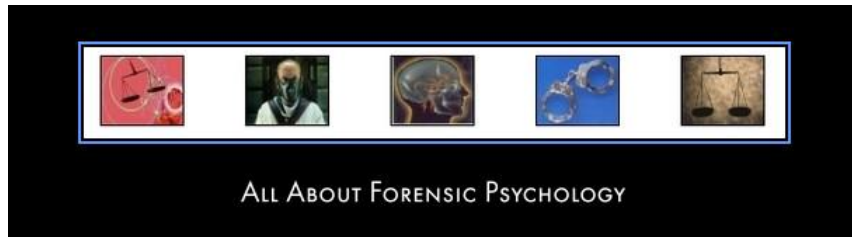


The **ALL ABOUT** Website Portfolio



Introducing A Unique Online Marketing Opportunity

By David Webb

Owner of The **All About** Website Portfolio

June 2010

The **All About** Website Portfolio consists of three pre-eminent online information resources built around the teaching and research interests of the owner.

The first website **All About Forensic Psychology** was launched in October 2005, the second **All About Forensic Science** in January 2007; and the third, **All About Psychology** in March 2008.

The **All About** Website Portfolio: Key Statistics

- Over 100,000 monthly unique visitors.
- Over 3 million page views in the last 12 months.
- Over 3,900 content pages.
- Over 6000 newsletter & mailing list subscribers.

A Verifiable Advertising Platform

The **All About** Website Portfolio commands top organic search engine listings for hundreds of keywords which demand a high cost per click within sponsored advertising campaigns.

All of the keywords showcased below return an **All About** Website Portfolio landing page URL within the first twenty organic results within Google search. The majority appear on the first page of Google and a great many can be found at the very top of the search results.

There are also numerous examples where high value keywords are returned with more than one **All About** Website Portfolio landing page URL on the first page of Google.

The following data were produced and generated by the Google Adwords Keyword Tool, Google search and Google insights. Results were tailored to English, United States.

Each keyword is presented alongside its Estimated Average Cost-per-click (CPC) and the approximate number of search queries (USA only) matching the keyword.

KEYWORD	Avg. CPC	Monthly Search Queries
forensic psychology degree	\$13.51	5,400
masters degree in forensic psychology	\$22.33	390
forensic psychology degree online	\$19.26	1,600
forensic psychology masters degree	\$13.99	880
degree in forensic psychology	\$15.18	1,600
forensic psychology graduate degree	\$8.72	170
forensic psychology classes	\$24.46	170
psych degrees	\$22.60	320
forensic psychology online	\$20.59	3,600
forensic psychology graduate programs	\$7.19	1,000
forensic psychology programs	\$7.64	5,400
forensic psychologist training	\$8.20	91
graduate schools forensic psychology	\$8.04	880
masters in forensic psychology	\$7.60	1,300
forensic psychology courses	\$6.73	590
forensic psychology masters	\$6.37	2,900
forensic psychology graduate schools	\$8.07	880
forensic psychology universities	\$6.05	880
forensic psychology masters programs	\$5.31	480
forensic psychology	\$5.45	110,000
forensic psychology careers	\$4.32	1,300
forensic psychology university	\$4.89	1,300
geographic profiling	\$4.54	3,600
forensic psych	\$4.11	1,000
forensic psychology phd	\$3.69	1,300
what is forensic psychology	\$3.52	1,300
forensic psychology distance learning	\$3.25	320
forensic psychologist	\$3.12	22,200
malingering	\$3.10	18,100
psychology and law	\$2.98	6,600
jury selection questions	\$2.45	880
forensic psychology jobs	\$2.38	4,400

KEYWORD	Avg. CPC	Monthly Search Queries
jury selection procedures	\$1.58	210
jury selection	\$1.19	27,100
online criminal justice courses	\$27.93	1,900
online criminal justice classes	\$35.60	1,000
study criminal justice online	\$24.52	320
criminal justice course	\$12.84	3,600
criminal psychology	\$3.69	33,100
criminal psychology degree	\$9.90	2,400
criminal psychology programs	\$11.79	720
criminal psychology schools	\$9.88	880
criminal psychology careers	\$6.57	1,000
forensic psychology criminal profiling	\$6.32	720
criminal psychology books	\$4.86	260
criminal forensic psychology	\$4.53	4,400
criminal psychology major	\$4.48	590
criminal investigative psychology	\$3.31	1,000
criminal psychology courses	\$2.50	320
forensics science schools	\$16.95	110
forensic science graduate school	\$6.11	320
forensic science schools	\$4.81	5,400
forensic science online degree	\$17.64	1,600
online forensic degree	\$18.25	4,400
online forensic courses	\$14.76	1,600
crime scene investigator college	\$13.68	480
crime scene investigation colleges	\$19.65	880
forensics degree	\$13.73	9,900
forensic science courses online	\$12.40	720
forensic science degree programs	\$10.28	1,300
forensic programs	\$7.49	18,100
online forensic science	\$10.36	5,400
colleges for forensic science	\$10.22	1,900
forensic science colleges	\$9.97	14,800

KEYWORD	Avg. CPC	Monthly Search Queries
crime scene investigation courses	\$8.27	320
forensic science masters programs	\$5.10	210
criminal investigation degree	\$8.17	720
forensic degrees	\$8.23	8,100
forensic science undergraduate programs	\$7.59	140
forensic pathology degree	\$7.79	390
forensic anthropology degree	\$7.62	480
forensic scientist colleges	\$18.92	720
forensic computer science	\$7.70	1,300
colleges for forensic science	\$10.26	1,900
forensic science masters degree	\$7.29	720
csi degree	\$5.74	1,000
bachelor degree forensic science	\$6.50	720
forensic major	\$7.14	4,400
forensic science majors	\$6.46	1,900
forensic schools	\$6.29	18,100
forensic science programs	\$5.89	5,400
forensic science degrees	\$5.77	2,900
forensic science graduate programs	\$4.49	590
forensic science college programs	\$4.52	210
str analysis	\$4.42	1,300
courses forensic science	\$4.42	2,900
forensic science information	\$3.55	1,900
school for forensic science	\$3.83	1,900
forensic science universities	\$3.75	3,600
forensic science certification	\$3.73	210
forensic science distance learning	\$3.63	210
forensic	\$3.37	3,350,000
forensic science	\$3.24	301,000
forensic science certificate	\$3.13	390
study forensics	\$3.17	1,900
forensic science technician	\$2.37	5,400

KEYWORD	Avg. CPC	Monthly Search Queries
forensic careers	\$2.67	9,900
forensic sciences	\$2.66	9,900
forensic scientist	\$2.62	60,500
forensic science kits	\$2.69	480
forensic dna	\$2.38	22,200
forensic science requirements	\$2.35	1,000
forensic science careers	\$2.34	3,600
forensic pathology	\$2.22	22,200
forensic studies	\$2.17	4,400
forensic biology	\$2.14	5,400
forensic science diploma	\$2.14	210
forensic photography	\$1.96	8,100
teaching forensic science	\$1.93	320
forensic science phd	\$1.82	590
forensic science jobs	\$1.80	8,100
forensic anthropology	\$1.47	40,500
forensic science article	\$1.47	880
definition of forensic science	\$1.33	590
forensic toxicology	\$1.32	22,200
forensic odontology	\$1.32	5,400
forensic science salary	\$1.29	2,900
criminalistics degree	\$17.95	320
criminalistics	\$2.62	18,100
what is forensic science	\$1.21	3,600
trace evidence	\$4.04	8,100
forensic ballistics	\$2.82	880
crime scene classes	\$12.34	720
crime scene investigation programs	\$7.01	390
crime scene investigator training	\$4.34	590
crime scene analysis	\$2.17	2,400
crime scene picture	\$1.74	1,900
crime scene evidence	\$1.29	9,900

KEYWORD	Avg. CPC	Monthly Search Queries
crime scene documentation	\$1.00	590
forensic dna jobs	\$2.58	590
forensic dna analyst	\$1.54	880
forensic serology	\$1.15	1,900
computer forensics degrees	\$19.81	590
computer forensics information	\$15.50	720
forensic accounting degrees	\$13.10	590
forensic accounting programs	\$10.42	880
forensic accounting career	\$4.44	590
forensic anthropology schools	\$4.58	1,900
forensic linguistics	\$1.32	1,900
forensics engineering	\$5.57	880
environmental forensics	\$3.53	1,900
forensic animation	\$5.21	1,000
forensic art	\$2.97	3,600
forensic nursing degree	\$19.43	1,000
forensic nursing information	\$14.67	140
forensic science technician jobs	\$1.86	1,000
criminal profiling degree	\$4.44	320
criminal profiler	\$2.94	8,100
criminal profiling	\$2.40	27,100
fbi profiler	\$1.07	4,400
psychology degrees	\$14.30	33,100
psychology software	\$5.17	4,400
psych jobs	\$4.21	14,800
psych studies	\$3.43	1,600
psychology website	\$1.76	5,400
learn psychology	\$1.95	3,600
psychology books	\$1.31	110,000
types of psychology	\$2.58	9,900
military psychology	\$1.51	4,400
psychology dictionary online	\$2.13	590

KEYWORD	Avg. CPC	Monthly Search Queries
a level psychology	\$1.64	1,300
psychology student	\$1.63	18,100
psychology videos	\$1.41	3,600
psychology pictures	\$1.32	4,400
psychological movies	\$1.16	8,100
psychology of risk	\$1.24	720
occupational psychology	\$1.69	2,900
prison psychology	\$1.68	1,600
psychology thesis	\$2.20	2,900

Please note that this is not an exhaustive list and only pertains to Google search. In many cases the keywords featured above also command top organic listings within other major search engines (yahoo, Bing, Ask).

Vision, Development & Growth

The **All About** Website Portfolio is driven by a passion for teaching and learning and its guiding principle has always been to concentrate on the quality and usefulness of the content, combined with an endeavour to present that content to as big a receptive audience as possible. This philosophy has help produce pre-eminent online resources within extremely popular information publishing niches, but more importantly it has also help build authority, reputation and trust.

A combination of solid SEO and multiple traffic generation strategies have driven the historical growth that The **All About** Website Portfolio has achieved. Traditional traffic generation methods e.g. reciprocal links, free directory listings and article submissions etc, have been employed alongside proactive engagement within web 2.0 portals, particularly social networking sites.

Social Networking Traffic Sources



<http://www.facebook.com/forensicsciences>

<http://www.facebook.com/psychologyonline>



<http://twitter.com/forensicinfo>

<http://twitter.com/psych101>



<http://www.scribd.com/Psych101>



http://www.myspace.com/forensic_psychology



<http://exploring--psychology.blogspot.com/>

<http://student-guide-to-forensic-psychology.blogspot.com/>

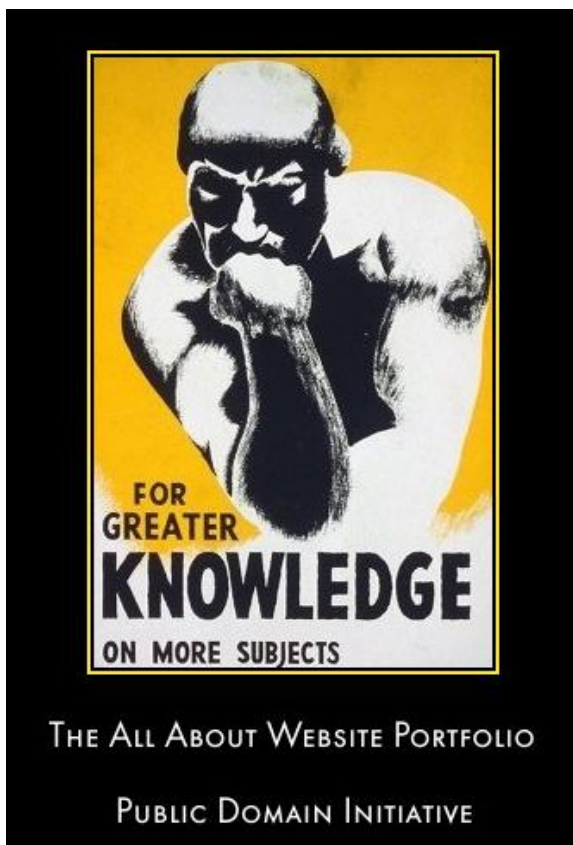


<http://www.youtube.com/user/shumdaw>

As can be seen from the following table, SEO and social networking strategies employed within the [All About](#) Website Portfolio have produced a perpetual cycle of exponential growth.

	March 2009	March 2010	% Increase
Visits	87,269	163,681	88%
Unique Visitors	62,280	109,347	76%
Pages Accessed	188,063	351,386	87%

Building Sustainable Growth



One of the most high profile academic additions to the [All About](#) Website Portfolio has been the initiative to make important, insightful and engaging public domain works in psychology and forensic science freely available. Numerous publications have already been produced, including contributions from the most influential and eminent writers of the 20th Century.

Once a publication is up and running as a new content page, attention turns to promoting both the material and the initiative it forms a part of, to as wide an audience as possible. This is achieved in a number of ways:

Dedicated Mailing List

Immediately alerts people that a new title has been added to the collection. This list currently has over 1000 subscribers.

Scribd

A version of each article (complete with links back to The **All About** Website Portfolio) is uploaded to Scribd. To date this has resulted in over 83,000 reads.

Twitter Updates

All twitter followers (1,464 at the time of writing) are made aware of any new publications.

Facebook Group Updates

Details are posted to appropriate Facebook Groups

Blog Posts

Details are posted on **All About** Website Portfolio Blog network.

Social Bookmarks

Details of each new publication are submitted to all the major social bookmarking websites (Digg, Yahoo Buzz, StumbleUpon, Reddit, Delicious, Propeller, Clipmarks etc).

Coming Soon

In addition to making many more free full text publications available, audio (MP3) versions of each article will also be made available. This will not only improve the visitor experience for anybody who would prefer to listen to the featured material, but it will also open up a new and lucrative website traffic source i.e. podcast directories, iTunes listings etc.

USER GENERATED CONTENT



The introduction of sections which allow visitors to post guest submissions e.g., the Q & A pages have proved incredibly popular. To date, over 1600 additional editor approved user generated content pages have been added to The [All About](#) Website Portfolio.

Advertising & Sponsorship Opportunities

For the first time selective clients will now be able to associate their business, product or service directly with the vision, development and growth of the [All About](#) Website Portfolio. There are several options in this regard.

Direct Advertising

In keeping with the look and feel of the [All About](#) Website Portfolio a rectangular advertising space (300 X 250) can be secured at the top of any landing page URL directly below the page title. To guarantee exclusivity, any contextual advertising on this part of the page will be removed.

- Home
- Introduction
- What is F. Sci?
- F.Sci History
- Criminalistics
- Trace Evidence
- Forensic Ballistics
- Crime Scene Info
- Forensic DNA
- Forensic Serology
- For. Pathology
- For. Toxicology
- Computer Foren's
- For. Accounting



Forensic Science Degree Programs

This would be your advertising space

Selective clients can look forward to securing exclusive advertising space (300 X 250) **above the fold** on a high traffic, high value landing page URL within the [All About](#) Website Portfolio.

Some of The Great Pages Available

Each of the pages below is introduced with information relating to:

- The search term the page URL was built around.
- Number of monthly page views the page URL received in March 2010.
- Organic major search engine listings for the page URL (Where applicable).
- Data From Google AdWords Keyword Tool (Ave CPC & monthly USA Google searches).
- Other high value Google search terms returning the URL page (Where applicable).

Forensic Psychology

<http://www.all-about-forensic-psychology.com>

8,781 monthly page views

Google 4th out of about 934,000 results

Bing 4th out of about 2,950,000 results

Ask 13th out of about 444,900 results

\$5.45 Estimated Ave CPC for the search term **forensic psychology**

110,000 Ave monthly Google searches for **forensic psychology**

Other High Value Google Search Terms Returning This URL Page

forensic psychology degree 2nd result, Ave CPC \$13.51, Ave monthly searches 5,400

forensic psychology classes 3rd result, Ave CPC \$24.46, Ave monthly searches 170

forensic psychology online 7th result, Ave CPC \$20.59, Ave monthly searches 3,600

forensic psychology courses 2nd result, Ave CPC \$6.73, Ave monthly searches 590

careers forensic psychology 5th result, Ave CPC \$4.33, Ave monthly searches 1,300

forensic psych 7th result, Ave CPC \$4.11, Ave monthly searches 1,000

forensic psychology phd 8th result, Ave CPC \$3.69, Ave monthly searches 1,300

forensic psychologist 6th result, Ave CPC \$3.12, Ave monthly searches 22,200

Forensic Science

<http://www.all-about-forensic-science.com>

10,995 monthly page views

Google 6th out of about 3,710,000 results

Yahoo 14th out of about 30,800,000 results

Bing 15th out of about 7,260,000 results

\$3.24 Estimated Ave CPC for the search term **forensic science**

301,000 Ave monthly Google searches for **forensic science**

Other High Value Google Search Terms Returning This URL Page

online forensic science 9th result, Ave CPC \$10.36, Ave monthly searches 5,400

forensic science information 6th result, Ave CPC \$3.55, Ave monthly searches 1,900

forensic scientist 10th result, Ave CPC \$2.62, Ave monthly searches 60,500

what is forensic science 5th organic listing, Ave CPC \$1.21, Ave monthly searches 3,600

Psychology

<http://www.all-about-psychology.com>

7,265 monthly page views

\$3.73 Estimated Ave CPC for the search term **psychology**

7,480,000 Average monthly Google searches for **psychology**

Other High Value Google Search Terms Returning This URL Page

psychology website 9th result, Ave Cost Per Click \$1.76, Ave monthly searches 5,400

Forensic Psychology Degree

<http://www.all-about-forensic-psychology.com/forensic-psychology-degree.html>

2,267 monthly page views

Google 1st out of about 952,000 results

Bing 1st out of about 1,350,000 results

Ask 2nd out of about 370,000 results

\$13.51 Estimated Ave CPC for the search term **forensic psychology degree**

5,400 Ave monthly Google searches for **forensic psychology degree**

Other High Value Google Search Terms Returning This URL Page

masters degree in forensic psychology 5th result, Ave CPC \$22.38, Ave monthly searches 390

forensic psychology degree online 4th result, Ave CPC \$19.37, Ave monthly searches 1,600

forensic psychology masters degree 6th result, Ave CPC \$14.00, Ave monthly searches 880

degree in forensic psychology 1st result, Average CPC \$15.17, Ave monthly searches 1,600

forensic psychology graduate degree 3rd result, Average CPC \$8.74, Ave monthly searches 210

forensic psychology classes 4th result, Average CPC \$24.46, Ave monthly searches 170

psych degrees 9th result, Average CPC \$22.60, Ave monthly searches 390

forensic psychology graduate programs 3rd result, Ave CPC \$7.19, Ave monthly searches 1,000

forensic psychology programs 8th result, Ave CPC \$7.64, Ave monthly searches 5,400

masters in forensic psychology 8th result, Ave CPC \$7.60, Ave monthly searches 1,300

forensic psychology courses 1st result, Ave CPC \$6.73, Ave monthly searches 590

forensic psychology masters programs 8th result, Ave CPC \$5.31, Ave monthly searches 480

forensic psychology university 10th result, Ave CPC \$4.87, Ave monthly searches 1,300

criminal psychology degree 5th result, Ave CPC \$9.82, Ave monthly searches 2,400

Forensic Science Degree Programs

<http://www.all-about-forensic-science.com/forensic-science-degree-programs.html>

3,391 monthly page views

Google 2nd out of about 974,000 results

Yahoo 3rd out of about 4,090,000 results

Bing 1st out of about 2,080,000 results

\$10.36 Estimated Ave CPC for the search term **forensic science degree programs**

1,300 Ave monthly Google searches for **forensic science degree programs**

Other High Value Google Search Terms Returning This URL Page

forensics degrees 1st result, Ave CPC \$15.10, Ave monthly searches 1,600

forensic science classes 1st result, Ave CPC \$14.99, Ave monthly searches 880

forensic science graduate school 7th result, Ave CPC \$6.11, Ave monthly searches 320

forensic degree programs 1st result, Ave CPC \$10.96, Ave monthly searches 2,400

forensic science masters degree 2nd result, Ave CPC \$7.28, Ave monthly searches 720

bachelor degree forensic science 1st result, Ave CPC \$6.50, Ave monthly searches 720

forensic science majors 2nd result, Ave CPC \$6.46, Ave monthly searches 1,900

forensic science programs 2nd result, Ave CPC \$5.89, Ave monthly searches 5,400

forensic science degrees 1st result, Ave CPC \$5.77, Ave monthly searches 2,900

forensic scientist degree 1st result, Ave CPC \$11.70, Ave monthly searches 480

forensic science schools 14th result, Ave CPC \$4.81, Ave monthly searches 5,400

forensic science courses 1st result, Ave CPC \$10.62, Ave monthly searches 27,100

forensic degree 2nd result, Ave CPC \$6.46, Ave monthly searches 1,900

Online Forensic Science Degree

<http://www.all-about-forensic-science.com/online-forensic-science-degree.html>

762 monthly page views

Google 14th out of about 1,860,000 results

Yahoo 16th out of about 5,970,000 results

Bing 18th out of about 1,750,000 results

\$17.64 Estimated Ave CPC for the search term **online forensic science degree**

1,600 Ave monthly Google searches for **online forensic science degree**

[Other High Value Google Search Terms Returning This URL Page](#)

forensic science courses online 9th result, Ave CPC \$12.40, Ave monthly searches 720

Learn Psychology

<http://www.all-about-psychology.com/learn-psychology.html>

1798 monthly page views

Google 4th out of about 18,200,000 results

Yahoo 1st out of about 131,000,000 results

Bing 5th out of about 35,400,000 results

Ask 5th out of about 12,100,000 results

\$1.95 Estimated Ave CPC for the search term **learn psychology**

3,600 Ave monthly Google searches for **learn psychology**

[Other High Value Google Search Terms Returning This URL Page](#)

learn psychology online 4th result, Ave CPC \$3.30, Ave monthly searches 170

Crime Scene Investigation Degree

<http://www.all-about-forensic-science.com/crime-scene-investigation-degree.html>

1260 monthly page views

Google 1st out of about 319,000 results

Yahoo 8th out of about 7,860,000 results

Bing 9th out of about 7,440,000 results

\$8.96 Estimated Ave CPC for the search term **crime scene investigation degree**

480 Ave monthly Google searches for **crime scene investigation degree**

Other High Value Google Search Terms Returning This URL Page

crime scene investigator degree 1st result, Ave CPC \$21.14, Ave monthly searches 320

crime scene investigation colleges 3rd result, Ave CPC \$19.65, Ave monthly searches 880

crime scene investigation programs 3rd result, Ave CPC \$7.51, Ave monthly searches 390

crime scene investigation classes 1st result, Ave CPC \$11.97, Ave monthly searches 320

crime scene investigation course 1st result, Ave CPC \$7.45, Ave monthly searches 210

csi degree 1st result, Ave CPC \$6.65, Ave monthly searches 1,000

Forensic Psychologist

<http://www.all-about-forensic-psychology.com/forensic-psychologist.html>

1685 monthly page views

Google 14th out of about 1,180,000 results

\$3.12 Estimated Ave CPC for the search term **forensic psychologist**

22,000 Ave monthly Google searches for **forensic psychologist**

Online Criminal Justice Course

<http://www.all-about-forensic-psychology.com/online-criminal-justice-course.html>

241 monthly page views

Google 7th out of about 4,610,000 results

Bing 15th out of about 20,900,000 results

Ask 12th out of about 1,190,000 results

\$9.79 Estimated Ave CPC for the search term **online criminal justice course**

880 Ave monthly Google searches for **online criminal justice course**

Other High Value Google Search Terms Returning This URL Page

online criminal justice class 9th result, Ave CPC \$33.67, Ave monthly searches 590

online criminal justice classes 17th result, Ave CPC \$35.60, Ave monthly searches 1000

study criminal justice online 4th result, Ave CPC \$24.52, Ave monthly searches 320

criminal justice class 12th result, Ave CPC \$16.31, Ave monthly searches 2,900

criminal justice course 15th result, Ave CPC \$12.84, Ave monthly searches 3,600

Forensic Jobs

http://www.all-about-forensic-science.com/forensic_jobs.html

2090 monthly page views

Google 7th out of about 3,240,000 results

Yahoo 2nd out of about 27,900,000 results

Bing 2nd out of about 6,720,000 results

\$2.53 Estimated Ave CPC for the search term **forensic jobs**

60,500 Ave monthly Google searches for **forensic jobs**

Types of Psychology

<http://www.all-about-psychology.com/types-of-psychology.html>

5893 monthly page views

Google 2nd out of about 18,100,000 results

Yahoo 3rd out of about 38,100,000 results

Bing 2nd out of about 33,300,000 results

Ask 11th out of about 2,430,000 results

\$2.58 Estimated Ave CPC for the search term **types of psychology**

9,900 Ave monthly Google searches for **types of psychology**

Forensic Science Careers

<http://www.all-about-forensic-science.com/forensic-science-careers.html>

7108 monthly page views

Google 2nd out of about 2,010,000 results

Yahoo 7th out of about 8,560,000 results

Bing 5th out of about 3,060,000 results

\$2.34 Estimated Ave CPC for the search term **forensic science careers**

3,600 Ave monthly Google searches for **forensic science careers**

Other High Value Google Search Terms Returning This URL Page

forensic science jobs 4th result, Ave CPC \$1.80, Ave monthly searches 8,100

forensic science salary 3rd result, Ave CPC \$1.29, Ave monthly searches 2,900

Forensic Psychology Careers

<http://www.all-about-forensic-psychology.com/forensic-psychology-careers.html>

1478 monthly page views

Google 7th out of about 537,000 results

Bing 7th out of about 1,410,000 results

Ask 15th out of about 290,000 results

\$4.32 Estimated Ave CPC for the search term **forensic psychology careers**

1,300 Ave monthly Google searches for **forensic psychology careers**

Other High Value Google Search Terms Returning This URL Page

forensic psychology jobs 10th result, Ave CPC \$2.38, Ave monthly searches 4,400

Psychology Questions

<http://www.all-about-psychology.com/psychology-questions.html>

2430 monthly page views

Google 5th out of about 40,000,000 results

Bing 2nd out of about 38,700,000 results

Ask 8th out of about 13,300,000 results

\$0.72 Estimated Ave CPC for the search term **psychology questions**

22,000 Ave monthly Google searches for **psychology questions**

Other High Value Google Search Terms Returning This URL Page

psychological questions 4th result, Ave CPC \$0.65, Ave monthly searches 4,400

Criminal Profiling

<http://www.all-about-forensic-psychology.com/criminal-profiling.html>

3529 monthly page views

Google 6th out of about 299,000 results

Bing 5th out of about 2,100,000 results

\$2.40 Estimated Ave CPC for the search term **criminal profiling**

27,100 Ave monthly Google searches for **criminal profiling**

Other High Value Google Search Terms Returning This URL Page

Criminal Profiler 1st result, Ave CPC \$2.94, Ave monthly searches 27,100

forensic psychology criminal profiling 2nd result, Ave CPC \$6.32, Ave monthly searches 720

criminal and forensic psychology 7th result, Ave CPC \$2.04, Ave monthly searches 1,300

FBI Profiler

<http://www.all-about-forensic-psychology.com/fbi-profiler.html>

6659 monthly page views

Google 1st out of about 157,000 results

Bing 1st out of about 630,000 results

Ask 2nd out of about 224,000 results

\$1.07 Estimated Ave CPC for the search term **fbi profiler**

4,400 Ave monthly Google searches for **fbi profiler**

Other High Value Google Search Terms Returning This URL Page

how to become an fbi profiler 3rd result, Ave CPC \$2.82, Ave monthly searches 210

fbi criminal profiling 2nd result, Ave CPC \$0.96, Ave monthly searches 590

Criminal Psychology

<http://www.all-about-forensic-psychology.com/criminal-psychology.html>

1123 monthly page views

Google 10th out of about 1,970,000 results

Bing 20th out of about 17,800,000 results

\$3.69 Estimated Ave CPC for the search term **criminal psychology**

33,100 Ave monthly Google searches for **criminal psychology**

Direct Advertising Rates

In determining the cost of advertising space for a particular content page within the All About Website Portfolio two main factors are taken into account:

Exposure

How much traffic does the content page generate? How visible is the content page within the major search engines.

Commercial Value

What is the average cost per click value associated with the search term that the content page is built around? How many other high value search terms are associated with the content page?

Based on this quantifiable approach it becomes possible to establish a sense of how much it would cost to replicate the performance of each content page within a Pay Per Click campaign.

Monthly advertising rates for specific content pages are available on request.

Sponsorship Deals

In addition to, or as part of a direct advertising campaign sponsorship deals would also be considered. These could be in relation to specific high profile initiatives e.g., the public domain project. On a larger scale, sponsorship of an entire website and even the whole portfolio may be possible. Sponsorship deals and the advertising initiative outlined above are designed to reach out to a small number of quality clients interested in establishing win-win-win (client-visitor-website portfolio) promotional partnerships.

Moving Forward

The origins of the **All About** Website Portfolio lie in the spirit of learning for learning's sake. Each website is designed to provide as broad an appeal as possible so that visitors will find the content useful and engaging whatever their connection with the topic - student, educator, professional or general interest. To get a sense of what visitors to the websites think, as well as appreciating their global reach, I invite you to take a look at the guestbook entries that have been posted.

<http://www.all-about-forensic-psychology.com/forensic-psychology-guestbook.html>

<http://www.all-about-forensic-science.com/forensic-science-guestbook.html>

<http://www.all-about-psychology.com/all-about-psychology-guestbook.html>

If you are interested in the advertising and/or sponsorship opportunities mentioned above; or if you have any questions about the **All About** Website Portfolio, please do not hesitate to get in touch.

E-mail (shumdw@gmail.com)

Many thanks for your time.

David Webb.

www.all-about-forensic-psychology.com

www.all-about-forensic-science.com

www.all-about-psychology.com