

Data Dissection Report: Top Search Keywords



Analyze From: [Mar 30, 2009](#)
Start Date: [Mar 30, 2009](#)
End Date: [Mar 9, 2010](#)
 Combined tables
Display: [Top Search Keywords](#)

All visitors									
# visitors	% visitors	Purchases	Tot. revenue	Avg. revenue	Conv. rate	Time on site	Short visits	Avg. pages	
buyapension.com	924	4.3%	22	\$22.00	\$0.02	2.4%	200s	25.4%	3.1
annuities calculator	611	2.9%	8	\$8.00	\$0.01	1.3%	39s	82.8%	1.3
annuity calculator	370	1.7%	2	\$2.00	\$0.00	0.5%	27s	85.4%	1.3
immediate annuity calculator	244	1.1%	1	\$1.00	\$0.00	0.4%	19s	82.8%	1.2
buy a pension	234	1.1%	5	\$5.00	\$0.02	2.1%	116s	40.2%	2.7
annuity calculators	191	0.9%	2	\$2.00	\$0.01	1.0%	47s	85.3%	1.2
buyapension	162	0.8%	2	\$2.00	\$0.01	1.2%	157s	33.3%	2.6
annuity calculator retirement	143	0.7%	0	\$0.00	\$0.00	0.0%	19s	89.5%	1.2
www.buyapension.com	142	0.7%	5	\$5.00	\$0.03	3.5%	214s	30.3%	2.8
immediate annuity	139	0.7%	0	\$0.00	\$0.00	0.0%	48s	59.7%	1.8
fixed annuities	104	0.5%	3	\$3.00	\$0.02	2.9%	27s	80.8%	1.3
lifetime annuity calculator	80	0.4%	0	\$0.00	\$0.00	0.0%	47s	58.8%	1.8
lifetime annuity	52	0.2%	2	\$2.00	\$0.03	3.8%	86s	53.8%	2.3
pension annuity calculator	48	0.2%	0	\$0.00	\$0.00	0.0%	26s	56.3%	1.8
income annuity calculator	46	0.2%	0	\$0.00	\$0.00	0.0%	28s	80.4%	1.2
variable annuity	46	0.2%	0	\$0.00	\$0.00	0.0%	70s	82.6%	1.5
retirement annuity	37	0.2%	0	\$0.00	\$0.00	0.0%	45s	70.3%	1.7
immediate annuity companies	31	0.1%	0	\$0.00	\$0.00	0.0%	88s	61.3%	2.0
buy pension	31	0.1%	0	\$0.00	\$0.00	0.0%	122s	29.0%	2.2
fixed annuity rates	30	0.1%	1	\$1.00	\$0.03	3.3%	39s	80.0%	1.3
buy a pension.com	27	0.1%	0	\$0.00	\$0.00	0.0%	195s	29.6%	3.0
annuity quotes	27	0.1%	0	\$0.00	\$0.00	0.0%	16s	85.2%	1.2
annuity quote	25	0.1%	0	\$0.00	\$0.00	0.0%	42s	76.0%	1.6
online annuity calculators	24	0.1%	0	\$0.00	\$0.00	0.0%	25s	91.7%	1.0
retirement annuities	24	0.1%	0	\$0.00	\$0.00	0.0%	56s	75.0%	1.5
fixed income annuity calculator	23	0.1%	0	\$0.00	\$0.00	0.0%	36s	87.0%	1.5
lifetime income annuity calculator	22	0.1%	0	\$0.00	\$0.00	0.0%	34s	72.7%	1.5
life annuity calculator	21	0.1%	0	\$0.00	\$0.00	0.0%	39s	81.0%	1.3
fixed annuity calculator	21	0.1%	0	\$0.00	\$0.00	0.0%	68s	85.7%	1.6
fixed income annuity	21	0.1%	1	\$1.00	\$0.04	4.8%	85s	66.7%	1.6
immediate annuity tables	21	0.1%	1	\$1.00	\$0.04	4.8%	62s	38.1%	2.4
immediate annuities calculator	20	0.1%	0	\$0.00	\$0.00	0.0%	62s	60.0%	1.9
500000 annuity	20	0.1%	0	\$0.00	\$0.00	0.0%	38s	50.0%	1.5
income annuity	19	0.1%	0	\$0.00	\$0.00	0.0%	24s	63.1%	1.8
fixed annuity	18	0.1%	0	\$0.00	\$0.00	0.0%	9s	83.3%	1.1
immediate annuity definition	17	0.1%	0	\$0.00	\$0.00	0.0%	35s	64.7%	1.6
annuity payment calculator	17	0.1%	0	\$0.00	\$0.00	0.0%	19s	76.5%	1.4
fixed annuities calculator	16	0.1%	1	\$1.00	\$0.06	6.3%	126s	56.3%	2.1
single premium annuity calculator	15	0.1%	0	\$0.00	\$0.00	0.0%	0s	100.0%	1.0
www.buyapension.com income_estimator	15	0.1%	0	\$0.00	\$0.00	0.0%	0s	100.0%	1.0
single life annuity calculator	14	0.1%	0	\$0.00	\$0.00	0.0%	10s	85.7%	1.1
annuity	14	0.1%	0	\$0.00	\$0.00	0.0%	54s	57.1%	1.8
retirement annuity calculator	14	0.1%	0	\$0.00	\$0.00	0.0%	48s	64.3%	1.8
buy annuity	14	0.1%	0	\$0.00	\$0.00	0.0%	46s	71.4%	1.9
single premium annuity	13	0.1%	0	\$0.00	\$0.00	0.0%	1s	92.3%	1.0
income annuities	13	0.1%	0	\$0.00	\$0.00	0.0%	72s	38.5%	2.2
immediate annuity	12	0.1%	0	\$0.00	\$0.00	0.0%	9s	83.3%	1.3
fixed income annuities	11	0.1%	0	\$0.00	\$0.00	0.0%	1s	90.9%	1.0
immediate annuity formula	11	0.1%	0	\$0.00	\$0.00	0.0%	23s	72.7%	1.5
immediate income annuity calculator	11	0.1%	0	\$0.00	\$0.00	0.0%	46s	63.6%	1.5

All Search Engines (includes PPC)									
# visitors	% visitors	Purchases	Tot. revenue	Avg. revenue	Conv. rate	Time on site	Short visits	Avg. pages	
buyapension.com	924	13.4%	22	\$22.00	\$0.02	2.4%	200s	25.4%	3.1
annuities calculator	611	8.3%	8	\$8.00	\$0.01	1.3%	39s	82.8%	1.3
annuity calculator	370	5.4%	2	\$2.00	\$0.00	0.5%	27s	85.4%	1.3
immediate annuity calculator	244	3.5%	1	\$1.00	\$0.00	0.4%	19s	82.8%	1.2
buy a pension	234	3.4%	5	\$5.00	\$0.02	2.1%	116s	40.2%	2.7
annuity calculators	191	2.8%	2	\$2.00	\$0.01	1.0%	47s	85.3%	1.2
buyapension	162	2.4%	2	\$2.00	\$0.01	1.2%	157s	33.3%	2.6
annuity calculator retirement	143	2.1%	0	\$0.00	\$0.00	0.0%	19s	89.5%	1.2
www.buyapension.com	142	2.1%	5	\$5.00	\$0.03	3.5%	214s	30.3%	2.8
immediate annuity	139	2.0%	0	\$0.00	\$0.00	0.0%	48s	59.7%	1.8
fixed annuities	104	1.5%	3	\$3.00	\$0.02	2.9%	27s	80.8%	1.3
lifetime annuity calculator	80	1.2%	0	\$0.00	\$0.00	0.0%	47s	58.8%	1.8
lifetime annuity	52	0.8%	2	\$2.00	\$0.03	3.8%	86s	53.8%	2.3
pension annuity calculator	48	0.7%	0	\$0.00	\$0.00	0.0%	26s	56.3%	1.8
income annuity calculator	46	0.7%	0	\$0.00	\$0.00	0.0%	28s	80.4%	1.2
variable annuity	46	0.7%	0	\$0.00	\$0.00	0.0%	70s	82.6%	1.5
retirement annuity	37	0.5%	0	\$0.00	\$0.00	0.0%	45s	70.3%	1.7
immediate annuity companies	31	0.5%	0	\$0.00	\$0.00	0.0%	88s	61.3%	2.0
buy pension	31	0.5%	0	\$0.00	\$0.00	0.0%	122s	29.0%	2.2
fixed annuity rates	30	0.4%	1	\$1.00	\$0.03	3.3%	39s	80.0%	1.3
buy a pension.com	27	0.4%	0	\$0.00	\$0.00	0.0%	195s	29.6%	3.0
annuity quotes	27	0.4%	0	\$0.00	\$0.00	0.0%	16s	85.2%	1.2
annuity quote	25	0.4%	0	\$0.00	\$0.00	0.0%	42s	76.0%	1.6
online annuity calculators	24	0.3%	0	\$0.00	\$0.00	0.0%	25s	91.7%	1.0
retirement annuities	24	0.3%	0	\$0.00	\$0.00	0.0%	56s	75.0%	1.5
fixed income annuity calculator	23	0.3%	0	\$0.00	\$0.00	0.0%	36s	87.0%	1.5
lifetime income annuity calculator	22	0.3%	0	\$0.00	\$0.00	0.0%	34s	72.7%	1.5
life annuity calculator	21	0.3%	0	\$0.00	\$0.00	0.0%	39s	81.0%	1.3
fixed annuity calculator	21	0.3%	0	\$0.00	\$0.00	0.0%	68s	85.7%	1.6
fixed income annuity	21	0.3%	1	\$1.00	\$0.04	4.8%	85s	66.7%	1.6
immediate annuity tables	21	0.3%	1	\$1.00	\$0.04	4.8%	62s	38.1%	2.4
immediate annuities calculator	20	0.3%	0	\$0.00	\$0.00	0.0%	62s	60.0%	1.9
500000 annuity	20	0.3%	0	\$0.00	\$0.00	0.0%	38s	50.0%	1.5
income annuity	19	0.3%	0	\$0.00	\$0.00	0.0%	24s	63.1%	1.8
fixed annuity	18	0.3%	0	\$0.00	\$0.00	0.0%	9s	83.3%	1.1
immediate annuity definition	17	0.2%	0	\$0.00	\$0.00	0.0%	35s	64.7%	1.6
annuity payment calculator	17	0.2%	0	\$0.00	\$0.00	0.0%	19s	76.5%	1.4
fixed annuities calculator	16	0.2%	1	\$1.00	\$0.06	6.3%	126s	56.3%	2.1
single premium annuity calculator	15	0.2%	0	\$0.00	\$0.00	0.0%	0s	100.0%	1.0
www.buyapension.com income_estimator	15	0.2%	0	\$0.00	\$0.00	0.0%	0s	100.0%	1.0
single life annuity calculator	14	0.2%	0	\$0.00	\$0.00	0.0%	10s	85.7%	1.1
annuity	14	0.2%	0	\$0.00	\$0.00	0.0%	54s	57.1%	1.8
retirement annuity calculator	14	0.2%	0	\$0.00	\$0.00	0.0%	48s	64.3%	1.8
buy annuity	14	0.2%	0	\$0.00	\$0.00	0.0%	46s	71.4%	1.9
single premium annuity	13	0.2%	0	\$0.00	\$0.00	0.0%	1s	92.3%	1.0
income annuities	13	0.2%	0	\$0.00	\$0.00	0.0%	72s	38.5%	2.2
immediate annuity	12	0.2%	0	\$0.00	\$0.00	0.0%	9s	83.3%	1.3
fixed income annuities	11	0.2%	0	\$0.00	\$0.00	0.0%	1s	90.9%	1.0
immediate annuity formula	11	0.2%	0	\$0.00	\$0.00	0.0%	23s	72.7%	1.5
immediate income annuity calculator	11	0.2%	0	\$0.00	\$0.00	0.0%	46s	63.6%	1.5

NOT: Search Engines									
# visitors	% visitors	Purchases	Tot. revenue	Avg. revenue	Conv. rate	Time on site	Short visits	Avg. pages	
annuities calculator	611	12.6%	8	\$8.00	\$0.01	1.3%	39s	82.8%	1.3
annuity calculator	370	7.4%	2	\$2.00	\$0.00	0.6%	27s	86.4%	1.3
immediate annuity calculator	224	4.6%	1	\$1.00	\$0.00	0.4%	14s	86.6%	1.2
annuity calculators	188	3.9%	2	\$2.00	\$0.01	1.1%	48s	85.6%	1.2
annuity calculator retirement	142	2.9%	0	\$0.00	\$0.00	0.0%	19s	90.1%	1.2
immediate annuity	133	2.7%	0	\$0.00	\$0.00	0.0%	48s	60.1%	1.8
fixed annuities	103	2.1%	3	\$3.00	\$0.02	2.9%	27s	80.6%	1.3
buy a pension	54	1.1%	1	\$1.00	\$0.01	1.9%	68s	64.8%	1.8
variable annuity	46	0.9%	0	\$0.00	\$0.00	0.0%	70s	82.6%	1.5
income annuity calculator	41	0.8%	0	\$0.00	\$0.00	0.0%	23s	85.4%	1.1
lifetime annuity calculator	31	0.6%	0	\$0.00	\$0.00	0.0%	9s	83.9%	1.2
retirement annuity	30	0.6%	0	\$0.00	\$0.00	0.0%	46s	80.0%	1.5
fixed annuity rates	28	0.6%	1	\$1.00	\$0.03	3.6%	41s	78.6%	1.3
immediate annuity companies	26	0.5%	0	\$0.00	\$0.00	0.0%	78s	69.2%	1.9
annuity quotes	26	0.5%	0	\$0.00	\$0.00	0.0%	16s	84.6%	1.2
annuity quote	25	0.5%	0	\$0.00	\$0.00	0.0%	42s	76.0%	1.6
online annuity calculators	23	0.5%	0	\$0.00	\$0.00	0.0%	26s	91.3%	1.0
retirement annuities	23	0.5%	0	\$0.00	\$0.00	0.0%	59s	73.9%	1.5
fixed income annuity calculator	22	0.5%	0	\$0.00	\$0.00	0.0%	27s	90.9%	1.2
immediate annuity tables	21	0.4%	1	\$1.00	\$0.04	4.8%	62s	38.1%	2.4
fixed annuity calculator	20	0.4%	0	\$0.00	\$0.00	0.0%	71s	85.0%	1.6
fixed income annuity	20	0.4%	0	\$0.00	\$0.00	0.0%	51s	70.0%	1.5
life annuity calculator	20	0.4%	0	\$0.00	\$0.00	0.0%	41s	80.0%	1.3
lifetime annuity	18	0.4%	1	\$1.00	\$0.05	5.5%	78s	77.8%	1.5
immediate annuities calculator	18	0.4%	0	\$0.00	\$0.00	0.0%	69s	55.5%	2.0
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single premium annuity calculator	15	0.3%	0	\$0.00	\$0.00	0.0%	0s	100.0%	1.0
buy annuity	14	0.3%	0	\$0.00	\$0.00	0.0%</			