



Bam Creative
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<http://www.bam.com.au/>

Search Engine Insight Report

Project: ABC

01/06/2010 (Compared to 14/01/2010)

Visibility for Bing














First Place: 0	In Top 10: 2	In Top 20: 2	In Top 30: 2
Moved Up: 1	Moved Down: 2	Gain/Loss: -1	Not Changed: 0
Added: 1	Dropped: 0	Ranked: 4	Not Ranked: 6
Visibility Score: 57	Visibility Percent: 19%	Websites: 10	Keywords: 1

Bing	www.abc.net.au
Australian News	3 1
Australian Weather	—
Child Nutrition	—
Escalators	—
Australian Sport	31
AFL	45 15
Soccer	—
Perth News	2 1
Inglewood, Western Australia	—
Business	—
Net Gain/Loss per Keyword	15
Gain/Loss per Keyword	1

Not found	Added	Dropped	Not Available
Moved Up	Moved Down	Not Changed	

Visibility for Altavista Australia













First Place: 0	In Top 10: 3	In Top 20: 4	In Top 30: 5
Moved Up: 0	Moved Down: 0	Gain/Loss: 0	Not Changed: 5
Added: 0	Dropped: 0	Ranked: 5	Not Ranked: 5
Visibility Score: 97	Visibility Percent: 32.33%	Websites: 10	Keywords: 1

 Altavista Australia	www.abc.net.au
Australian News	3 
Australian Weather	10 
Child Nutrition	
Escalators	
Australian Sport	
AFL	4 
Soccer	
Perth News	14 
Inglewood, Western Australia	
Business	27 
Net Gain/Loss per Keyword	
Gain/Loss per Keyword	

 Not found	 Added	 Dropped	 Not Available
 Moved Up	 Moved Down	 Not Changed	

Visibility for Bing Australia

First Place: 0	In Top 10: 2	In Top 20: 3	In Top 30: 5
Moved Up: 2	Moved Down: 1	Gain/Loss: 1	Not Changed: 1
Added: 1	Dropped: 0	Ranked: 5	Not Ranked: 5
Visibility Score: 74	Visibility Percent: 24.67%	Websites: 10	Keywords: 1

Bing Australia	www.abc.net.au
Australian News	2 
Australian Weather	28  1
Child Nutrition	
Escalators	
Australian Sport	22 
AFL	20  6
Soccer	
Perth News	9  6
Inglewood, Western Australia	
Business	
Net Gain/Loss per Keyword	1 
Gain/Loss per Keyword	1 

 Not found	 Added	 Dropped	 Not Available
 Moved Up	 Moved Down	 Not Changed	

Visibility for Bing Australia (Australia)

First Place: 0	In Top 10: 2	In Top 20: 3	In Top 30: 5
Moved Up: 0	Moved Down: 4	Gain/Loss: -4	Not Changed: 1
Added: 0	Dropped: 2	Ranked: 5	Not Ranked: 5
Visibility Score: 77	Visibility Percent: 25.67%	Websites: 10	Keywords: 1

Bing Australia (Australia)	www.abc.net.au
Australian News	2
Australian Weather	26 10
Child Nutrition	
Escalators	39
Australian Sport	20 11
AFL	22 8
Soccer	
Perth News	8 6
Inglewood, Western Australia	
Business	18
Net Gain/Loss per Keyword	35
Gain/Loss per Keyword	4

	Not found		Added		Dropped		Not Available
	Moved Up		Moved Down		Not Changed		

Visibility for Google Australia

First Place: 0	In Top 10: 2	In Top 20: 4	In Top 30: 5
Moved Up: 1	Moved Down: 3	Gain/Loss: -2	Not Changed: 2
Added: 0	Dropped: 1	Ranked: 6	Not Ranked: 4
Visibility Score: 93	Visibility Percent: 31%	Websites: 10	Keywords: 1

 Google Australia

www.abc.net.au

Australian News	5	 1
Australian Weather	21	 2
Child Nutrition	—	
Escalators	—	
Australian Sport	32	 26
AFL	12	
Soccer		22
Perth News	7	
Inglewood, Western Australia	—	
Business	17	 9
Net Gain/Loss per Keyword	34	
Gain/Loss per Keyword	2	

	Not found		Added		Dropped		Not Available
	Moved Up		Moved Down		Not Changed		

Visibility for Google Australia (Australia)

First Place: 0	In Top 10: 2	In Top 20: 5	In Top 30: 5
Moved Up: 1	Moved Down: 4	Gain/Loss: -3	Not Changed: 2
Added: 0	Dropped: 1	Ranked: 7	Not Ranked: 3
Visibility Score: 96	Visibility Percent: 32%	Websites: 10	Keywords: 1

 Google Australia (Australia)

www.abc.net.au

Australian News	5	 1
Australian Weather	20	 1
Child Nutrition	32	 7
Escalators		
Australian Sport	33	 27
AFL	11	
Soccer		 12
Perth News	6	
Inglewood, Western Australia		
Business	17	 9
Net Gain/Loss per Keyword	43	
Gain/Loss per Keyword	3	

	Not found		Added		Dropped		Not Available
	Moved Up		Moved Down		Not Changed		

Visibility for Sensis Australia

First Place: 0	In Top 10: 3	In Top 20: 5	In Top 30: 6
Moved Up: 0	Moved Down: 0	Gain/Loss: 0	Not Changed: 7
Added: 0	Dropped: 0	Ranked: 7	Not Ranked: 3
Visibility Score: 104	Visibility Percent: 34.67%	Websites: 10	Keywords: 1

 Sensis Australia













www.abc.net.au

Australian News	5	
Australian Weather	20	
Child Nutrition	30	
Escalators		
Australian Sport	33	
AFL	11	
Soccer		
Perth News	7	
Inglewood, Western Australia		
Business	9	
Net Gain/Loss per Keyword		
Gain/Loss per Keyword		

 Not found	 Added	 Dropped	 Not Available
 Moved Up	 Moved Down	 Not Changed	

Visibility for Yahoo Australia













First Place: 0	In Top 10: 2	In Top 20: 4	In Top 30: 4
Moved Up: 1	Moved Down: 1	Gain/Loss: 0	Not Changed: 2
Added: 1	Dropped: 0	Ranked: 5	Not Ranked: 5
Visibility Score: 84	Visibility Percent: 28%	Websites: 10	Keywords: 1

Yahoo Australia	www.abc.net.au
Australian News	3 
Australian Weather	12  9
Child Nutrition	
Escalators	
Australian Sport	
AFL	5 
Soccer	
Perth News	20  9
Inglewood, Western Australia	
Business	35 
Net Gain/Loss per Keyword	
Gain/Loss per Keyword	

 Not found	 Added	 Dropped	 Not Available
 Moved Up	 Moved Down	 Not Changed	

Visibility for Yahoo Australia (Australia)

First Place: 0	In Top 10: 2	In Top 20: 4	In Top 30: 4
Moved Up: 1	Moved Down: 1	Gain/Loss: 0	Not Changed: 2
Added: 3	Dropped: 0	Ranked: 7	Not Ranked: 3
Visibility Score: 84	Visibility Percent: 28%	Websites: 10	Keywords: 1

Yahoo Australia (Australia)	www.abc.net.au
Australian News	3 
Australian Weather	12  9
Child Nutrition	
Escalators	36 
Australian Sport	
AFL	5 
Soccer	47 
Perth News	20  9
Inglewood, Western Australia	
Business	39 
Net Gain/Loss per Keyword	
Gain/Loss per Keyword	

 Not found	 Added	 Dropped	 Not Available
 Moved Up	 Moved Down	 Not Changed	