



Domain Overview (Desktop)

collegiateparent.com

Organic Search: Summary

US | collegiateparent.com

1.4K 0% TRAFFIC

SEMrush Rank	578.8k	
Keywords	11.9K	-3%
Traffic Cost	\$1.5K	2%

Backlinks: Summary

Root Domain: collegiateparent.com

1.4K TOTAL BACKLINKS

Referring Domains	102
Referring IPs	110

Paid Search: Summary

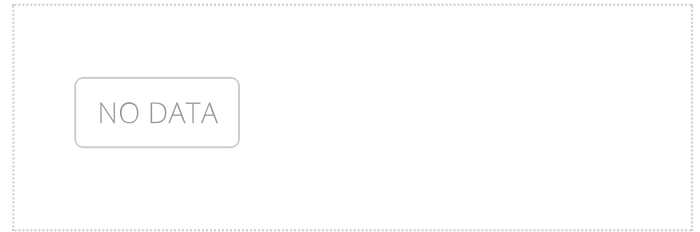
US | collegiateparent.com

19 0% TRAFFIC

Keywords	3	0%
Traffic Cost	\$80	0%

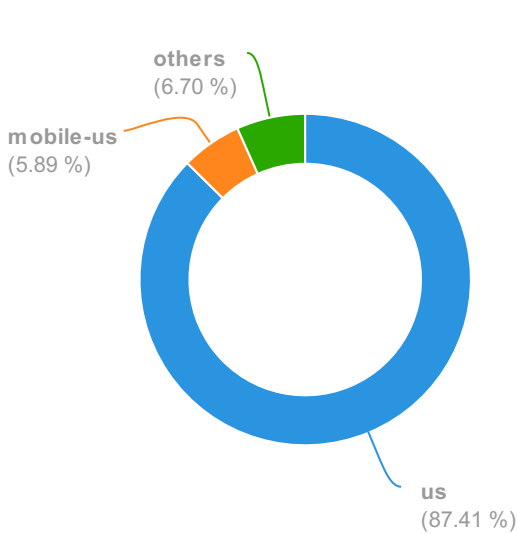
Display Advertising: Summary

collegiateparent.com

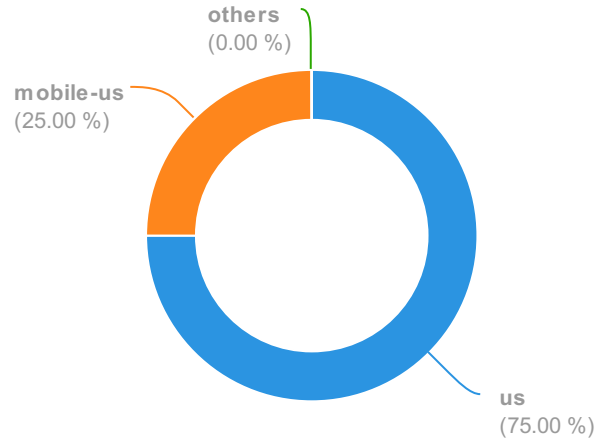


Organic Search: Keywords By Country

collegiateparent.com

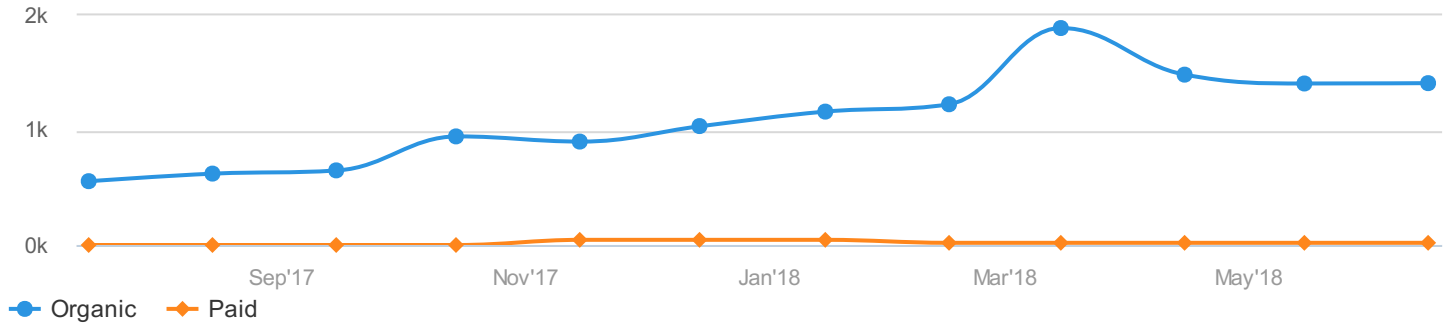


Paid Search: Ad Keywords by Country



Traffic: Organic vs Paid

collegiateparent.com | US | 1 Year



Organic search traffic

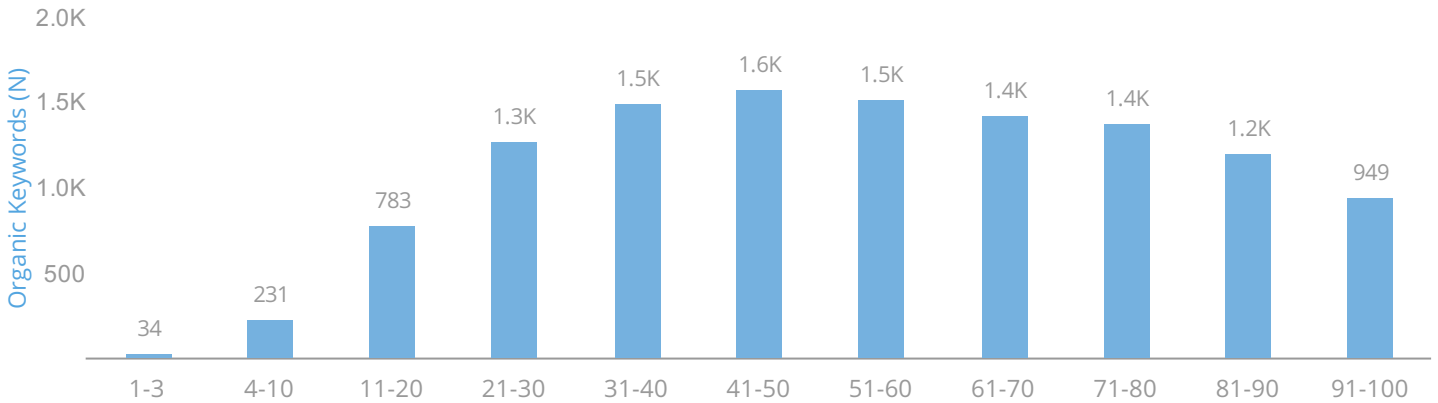
Organic Search: Top keywords (11,922)

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Keyword	Pos	Volume	CPC	Traffic
high school graduation gifts from parents	2 (2)	880	1.73	8.08%
snow day calculator	48 (0)	246,000	1.45	5.17%
ksu housing	9 (7)	2,400	1.68	5.10%
cu directory	9 (6)	1,900	1.19	4.04%
how much spending money for college	1 (0)	110	0.00	3.61%

Organic Search: Keyword Position Distribution

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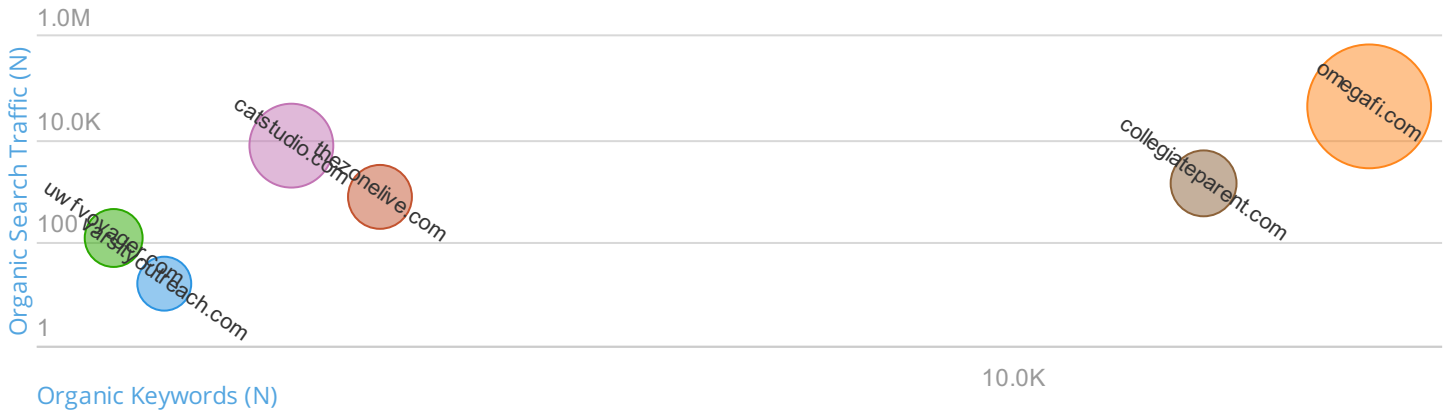
Organic Search: Top Competitors (2,315)

US | collegiateparent.com

Competitor	Com. Keywords	SE Keywords	Com. Level
varsityoutreach.com	12	1.3k	2%
omegafi.com	27	13.6k	1%
uwfvoyager.com	7	788	1%
thezonelive.com	10	3.5k	0%
catstudio.com	12	2.6k	0%

Organic Search: Competitive Position Map

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Organic Branded Search

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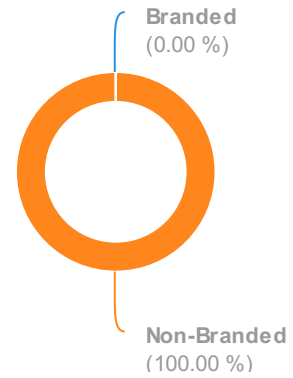
0 0% TRAFFIC

Keywords 0

Branded vs Non-Branded

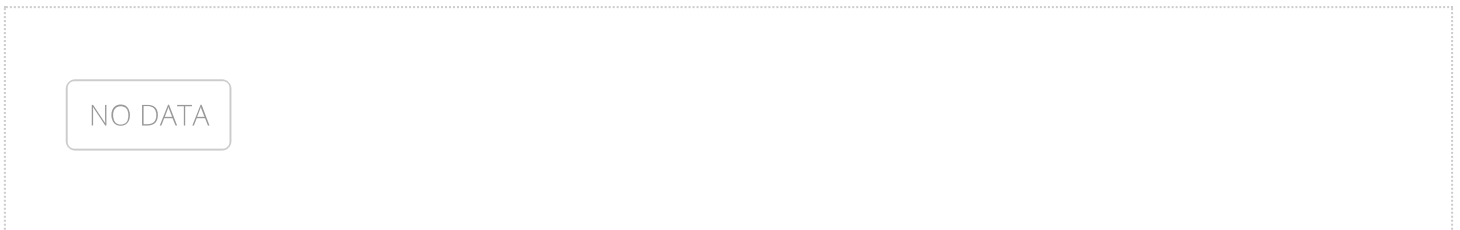
US | collegiateparent.com

0.00% Branded Traffic **100.00%** Non-Branded Traffic



Organic Search: Branded Traffic Trend

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Paid search traffic

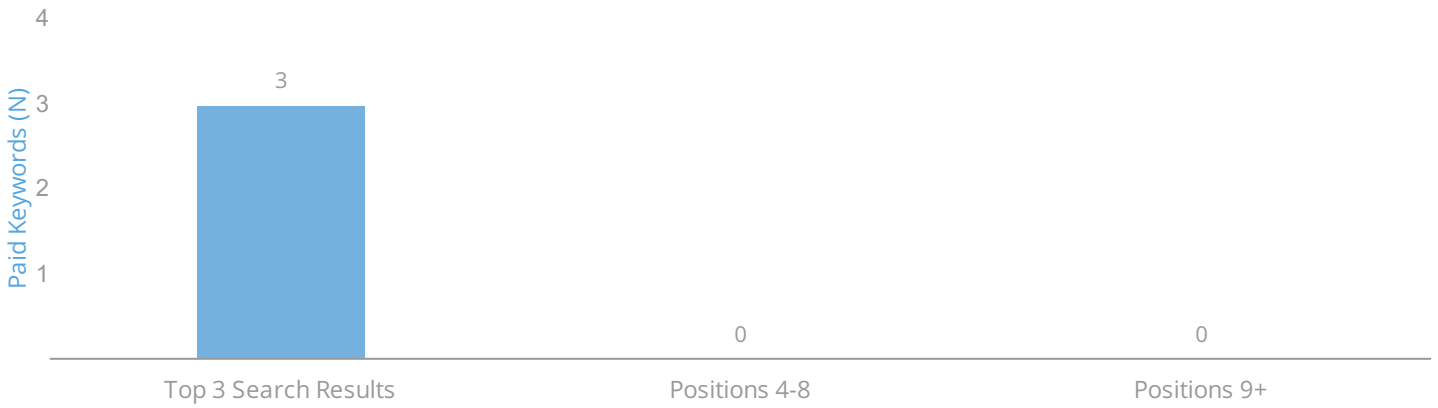
Paid Search: Top Keywords (3)

US | collegiateparent.com

Keyword	Pos	Volume	CPC	Traffic
1451 apartments	1 (1)	260	5.76	63.15%
unt off campus housing	3 (3)	590	1.74	26.31%
denton apartment guide	1 (1)	50	0.65	10.52%

Paid Search: Ad Copy Position Distribution

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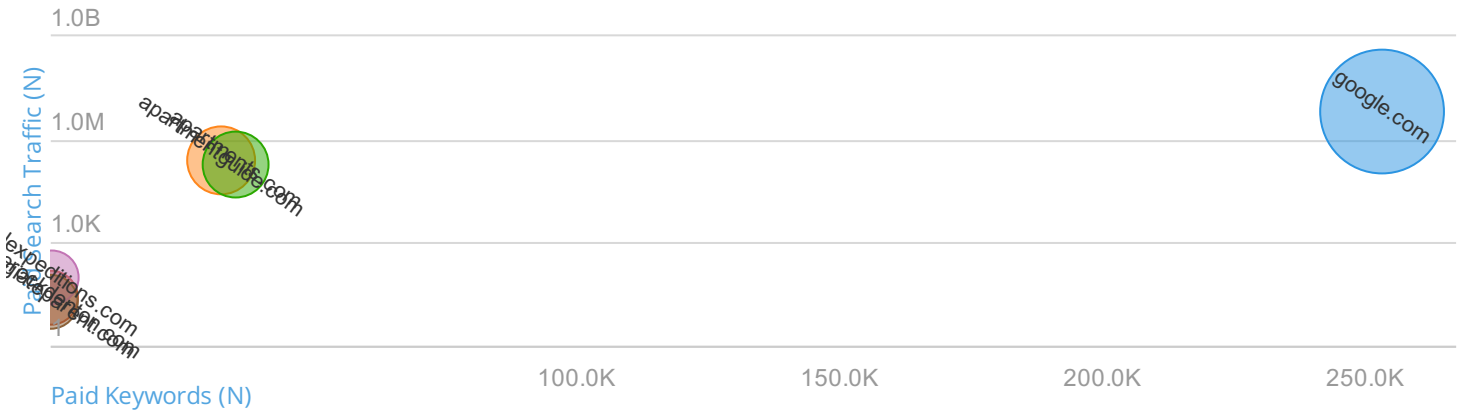
Paid Search: Top Competitors (7)

US | collegiateparent.com

Competitor	Com. Keywords	Ads Keywords	Com. Level
google.com	3	253.2k	3%
apartmentguide.com	1	32.4k	0%
apartments.com	1	35.1k	0%
castlerockdenton.com	1	24	0%
coralexpeditions.com	1	168	0%

Paid Search: Competitive Positioning Map

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Sample Ads (3)

US | collegiateparent.com

College student housing - Find apartments near UNT

Ad www.collegiateparent.com/UNT/Directory

Student-friendly housing options and more for University of North Texas.

Find apartments near UNT - College student housing

Ad www.collegiateparent.com/UNT/Directory

Student-friendly **housing** options and more for **University of North Texas**.

College student housing - Find apartments near UNT

Ad www.collegiateparent.com/UNT/Directory

Student-friendly housing options and more for University of North Texas.

Backlinks

Top backlinks

Root Domain: collegiateparent.com

Referring page Title / Referring page URL	Anchor text / Link URL	Type
Home Students First Center http://studentsfirst.ucmerced.edu/?target=%22_blank%22	Collegiate Parent - Parent Guide http://www.collegiateparent.com/university-of-california-merced/u...	-
Family Weekend https://www.murraystate.edu/familyweekend/index.aspx	CollegiateParent.com http://www.collegiateparent.com/	-
Family Weekend https://www.murraystate.edu/familyweekend/index.aspx	Read the 2018-19 Parent and Family Guide http://www.collegiateparent.com/murray-state-university/murray-s...	-
Helpful Resources - Loyola Marymount University http://resources.lmu.edu/parents/parentpride/helpfulresources/	LMU Parent and Family Guide http://www.collegiateparent.com/loyola-marymount-university/loy...	-
New Student Orientation Programs University of New Orleans http://www.uno.edu/nso/	Parent & Family Guide http://www.collegiateparent.com/university-of-new-orleans/univers...	-

Backlinks: Top Anchors

Root Domain: collegiateparent.com

Anchors	Percentage	Domains	Backlinks
bear family handbook	13%	1	181
Empty anchor	10%	11	150
parent guide	8%	8	116
collegiateparent.com	4%	5	57
family resource guide	3%	1	47

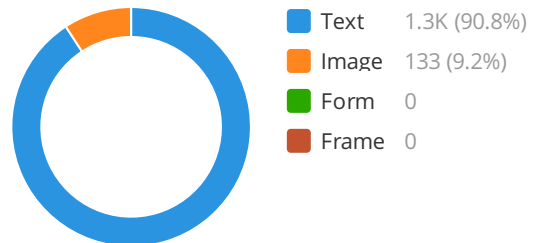
Backlinks: Follow vs Nofollow

Root Domain: collegiateparent.com








Backlinks: Types

Root Domain: collegiateparent.com



Backlinks: Top Referring Domains

Root Domain: collegiateparent.com

Root Domain	Backlinks	IP / Country
collegeparentmagazines.com	207	 52.36.90.206
missouristate.edu	185	 146.7.10.150
fiu.edu	95	 40.76.218.33
fsu.edu	88	 146.201.111.62
uci.edu	72	 128.200.217.70

Backlinks: Top Indexed Pages

Root Domain: collegiateparent.com

Title and URL	Domains	Backlinks
Missouri State University Guide CollegiateParent http://www.collegiateparent.com/missouri-state-university/missouri-state-university-guide/	1	109
Florida International University Guide – CollegiateParent http://www.collegiateparent.com/florida-international-university/florida-international-university-guide/	2	91
Roommate Agreement – CollegiateParent http://www.collegiateparent.com/starting-college/student/roommate-agreement/	1	81
CollegiateParent – Connecting college parents with insider information about their student's college and local community. http://www.collegiateparent.com/	5	52
Lewis and Clark College Guide – CollegiateParent http://www.collegiateparent.com/lewis-clark-college/lewis-and-clark-college-guide/	1	46

Display advertising

Display Advertising: Recent Sites

collegiateparent.com

NO DATA

Display Advertising: Landing Pages

collegiateparent.com

NO DATA

Display Advertising: Sample Text Ads

collegiateparent.com

NO DATA

Display Advertising: Sample Media Ads

collegiateparent.com

NO DATA