant Pages: **57,574**	Facebook Competition: **46**
Posts per Month With Keyword: **92,400**	
LinkedIn	
Groups With Keyword in Description: **3,784**	LinkedIn Competition: **73**
Members of Top 10 Groups With Keyword in Description: **501,987**	
Questions and Answers Containing Keyword per Month: **446**	
YouTube	
Videos Described by Keyword: **687,000**	YouTube Competition: **62**
Views of 10 Most Relevant Videos: **4,178,056**	

Keyword Opportunity Analysis

Where is the Overall Online Activity?
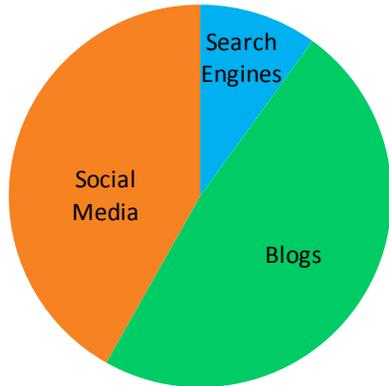
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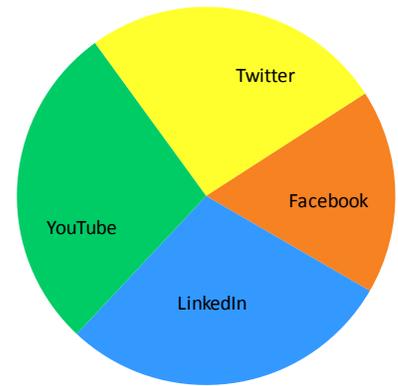
Analysis of: "agriculture"

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **15,000**	Search Engine Competition: **90**
Blogs	
Blog Posts per Month with Keyword: **4,940**	Blog Competition: **81**
Blog Posts with Keyword in Title: **227,811**	
Twitter	
Tweets per Month with Keyword: **62,725**	Twitter Competition: **51**
Facebook	
Fans of 10 Most Relevant Pages: **47,735**	Facebook Competition: **47**
Posts per Month with Keyword: **29,614**	
LinkedIn	
Groups with Keyword in Description: **499**	LinkedIn Competition: **52**
Members of Top 10 Groups with Keyword in Description: **19,125**	
Questions and Answers Containing Keyword per Month: **22**	
YouTube	
Videos Described by Keyword: **98,000**	YouTube Competition: **52**
Views of 10 Most Relevant Videos: **240,324**	

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Keyword Opportunity Analysis
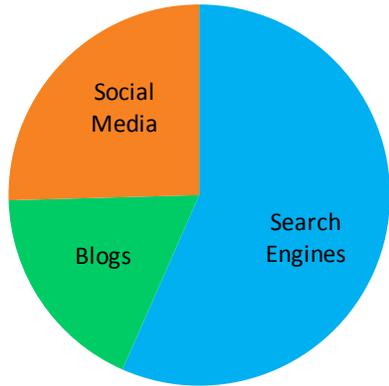
Where is the Overall Online Activity?

Analysis of: "airline"

Where is the Social Media Activity?
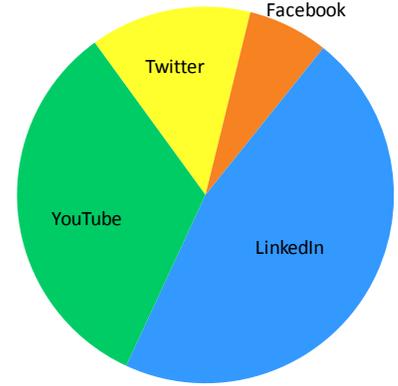
Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **102,000**	Search Engine Competition: **92**
Blogs	
Blog Posts per Month with Keyword: **3,263**	Blog Competition: **49**
Blog Posts with Keyword in Title: **489,703**	
Twitter	
Tweets per Month with Keyword: **94,559**	Twitter Competition: **35**
Facebook	
Fans of 10 Most Relevant Pages: **81,700**	Facebook Competition: **27**
Posts per Month with Keyword: **26,359**	
LinkedIn	
Groups with Keyword in Description: **7,452**	LinkedIn Competition: **48**
Members of Top 10 Groups with Keyword in Description: **27,353**	
Questions and Answers Containing Keyword per Month: **13**	
YouTube	
Videos Described by Keyword: **70,400**	YouTube Competition: **44**
Views of 10 Most Relevant Videos: **14,551,537**	
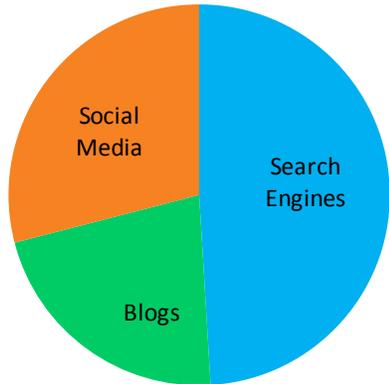
HubSpot

Keyword Opportunity Analysis

Where is the Overall Online Activity?

Social Media · Search Engines · Blogs

Analysis of: "banking"

Where is the Social Media Activity?

Facebook · Twitter · YouTube · LinkedIn
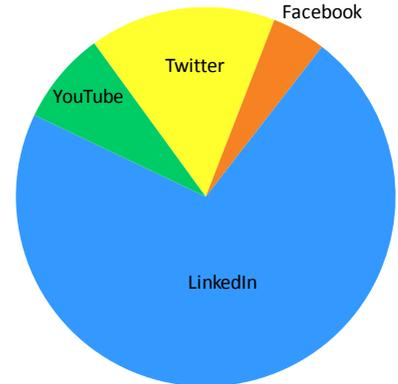
Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **37,000**	Search Engine Competition: **97**
Blogs	
Blog Posts per Month with Keyword: **7,757**	Blog Competition: **62**
Blog Posts with Keyword in Title: **640,969**	
Twitter	
Tweets per Month with Keyword: **136,053**	Twitter Competition: **50**
Facebook	
Fans of 10 Most Relevant Pages: **30,456**	Facebook Competition: **36**
Posts per Month with Keyword: **30,877**	
LinkedIn	
Groups with Keyword in Description: **2,427**	LinkedIn Competition: **66**
Members of Top 10 Groups with Keyword in Description: **322,327**	
Questions and Answers Containing Keyword per Month: **104**	
YouTube	
Videos Described by Keyword: **76,900**	YouTube Competition: **42**
Views of 10 Most Relevant Videos: **1,370,032**	

HubSpot

Keyword Opportunity Analysis

Where is the Overall Online Activity?
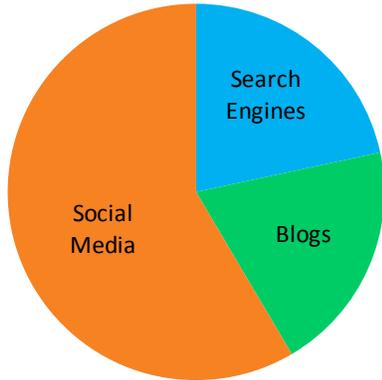
Where is the Social Media Activity?
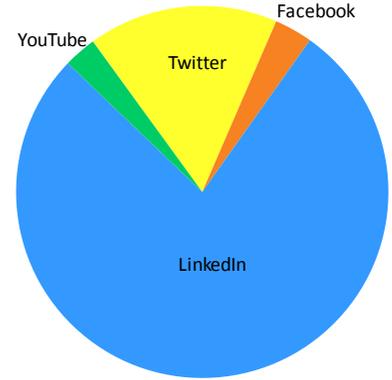
Analysis of: "biotechnology"

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **12,000**	Search Engine Competition: **87**
Blogs	
Blog Posts per Month with Keyword: **689**	Blog Competition: **73**
Blog Posts with Keyword in Title: **67,365**	
Twitter	
Tweets per Month with Keyword: **30,376**	Twitter Competition: **46**
Facebook	
Fans of 10 Most Relevant Pages: **12,202**	Facebook Competition: **28**
Posts per Month with Keyword: **3,012**	
LinkedIn	
Groups with Keyword in Description: **678**	LinkedIn Competition: **63**
Members of Top 10 Groups with Keyword in Description: **74,192**	
Questions and Answers Containing Keyword per Month: **22**	
YouTube	
Videos Described by Keyword: **4,940**	YouTube Competition: **27**
Views of 10 Most Relevant Videos: **158,444**	

HubSpot

Keyword Opportunity Analysis

Where is the Overall Online Activity?

Where is the Social Media Activity?

Social Media
Search Engines
Blogs

Twitter
YouTube
LinkedIn
Facebook
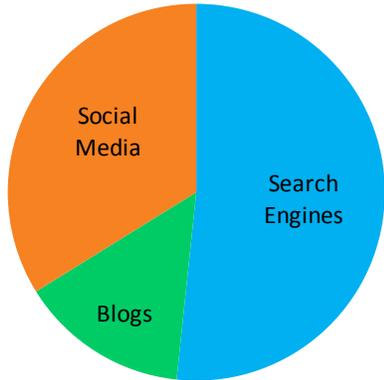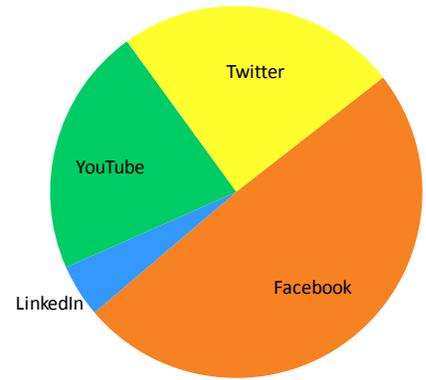
Analysis of:
"cell phone"

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **235,000**	Search Engine Competition: **84**
Blogs	
Blog Posts per Month with Keyword: **7,237**	Blog Competition: **38**
Blog Posts with Keyword in Title: **1,080,412**	
Twitter	
Tweets per Month with Keyword: **503,570**	Twitter Competition: **44**
Facebook	
Fans of 10 Most Relevant Pages: **3,188,505**	Facebook Competition: **52**
Posts per Month with Keyword: **230,533**	
LinkedIn	
Groups with Keyword in Description: **78**	LinkedIn Competition: **26**
Members of Top 10 Groups with Keyword in Description: **609**	
Questions and Answers Containing Keyword per Month: **69**	
YouTube	
Videos Described by Keyword: **448,000**	YouTube Competition: **43**
Views of 10 Most Relevant Videos: **12,059,697**	

Keyword Opportunity Analysis

Where is the Overall Online Activity?
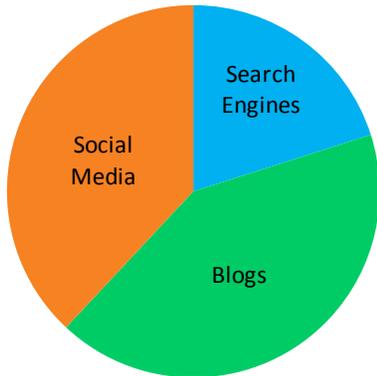
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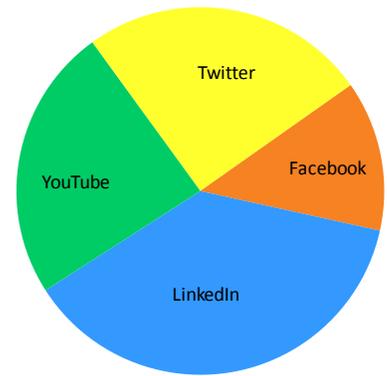
Analysis of: "construction"

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **58,000**	Search Engine Competition: **95**
Blogs	
Blog Posts per Month with Keyword: **13,520**	Blog Competition: **64**
Blog Posts with Keyword in Title: **1,481,402**	
Twitter	
Tweets per Month with Keyword: **299,242**	Twitter Competition: **53**
Facebook	
Fans of 10 Most Relevant Pages: **128,065**	Facebook Competition: **46**
Posts per Month with Keyword: **121,333**	
LinkedIn	
Groups with Keyword in Description: **3,683**	LinkedIn Competition: **58**
Members of Top 10 Groups with Keyword in Description: **127,219**	
Questions and Answers Containing Keyword per Month: **121**	
YouTube	
Videos Described by Keyword: **393,000**	YouTube Competition: **53**
Views of 10 Most Relevant Videos: **2,062,295**	

HubSpot

Keyword Opportunity Analysis
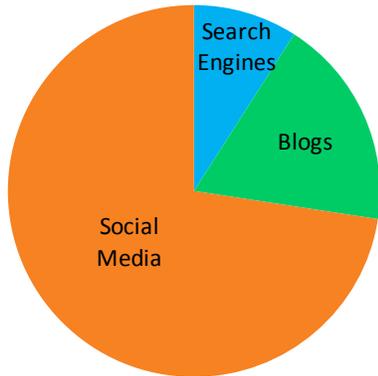
Where is the Overall Online Activity?

Analysis of:
"consulting"

Where is the Social Media Activity?
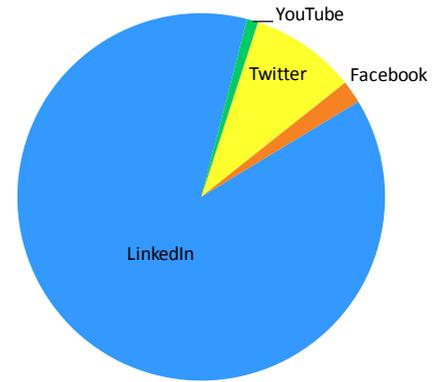
Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **10,000**	Search Engine Competition: **96**
Blogs	
Blog Posts per Month with Keyword: **5,287**	Blog Competition: **74**
Blog Posts with Keyword in Title: **432,211**	
Twitter	
Tweets per Month with Keyword: **170,028**	Twitter Competition: **66**
Facebook	
Fans of 10 Most Relevant Pages: **34,086**	Facebook Competition: **50**
Posts per Month with Keyword: **27,300**	
LinkedIn	
Groups with Keyword in Description: **7,062**	LinkedIn Competition: **91**
Members of Top 10 Groups with Keyword in Description: **842,551**	
Questions and Answers Containing Keyword per Month: **251**	
YouTube	
Videos Described by Keyword: **6,580**	YouTube Competition: **42**
Views of 10 Most Relevant Videos: **1,084,858**	
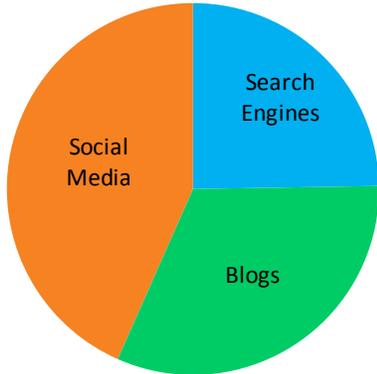
HubSpot

Keyword Opportunity Analysis

Where is the Overall Online Activity?

Search Engines

Social Media

Blogs

**Analysis of:
"education"**

Where is the Social Media Activity?

YouTube

Twitter

Facebook

LinkedIn
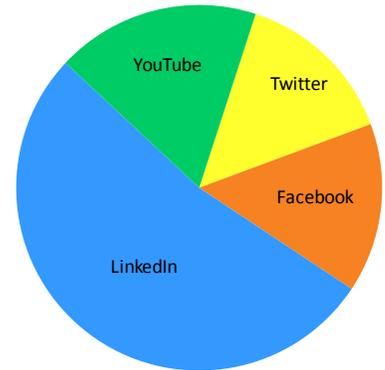
Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **101,000**	Search Engine Competition: **97**
Blogs	
Blog Posts per Month with Keyword: **32,110**	Blog Competition: **55**
Blog Posts with Keyword in Title: **2,629,860**	
Twitter	
Tweets per Month with Keyword: **552,492**	Twitter Competition: **54**
Facebook	
Fans of 10 Most Relevant Pages: **766,124**	Facebook Competition: **55**
Posts per Month with Keyword: **377,236**	
LinkedIn	
Groups with Keyword in Description: **13,844**	LinkedIn Competition: **68**
Members of Top 10 Groups with Keyword in Description: **776,008**	
Questions and Answers Containing Keyword per Month: **455**	
YouTube	
Videos Described by Keyword: **914,000**	YouTube Competition: **57**
Views of 10 Most Relevant Videos: **7,244,447**	

Keyword Opportunity Analysis

Where is the Overall Online Activity?
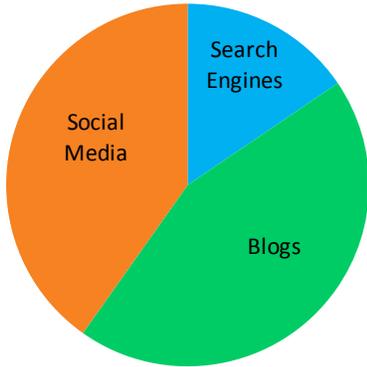
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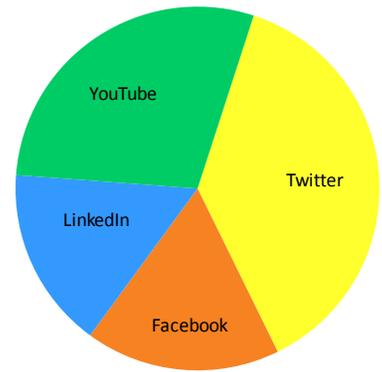
**Analysis of:
"fashion"**

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **159,000**	Search Engine Competition: **93**
Blogs	
Blog Posts per Month with Keyword: **39,433**	Blog Competition: **54**
Blog Posts with Keyword in Title: **3,689,108**	
Twitter	
Tweets per Month with Keyword: **1,032,080**	Twitter Competition: **56**
Facebook	
Fans of 10 Most Relevant Pages: **767,680**	Facebook Competition: **48**
Posts per Month with Keyword: **276,640**	
LinkedIn	
Groups with Keyword in Description: **1,615**	LinkedIn Competition: **47**
Members of Top 10 Groups with Keyword in Description: **148,124**	
Questions and Answers Containing Keyword per Month: **156**	
YouTube	
Videos Described by Keyword: **Millions**	YouTube Competition: **53**
Views of 10 Most Relevant Videos: **10,210,697**	

Keyword Opportunity Analysis
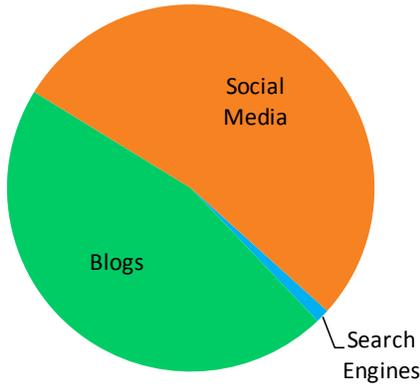
Where is the Overall Online Activity?

Analysis of: "government"

Where is the Social Media Activity?
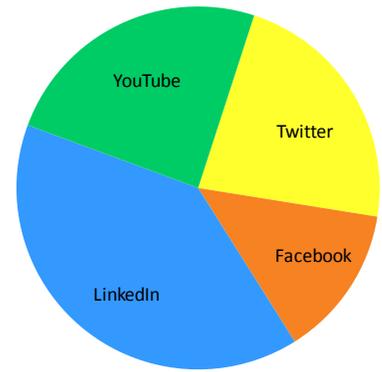
Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **8,300**	Search Engine Competition: **93**
Blogs	
Blog Posts per Month with Keyword: **26,477**	Blog Competition: **86**
Blog Posts with Keyword in Title: **2,304,099**	
Twitter	
Tweets per Month with Keyword: **584,978**	Twitter Competition: **82**
Facebook	
Fans of 10 Most Relevant Pages: **180,853**	Facebook Competition: **76**
Posts per Month with Keyword: **296,400**	
LinkedIn	
Groups with Keyword in Description: **4,198**	LinkedIn Competition: **88**
Members of Top 10 Groups with Keyword in Description: **157,013**	
Questions and Answers Containing Keyword per Month: **524**	
YouTube	
Videos Described by Keyword: **700,000**	YouTube Competition: **83**
Views of 10 Most Relevant Videos: **13,716,742**	

HubSpot

Keyword Opportunity Analysis

Where is the Overall Online Activity?
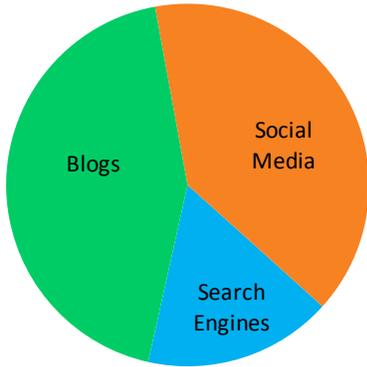
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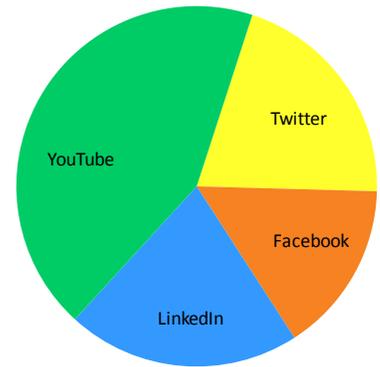
Analysis of: "health care"

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **24,000**	Search Engine Competition: **86**
Blogs	
Blog Posts per Month with Keyword: **10,270**	Blog Competition: **74**
Blog Posts with Keyword in Title: **1,360,808**	
Twitter	
Tweets per Month with Keyword: **244,156**	Twitter Competition: **61**
Facebook	
Fans of 10 Most Relevant Pages: **514,401**	Facebook Competition: **58**
Posts per Month with Keyword: **57,200**	
LinkedIn	
Groups with Keyword in Description: **1,510**	LinkedIn Competition: **61**
Members of Top 10 Groups with Keyword in Description: **49,293**	
Questions and Answers Containing Keyword per Month: **104**	
YouTube	
Videos Described by Keyword: **559,000**	YouTube Competition: **69**
Views of 10 Most Relevant Videos: **11,835,380**	
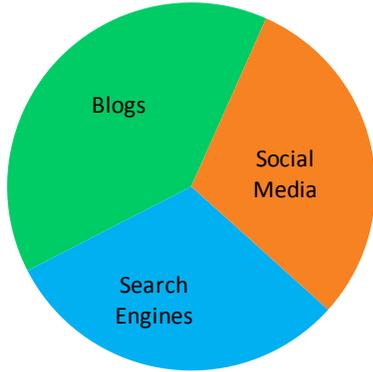
HubSpot

Keyword Opportunity Analysis

Where is the Overall Online Activity?

Blogs

Social Media

Search Engines

**Analysis of:
"hotel"**

Where is the Social Media Activity?

YouTube

LinkedIn

Twitter

Facebook
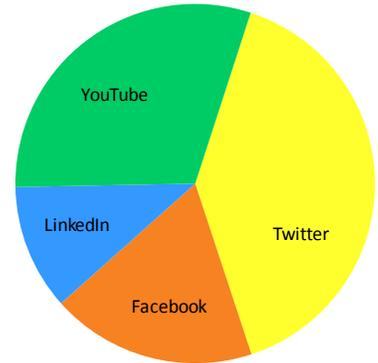
Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **237,000**	Search Engine Competition: **96**
Blogs	
Blog Posts per Month with Keyword: **25,957**	Blog Competition: **48**
Blog Posts with Keyword in Title: **6,196,318**	
Twitter	
Tweets per Month with Keyword: **1,234,560**	Twitter Competition: **54**
Facebook	
Fans of 10 Most Relevant Pages: **252,969**	Facebook Competition: **45**
Posts per Month with Keyword: **491,400**	
LinkedIn	
Groups with Keyword in Description: **1,781**	LinkedIn Competition: **40**
Members of Top 10 Groups with Keyword in Description: **156,424**	
Questions and Answers Containing Keyword per Month: **74**	
YouTube	
Videos Described by Keyword: **Millions**	YouTube Competition: **51**
Views of 10 Most Relevant Videos: **22,269,103**	

Keyword Opportunity Analysis
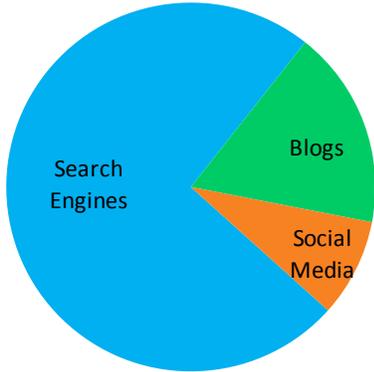
Where is the Overall Online Activity?

Where is the Social Media Activity?

Search Engines

Blogs

Social Media

**Analysis of:
"insurance"**

YouTube

LinkedIn

Twitter

Facebook
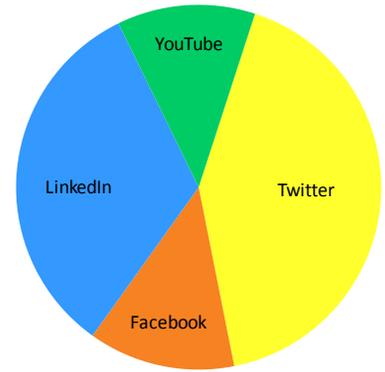
Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **227,000**	Search Engine Competition: **99**
Blogs	
Blog Posts per Month with Keyword: **26,737**	Blog Competition: **40**
Blog Posts with Keyword in Title: **6,686,672**	
Twitter	
Tweets per Month with Keyword: **827,627**	Twitter Competition: **50**
Facebook	
Fans of 10 Most Relevant Pages: **73,564**	Facebook Competition: **37**
Posts per Month with Keyword: **230,533**	
LinkedIn	
Groups with Keyword in Description: **3,879**	LinkedIn Competition: **47**
Members of Top 10 Groups with Keyword in Description: **216,347**	
Questions and Answers Containing Keyword per Month: **191**	
YouTube	
Videos Described by Keyword: **269,000**	YouTube Competition: **36**
Views of 10 Most Relevant Videos: **5,171,188**	

Keyword Opportunity Analysis

Where is the Overall Online Activity?
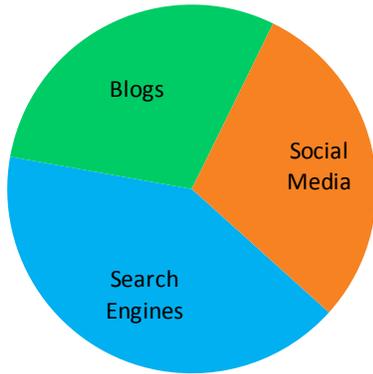
Where is the Social Media Activity?
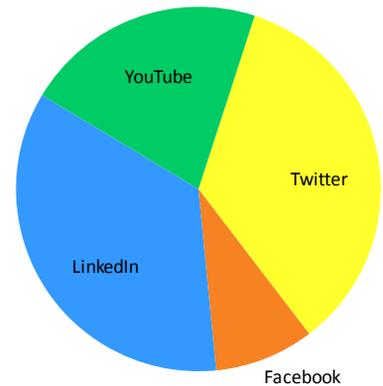
Analysis of:
"lawyer"

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **19,000**	Search Engine Competition: **98**
Blogs	
Blog Posts per Month with Keyword: **7,627**	Blog Competition: **73**
Blog Posts with Keyword in Title: **1,078,742**	
Twitter	
Tweets per Month with Keyword: **274,627**	Twitter Competition: **65**
Facebook	
Fans of 10 Most Relevant Pages: **50,170**	Facebook Competition: **50**
Posts per Month with Keyword: **55,870**	
LinkedIn	
Groups with Keyword in Description: **322**	LinkedIn Competition: **65**
Members of Top 10 Groups with Keyword in Description: **56,759**	
Questions and Answers Containing Keyword per Month: **152**	
YouTube	
Videos Described by Keyword: **154,000**	YouTube Competition: **59**
Views of 10 Most Relevant Videos: **5,492,431**	

HubSpot

Keyword Opportunity Analysis
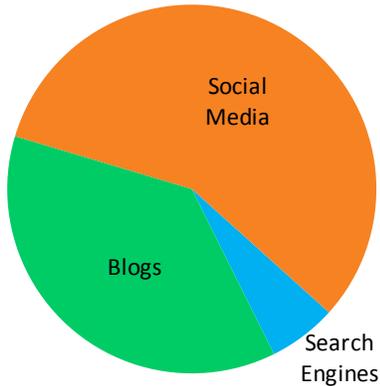
Where is the Overall Online Activity?
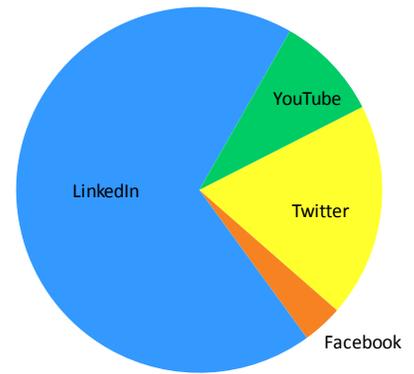
**Analysis of:
"manufacturing"**

Where is the Social Media Activity?

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **6,000**	Search Engine Competition: **94**
Blogs	
Blog Posts per Month with Keyword: **4,017**	Blog Competition: **88**
Blog Posts with Keyword in Title: **458,650**	
Twitter	
Tweets per Month with Keyword: **118,760**	Twitter Competition: **68**
Facebook	
Fans of 10 Most Relevant Pages: **13,122**	Facebook Competition: **50**
Posts per Month with Keyword: **18,392**	
LinkedIn	
Groups with Keyword in Description: **2,352**	LinkedIn Competition: **82**
Members of Top 10 Groups with Keyword in Description: **106,025**	
Questions and Answers Containing Keyword per Month: **165**	
YouTube	
Videos Described by Keyword: **69,300**	YouTube Competition: **60**
Views of 10 Most Relevant Videos: **973,819**	
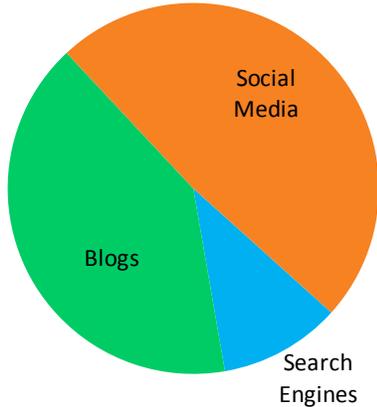
HubSpot

Keyword Opportunity Analysis

Where is the Overall Online Activity?

Social Media

Blogs

Search Engines

**Analysis of:
"marketing"**

Where is the Social Media Activity?

LinkedIn

YouTube

Twitter

Facebook
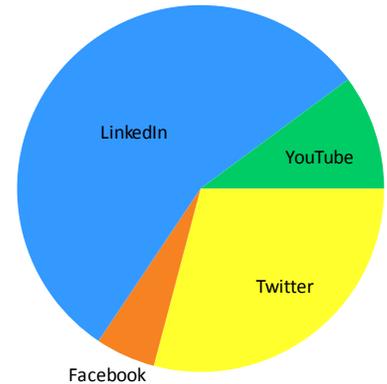
Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **68,000**	Search Engine Competition: **98**
Blogs	
Blog Posts per Month with Keyword: **41,860**	Blog Competition: **62**
Blog Posts with Keyword in Title: **8,156,858**	
Twitter	
Tweets per Month with Keyword: **1,993,456**	Twitter Competition: **72**
Facebook	
Fans of 10 Most Relevant Pages: **306,027**	Facebook Competition: **54**
Posts per Month with Keyword: **276,640**	
LinkedIn	
Groups with Keyword in Description: **19,222**	LinkedIn Competition: **79**
Members of Top 10 Groups with Keyword in Description: **1,276,824**	
Questions and Answers Containing Keyword per Month: **1,196**	
YouTube	
Videos Described by Keyword: **Millions**	YouTube Competition: **61**
Views of 10 Most Relevant Videos: **2,562,599**	

Keyword Opportunity Analysis

Where is the Overall Online Activity?
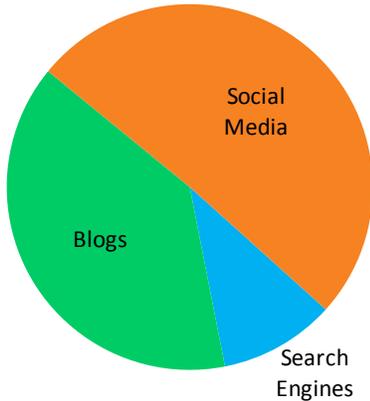
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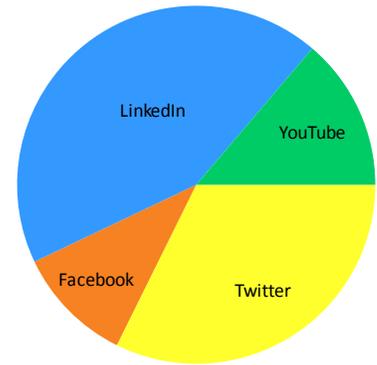
Analysis of:
"mining"

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **9,900**	Search Engine Competition: **92**
Blogs	
Blog Posts per Month with Keyword: **3,133**	Blog Competition: **83**
Blog Posts with Keyword in Title: **380,618**	
Twitter	
Tweets per Month with Keyword: **121,999**	Twitter Competition: **63**
Facebook	
Fans of 10 Most Relevant Pages: **47,581**	Facebook Competition: **51**
Posts per Month with Keyword: **27,502**	
LinkedIn	
Groups with Keyword in Description: **673**	LinkedIn Competition: **66**
Members of Top 10 Groups with Keyword in Description: **73,039**	
Questions and Answers Containing Keyword per Month: **39**	
YouTube	
Videos Described by Keyword: **65,000**	YouTube Competition: **54**
Views of 10 Most Relevant Videos: **724,655**	

Keyword Opportunity Analysis

Where is the Overall Online Activity?
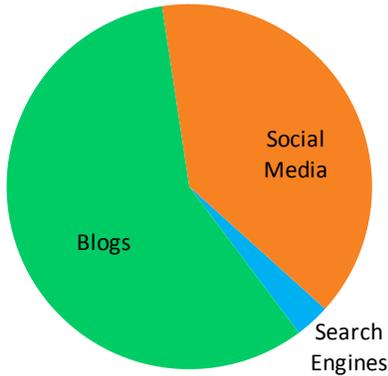
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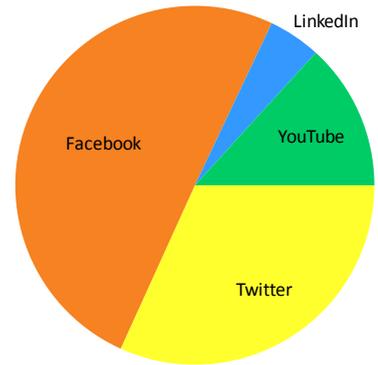
Analysis of:
"movie"

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **111,000**	Search Engine Competition: **92**
Blogs	
Blog Posts per Month with Keyword: **40,690**	Blog Competition: **61**
Blog Posts with Keyword in Title: **16,335,597**	
Twitter	
Tweets per Month with Keyword: **2,203,639**	Twitter Competition: **68**
Facebook	
Fans of 10 Most Relevant Pages: **7,110,418**	Facebook Competition: **73**
Posts per Month with Keyword: **1,692,600**	
LinkedIn	
Groups with Keyword in Description: **314**	LinkedIn Competition: **47**
Members of Top 10 Groups with Keyword in Description: **101,555**	
Questions and Answers Containing Keyword per Month: **147**	
YouTube	
Videos Described by Keyword: **Millions**	YouTube Competition: **59**
Views of 10 Most Relevant Videos: **20,694,611**	

Keyword Opportunity Analysis

Where is the Overall Online Activity?
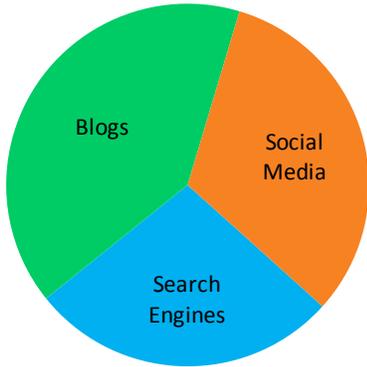
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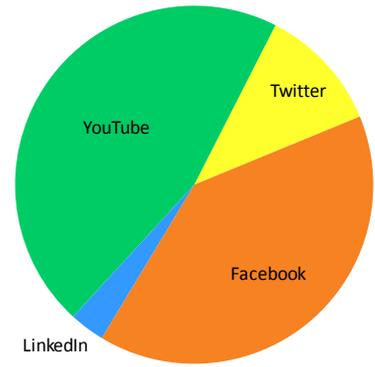
Analysis of:
"music"

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **1,837,000**	Search Engine Competition: **93**
Blogs	
Blog Posts per Month with Keyword: **64,567**	Blog Competition: **26**
Blog Posts with Keyword in Title: **23,452,487**	
Twitter	
Tweets per Month with Keyword: **1,999,652**	Twitter Competition: **37**
Facebook	
Fans of 10 Most Relevant Pages: **16,932,230**	Facebook Competition: **50**
Posts per Month with Keyword: **2,839,200**	
LinkedIn	
Groups with Keyword in Description: **2,884**	LinkedIn Competition: **23**
Members of Top 10 Groups with Keyword in Description: **202,911**	
Questions and Answers Containing Keyword per Month: **165**	
YouTube	
Videos Described by Keyword: **Millions**	YouTube Competition: **52**
Views of 10 Most Relevant Videos: **602,972,891**	
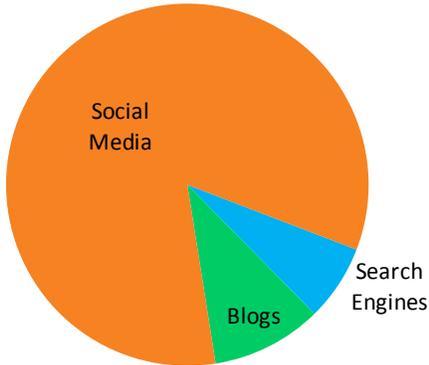
HubSpot

Keyword Opportunity Analysis

Where is the Overall Online Activity?

Social Media

Blogs

Search Engines

Analysis of: "non profit"

Where is the Social Media Activity?

Twitter

Facebook

YouTube

LinkedIn
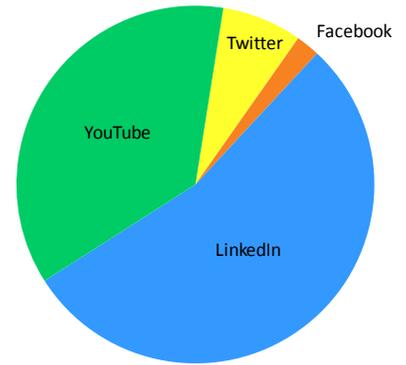
Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **4,200**	Search Engine Competition: **83**
Blogs	
Blog Posts per Month with Keyword: **2,652**	Blog Competition: **77**
Blog Posts with Keyword in Title: **36,975**	
Twitter	
Tweets per Month with Keyword: **78,319**	Twitter Competition: **67**
Facebook	
Fans of 10 Most Relevant Pages: **26,128**	Facebook Competition: **54**
Posts per Month with Keyword: **16,380**	
LinkedIn	
Groups with Keyword in Description: **6,853**	LinkedIn Competition: **89**
Members of Top 10 Groups with Keyword in Description: **121,551**	
Questions and Answers Containing Keyword per Month: **147**	
YouTube	
Videos Described by Keyword: **562,000**	YouTube Competition: **85**
Views of 10 Most Relevant Videos: **1,849,953**	

Keyword Opportunity Analysis

Where is the Overall Online Activity?
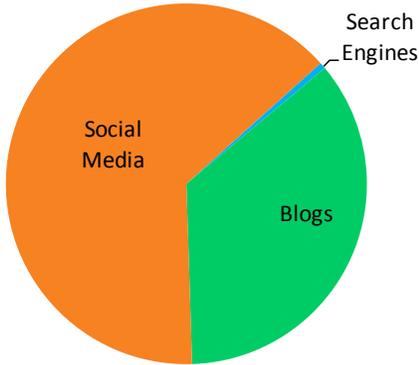
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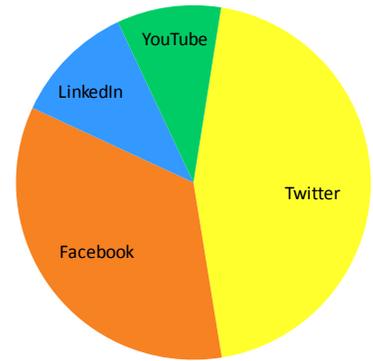
**Analysis of:
"oil"**

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **6,500**	Search Engine Competition: **94**
Blogs	
Blog Posts per Month with Keyword: **29,857**	Blog Competition: **86**
Blog Posts with Keyword in Title: **4,120,676**	
Twitter	
Tweets per Month with Keyword: **2,136,863**	Twitter Competition: **99**
Facebook	
Fans of 10 Most Relevant Pages: **843,187**	Facebook Competition: **96**
Posts per Month with Keyword: **1,383,200**	
LinkedIn	
Groups with Keyword in Description: **1,881**	LinkedIn Competition: **83**
Members of Top 10 Groups with Keyword in Description: **182,919**	
Questions and Answers Containing Keyword per Month: **182**	
YouTube	
Videos Described by Keyword: **549,000**	YouTube Competition: **82**
Views of 10 Most Relevant Videos: **7,133,126**	

Keyword Opportunity Analysis

Where is the Overall Online Activity?
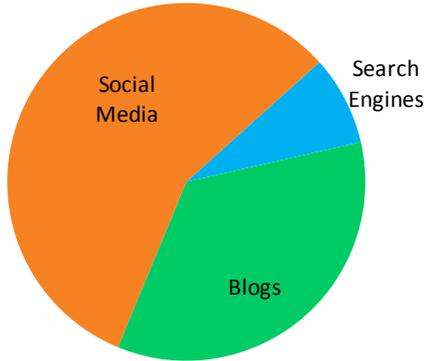
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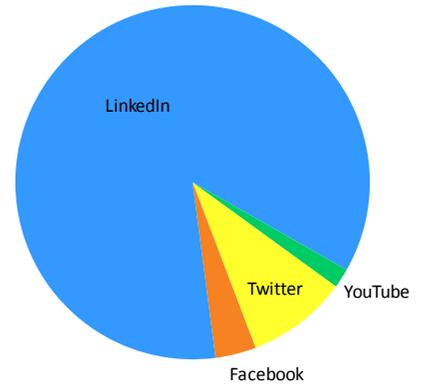
Analysis of:
"pharmaceutical"

Social Media

Search Engines

Blogs

LinkedIn

Twitter

YouTube

Facebook

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **3,800**	Search Engine Competition: **91**
Blogs	
Blog Posts per Month with Keyword: **2,154**	Blog Competition: **92**
Blog Posts with Keyword in Title: **175,463**	
Twitter	
Tweets per Month with Keyword: **28,487**	Twitter Competition: **58**
Facebook	
Fans of 10 Most Relevant Pages: **18,428**	Facebook Competition: **48**
Posts per Month with Keyword: **6,778**	
LinkedIn	
Groups with Keyword in Description: **1,738**	LinkedIn Competition: **82**
Members of Top 10 Groups with Keyword in Description: **138,650**	
Questions and Answers Containing Keyword per Month: **26**	
YouTube	
Videos Described by Keyword: **5,030**	YouTube Competition: **40**
Views of 10 Most Relevant Videos: **173,007**	

Keyword Opportunity Analysis
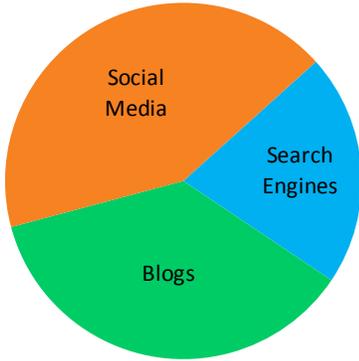
Where is the Overall Online Activity?

Social Media

Search Engines

Blogs

Analysis of:
"publishing"

Where is the Social Media Activity?

LinkedIn

YouTube

Facebook

Twitter
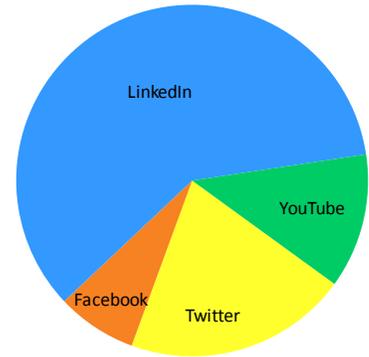
Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **21,000**	Search Engine Competition: **95**
Blogs	
Blog Posts per Month with Keyword: **7,930**	Blog Competition: **74**
Blog Posts with Keyword in Title: **433,944**	
Twitter	
Tweets per Month with Keyword: **118,348**	Twitter Competition: **54**
Facebook	
Fans of 10 Most Relevant Pages: **48,780**	Facebook Competition: **43**
Posts per Month with Keyword: **29,400**	
LinkedIn	
Groups with Keyword in Description: **1,112**	LinkedIn Competition: **66**
Members of Top 10 Groups with Keyword in Description: **137,908**	
Questions and Answers Containing Keyword per Month: **104**	
YouTube	
Videos Described by Keyword: **95,100**	YouTube Competition: **49**
Views of 10 Most Relevant Videos: **666,579**	

HubSpot

Keyword Opportunity Analysis

Where is the Overall Online Activity?
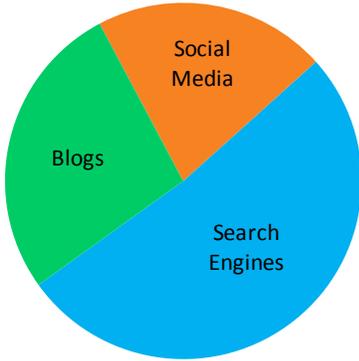
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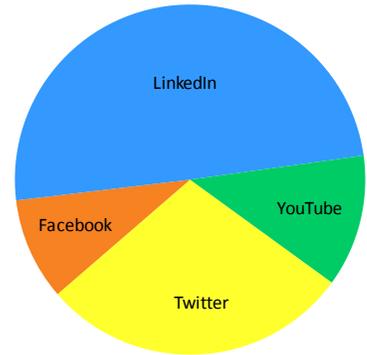
Analysis of:
"real estate"

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **266,000**	Search Engine Competition: **87**
Blogs	
Blog Posts per Month with Keyword: **23,140**	Blog Competition: **43**
Blog Posts with Keyword in Title: **2,904,136**	
Twitter	
Tweets per Month with Keyword: **506,164**	Twitter Competition: **43**
Facebook	
Fans of 10 Most Relevant Pages: **188,300**	Facebook Competition: **31**
Posts per Month with Keyword: **116,819**	
LinkedIn	
Groups with Keyword in Description: **8,393**	LinkedIn Competition: **49**
Members of Top 10 Groups with Keyword in Description: **309,308**	
Questions and Answers Containing Keyword per Month: **156**	
YouTube	
Videos Described by Keyword: **279,000**	YouTube Competition: **33**
Views of 10 Most Relevant Videos: **2,493,547**	

Keyword Opportunity Analysis

Where is the Overall Online Activity?
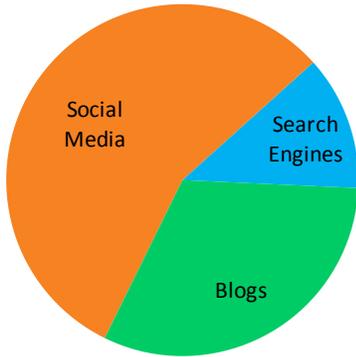
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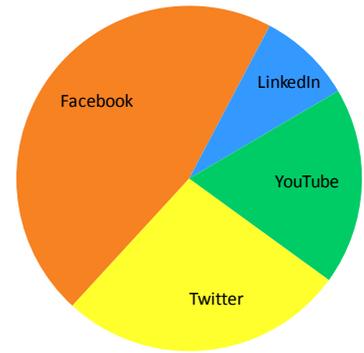
Analysis of:
"restaurant"

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **95,000**	Search Engine Competition: **92**
Blogs	
Blog Posts per Month with Keyword: **12,220**	Blog Competition: **56**
Blog Posts with Keyword in Title: **1,622,129**	
Twitter	
Tweets per Month with Keyword: **622,793**	Twitter Competition: **56**
Facebook	
Fans of 10 Most Relevant Pages: **3,190,411**	Facebook Competition: **62**
Posts per Month with Keyword: **279,067**	
LinkedIn	
Groups with Keyword in Description: **821**	LinkedIn Competition: **44**
Members of Top 10 Groups with Keyword in Description: **41,803**	
Questions and Answers Containing Keyword per Month: **95**	
YouTube	
Videos Described by Keyword: **466,000**	YouTube Competition: **52**
Views of 10 Most Relevant Videos: **9,715,735**	

Keyword Opportunity Analysis

Where is the Overall Online Activity?

Analysis of: "software

Where is the Social Media Activity?

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **183,000**	Search Engine Competition: **96**
Blogs	
Blog Posts per Month with Keyword: **42,813**	Blog Competition: **51**
Blog Posts with Keyword in Title: **6,454,237**	
Twitter	
Tweets per Month with Keyword: **1,335,152**	Twitter Competition: **57**
Facebook	
Fans of 10 Most Relevant Pages: **69,883**	Facebook Competition: **33**
Posts per Month with Keyword: **125,944**	
LinkedIn	
Groups with Keyword in Description: **10,717**	LinkedIn Competition: **61**
Members of Top 10 Groups with Keyword in Description: **341,571**	
Questions and Answers Containing Keyword per Month: **810**	
YouTube	
Videos Described by Keyword: **Millions**	YouTube Competition: **50**
Views of 10 Most Relevant Videos: **699,668**	

Keyword Opportunity Analysis

Where is the Overall Online Activity?
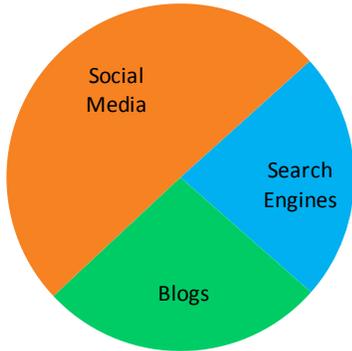
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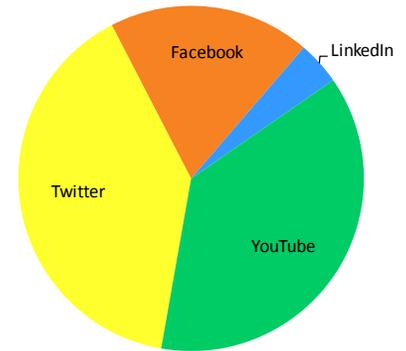
Analysis of:
"spa"

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **76,000**	Search Engine Competition: **95**
Blogs	
Blog Posts per Month with Keyword: **8,147**	Blog Competition: **56**
Blog Posts with Keyword in Title: **1,053,939**	
Twitter	
Tweets per Month with Keyword: **597,458**	Twitter Competition: **58**
Facebook	
Fans of 10 Most Relevant Pages: **400,955**	Facebook Competition: **50**
Posts per Month with Keyword: **180,417**	
LinkedIn	
Groups with Keyword in Description: **610**	LinkedIn Competition: **33**
Members of Top 10 Groups with Keyword in Description: **23,183**	
Questions and Answers Containing Keyword per Month: **9**	
YouTube	
Videos Described by Keyword: **280,000**	YouTube Competition: **57**
Views of 10 Most Relevant Videos: **30,700,707**	

Keyword Opportunity Analysis
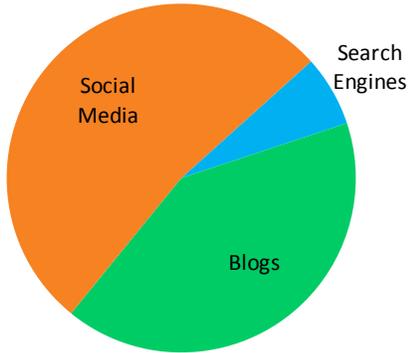
Where is the Overall Online Activity?

Social Media

Search Engines

Blogs

Analysis of:
"sports"

Where is the Social Media Activity?

Facebook

LinkedIn

Twitter

YouTube
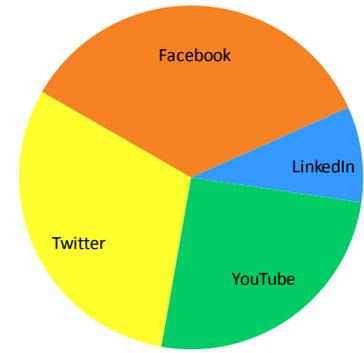
Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **99,000**	Search Engine Competition: **93**
Blogs	
Blog Posts per Month with Keyword: **48,533**	Blog Competition: **58**
Blog Posts with Keyword in Title: **4,355,500**	
Twitter	
Tweets per Month with Keyword: **1,505,442**	Twitter Competition: **65**
Facebook	
Fans of 10 Most Relevant Pages: **5,131,945**	Facebook Competition: **67**
Posts per Month with Keyword: **461,067**	
LinkedIn	
Groups with Keyword in Description: **3342**	LinkedIn Competition: **52**
Members of Top 10 Groups with Keyword in Description: **113,383**	
Questions and Answers Containing Keyword per Month: **143**	
YouTube	
Videos Described by Keyword: **Millions**	YouTube Competition: **63**
Views of 10 Most Relevant Videos: **48,087,007**	

Keyword Opportunity Analysis

Where is the Overall Online Activity?
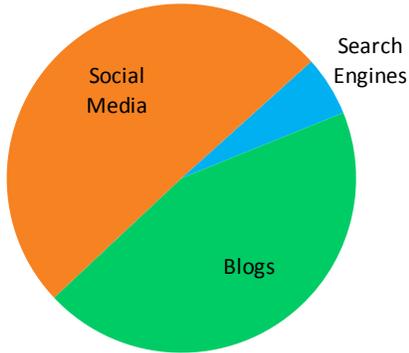
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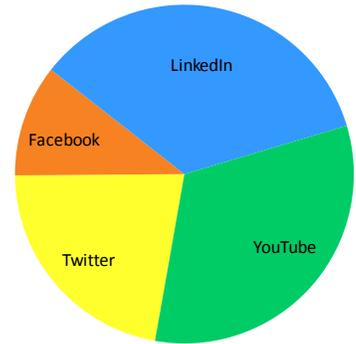
Analysis of:
"tourism"

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **12,000**	Search Engine Competition: **91**
Blogs	
Blog Posts per Month with Keyword: **6,933**	Blog Competition: **82**
Blog Posts with Keyword in Title: **563,097**	
Twitter	
Tweets per Month with Keyword: **147,553**	Twitter Competition: **63**
Facebook	
Fans of 10 Most Relevant Pages: **88,768**	Facebook Competition: **55**
Posts per Month with Keyword: **48,048**	
LinkedIn	
Groups with Keyword in Description: **1,357**	LinkedIn Competition: **68**
Members of Top 10 Groups with Keyword in Description: **114,489**	
Questions and Answers Containing Keyword per Month: **35**	
YouTube	
Videos Described by Keyword: **187,000**	YouTube Competition: **67**
Views of 10 Most Relevant Videos: **7,494,947**	

Keyword Opportunity Analysis

Where is the Overall Online Activity?
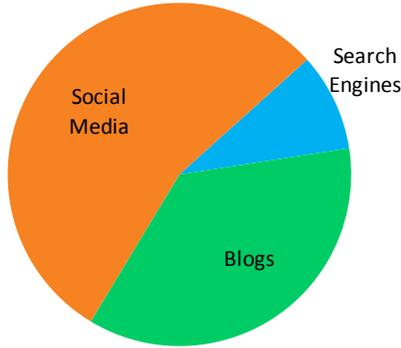
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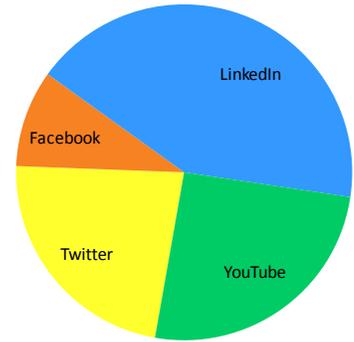
Analysis of: "transportation"

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **9,600**	Search Engine Competition: **95**
Blogs	
Blog Posts per Month with Keyword: **6,240**	Blog Competition: **82**
Blog Posts with Keyword in Title: **371,358**	
Twitter	
Tweets per Month with Keyword: **144,409**	Twitter Competition: **65**
Facebook	
Fans of 10 Most Relevant Pages: **15,303**	Facebook Competition: **55**
Posts per Month with Keyword: **53,387**	
LinkedIn	
Groups with Keyword in Description: **1,160**	LinkedIn Competition: **72**
Members of Top 10 Groups with Keyword in Description: **65,695**	
Questions and Answers Containing Keyword per Month: **113**	
YouTube	
Videos Described by Keyword: **150,000**	YouTube Competition: **66**
Views of 10 Most Relevant Videos: **4,990,569**	

Keyword Opportunity Analysis

Where is the Overall Online Activity?
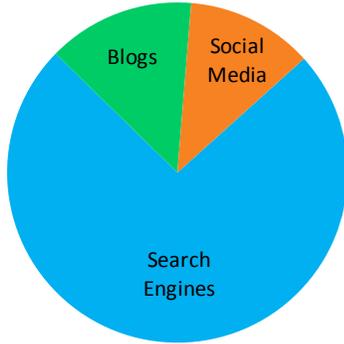
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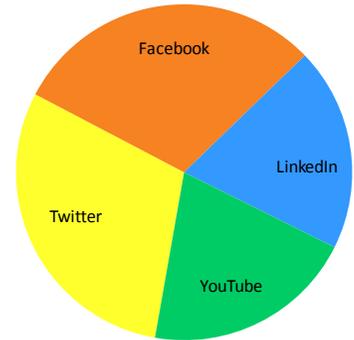
Analysis of:
"travel"

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **1,348,000**	Search Engine Competition: **96**
Blogs	
Blog Posts per Month with Keyword: **41,990**	Blog Competition: **18**
Blog Posts with Keyword in Title: **4,797,457**	
Twitter	
Tweets per Month with Keyword: **1,006,401**	Twitter Competition: **33**
Facebook	
Fans of 10 Most Relevant Pages: **2,729,763**	Facebook Competition: **33**
Posts per Month with Keyword: **334,880**	
LinkedIn	
Groups with Keyword in Description: **3,317**	LinkedIn Competition: **28**
Members of Top 10 Groups with Keyword in Description: **175,297**	
Questions and Answers Containing Keyword per Month: **251**	
YouTube	
Videos Described by Keyword: **Millions**	YouTube Competition: **28**
Views of 10 Most Relevant Videos: **1,993,573**	

HubSpot

Keyword Opportunity Analysis

Where is the Overall Online Activity?
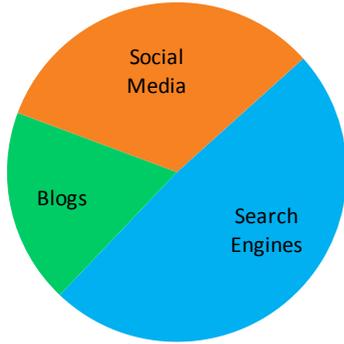
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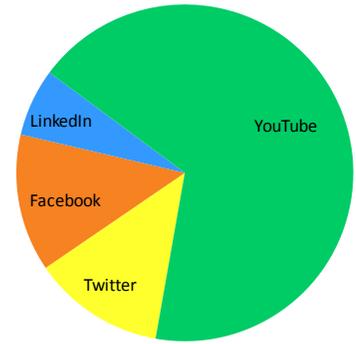
Analysis of:
"video games"

Online Opportunity Details

ABSOLUTE ACTIVITY	COMPETITION (out of 100)
Search Engines	
Max Possible Search Traffic Per Month: **257,000**	Search Engine Competition: **81**
Blogs	
Blog Posts per Month with Keyword: **8,537**	Blog Competition: **39**
Blog Posts with Keyword in Title: **326,790**	
Twitter	
Tweets per Month with Keyword: **143,691**	Twitter Competition: **29**
Facebook	
Fans of 10 Most Relevant Pages: **441,505**	Facebook Competition: **30**
Posts per Month with Keyword: **40,719**	
LinkedIn	
Groups with Keyword in Description: **138**	LinkedIn Competition: **22**
Members of Top 10 Groups with Keyword in Description: **42,599**	
Questions and Answers Containing Keyword per Month: **13**	
YouTube	
Videos Described by Keyword: **Millions**	YouTube Competition: **48**
Views of 10 Most Relevant Videos: **8,416,192**	

About HubSpot

HubSpot is an Internet marketing company whose software helps businesses get found online, generate more inbound leads and convert a higher percentage of those leads into paying customers. HubSpot's software platform includes tools that allow professional marketers and small business owners to manage search engine optimization, blogging and social media, as well as landing pages, lead intelligence and marketing analytics. Learn more about HubSpot at www.HubSpot.com.

Next Step: Get a Free Inbound Marketing Assessment

Ready to get started generating leads online? Get specific tips on how your business can develop and implement an inbound marketing strategy:

Request an Inbound Marketing Assessment with one of HubSpot's specialists

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