



# Domain Overview (Desktop)

campusmediagroup.com

## Organic Search: Summary

US | campusmediagroup.com

**300** 3% TRAFFIC

SEMrush Rank	1.6m	
Keywords	700	5%
Traffic Cost	\$473	7%

## Backlinks: Summary

Root Domain: campusmediagroup.com

**1.1K** TOTAL BACKLINKS

Referring Domains	118
Referring IPs	127

## Paid Search: Summary

US | campusmediagroup.com

**6** 0% TRAFFIC

Keywords	22	0%
Traffic Cost	\$19	0%

## Display Advertising: Summary

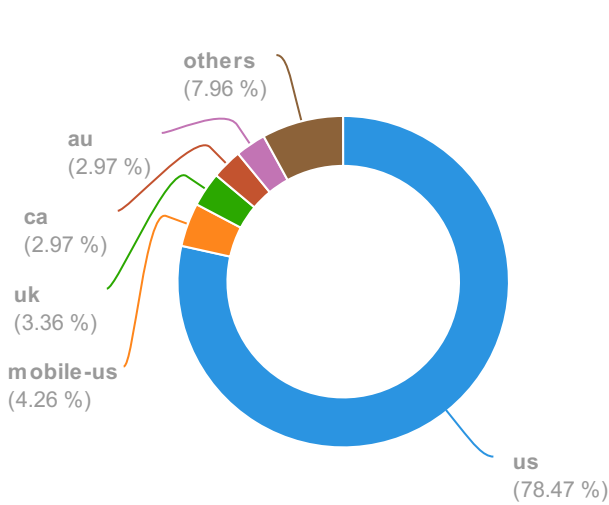
campusmediagroup.com

**2** 0% ADS

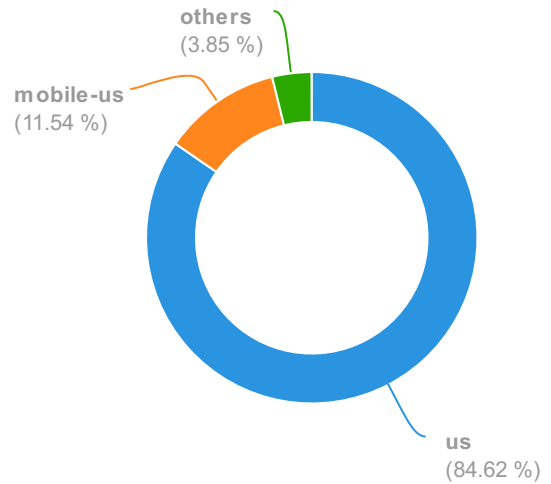
Publishers	2	0%
Advertisers	0	0%

## Organic Search: Keywords By Country

campusmediagroup.com

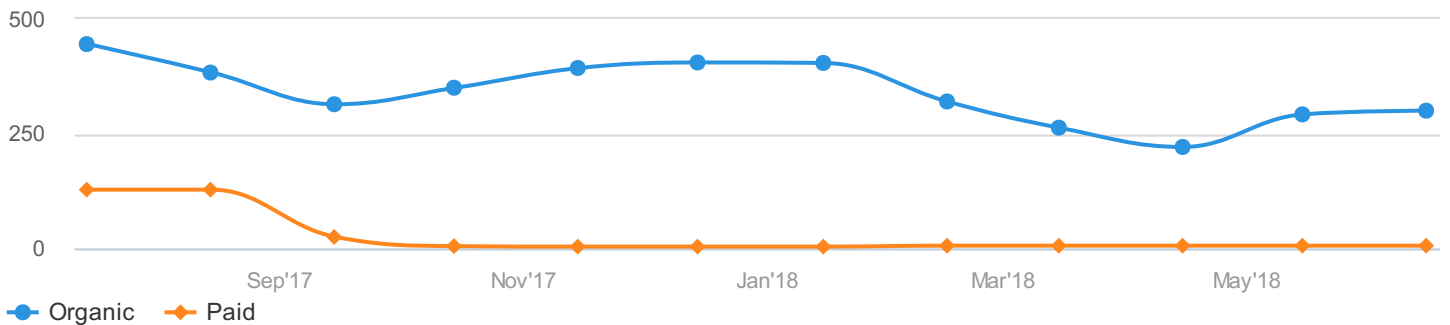


## Paid Search: Ad Keywords by Country



## Traffic: Organic vs Paid

campusmediagroup.com | US | 1 Year



# Organic search traffic

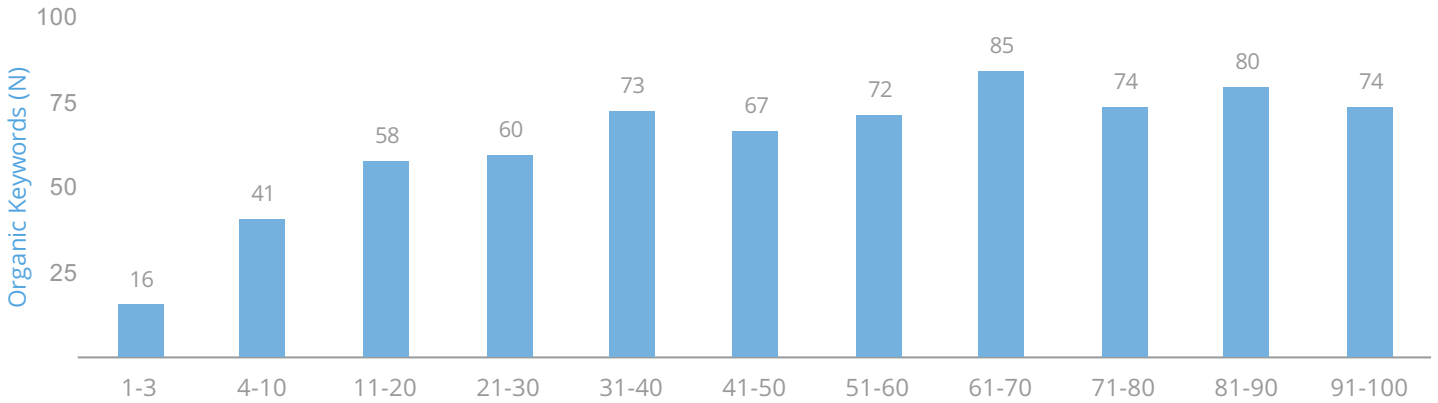
## Organic Search: Top keywords (699)

US | campusmediagroup.com

Keyword	Pos	Volume	CPC	Traffic
campus media group	1 (1)	110	0.00	29.33%
campus advertising	1 (1)	90	0.97	14.00%
campus media group inc	1 (1)	50	0.00	13.33%
guerilla marketing college campus	1 (1)	40	0.00	6.00%
street team marketing	6 (7)	260	5.34	4.33%

## Organic Search: Keyword Position Distribution

US | campusmediagroup.com



## Organic Search: Top Competitors (927)

US | campusmediagroup.com

Competitor	Com. Keywords	SE Keywords	Com. Level
<a href="#">pinterest.com</a>	65	61.7m	0%
<a href="#">chron.com</a>	52	5.5m	0%
<a href="#">youtube.com</a>	37	146.0m	0%
<a href="#">entrepreneur.com</a>	32	1.8m	0%
<a href="#">eventbrite.com</a>	24	4.1m	0%



# Paid search traffic

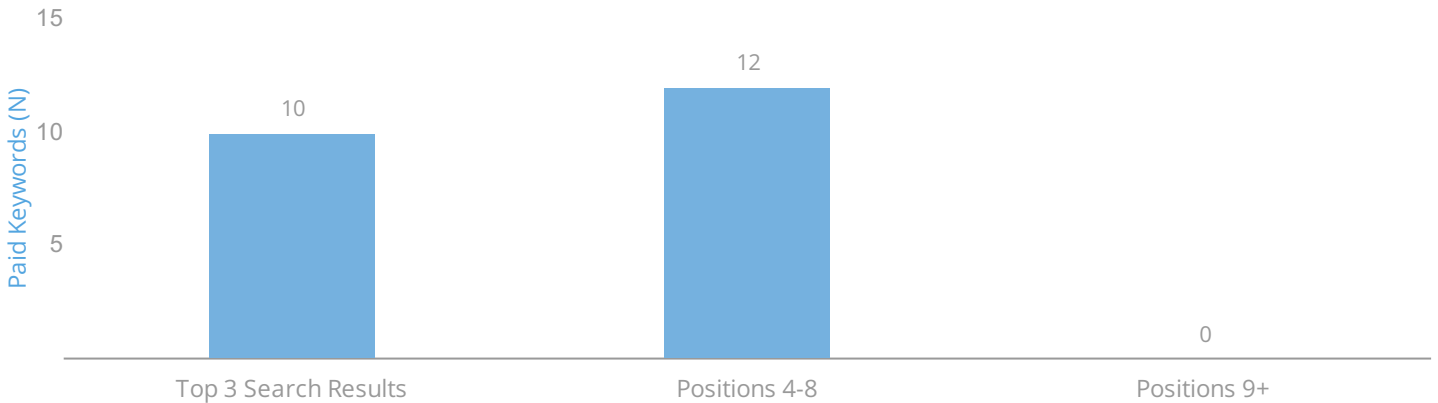
## Paid Search: Top Keywords (22)

US | campusmediagroup.com

Keyword	Pos	Volume	CPC	Traffic
university of denver mailing address	1 (1)	90	0.00	66.66%
marketing to college students	3 (6)	260	10.83	16.66%
social media setup	1 (1)	30	3.04	16.66%
university promotional video	5 (8)	10	0.00	0.00%
why is word of mouth marketing important	1 (4)	10	0.00	0.00%

## Paid Search: Ad Copy Position Distribution

US | campusmediagroup.com



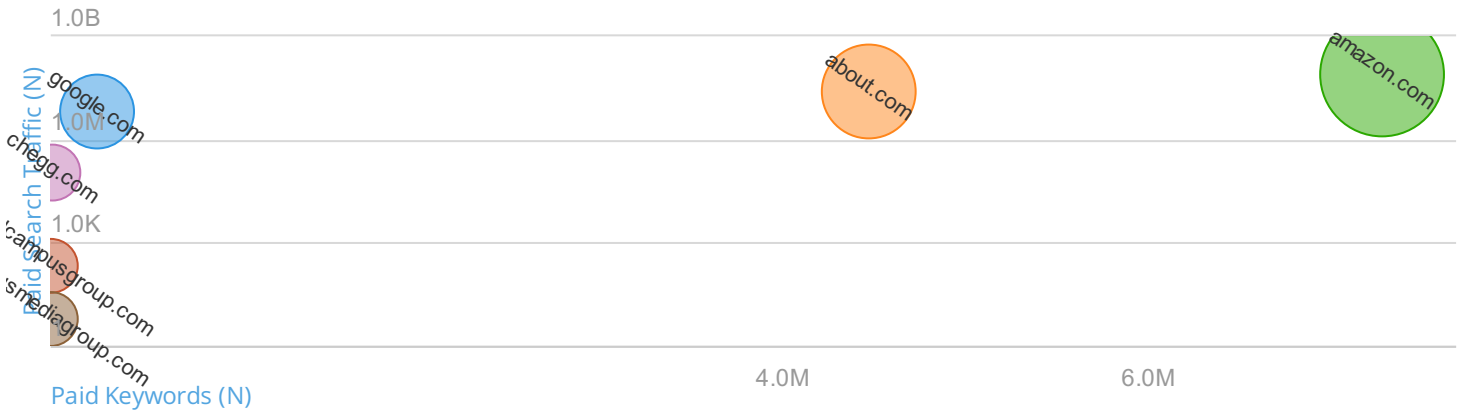
## Paid Search: Top Competitors (63)

US | campusmediagroup.com

Competitor	Com. Keywords	Ads Keywords	Com. Level
google.com	11	253.2k	0%
about.com	4	4.5m	0%
amazon.com	3	7.3m	0%
aroundcampusgroup.com	3	45	0%
chegg.com	3	8.7k	0%

## Paid Search: Competitive Positioning Map

US | campusmediagroup.com



## Sample Ads (22)

US | campusmediagroup.com

### Email Parents of Students - Targeted Offers

**Ad** [www.campusmediagroup.com/](http://www.campusmediagroup.com/)

Send <b>email</b> promotions to the parents of student during back to school shopping.

### Campus Promotions - Tactics That Work

**Ad** [www.campusmediagroup.com/](http://www.campusmediagroup.com/)

Advertise your product or service on any college campus in the U.S.

### College Marketing Service - Reach Students

**Ad** [www.campusmediagroup.com/](http://www.campusmediagroup.com/)

Advertising on any U.S. campus. Request a list of options today.

### Campus Promotions - Tactics That Work

**Ad** [www.campusmediagroup.com/](http://www.campusmediagroup.com/)

Advertise your product or service on any college campus in the U.S.

# Backlinks

## Top backlinks

Root Domain: campusmediagroup.com

Referring page Title / Referring page URL	Anchor text / Link URL	Type
The 2017 100 Best Companies to Work For   Minnesota Business Ma <a href="http://www.minnesotabusiness.com/2017-100-best-companies-work">http://www.minnesotabusiness.com/2017-100-best-companies-work</a>	Campus Media Group, Inc. <a href="https://www.campusmediagroup.com/">https://www.campusmediagroup.com/</a>	-
The 2016 100 Best Companies to Work For   Minnesota Business Ma <a href="http://www.minnesotabusiness.com/2016-100-best-companies-work">http://www.minnesotabusiness.com/2016-100-best-companies-work</a>	Campus Media Group Inc. <a href="https://www.campusmediagroup.com/">https://www.campusmediagroup.com/</a>	-
Google Analytics Bounce Rate (actually) Demystified <a href="http://www.analytics-ninja.com/blog/2012/06/google-analytics-bou...">http://www.analytics-ninja.com/blog/2012/06/google-analytics-bou...</a>	CampusMedia <a href="http://campusmediagroup.com/">http://campusmediagroup.com/</a>	<b>NOFOLLOW</b>
The 2016 100 Best Companies to Work For   Minnesota Business Ma <a href="http://www.minnesotabusiness.com/2016-100-best-companies-wor...">http://www.minnesotabusiness.com/2016-100-best-companies-wor...</a>	Campus Media Group Inc. <a href="https://www.campusmediagroup.com/">https://www.campusmediagroup.com/</a>	-
<a href="http://www.futurepages.com/">http://www.futurepages.com/</a>	<a href="https://www.campusmediagroup.com/">https://www.campusmediagroup.com/</a>	-

## Backlinks: Top Anchors

Root Domain: campusmediagroup.com

Anchors	Percentage	Domains	Backlinks
college marketing that reaches students	55%	2	603
Empty anchor	11%	16	124
campus media group	11%	41	120
.	3%	5	37
www.campusmediagroup.com	2%	11	17

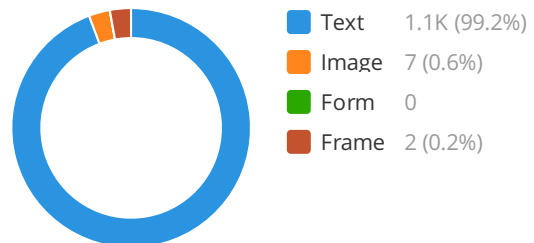
## Backlinks: Follow vs Nofollow

Root Domain: campusmediagroup.com








## Backlinks: Types

Root Domain: campusmediagroup.com



## Backlinks: Top Referring Domains

Root Domain: campusmediagroup.com

Root Domain	Backlinks	IP / Country
<a href="http://directoryvault.com">directoryvault.com</a>	602	 108.160.146.226
<a href="http://campusmediagroup.biz">campusmediagroup.biz</a>	72	 52.35.146.107
<a href="http://ypulse.com">ypulse.com</a>	35	 54.83.199.108
<a href="http://futurepages.com">futurepages.com</a>	31	 35.167.68.161
<a href="http://hartz.us">hartz.us</a>	22	 104.27.141.57

## Backlinks: Top Indexed Pages

Root Domain: campusmediagroup.com

Title and URL	Domains	Backlinks
College Marketing & College Campus Advertising Services <a href="http://www.campusmediagroup.com/">http://www.campusmediagroup.com/</a>	68	680
College Marketing & College Campus Advertising Services <a href="https://www.campusmediagroup.com/">https://www.campusmediagroup.com/</a>	18	46
College Marketing & College Campus Advertising Services <a href="http://campusmediagroup.com/">http://campusmediagroup.com/</a>	6	23
College Marketing & College Campus Advertising Services <a href="https://www.campusmediagroup.com/capabilities">https://www.campusmediagroup.com/capabilities</a>	5	13
College Marketing & College Campus Advertising Services <a href="https://www.campusmediagroup.com/examples">https://www.campusmediagroup.com/examples</a>	4	13

# Display advertising

## Display Advertising: Recent Sites (2)

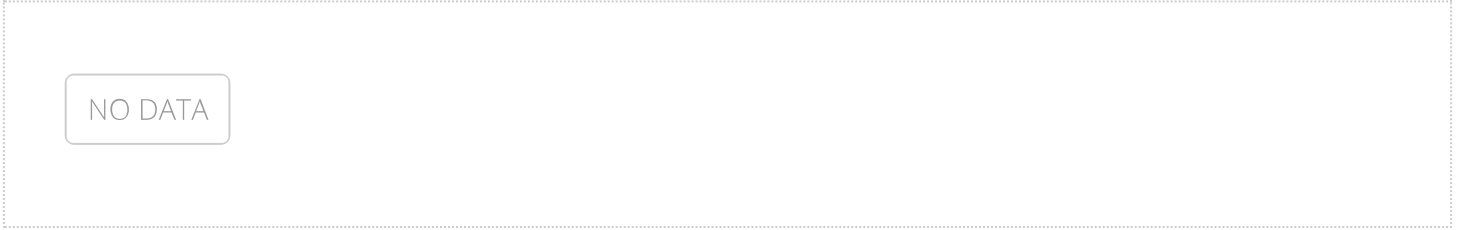
campusmediagroup.com

Publishers	Ads	Text / Media
<a href="http://alljobs.com.au">alljobs.com.au</a>	1	100% 0%
<a href="http://indiacom.com">indiacom.com</a>	2	100% 0%



## Display Advertising: Landing Pages

campusmediagroup.com



## Display Advertising: Sample Text Ads (2)

campusmediagroup.com

### Recruitment Advertising

**Ad** [www.campusmediagroup.com/](http://www.campusmediagroup.com/)

Reach students by school, major, GPA, race, and more. Ask us how!

### Recruitment Advertising

**Ad** [www.campusmediagroup.com/](http://www.campusmediagroup.com/)

Reach students by school, major, GPA, race, and more. Ask us how!

## Display Advertising: Sample Media Ads

campusmediagroup.com

