

ORGANIC KEYWORDS  **647**

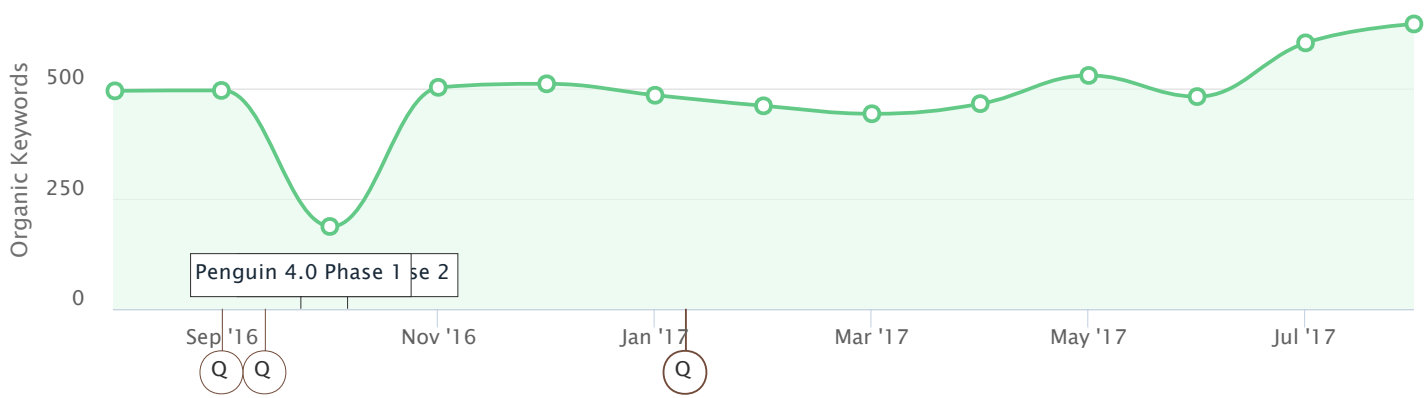
SUM OF RANK CHANGE  3 mos: **+2k** 1 mo: **+664**



EST MONTHLY SEO CLICKS  **10.1k**


EST MO SEO CLICK VALUE  **\$7.7k**




Zoom **6m** 1y 2y 5y All



 **PAGE 1 KEYWORDS: 57** 

JUST MADE IT  **12**

JUST FELL OFF  **7**


 **ALMOST THERE: 64**


(Ranks 11-16) 


 **PAGES 2 TO 5: 590**



(Ranks 11-50) 

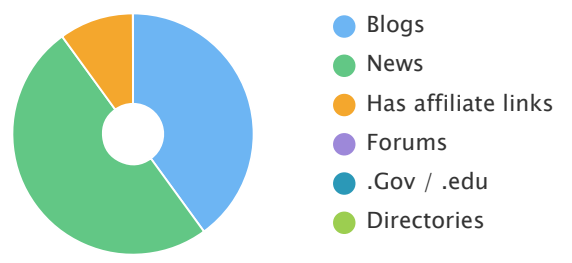
 **Keyword Gainers and Losers**


IMPROVED RANKS  **388**

LOST RANKS  **199**


NEWLY RANKED KEYWORDS  **48**


 **Inbound Links** 



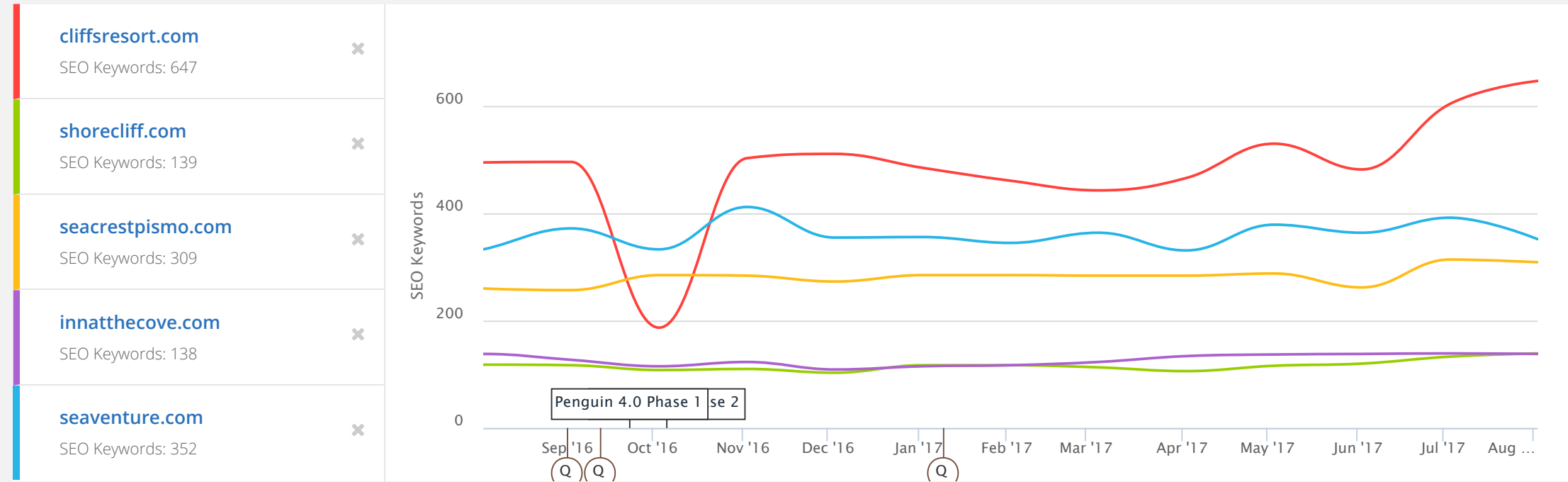
 **11 YEARS 2 MOS**

History of rankings we've collected 

 **81**

Keywords their top 2 competitors also rank for 

Top Organic Competitors



Shared Organic Keywords (Kombat)

cliffsresort.com

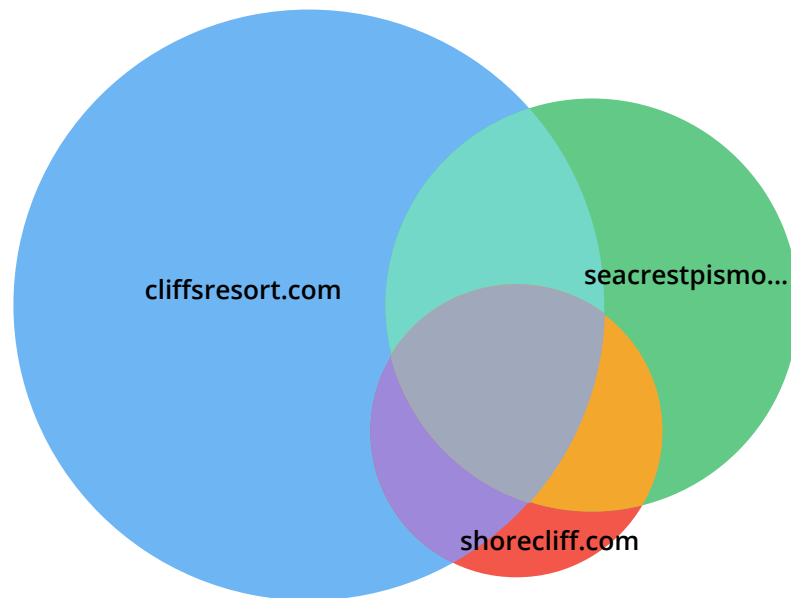


vs

shorecliff.com

vs

seacrestpismo.com



Overall Market Research

KEYWORD UNIVERSE (846)

Keywords any domain ranks for

CORE STARTING KEYWORDS (81)

Keywords all three rank for

Recommendations for cliffsresort.com

WEAKNESS (12)

Keywords both competitors rank for, but not cliffsresort...

EXCLUSIVE KEYWORDS (491)

Competitors don't yet rank, but cliffsresort... does

Most Valuable Keywords

Keyword	Est Clicks/Mo	Est Click Value/Mo
weddingplaning	134.0	\$929
cliff resort	224.0	\$708
pismo beach hotel	173.0	\$587
cliffs	1.9k	\$523
the cliff	201.0	\$499

Newly Ranked Keywords

Keyword	Position	Ranking Difficulty
spring break activities	39	44
front desk agent	44	52
romantic getaways california	34	51
getaway package	45	45
july 4th getaway	27	54

Keyword Rank Gains

Keyword	Position (Change)
weddingplaning	5 (18 ↑)
cliffs	3 (24 ↑)
the cliff	7 (1 ↑)
pismo beach	22 (6 ↑)
hotel cliff	9 (2 ↑)

Keyword Rank Losses

Keyword	Position (Change)
cliff	21 (-6 ↓)
pismo beach hotel	35 (-5 ↓)
cal poly san luis obispo	53 (-18 ↓)
cliff hotel	8 (-2 ↓)
hotel in pismo beach	42 (-12 ↓)

Page One Keywords

Keyword	Ranking Difficulty	Position (Change)
weddingplaning	37	5 (18 ↑)
cliff resort	60	1 (0 ↑)
cliffs	53	3 (24 ↑)
the cliff	55	7 (1 ↑)
pismo beach resort	64	2 (0 ↑)

Almost There Keywords

Keyword	Ranking Difficulty	Position (Change)
getaway deals	50	15 (0 ↑)
california beach vacation packages	53	12 (3 ↑)
shell beach	57	16 (3 ↑)
california spa	55	13 (28 ↑)
shell beach ca	66	13 (-1 ↓)

Keywords That Just Made the First Page

Keyword	Position (Change)
weddingplaning	5 (18 ↑)
cliffs	3 (24 ↑)
hotel cliff	9 (2 ↑)
hotels near hearst castle	9 (3 ↑)
hotel near hearst castle	9 (3 ↑)

Keywords That Just Fell Off the First Page

Keyword	Position (Change)
couple spa package	30 (-20 ↓)
pismo beach oceanfront hotel	17 (-7 ↓)
california conference center	15 (-7 ↓)
cliff beach resort	19 (-14 ↓)
cliff s resort	17 (-16 ↓)

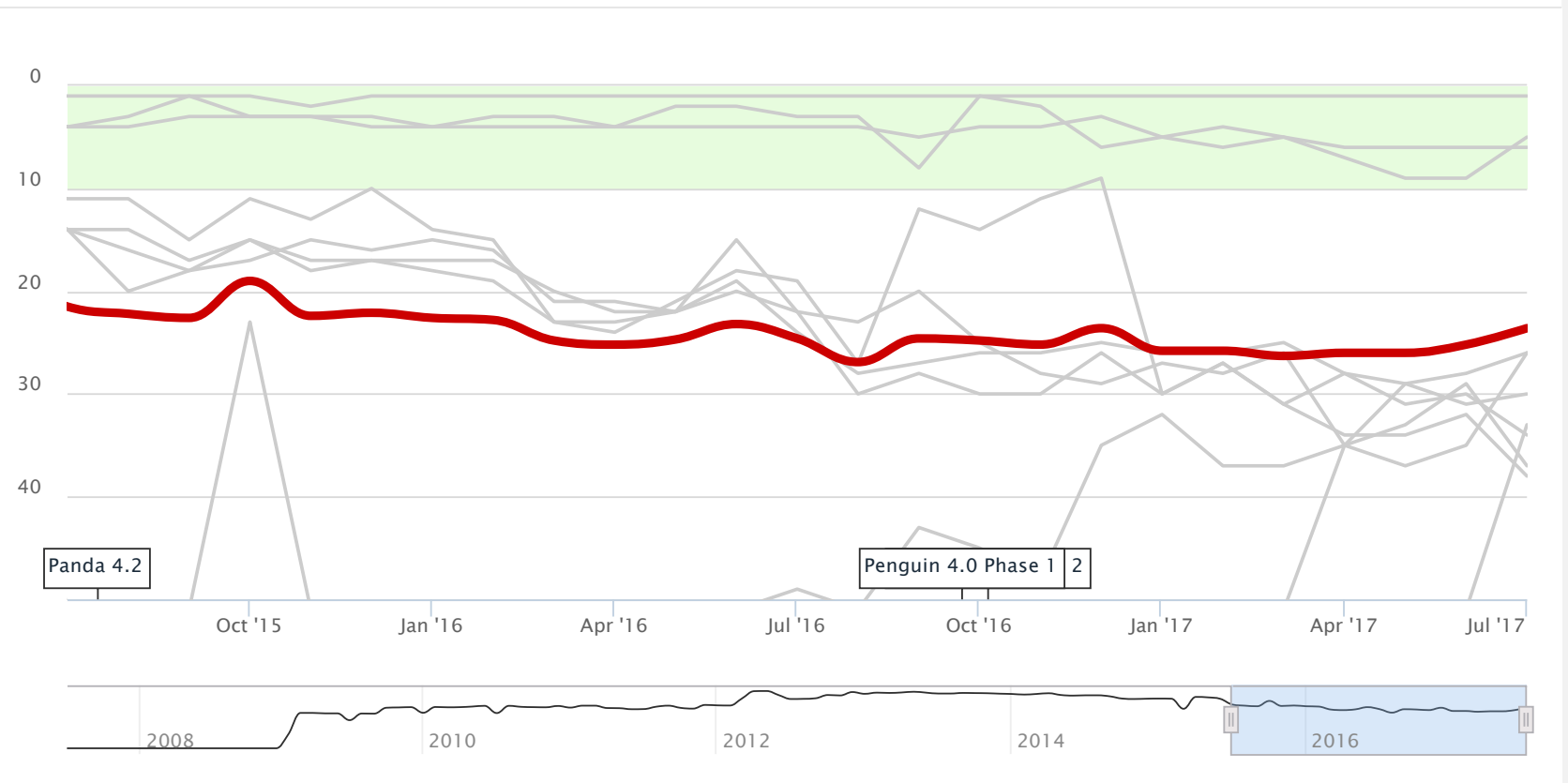
Inbound Links (Backlinks)

Backlink	Domain Monthly Organic Clicks	Page Monthly Organic Clicks	Domain Strength	Ranked Keywords	Outbound Links
www.travelweekly.com/Hotels/Pismo-Beach-CA/The-Cliffs-Resort-p4604465	670.00k	14	56	5	21
www.sanluisobispo.com/news/local/article104277546.html	240.00k	4	49	5	17
the-slopoke.com/where-to-stay	18	1	12	1	22
www.premiumoutlets.com/outlet/pismobeach/travel-here	3.00M	2	57	2	25
kramerweddings.com/featured-wedding-venue-cliffs-resort-pismo-beach/	1	1	3	1	3
www.mapquest.com/us/california/restaurants-pismo-beach/cliffs-resort-pismo-beach-372187785	10.00M	3	69	2	1
www.borrowedandblue.com/santa-barbara/wedding-venues/hotels-inns-resorts/the-cliffs-resort	255.00k	2	50	1	2
www.jimzim.net/DogFriendlyHotels.html	2.00k	32	29	24	7
www.mcdanielreporting.com/travel.html	5	1	3	1	21
www.breakaway-tours.com/wine-tours/hotel.php	530	65	28	22	19

Ranking History

Top 10 Keywords

- 1 [the cliffs hotel](#)
- 5 [shell beach hotels](#)
- 6 [san luis obispo resort](#)
- 26 [cambria resort](#)
- 26 [cliffside vineyards california](#)
- 30 [pismo beach california hotel](#)
- 33 [california hotels and resorts](#)
- 34 [hotels in pismo beach](#)
- 37 [hotel in pismo beach ca](#)
- 38 [pismo beach ca hotel](#)



FILTER KEYWORDS **Default**
 FILTER KEYWORDS **Fell From Top 10**
 FILTER KEYWORDS **New Keywords**
 FILTER KEYWORDS **Gained Ranks**
 FILTER KEYWORDS **Lost Ranks**