

**Marketing Campaign on Google and Yahoo!
for the CDC Colorectal Cancer Web Site**

March to April 2007

Final Report

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Contents

<i>Who, What, Why...</i>	2
<i>Definitions</i>	3
I. INTRODUCTION	1
A. <i>Background</i>	1
B. <i>Topline results</i>	1
II. METHODS	2
A. <i>Keywords and ads</i>	2
B. <i>Destination pages</i>	4
C. <i>Tracking clicks</i>	4
III. RESULTS	5
A. <i>Total click-throughs</i>	5
B. <i>Most popular ad groups, keywords, and ads</i>	6
IV. DISCUSSION	8
A. <i>Keyword performance</i>	8
B. <i>Web site visitor statistics based on Omniture reporting</i>	8
C. <i>Summary Web site traffic before, during, and after the campaign</i>	10
D. <i>Factors Affecting Numbers of Visits to the CRC Web site during the Campaign</i>	10
1. <i>Third-Party Advertising</i>	10
2. <i>Spotlight Boxes</i>	10
3. <i>Clicks from ads on Yahoo content partners</i>	11
E. <i>Comparison to 2006 campaign</i>	11
F. <i>Comparison to Breast Cancer Keyword Marketing Campaign, October 2006</i>	12
G. <i>Banner advertising</i>	13
H. <i>Value proposition for keyword marketing of the CDC colorectal cancer Web site</i> ..	14
V. CONCLUSIONS	15
VI. FIGURES	16
<i>Figure I. CDC Colorectal Cancer Web Site Daily Page Views Reports: Comparison of 2006 and 2007 Keyword Marketing Campaign Impact</i>	16
<i>Figure II. Total Number of Impressions by Channel</i>	17
<i>Figure III. Total Number of Impressions by Sponsored Search and Content Match</i>	17
<i>Figure IV. Total Number of Clicks by Channel</i>	18
<i>Figure V. Total Number of Clicks from Sponsored Search and Content Match by Channel</i>	18
<i>Figure VI. Average Ad Position by Channel</i>	19
<i>Figure VII. Click-Through Rates by Channel</i>	19
<i>Figure VIII. Cost per Click by Channel</i>	20
VII. TABLES	21
<i>Table I. Ad Groups, Keywords, and Target URLs</i>	21
<i>Table II. Advertisements Used in Campaign*</i>	23
<i>Table III. Campaign Summary Results</i>	25

<i>Table IV. Google Campaign Summary per Ad Group</i>	25
<i>Table V. Yahoo Campaign Summary per Ad Group</i>	26
<i>Table VI. Effects of Changes to Campaign on Numbers of Impressions and Clicks for Google + Yahoo*</i>	27
<i>Table VII. Google Total Impressions and Clicks Daily Summary</i>	27
<i>Table VIII. Yahoo Total Impressions and Clicks Daily Summary</i>	28
<i>Table IX. Colorectal Web, Top 50 Page Views during Campaign: 12 March to 8 April 2007 (Includes both keyword campaign and non-campaign visitors)</i>	28
<i>Table X. Colorectal Web Site, Page Referrals from Google Ads by Destination URL during Campaign: 12 March to 8 April 2007</i>	30
<i>Table XI. Colorectal Web, Page Referrals from Yahoo Ads by Destination URL during Campaign: 12 March to 8 April 2007</i>	31
<i>Table XIIa. Comparison between 2006 Colorectal Campaign and 2007 Colorectal Campaign: Total Impressions, Clicks, CTR</i>	32
<i>Table XIIb. Comparison between 2006 Colorectal Campaign and 2007 Colorectal Campaign: Average Impressions per Day and Clicks per Day</i>	32
<i>Table XIII. The Most Visited Next Pages for All Visitors to "Colorectal Cancer Home" Page during Campaign: 12 March to 8 April 2007</i>	32
<i>Table XIV. The Most Visited Next Pages for All Visitors to "Symptoms of Colorectal Cancer" Page during Campaign: 12 March to 8 April 2007</i>	33
<i>Table XV. The Most Visited Next Pages for All Visitors to "Basic Information about Colorectal Cancer" Page during Campaign: 12 March to 8 April 2007</i>	34
<i>Table XVI. The Most Visited Next Pages for All Visitors to "Reducing Personal Colorectal Cancer Risk" Page during Campaign: 12 March to 8 April 2007</i>	35
<i>Table XVII. The Most Visited Next Pages for All Visitors to "Colorectal Cancer Risk Factors" Page during Campaign: 12 March to 8 April 2007</i>	35
<i>Table XVIII. The Most Visited Next Pages for All Visitors to "Basic Information about Colorectal Cancer Screening" Page during Campaign: 12 March to 8 April 2007</i>	36
<i>Table XIX. The Most Visited Next Pages for All Visitors to "Basic Information about Colorectal Cancer Screening Tests" Page during Campaign: 12 March to 8 April 2007</i>	36
<i>Table XX. The Most Visited Next Pages for All Visitors to "Colorectal Cancer Statistics" Page during Campaign: 12 March to 8 April 2007</i>	37
<i>Table XXI. The Most Visited Next Pages for All Visitors to "Colorectal Cancer Screen for Life" Page during Campaign: 12 March to 8 April 2007</i>	38
<i>Table XXII. The Most Visited Next Pages for All Visitors to "Colorectal Cancer Screen for Life PSA" Page during Campaign: 12 March to 8 April 2007</i>	39
<i>Table XXIII. The Most Visited Next Pages for All Visitors to "Colorectal Cancer Screen for Life Print Resources" Page during Campaign: 12 March to 8 April 2007</i>	39
<i>Table XXIV. CDC Web Site Traffic Reports Generated Using Omniture</i>	40
VII. APPENDICES	43
<i>Appendix I. Original Proposal for Colorectal Campaign</i>	43
<i>Appendix II. Screenshots</i>	48
VIII. ATTACHMENTS	
<i>Attachment I. Colo ad group report Google - 3/12 to 4/08 - summary</i>	
<i>Attachment II. Colo ad group report Yahoo - 3/12 to 4/8</i>	
<i>Attachment III. Colo keyword and ad report Google - 3/12 to 4/8</i>	
<i>Attachment IV. Colo keyword report Yahoo - 3/12 to 4/8</i>	

I. INTRODUCTION

A. Background

A 4-week-long, Web-based health marketing campaign was conducted for the Centers for Disease Control and Prevention (CDC), Division of Cancer Prevention and Control's (DCPC) colorectal cancer Web site. The campaign was timed to overlap with the United States' National Colorectal Cancer Awareness Month (March). The campaign goals were to increase colorectal cancer screening awareness among the general public, as well as to market the CDC colorectal cancer Web site and increase visitors to the Web site where visitors could:

- learn about early detection and screening (including colonoscopy) recommendations,
- be encouraged to get screened and learn about resources available for screening, and
- learn about colorectal cancer statistics that are available through CDC.

While an additional goal for the campaign was to target American Internet users between ages of 50 and 65 for colorectal cancer screening messages, ultimately ads were displayed to all users within the U.S. regardless of age.

The campaign involved keyword marketing on Google and Yahoo. Text ads pertaining to colorectal cancer appeared on Google and Yahoo search results pages, as well as on search results and content pages of dozens of Google and Yahoo partners' (such as AOL, USA Today, and New York Times) Web sites. Ads appeared in response to searches on these Web sites when the public typed in one of the keywords that CDC bid on during the campaign (e.g., "colorectal cancer facts") and ads appeared on Web pages with articles pertaining to colorectal cancer.



Ads provided informational and motivational messages, and Internet users who clicked on the ads were taken to colorectal cancer content on the CDC Web site. The campaign ran 24 hours a day from Monday, March 12th through Sunday, April 8th, 2007. See the sidebar, "Who, What, Why" for a summary of the campaign (page 2).



B. Topline results

The CDC ads potentially educated more than 1.9 million Internet users on the importance of colorectal cancer screening and awareness. Clicks by users on the CDC ads brought 24,000 visitors directly to CDC colorectal cancer Web pages for additional information.

Google provided 1,737,135 appearances of the ads (impressions), with a majority presence on content partners (e.g., AOL), resulting in 15,875 clicks on the CDC ads by Web searchers. The average cost per Google click was \$0.46. The total cost for the Google campaign was \$7,289.56.

Yahoo provided 165,646 impressions, with a minimal presence on content partners (e.g., USA Today), resulting in 8,173 clicks on the ads by Web searchers; the average cost per Yahoo click was \$0.68. The total cost for the Yahoo campaign was \$5,578.55.

For Google and Yahoo combined, there were 1,902,781 impressions, resulting in 24,048 clicks on the CDC ads and visits to CDC Web pages by the public. The combined cost was \$12,868. Thus, the average cost per 1,000 impressions was \$6.76 and the average cost per click was \$0.53. This cost was well within the low end of typical costs per ad click. The budget for the 4-week keyword campaign was \$13,000, with \$7,282 allocated for Google and \$5,718 for Yahoo.

II. METHODS

A. *Keywords and ads*

Campaign goals, keyword lists, and ads customized for Google and Yahoo were developed by IVI in collaboration with CDC and Northrop Grumman, and campaign target Web pages were determined. To facilitate campaign management, ads and keywords were organized into ad groups.

Ads and keywords were initially divided into nine subject-specific ad groups based on ads and keywords originally developed by Ogilvy for DCPC's 2006 Colorectal Campaign. However, the 2006 ad groupings (Benefit, Command, Direct Appeal, Curiosity Appeal) were not followed and subject-specific ad groupings were devised for the 2007 campaign (Tables I & II; Appendix I). Colon cancer staging and treatment keywords used in 2006 were not used because there are no pages on the DCPC colorectal cancer Web site related to these topics. Keywords and advertisements were matched to eleven Web pages based on subject matter.

Who, What, Why...

Who: CDC's Division of Cancer Prevention and Control with the assistance of Information Ventures (and support from Northrop Grumman, Google, and Yahoo; and input from Ogilvy).

What: A colorectal cancer screening awareness and Web site marketing campaign was developed for Google and Yahoo sponsored search programs.

Text ads pertaining to colorectal cancer appeared on Google and Yahoo search results pages, as well as on search results and content pages of dozens of Google and Yahoo partners' (such as AOL, USA Today, and New York Times) Web sites.

Ads appeared in response to searches on these Web sites when the public typed in one of the keywords that CDC bid on during the campaign (e.g., colorectal cancer facts).

Ads provided informational messages and searchers who clicked on the ads were taken to colorectal cancer content on the CDC Web site.

Why: The campaign goals were to increase colorectal cancer screening awareness among the general public, as well as to market the CDC colorectal cancer Web site and increase visitors to the Web site.

When: The campaign ran for 4 weeks from March 12th, 2007 through April 8, 2007, which overlapped with Colorectal Cancer Awareness Month (March).

How: Ads and keywords were researched, developed, and refined and divided into subject-specific ad groups.

Detailed results of the campaign were obtained and tracked on Google and Yahoo. Additional results were obtained via CDC's Omniture SiteCatalyst system. Results were analyzed and reported as the campaign progressed and a final report was prepared.

During the campaign, keywords and ads were further revised and reorganized into 18 active ad groups. A list of the original 9 and final 18 Google and Yahoo campaign ad groups, 11 destination URLs, 29 ads, and 77 keywords is given in Table I. Revisions made during the campaign were as follows.

(1) Addition of three keywords to the Statistics ad group (colorectal cancer data, colorectal cancer rates, colon cancer rates).

(2) Redefinition of risk-related keywords from statistical risk of cancer to risk factors for cancer; creation of a Risk Factors ad group and moving risk-related keywords (colon cancer risk(s), colorectal cancer risk(s)) from the Statistics group to the new Risk Factors ad group; reassignment of the risk-related keywords destination URLs from the *Colorectal Cancer Statistics* page to the *Colorectal Cancer Risk Factors* page; creation of a new ad "*Colon [or Colorectal] cancer risk: What are the risk factors of colon cancer? Find out*" for the new Risk Factors ad group – the prevention-related keywords (colon cancer prevention, colorectal cancer prevention) retained the destination URL pointing to the *Reducing Personal Colorectal Cancer Risk* page.

(3) Pausing of the "Colo Facts" and "Get Screened" ad groups and division of those ad groups into four and six subgroups, respectively.

(4) Reformulation of ads into new ad groups and modifying several others so that the ads automatically contained the searched keyword in bold in the displayed title.

The latter two modifications took advantage of the fact that ads with bold text are far more effective than those without. As some of the initial CDC ads were displaying without any bolded text, the ads were modified such that search terms used would always appear in the titles, and therefore in bold.

Google and Yahoo! calculate a "Quality Score" for each keyword used in advertising campaigns. The Quality Score is calculated automatically and reflects the keyword's click through rate (CTR) and the relevance of the ad text and destination page. Keywords with high Quality Scores are more relevant for users, more effective for the ad campaigns, and have lower minimum CPC bids. After the first week of the

Definitions

Keyword marketing is the process of paying search engines like Google and Yahoo to display an ad related to a search term (keyword) on their search results pages. A keyword marketing campaign is composed of a carefully researched set of keywords, prepared ad copy, and destination Web pages for each ad. Web searchers who click on an ad are directed to the associated Web page. Each time an ad is displayed on a search results page, it is considered to be an impression and each time an ad is clicked on, it is considered to be a click-through to the destination Web page.

A banner ad is a graphical ad displayed on a Web page.

Ad Groups are a group of advertisements and corresponding key words that are related to a specific topic within the overall subject of the campaign. Each ad group has a corresponding destination Web page; multiple ad groups may use the same destination Web page.

Sponsored search is the display of ads on a search results page whether the search was done on Google, Yahoo, or one of Google's or Yahoo's partner sites.

Content Match is the display of ads on one of Google's or Yahoo's partner sites on Web pages whose content matches the subject matter of the advertisement.

campaign, Google indicated that the Katie Couric keyword had a Quality Score of “poor” and was therefore not effective, apparently because Katie Couric’s name did not appear frequently enough or high enough on the SFL Print Materials page to allow for that keyword and destination page combination to be used. In an attempt to correct for this, the URL for the destination page related to the Katie Couric keyword was changed from the SFL Print Materials page to the SFL home page.

B. Destination pages

Eleven pages in the Colorectal Cancer Web site were targeted as destination pages for the ads:

- *Colorectal Cancer (home page)*
<http://www.cdc.gov/cancer/colorectal/>
- *Basic Information about Colorectal Cancer*
http://www.cdc.gov/cancer/colorectal/basic_info/
- *Basic Information about Colorectal Cancer Screening*
http://www.cdc.gov/cancer/colorectal/basic_info/screening/
- *Basic Information about Colorectal Cancer Screening Tests*
http://www.cdc.gov/cancer/colorectal/basic_info/screening/tests.htm
- *Symptoms of Colorectal Cancer*
http://www.cdc.gov/cancer/colorectal/basic_info/symptoms.htm
- *Colorectal Cancer Risk Factors*
http://www.cdc.gov/cancer/colorectal/basic_info/risk_factors.htm
- *Reducing Personal Colorectal Cancer Risk*
http://www.cdc.gov/cancer/colorectal/basic_info/reducing_risk.htm
- *Colorectal Cancer Statistics*
<http://www.cdc.gov/cancer/colorectal/statistics/>
- *Colorectal Cancer’s Screen for Life Campaign (home page)*
<http://www.cdc.gov/cancer/colorectal/sfl/>
- *Screen for Life Public Service Announcements*
<http://www.cdc.gov/cancer/colorectal/sfl/psa.htm>
- *Screen for Life Print Materials*
http://www.cdc.gov/cancer/colorectal/sfl/print_materials.htm

C. Tracking clicks

Detailed results of the campaign were obtained and tracked on Google and Yahoo. Additional results were obtained via CDC’s Omniture SiteCatalyst system in which keywords were each assigned a unique Omniture code.

Each ad group was assigned a default destination URL and each keyword in the ad group was assigned a destination URL. In addition, each ad was assigned a default destination URL when ads displayed on content partner Web sites without a Google or Yahoo keyword search. Within an ad group, the active destination URL for ads displayed on search results pages of Google and Yahoo and their partners is the keyword-level destination URL. For ads that are displayed by content match on partners, the active destination URL is the ad destination URL. The colorectal cancer home page was set as the default destination URL for all ad groups and all ads.

Each keyword-level destination URL was associated with a unique code for tracking with Omniture SiteCatalyst. The unique tracking code allows tracking of users who come in to the CDC Web site after searching Google or Yahoo. Omniture tracking codes should have been assigned to the default destination URLs for ads but unfortunately were not. The effects of this omission will be discussed below.

Impressions and clicks for content network are distinguished from clicks for “Google + Search Network”. In other words, clicks on an ad that was displayed on the search results page of a content partner such as The New York Times or AOL are counted as keyword search clicks, not content partner clicks.

Post-campaign reports from Google and Yahoo were used to document the number of ad impressions, number of clicks (click-through to CDC Web page), and cost per click, with breakdown by ad groups and keywords (Tables III, IV, & V). Omniture SiteCatalyst reporting was used post-campaign to evaluate Web site traffic before, during, and after the campaign. Omniture reports generated for the 11 target pages were page summaries, referring domains, and next page (Table IX and Table XIII through XXIII).

III. RESULTS

A. Total click-throughs

Clicks on the CDC ads brought thousands of new visitors to selected CDC colorectal cancer Web pages. Overall, the CDC ads were viewed 1,902,781 times and brought 24,048 click-throughs on those ads to the CDC colorectal cancer Web site. These totals include impressions and click-throughs from both sponsored searches and content matches on Google and Yahoo partner sites. The overall click-through rate (CTR – number of clicks per number of impressions) for the Google and Yahoo ads together was 1%. However, certain combinations of keywords and ads (ad groups) had much higher click-through rates. For example, among those keywords with significant numbers of impressions, “signs of colon cancer” had click-through rates of 22.9% on Google and 24.3% on Yahoo and “colon cancer symptoms” had click-through rates of 17.2% on Google and 22.5% on Yahoo, respectively. Significantly, almost 2 million people were exposed to ad messages concerning colorectal cancer and approximately 1% clicked on the ads and visited DCPC’s Colorectal Cancer Web site (Table III).

Google provided 1,737,135 appearances of the ads, with a majority of impressions appearing on content partner sites (i.e., sites such as AOL), resulting in 15,875 clicks on the CDC ads by Web searchers. The average cost per Google click was \$0.46. The total cost for the Google campaign was \$7,289.56 (Table III; Figures II to VIII).

Yahoo provided 165,646 impressions, with a relatively small presence on content partners, resulting in 8,173 clicks on the ads by Web searchers; the average cost per Yahoo click was \$0.68. The total cost for the Yahoo campaign was \$5,578.55 (Table III; Figures II to VIII). The combined cost for Google and Yahoo was \$12,868.

Google and Yahoo ads were distributed among search results pages (sponsored

search), as well as on pages of their content partners such as AOL, New York Times, CNN.com, ask.com, iVillage and other major Web sites (via a content match process). Content partner ads are pushed to users based on general topic matching, not exact keyword matching. Overall, for Google plus Yahoo, 16% of the impressions were on search results Web pages and 84% of the impressions were on content partner Web sites. The click-through rate was 5.41% overall for sponsored search results and 0.47% for partner content matches (Table III). Note that click-throughs on Yahoo content partner ads were essentially nil (only 11 total) because the total number of impressions was extremely low, for reasons that will be discussed below.

Position of the text ads on search result and content partner Web pages is counted from the top of a Web page, where there may be several text ads, then down the right side of a Web page (see screen shot samples, Appendix II). On Google search results pages, the average position of the ads was 3.8 (essentially at the first position on the right); and on Google content partner pages, the average position was 2.9; the overall average position was 3.1 for Google (Figure VI). On Yahoo search results pages, the average position of the ads was 2.1 (essentially the second position on the top); and on Yahoo content partner pages, the average position was 1.7; the overall average position was 2.0 for Yahoo (see Tables III, IV, & V; Figure VI).

Individual keywords varied widely in their productivity, that is, in the number of click-throughs for ads associated with each keyword. The most productive keyword in the Google campaign was "colon cancer symptoms (or symptom)," which accounted for 3,878 (24.4%) of the 15,875 clicks received for all 77 keywords during the Google campaign. The other top keywords for Google were "colonoscopy" (814 clicks; 5.1%), "colon cancer" (682 clicks; 4.3%), and "signs of colon cancer" (678 clicks; 4.3%). Together, these top five keywords accounted for 35.7% of all click-throughs in the Google campaign. (See Attachments V & VI). The most productive of the 77 keywords in the Yahoo campaign was "cancer of the colon" which accounted for 2,168 of the 8,162 clicks received for all keywords during the Yahoo campaign, or 26.6% of the total. The other top keywords for Yahoo were "colon cancer symptoms" (1,819 clicks; 22.3%), and "sign(s) of colon cancer," (1,118 clicks; 13.7%). Together, these top three keywords accounted for 62.6% of all click-throughs in the Yahoo campaign. (See Attachments V & VI).

B. Most popular ad groups, keywords, and ads

The following 10 keywords, listed in descending order by numbers of clicks generated, provided 90% of the clicks in the Google campaign from March 12th to April 8th.

Keyword	Ad Group	Clicks	Impressions	Click Through Rate
colon cancer symptoms	Symptoms	3253	18949	17.17%
colonoscopy	Tests	814	32529	2.50%
signs of colon cancer	Symptoms	678	2966	22.86%
colon cancer symptom	Symptoms	625	6305	9.91%
colon cancer*	Colo Facts	527	24624	2.14%

colon*	Colo Facts	417	21864	1.91%
colon polyps	Symptoms	395	6333	6.24%
colon cancer signs	Symptoms	211	1301	16.22%
colon*	Colo Facts 1	173	7488	2.31%
colon cancer statistics	Statistics	167	3322	5.03%
colon cancer*	Colo Facts 2	155	6520	2.38%

*Note that "colon" and "colon cancer" appear twice in the above table because they were moved into new ad subgroups on March 30th. The keyword "colon" garnered a total of 590 clicks for 29,352 impressions for a click-through rate of 2.0% and the keyword "colon cancer" garnered a total of 682 clicks for 31,144 impressions for a click-through rate of 2.2%.

The following 13 keywords, listed in descending order by numbers of clicks generated, provided 95% of the clicks in the Yahoo campaign from March 12th to April 8th

Keyword	Ad Group	Clicks	Impressions	Click Through Rate
cancer of the colon*	Colo Facts	2168	20417	10.6%
colon cancer symptoms	Symptoms	1819	8085	22.5%
sign of colon cancer	Symptoms	1118	4601	24.3%
cancer of the colon*	Colo Facts 3	726	9726	7.5%
colonoscopy	Tests	654	12842	5.1%
colon*	Colo Facts	407	22245	1.8%
colon*	Colo Facts 1	242	14845	1.63%
colon polyps	Symptoms	152	1752	8.7%
rectal cancer*	Colo Facts 2	126	1100	11.45%
rectal cancer*	Colo Facts	112	1938	5.8%
colorectal cancer*	Colo Facts	93	2256	4.1%
colorectal cancer*	Colo Facts 3	91	1402	6.49%
colorectal cancer symptoms	Symptoms	80	533	15.0%

*Note that "cancer of the colon," "rectal cancer," "colorectal cancer," and "colon" are repeated because they were moved into new ad subgroups on March 30th. The keyword "colon" received 37,090 impressions and 649 clicks, for a click-through rate of 0.9%; the keyword "cancer of the colon" received 30,143 impressions and 2,894 clicks, for a click-through rate of 9.6%; the keyword "rectal cancer" received 3,038 impressions and 238 clicks, for a click-through rate of 7.8%; and the keyword "colorectal cancer" received 3,658 impressions and 184 clicks, for a click-through rate of 5.0%. The term "cancer of the colon" is considered identical to "colon cancer" by Yahoo, so that "colon cancer" was not included as a separate keyword in the Yahoo campaign.

On Google, the three ads that drew the most impressions and the most clicks were related to colorectal cancer symptoms (Attachment V).

- "Colon Cancer Signs: What are the symptoms of colon cancer? Find Out." received 298,358 impressions and 2,044 clicks on Google content partners and 14,252 impressions and 2,014 clicks in Google searches.
- "Colon Cancer Symptoms: What are the symptoms of colon cancer? Find

Out."

received 267,507 impressions and 1,684 clicks on Google content partners and 12,785 impressions and 1,825 clicks in Google searches.

- *"Keyword: What are the symptoms of colon cancer? Find Out."* (the keyword searched is substituted for "keyword" in the ad) received 164,499 impressions and 1,113 clicks on Google content partners, and 4,475 impressions and 688 clicks in Google searches. In this case, keywords used were 'Colorectal Cancer Sign(s),' 'Colorectal Cancer Symptom(s),' 'Sign(s) of Colon Cancer,' 'Colorectal Polyps,' or 'Colorectal Cancer Polyps.'

IV. DISCUSSION

A. Keyword performance

Looking at numbers of impressions and click-through rates, it can be seen that some keywords performed extremely well, while others drew extremely low numbers of clicks. If the sole purpose of the Colorectal Campaign was to generate the highest possible click-through rate, then after the first week the lower performing keywords would have been removed. But drawing people to the colorectal cancer Web site was only one of the campaign goals. Other goals were to increase colorectal cancer screening awareness and to market CDC as the premier source for reliable information on cancer and statistics related to cancer. The decision was made to not discontinue use of lower performing keywords because the readers viewing the ads assigned to those keywords received the educational message that they can depend on the CDC for their information needs.

The Statistics ad group started off with a moderately low click-through rate but because Data & Statistics is the unique content CDC has to offer that other sites cannot provide, it sets CDC apart from the other sites. So even though the click-through rate was low, it was an inexpensive way to associate statistics with the CDC brand. This is supported by CDC Web research from Summer 2006 which showed that CDC's primary visitors (public health professionals, healthcare providers, and general consumers), each list Data & Statistics as one of the top three reasons they come to CDC's site. Due to the fact that payment was made only for clicks and not for impressions, there was no extra cost to leaving the lower performing keywords in the campaign; there was only the benefit of getting the CDC brand and message across.

After ads were modified so that the search terms used would always appear in the titles in bold font, the numbers of impressions per day in the Get Screened and Statistics ad groups increased by a wide margin (Table VI).

B. Web site visitor statistics based on Omniture reporting

During the campaign period, Omniture SiteCatalyst reporting indicated 29,625 campaign-related visitors to the Colon Cancer Web pages. However, Google and Yahoo reporting indicated only 24,048 visitors from the campaign. The excess visitors reported by Omniture are, we believe, due to visitors who clicked on their browser history to return to a previously visited page. Furthermore, inasmuch as

the Omniture result is only due to the 16,607 Google and Yahoo search result click throughs and does not include 7,441 click-throughs from content partners, the number of campaign Web site visits was actually well over 37,000. The Omniture-reported result of 29,625 is representative of 13,018 additional visits from the 16,607 search result click throughs. The following list of the top six keywords during the campaign based on Omniture click-through data (for either Google or Yahoo) further illustrates the discrepancy between the number of click-throughs reported by Omniture and the number of clicks reported by Google or Yahoo. This fact, plus the fact that, during the 2 weeks following the campaign (April 9-22), there were 21 visitors logged by Omniture with Colorectal Cancer campaign tracking codes, indicates that repeat visitors who clicked on their browser history are logged by Omniture as click-throughs.

Keyword	Search Engine	Omniture-Reported Click-throughs	Search Engine-Reported Click-throughs
colon cancer symptoms	Google	9125	3878
cancer of the colon	Yahoo	3879	2894
colon cancer symptoms	Yahoo	2326	1819
sign of colon cancer	Yahoo	1488	1118
colonoscopy	Google	1483	814
colon cancer	Google	1047	682

As mentioned in the Methods section above, unique Omniture codes were assigned to each keyword level URL but not to the default ad destination URLs. After the start of the campaign, IVI discovered that within an ad GROUP, the ACTIVE destination URL for ads displayed on search results pages of partners is the KEYWORD-LEVEL destination URL; and for ads that are displayed by content match on partners, the active destination URL is the AD destination URL. If unique Omniture tracking codes had been programmed for each individual ad, these tracking codes would then be logged by Omniture for cases where the ad appeared on a content partner. As it stands, gross statistics are available from Google and Yahoo for content partner impressions and clicks for each ad GROUP, but Omniture is unable to track which ad was clicked on at a content partner Web site. Consequently, the total of all of the campaign data from Omniture should undercount campaign-related visitors by the 7,441 times that the ads were clicked on at a content partner Web site. Future campaigns will include ad-specific tracking codes to avoid this undercount.

During the period of the campaign the most heavily viewed pages among the Colorectal Cancer Web Site for all visitors were as follows:

1. "Symptoms of Colorectal Cancer," with 24,398 page views consisting of 21.9% of all page views on the colorectal cancer Web site between March 12th and April 8th (Table IX), of which 11,195 of the page views came from the Google search result ads (Table X) and 3,172 of the page views came from the Yahoo search result ads (Table XI).
2. The Colorectal Cancer home page, with 16,658 page views consisting of 14.9% of the page views, of which 12,121 page views came from the Google

ads and 4,021 of the page views came from the Yahoo ads.

3. "Basic Information about Colorectal Cancer," with 10,415 page views consisting of 9.3% of the page views (Table IX), of which 9 page views came from Google ads (Table X) and 31 of the page views came from the Yahoo ads (Table XI).

These three pages garnered 46.1% of all the page views during the campaign and were three of the 11 destination pages for the colorectal advertising campaign. The other eight destination pages all were among the top 12 pages viewed during the period of the campaign. Together, the 11 destination pages of the campaign received 71.1% of the page views on the Colorectal Web site for the period of the campaign (Table IX).

C. Summary Web site traffic before, during, and after the campaign

On the whole, the number of visitors to the colorectal cancer Web site went from approximately 1,000 to 1,500 visitors per day during the month prior to the campaign to approximately 4,500 visitors per day during the campaign, with a peak of 5,047 (Figure I). In the second and third weeks of April, after the April 8th cessation of the campaign, numbers of visitors once again returned to approximately 1,000 to 1,500 visitors per day (Figure I).

D. Factors Affecting Numbers of Visits to the CRC Web site during the Campaign

1. Third-Party Advertising

Numbers of visitors to the colorectal Web site were influenced by several factors. During March 2007, the National Colorectal Cancer Awareness Month resulted in myriad advertising and media coverage to raise awareness of colorectal cancer and the necessity for screening. Major print, radio, and television advertisers included the CDC and the American Cancer Society. This advertising drove people to search for colorectal cancer information on the Internet.

2. Spotlight Boxes

Beginning February 26, a Screen for Life photo spotlight featuring actor Jimmy Smits appeared on the CDC home page. The spotlight linked to the Screen for Life page and was posted for two weeks, until March 12 when it was replaced by a text spotlight that ran until April 2. The text spotlight also linked to the Screen for Life page. The photo spotlight attracted 5,405 click-throughs to the Screen for Life page and the text spotlight attracted 2,243 click-throughs to the Screen for Life page.



On March 27 the White House announced that White House Press Secretary Tony Snow's colorectal cancer had returned. This announcement, coming at the end of Colorectal Cancer Awareness Month, further drove people to search for information on colorectal cancer (see



Comparison to 2006 campaign, below).

3. Clicks from ads on Yahoo content partners

At the end of the campaign there were 13 times more impressions of the campaign's advertising on Google than on Yahoo. While there were 1.3 times more impressions on Google search results than on Yahoo search results, there were 42 times more impressions on Google partners than on Yahoo partner sites. The difference was found to be related to how the bidding was set up on Google and Yahoo. IVI was advised by Yahoo to bid a maximum of only \$0.10 per click for content match because the occurrence of high-profile, relevant news stories can rapidly cause depletion of account funds before anyone notices. However, because there were apparently few relevant news stories or other relevant content on Yahoo partner sites, or because the bid was far lower than was necessary to invoke ad impressions, the campaign did not have many impressions or clicks on Yahoo content. The result was only 37,038 impressions and 11 clicks from Yahoo content partners over the 28 days of the campaign. Higher maximum bids will be set for Yahoo content partner clicks in future campaigns.

E. Comparison to 2006 campaign

In 2006, Ogilvy ran a three-month search engine keyword marketing campaign for CDC from February 17 to May 15 on Google and Yahoo whose goals were similar to the goals of the campaign run by IVI: to increase awareness about colorectal cancer screening and to drive traffic to CDC's colorectal cancer Web site and the Screen for Life Web site. This three-month campaign used a set of keywords and ads similar to those of the current campaign; however, the keywords were divided into only four very general ad groups (Benefit, Command, Direct Appeal, and Curiosity Appeal) as opposed to the 18 very specific, targeted ad groups of the current campaign. In early 2006, the colorectal cancer Web site was getting approximately 3,000 page views per day. During March, 2006 (Colorectal Cancer Awareness Month), the number of page views doubled to approximately 6,000 per day. At the conclusion of March, the number of page views returned to approximately 3,000 per day (Figure I). The 2006 campaign resulted in 2,136,634 impressions and 20,612 clicks over the three-month period for Google for a click-through rate of 0.81% and 2,455,149 impressions and 16,798 clicks for Yahoo for a click-through rate of 0.97% (Table XII a & b).

In comparison, the current campaign Google provided 1,737,135 impressions and 15,875 clicks (in approximately one third the time span) and Yahoo provided 128,612 impressions and 8,162 clicks on the ads for a click-through rate of 0.9% on Google and 6.3% on Yahoo (Table XII a & b). In 2007, prior to Colorectal Cancer Awareness Month, the colorectal cancer Web site was getting approximately 1,500 page views per day. At the start of Colorectal Cancer Awareness Month (March), before the campaign started, the number of page views increased to approximately 2,500 to 3,000 per day. Once the campaign started on March 12th the numbers of page views increased to 4,500 per day and then began to gently drop after the end of March and the end of Colorectal Cancer Awareness promotions in the media. On March 27, the White House announced that White House Press Secretary Tony

Snow's colorectal cancer had returned. On March 30 the ads and ad groups were revised. During the week after this announcement and campaign revision, there was another rise and peak of page views at 4,500 per day. After the termination of the campaign on April 8, the number of page views dropped to where it was before the campaign, approximately 1,500 per day (Figure I).

One major difference in the two campaigns, besides length, is that while both campaigns had significant targeting in Google searches and Google content partners, the current campaign did not make sufficient use of Yahoo content partners, relying mostly on Yahoo search results. The previous year campaign had significant targeting in both Yahoo search and Yahoo content partners. See discussion in "D(3). Clicks from ads on Yahoo content partners" above.

The 2006 campaign cost \$7,498.65 for Google (with an average cost per click of \$0.29) and \$7,504.79 for Yahoo, (with an average cost per click of \$0.25), compared to the 2007 campaign which cost \$7,282 for Google (with an average cost per click of \$0.46) and \$5,718 for Yahoo (with an average cost per click of \$0.68). The difference in cost per click between the campaigns is postulated to be due to two factors:

- The 2007 campaign ran in Colorectal Cancer Awareness month during which many agencies dealing with colorectal cancer competed for placement in search pages, while the 2006 campaign ran both during Colorectal Cancer Awareness month and for a month before and a month afterwards when there was much less competition for placement of ads, therefore less cost per ad.
- The ad placement during the 2007 campaign had an average page position of 2.5 while for the 2006 campaign the average page position was 4.6. The 2007 campaign paid for higher placement than the 2006 campaign.

It is important to note that Yahoo changed its ad requirements just prior to the start of the 2007 colorectal campaign. Yahoo previously allowed ads up to 130 characters in length and currently enforces a 70 character limit to ads. Yahoo ads from 2006 were mostly longer than the current 70 character limit and were more descriptive than the 2007 ads, which may have induced a higher click-through rate on the 2006 content partner ads.

On a per day basis, the 2007 campaign yielded almost twice the number of click-throughs for both Google and Yahoo and more than twice the impressions in Google but one-seventh the impressions in Yahoo (Table XII a & b).

F. Comparison to Breast Cancer Keyword Marketing Campaign, October 2006

A six-week, Web-based marketing campaign was conducted by IVI for the DCPC's new breast cancer Web site. The campaign was timed to coincide with National Breast Cancer Awareness Month (October 2006). The Google ads were activated on Sunday, October 1, 2006. The Yahoo ads started on Tuesday, October 3, 2006. The

campaign ran through Saturday, November 11, 2006. Together, the ads on Google and Yahoo provided 1,658,130 impressions of the various breast cancer-related text ads and 16,123 click-throughs on those ads to the CDC breast cancer Web site. The overall click-through rate for the Google and Yahoo ads together was 1%. As of the end of the campaign, the expenditure for Google was \$4,993.38, averaging \$0.47 per click; the expenditure for Yahoo was \$4,281.89, averaging \$0.76 cents per click. Total expenditure for Google and Yahoo was \$9,275.27.

Both the breast cancer campaign and the colorectal cancer campaign coincided with national awareness campaigns, which helped drive Web users to the Web sites. However, towards the end of the colorectal campaign, the announcement that White House Press Secretary Tony Snow had a recurrence of colorectal cancer may have driven an additional surge of Web users to the colorectal Web site (Figure I).

The most popular keywords in the breast cancer campaign were keywords related to basic facts, statistics, and diagnostics. An advantage that the breast cancer campaign had was a link to "free mammograms." Advertising free or low cost access to an expensive diagnostic that could save lives is a strong draw. Although the colorectal cancer campaign didn't have a similar free diagnostic, the most popular ads were those related to basic facts, symptoms, and diagnostics; except for a somewhat poorer showing for searches related to statistics, this parallels the types of information searched during the breast cancer campaign.

G. Banner advertising

In planning the colorectal cancer Web site marketing campaign, IVI researched information available on the World Wide Web for usage habits of the target group (American Internet users between ages of 50 and 65) in an attempt to identify Web sites on which CDC colorectal cancer advertising might reach this audience. Unlike keyword advertising, banner ads get the screening message out to individuals who are not already searching for information on colorectal cancer, i.e., people seeing the ad are not people who have searched for keywords related to colon cancer. Many suitable sites were evaluated for text and banner ads, but the most desirable sites generally required monthly budgets in the tens of thousands of dollars. IVI proposed to place a banner ad on the Eons Web site (<http://www.eons.com>) that would run for 200,000 impressions over a one-month period concurrently with the Google and Yahoo keyword campaign. IVI negotiated a \$3,000 budget (\$15 per 1,000 impressions), which is less than Eons' normal minimum of \$5,000. For comparison, according to an inside sales representative at WebMD, "WebMD's minimum advertising investment is \$20,000 over a 3- to 4-week period. Depending on your level of investment, ad size and placement the [cost per 1,000 impressions] will range from \$8 to \$33." However, CDC decided to allocate all the Web marketing funds to keyword marketing alone and the banner ad option was dropped from the campaign.

H. Value proposition for keyword marketing of the CDC colorectal cancer Web site

Keyword marketing redirects searchers for colorectal cancer information from search engines — the most important source of traffic for health Web sites — to critical CDC resources, resulting in delivery of health promotion and education messages to thousands of additional Americans.

Colorectal cancer is one of the most commonly diagnosed cancers in the U.S. According to the U.S. Cancer Statistics Working Group, in 2003 (the most recent year for which statistics are currently available), 143,945 people were diagnosed with colorectal cancer and 55,783 people died of colorectal cancer. Yet it is estimated that at least 50–60% of colorectal cancer deaths could be prevented if all men and women aged 50 years or older were screened routinely. Therefore, the target population of the colorectal campaign was people over the age of 50 years. According to the US Census Bureau, as of the 2000 census, 76,851,985 people in the United States were age 50 or over, or 27.3% of the total population, making the potential audience for the message of the importance of colorectal cancer screening quite substantial. Between 2000 and 2050, the 65-and-older population is expected to increase by 147% (in comparison, the population as a whole is expected to increase by 49%) so that the importance of the message is increasing annually. It is therefore imperative that an effective advertising campaign be developed that will inform about colorectal cancer and encourage people to get screened.

According to Manhattan Research^{*}, 116 million U.S. adults report using the Internet for health information in 2006, an increase of 75 million compared to five years ago. The research also indicates a pronounced increase in reliance on the Internet for healthcare information and decision support among today's empowered and engaged health consumers, many of whom are shouldering an increasing responsibility for their healthcare choices. Even healthcare professionals are searching the Internet in increasing numbers for health information, so that consumers and physicians alike rely on search engines to lead them to reliable health information.

The ad campaigns were conducted on Google and Yahoo because these are the most popular Internet search engines among Web users. According to a survey by Experian Corp's Hitwise, in March 2007, Google Web sites ranked first, capturing 64.13% of the U.S. search market and Yahoo Web sites ranked second, with 21.26% of U.S. searches, together capturing 85.39% of Web searches in the U.S. Even more importantly, Hitwise data shows that "search engines continue to be the primary way Internet users navigate to key industry categories." Health and medical Web sites received 43.27% of their traffic from search engines in March 2007 (an increase of 2.71% over the previous year), with 28.38% of that search engine traffic from Google (an increase of 9.76% over the previous year).[†] Thus the importance of appearing on the first page of Google and Yahoo natural search results,

^{*} http://www.manhattanresearch.com/newsroom/Press_Releases/01172006.aspx

[†] <http://hitwise.com/press-center/hitwiseHS2004/searchenginesmarch2007.php>

Data released by comScore Networks shows somewhat lower percentages – Google 48.3%, Yahoo 27.5%. See <http://www.comscore.com/press/release.asp?press=1397>

or, alternatively, of appearing as sponsored ads, can not be overstated for the CDC Colorectal Cancer Web site.

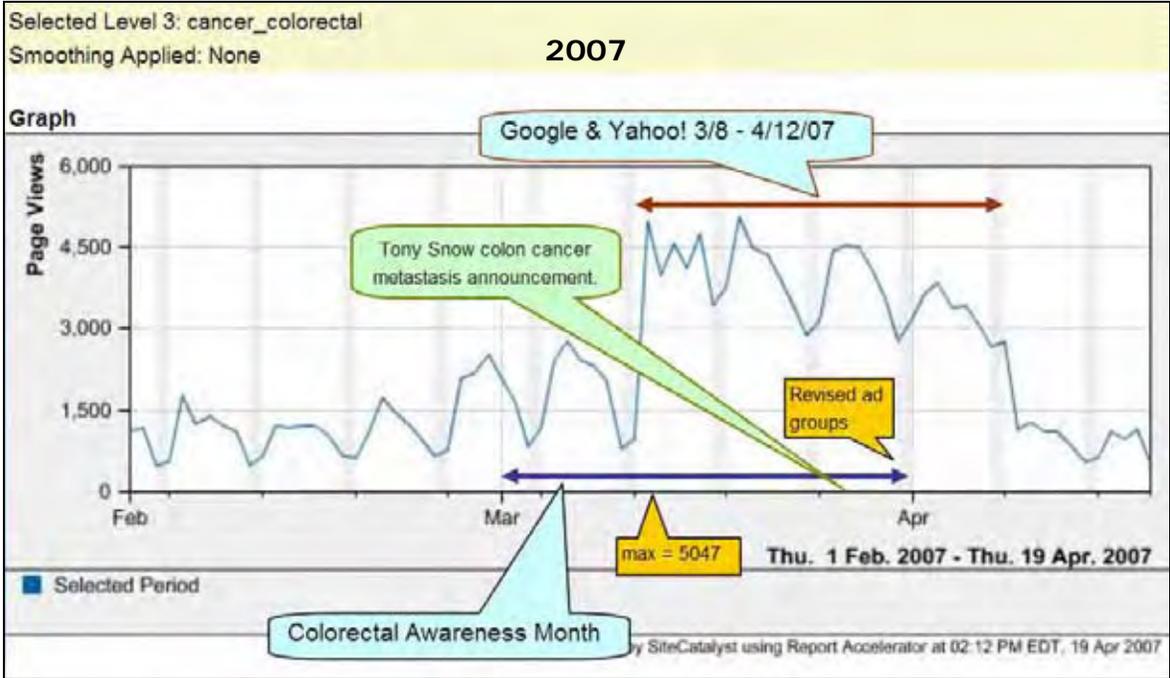
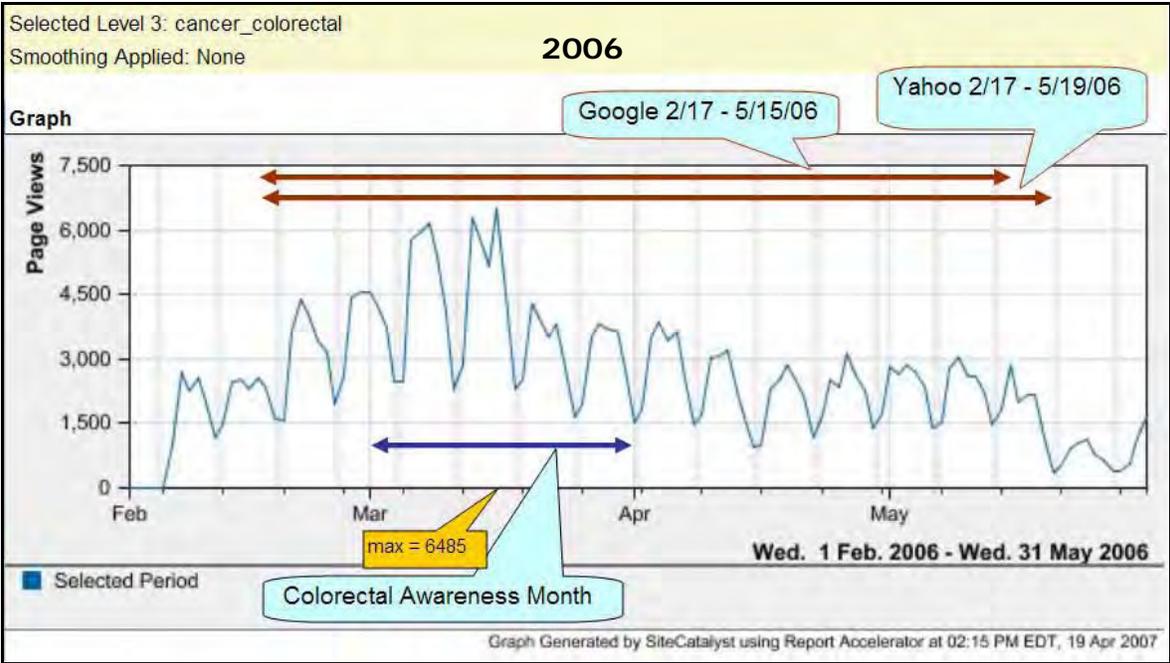
Although CDC's Web team makes a strong effort to optimize the CDC Web site to appear high in natural search results, no CDC page appears in the first Google search results page for searches on colon cancer, colorectal cancer, or colonoscopy: a search for "colorectal cancer facts" returns an old CDC Web page as the second natural search result (<http://www.cdc.gov/colorectalcancer/>); and "colon cancer facts" returns the CDC Screen for Life home page as the ninth natural search result [search conducted 17 May 2007]. Promotion of CDC's Web pages via search engine marketing leads to a Google search results page with a targeted sponsored message that promotes CDC's valuable health information resources. The colorectal campaign's search-driven ads reached only individuals with a defined interest in colorectal cancer prevention and screening.

V. CONCLUSIONS

Overall, this Web-based marketing campaign met all of the stated goals. For a budget of under \$13,000, the CDC ads potentially educated 1.9 million Internet users on the importance of colorectal cancer screening and awareness; brought 24,000 visitors directly to CDC colorectal cancer Web pages for additional information; and increased page views on the colorectal cancer site by approximately 50%. At a cost of less than \$0.007 per person viewing the CDC's ads and \$0.54 for each person visiting the CDC Web site (many of whom returned multiple times), the return on investment for this campaign was impressive.

VI. FIGURES

Figure I. CDC Colorectal Cancer Web Site Daily Page Views Reports:
Comparison of 2006 and 2007 Keyword Marketing Campaign Impact



(Note different time scale displayed for 2006 vs. 2007)

Figure II. Total Number of Impressions by Channel

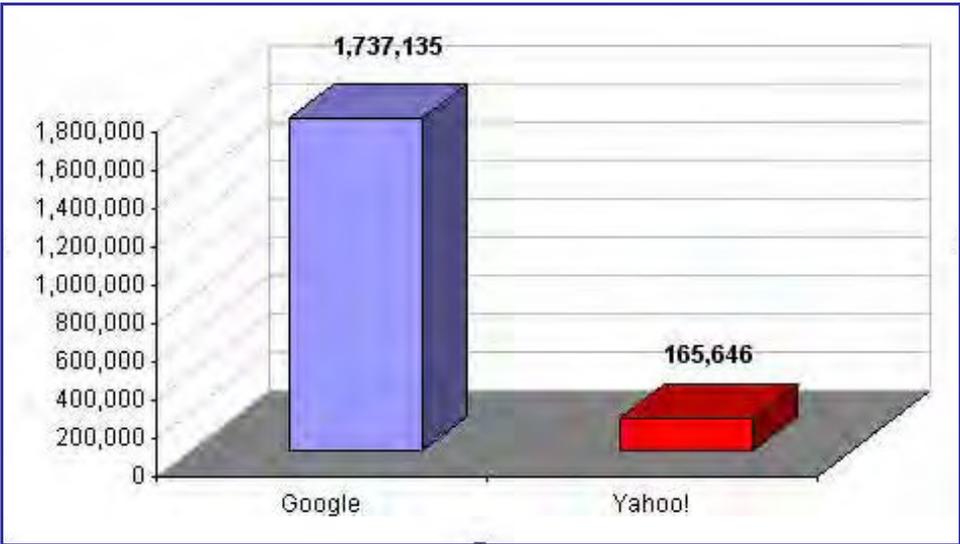


Figure III. Total Number of Impressions by Sponsored Search and Content Match

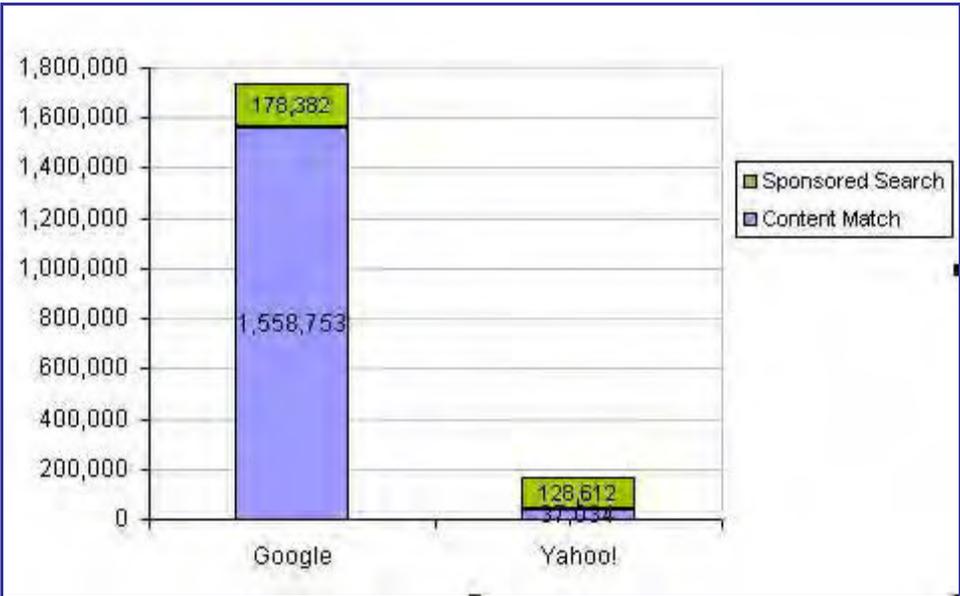


Figure IV. Total Number of Clicks by Channel

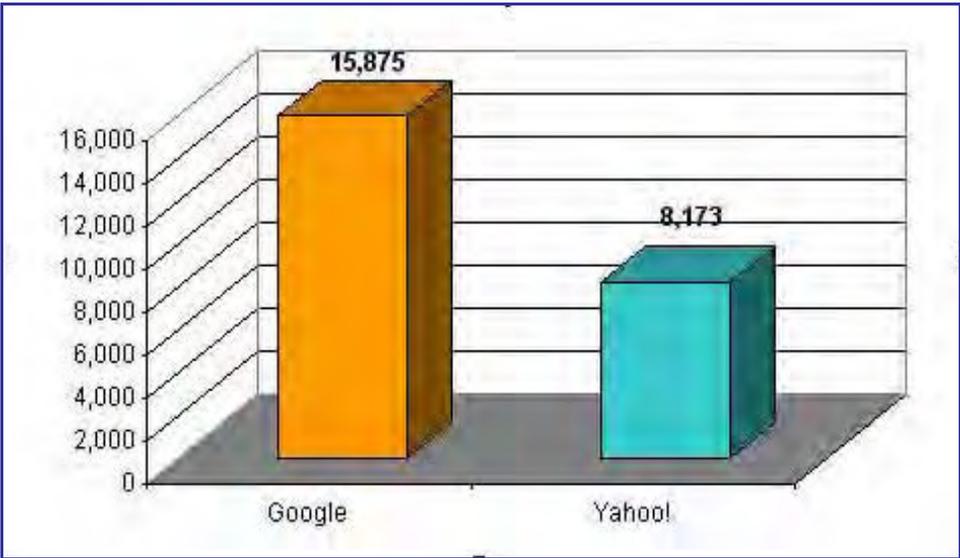


Figure V. Total Number of Clicks from Sponsored Search and Content Match by Channel

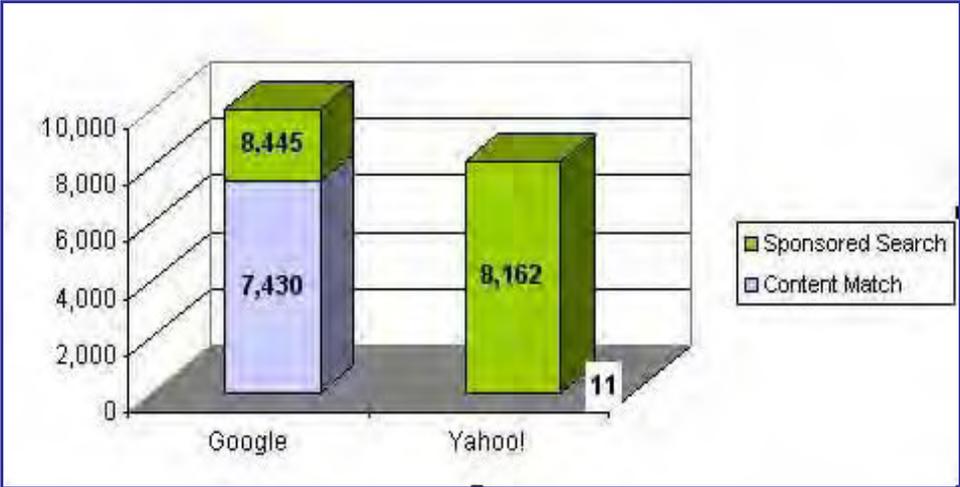


Figure VI. Average Ad Position by Channel

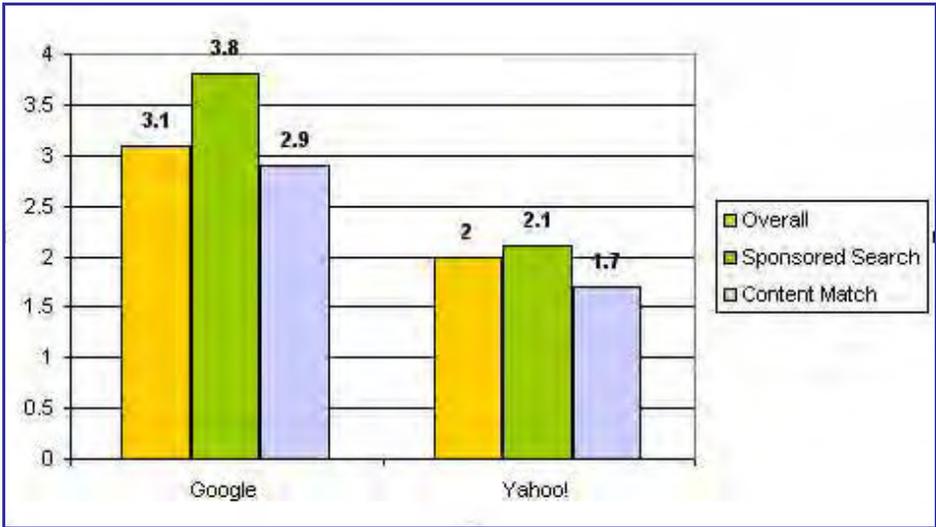


Figure VII. Click-Through Rates by Channel

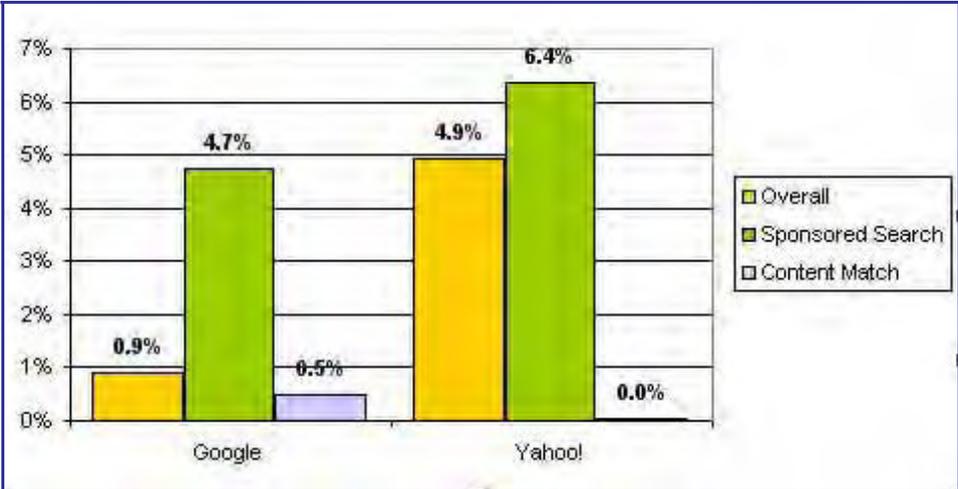
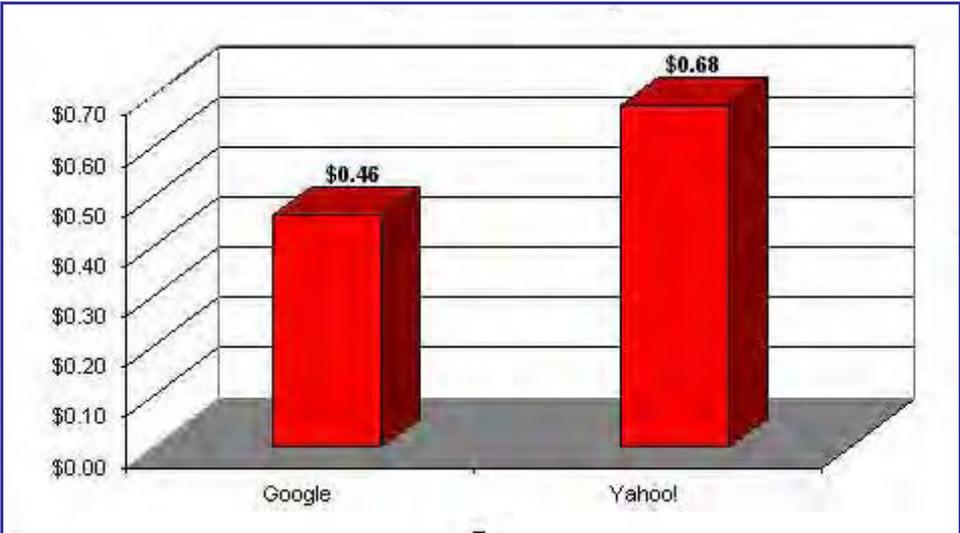


Figure VIII. Cost per Click by Channel



VII. TABLES

Table I. Ad Groups, Keywords, and Target URLs

Old Ad Group	New Ad Group	Keywords	Target URL
Colo Facts	Colo Facts 1	colon	www.cdc.gov/cancer/colorectal/
Colo Facts	Colo Facts 1	colorectal	www.cdc.gov/cancer/colorectal/
Colo Facts	Colo Facts 2	colon cancer	www.cdc.gov/cancer/colorectal/
Colo Facts	Colo Facts 2	bowel cancer	www.cdc.gov/cancer/colorectal/
Colo Facts	Colo Facts 2	rectal cancer	www.cdc.gov/cancer/colorectal/
Colo Facts	Colo Facts 3	cancer of the colon	www.cdc.gov/cancer/colorectal/
Colo Facts	Colo Facts 3	colorectal cancer	www.cdc.gov/cancer/colorectal/
Colo Facts	Colo Facts 3	intestinal cancer	www.cdc.gov/cancer/colorectal/
Colo Facts	Colo Facts 4	bowel cancer facts	www.cdc.gov/cancer/colorectal/basic_info/
Colo Facts	Colo Facts 4	colorectal cancer info	www.cdc.gov/cancer/colorectal/basic_info/
Colo Facts	Colo Facts 4	colorectal cancer facts	www.cdc.gov/cancer/colorectal/basic_info/
Colo Facts	Colo Facts 4	colorectal cancer information	www.cdc.gov/cancer/colorectal/basic_info/
Colo Facts	Colo Facts 4	information on colon cancer	www.cdc.gov/cancer/colorectal/basic_info/
Get Screened	Get Screened 1	colon cancer screening	www.cdc.gov/cancer/colorectal/basic_info/screening/
Get Screened	Get Screened 2	colon cancer test(s)	www.cdc.gov/cancer/colorectal/basic_info/screening/
Get Screened	Get Screened 3	colorectal cancer screening	www.cdc.gov/cancer/colorectal/basic_info/screening/
Get Screened	Get Screened 4	screening test(s)	www.cdc.gov/cancer/colorectal/basic_info/screening/
Get Screened	Get Screened 5	health screening	www.cdc.gov/cancer/colorectal/basic_info/screening/
Get Screened	Get Screened 6	senior health	www.cdc.gov/cancer/colorectal/basic_info/screening/
Prevention	Prevention	colon cancer prevention	www.cdc.gov/cancer/colorectal/basic_info/reducing_risk/
Prevention	Prevention	colorectal cancer prevention	www.cdc.gov/cancer/colorectal/basic_info/reducing_risk/
Screen for Life	Screen for Life	colon cancer awareness month	www.cdc.gov/cancer/colorectal/sfl/
Screen for Life	Screen for Life	colon cancer brochure(s)	www.cdc.gov/cancer/colorectal/sfl/
Screen for Life	Screen for Life	colon cancer education	www.cdc.gov/cancer/colorectal/sfl/
Screen for Life	Screen for Life	colon cancer education material(s)	www.cdc.gov/cancer/colorectal/sfl/
Screen for Life	Screen for Life	colon cancer educational material(s)	www.cdc.gov/cancer/colorectal/sfl/
Screen for Life	Screen for Life	colon cancer fact sheet	www.cdc.gov/cancer/colorectal/sfl/
Screen for Life	Screen for Life	colon cancer psa	www.cdc.gov/cancer/colorectal/sfl/
Screen for Life	Screen for Life	colon cancer video	www.cdc.gov/cancer/colorectal/sfl/
Screen for Life	Screen for Life	colorectal cancer brochure(s)	www.cdc.gov/cancer/colorectal/sfl/
Screen for Life	Screen for Life	colorectal cancer education	www.cdc.gov/cancer/colorectal/sfl/
Screen for Life	Screen for Life	colorectal cancer educational material(s)	www.cdc.gov/cancer/colorectal/sfl/

Screen for Life	Screen for Life	colorectal cancer fact sheet	www.cdc.gov/cancer/colorectal/sfl/
Screen for Life	Screen for Life	colorectal psa	www.cdc.gov/cancer/colorectal/sfl/
Screen for Life	Screen for Life	colorectal cancer video	www.cdc.gov/cancer/colorectal/sfl/
Screen for Life	Screen for Life	Screen for Life	www.cdc.gov/cancer/colorectal/sfl/
Screen for Life	Screen for Life	colon cancer awareness month	www.cdc.gov/cancer/colorectal/sfl/
SFL Celebrity	SFL Celebrity	Jimmy Smits	www.cdc.gov/cancer/colorectal/sfl/psa.htm
SFL Celebrity	SFL Celebrity	Morgan Freeman	www.cdc.gov/cancer/colorectal/sfl/psa.htm
SFL Celebrity	SFL Celebrity	Diane Keaton	www.cdc.gov/cancer/colorectal/sfl/psa.htm
SFL Couric	SFL Couric	Katie Couric	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm * www.cdc.gov/cancer/colorectal/sfl/
SFL Couric	SFL Couric	Katie Couric cancer	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm * www.cdc.gov/cancer/colorectal/sfl/
SFL Couric	SFL Couric	Katie Couric colon	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm * www.cdc.gov/cancer/colorectal/sfl/
SFL Couric	SFL Couric	Katie Couric colon cancer	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm * www.cdc.gov/cancer/colorectal/sfl/
SFL Couric	SFL Couric	Katie Couric colonoscopy	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm * www.cdc.gov/cancer/colorectal/sfl/
Statistics	Risk Factors	colon cancer risk(s)	www.cdc.gov/cancer/colorectal/statistics/
Statistics	Risk Factors	colorectal cancer risk(s)	www.cdc.gov/cancer/colorectal/statistics/
Statistics	Statistics	colon cancer statistics	www.cdc.gov/cancer/colorectal/statistics/
Statistics	Statistics	colorectal cancer statistics	www.cdc.gov/cancer/colorectal/statistics/
(Not in original set)	Statistics	colon cancer data**	www.cdc.gov/cancer/colorectal/statistics/
Symptoms	Symptoms	colon cancer signs	www.cdc.gov/cancer/colorectal/basic_info/symptoms.htm
Symptoms	Symptoms	colon cancer symptom(s)	www.cdc.gov/cancer/colorectal/basic_info/symptoms.htm
Symptoms	Symptoms	colorectal cancer polyps	www.cdc.gov/cancer/colorectal/basic_info/symptoms.htm
Symptoms	Symptoms	colorectal cancer signs	www.cdc.gov/cancer/colorectal/basic_info/symptoms.htm
Symptoms	Symptoms	colorectal cancer symptom(s)	www.cdc.gov/cancer/colorectal/basic_info/symptoms.htm
Symptoms	Symptoms	colorectal polyps	www.cdc.gov/cancer/colorectal/basic_info/symptoms.htm
Symptoms	Symptoms	sign(s) of colon cancer	www.cdc.gov/cancer/colorectal/basic_info/symptoms.htm
Tests	Tests	barium enema	www.cdc.gov/cancer/colorectal/basic_info/screening/tests.htm
Tests	Tests	colonoscopy	www.cdc.gov/cancer/colorectal/basic_info/screening/tests.htm
Tests	Tests	colonoscopy screening	www.cdc.gov/cancer/colorectal/basic_info/screening/tests.htm
Tests	Tests	colonoscopy test	www.cdc.gov/cancer/colorectal/basic_info/screening/tests.htm
Tests	Tests	flexible sigmoidoscopy	www.cdc.gov/cancer/colorectal/basic_info/screening/tests.htm
Tests	Tests	stool test	www.cdc.gov/cancer/colorectal/basic_info/screening/tests.htm

*The target URL for the SFL Couric ad group was changed to the SFL home page when the ad groups were modified.

**Key word "colorectal cancer data" was added to the Statistics ad group page when the ad groups were modified.

Table II. Advertisements Used in Campaign *

Headline	Description Line 1	Description Line 2
Colon Cancer	If you're 50 or older, get	screened. Learn more.
Colorectal Cancer	Colon cancer screening	saves lives! Learn More.
Colorectal Cancer	If you're 50 or older, get	screened. Learn more.
Get Colon Cancer Facts	Early stage colon cancer may not	have symptoms. Learn more.
Get Colon Cancer Facts	Get a free fact sheet on	colon cancer from the CDC.
Colon Cancer Screening	Find out how screening for colon	cancer may save your life.
Colon Cancer Screening	Are you at risk for colon	cancer? Find out.
Colon Cancer Screening	Screening finds colon cancer	early. Learn More.
Colon Cancer Screening	Learn how you can prevent	colon cancer.
Get a Colon Cancer Test	In its early stages, colon cancer	often has no symptoms. Learn more.
Get a Colon Cancer Test	It's the #2 cancer killer – it	doesn't have to be. Learn more.
Screening Saves Lives	Find out how screening for colon	cancer may save your life.
Colon Cancer	If you are 50 or older, get	the facts and get screened!
Colon Cancer Screening	Screening saves lives!	Learn More.
Colorectal Cancer	If you're 50 or older, get the	facts from CDC. Get screened!
Prevent Colon Cancer	If you're 50 or older,	get screened. Learn more.
Screening Saves Lives	You can prevent colon cancer!	Get screened. Learn more.
{Keyword:Colon Cancer Prevention}	You can prevent colon cancer!	Get screened. Learn more.
{Keyword:Colon Cancer Prevention}	If you're 50 or older,	get screened. Learn more.
Screen for Life	CDC's campaign to educate the	public about colon cancer.
Colon Cancer Screening	A Screen for Life message from	{Keyword:Jimmy Smits}. View here.
Get a Colon Cancer Test	A Screen for Life message from	{Keyword:Jimmy Smits}. View here.
Screen for Life	A Screen for Life message from	{Keyword:Jimmy Smits}. View here.
Colon Cancer Screening	A Screen for Life message from	Katie Couric. View here.
Screen for Life	A Screen for Life message from	Katie Couric. View here.
Colon Cancer Statistics	It's the #2 cancer killer in the	U.S. Get the Facts.
Colon Cancer Statistics	Both men and women get	colon cancer. Learn more.
Colorectal Cancer	It's the #2 cancer killer in	the U.S. Get the Facts.
Colon Cancer Signs	What are the symptoms of	colon cancer? Find out.
Colon Cancer Symptoms	What are the symptoms of	colon cancer? Find out.
Colorectal Polyps	What are the symptoms of	colon cancer? Find out.
{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.
Get a Colon Cancer Test	Are you at risk for colon	cancer? Find out.
Screening Saves Lives	A colon cancer screening test	can save your life! Learn More.
{Keyword:Colon Cancer Tests}	A colon cancer screening test	can save your life! Learn More.
{Keyword:Colon Cancer Tests}	Are you at risk for colon	cancer? Find out.
{Keyword:Colon Cancer}	If you're 50 or older, get	screened. Learn More.
{Keyword:Colon} Cancer Info	Colon Cancer screening	saves lives! Learn More.
{Keyword:Colon} Cancer Facts	Get a free fact sheet on	colon cancer from the CDC.
{Keyword:Colon} Cancer Facts	Early stage colon cancer may not	have symptoms. Learn More.
{Keyword:Colon Cancer}	If you're 50 or older, get	screened. Learn More.
Get {Keyword:Colon Cancer} Info	Colon Cancer screening	saves lives! Learn More.
Get {Keyword:Colon Cancer} Facts	Get a free fact sheet on	colon cancer from the CDC.
Get {Keyword:Colon Cancer} Facts	Early stage colon cancer may not	have symptoms. Learn More.
{Keyword:Colon Cancer}	If you're 50 or older, get	screened. Learn More.

{Keyword:Colon Cancer} Info	Colon Cancer screening	saves lives! Learn More.
{Keyword:Colon Cancer} Facts	Get a free fact sheet on	colon cancer from the CDC.
{Keyword:Colon Cancer} Facts	Early stage colon cancer may not	have symptoms. Learn More.
{Keyword:Colon Cancer}	If you're 50 or older, get	screened. Learn More.
{Keyword:Colon Cancer}	Colon Cancer screening	saves lives! Learn More.
{Keyword:Colon Cancer}	Get a free fact sheet on	colon cancer from the CDC.
{Keyword:Colon Cancer}	Early stage colon cancer may not	have symptoms. Learn More.
Colon Cancer Screening	Screening saves lives!	Learn More.
Colon Cancer Screening	Learn how you can prevent	colon cancer.
Colon Cancer Screening	Are you at risk for colon	cancer? Find out.
Colon Cancer Screening	In its early stages, colon cancer	often has no symptoms. Learn More.
Get a Colon Cancer Test	Screening finds colon cancer	early. Learn More.
Get a Colon Cancer Test	Find out how screening for colon	cancer may save your life.
Get a Colon Cancer Test	If you're 50 or older, get the	facts from CDC. Get Screened!
Get a Colon Cancer Test	It's the #2 cancer killer - it	doesn't have to be. Learn More.
Colorectal Cancer	Screening saves lives!	Learn More.
Colorectal Cancer	Find out how screening for colon	cancer may save your life.
Colorectal Cancer	Are you at risk for colon	cancer? Find out.
Colorectal Cancer	Screening finds colon cancer	early. Learn More.
Colorectal Cancer	Learn how you can prevent	colon cancer.
Colorectal Cancer	If you're 50 or older, get the	facts from CDC. Get Screened!
Colorectal Cancer	If you're 50 or older, get	the facts and get screened!
Colorectal Cancer	It's the #2 cancer killer - it	doesn't have to be. Learn More.
Colorectal Cancer	In its early stages, colon cancer	often has no symptoms. Learn More.
Colon Cancer Screening	Screening saves lives!	Learn More.
Screening Saves Lives	Find out how screening for colon	cancer may save your life.
Colon Cancer Screening	Screening finds colon cancer	early. Learn More.
Screening Saves Lives	Learn how you can prevent	colon cancer.
Colon Cancer Screening	If you're 50 or older, get	the facts and get screened!
Screening Saves Lives	It's the #2 cancer killer - it	doesn't have to be. Learn More.
Health Screening	In its early stages, colon cancer	often has no symptoms. Learn More.
Health Screening	Are you at risk for colon	cancer? Find out.
Health Screening	If you're 50 or older, get the	facts from CDC. Get Screened!
Senior Health	Find out how screening for colon	cancer may save your life.
Senior Health	Are you at risk for colon	cancer? Find out.
Senior Health	Screening finds colon cancer	early. Learn More.
Senior Health	Learn how you can prevent	colon cancer.
Senior Health	Colon Cancer is the #2 cancer	killer - it doesn't have to be.
Senior Health	In its early stages, colon cancer	often has no symptoms. Learn More.
{Keyword:Colon Cancer Risk}	What are the risk factors of	colon cancer. Find out.

*Each advertisement consists of a headline on a line by itself with two lines of text under it. In those places where the word "{Keyword}" appears, the keyword searched upon is inserted in the ad in place of "{Keyword}."

Table III. Campaign Summary Results

	Average Position	Impressions	Clicks	Click-Through Rate	Ave Cost per Click	Total Cost
Google						
<i>Overall</i>	3.1	1,737,135	15,875	0.91%	\$0.46	\$7,289.56
<i>Content</i>	2.9	1,558,753	7,430	0.48%	\$0.42	\$3,095.38
<i>Search</i>	3.8	178,382	8,445	4.73%	\$0.50	\$4,194.18
Yahoo						
<i>Overall</i>	2.0	165,646	8,173	4.93%	\$0.68	\$5,578.55
<i>Content</i>	1.7	37,034	11	0.03%	\$0.10	\$1.10
<i>Search</i>	2.1	128,612	8,162	6.35%	\$0.68	\$5,577.45
Google + Yahoo						
<i>Overall</i>	-	1,902,781	24,048	1.26%	\$0.54	\$12,868.11
<i>Content</i>	-	1,595,787	7,441	0.47%	\$0.42	\$3,096.48
<i>Search</i>	-	306,994	16,607	5.41%	\$0.59	\$9,771.63

Note:

Average Position counts ads at top of page then on right side.

Content = Appearance of ads on content partner pages.

Search = Appearance of ads on search result pages.

Table Data Source: Google Search Marketing and Yahoo Search Marketing Reports.

Table IV. Google Campaign Summary per Ad Group

Ad Group	Dates of Appearance	Impressions	Clicks	Click Rate	Cost	Average Position
Colo Facts	3/12-3/30	153,219	1,545	1.00%	\$775.11	4.2
Colo Facts 1	3/30-4/8	11,420	195	1.70%	\$98.01	4.1
Colo Facts 2	3/30-4/8	21,998	264	1.20%	\$138.79	5.0
Colo Facts 3	3/30-4/8	22,296	158	0.70%	\$71.99	3.8
Colo Facts 4	3/30-4/8	14,609	36	0.24%	\$21.09	3.8
Get Screened	3/12-3/30	31,988	184	0.57%	\$95.92	3.3
Get Screened 1	3/30-4/8	17,857	66	0.36%	\$34.51	4.6
Get Screened 2	3/30-4/8	6,330	25	0.39%	\$14.80	3.1
Get Screened 3	3/30-4/8	2,196	5	0.22%	\$3.03	2.5
Get Screened 4	3/30-4/8	6,297	3	0.04%	\$1.43	4.2
Get Screened 5	3/30-4/8	83,652	133	0.15%	\$50.56	2.9
Get Screened 6	3/30-4/8	14,972	18	0.12%	\$11.12	3.9
Prevention	3/12-4/8	39,127	89	0.22%	\$42.66	2.7
Symptoms	3/12-4/8	943,604	11,195	1.18%	\$5,003.57	2.6
Screen for Life	3/12-4/8	37,770	36	0.09%	\$16.57	3.1
SFL Celebrity	3/12-4/8	41,508	43	0.10%	\$18.73	3.7
SFL Couric	3/12-4/8	57,610	116	0.20%	\$47.79	3.0
Statistics	3/12-4/8	29,265	226	0.77%	\$97.04	7.2
Risk Factors*	3/30-4/8	42,416	123	0.28%	\$69.74	4.1

Tests	3/12–4/8	159,001	1,415	0.88%	\$677.10	3.1
Total		1,737,135	15,875	0.91%	\$7,289.56	3.1

*Keywords and ads in the Risk Factors ad group were extracted from the Statistics ad group.
Table Data Source: Google Search Marketing Report.

Table V. Yahoo Campaign Summary per Ad Group

Ad Group	Dates of Appearance	Impressions	Clicks	Click Rate	Cost	Average Position
Colo Facts	3/12–3/30	48,356	2,825	5.84%	\$2,430.66	2.9
Colo Facts 1	3/30–4/8	15,099	245	1.62%	\$196.83	3.2
Colo Facts 2	3/30–4/8	1,339	141	10.53%	\$102.06	2.3
Colo Facts 3	3/30–4/8	11,254	826	7.34%	\$725.79	5.8
Colo Facts 4	3/30–4/8	141	15	10.64%	\$10.76	2.2
Get Screened	3/12–3/30	3,496	84	2.40%	\$57.03	2.1
Get Screened 1	3/30–4/8	108	7	6.48%	\$2.65	1.8
Get Screened 2	3/30–4/8	602	5	0.83%	\$2.68	1.3
Get Screened 3	3/30–4/8	42	0	0.00%	\$0.00	1.7
Get Screened 4	3/30–4/8	56	0	0.00%	\$0.00	1.0
Get Screened 5	3/30–4/8	546	14	2.56%	\$9.00	2.2
Get Screened 6	3/30–4/8	3,519	2	0.06%	\$1.44	1.6
Prevention	3/12–4/8	537	31	5.77%	\$18.04	2.1
Symptoms	3/12–4/8	16,144	3,177	19.68%	\$1,695.46	1.8
Screen for Life	3/12–4/8	485	5	1.03%	\$1.55	1.5
SFL Celebrity	3/12–4/8	46,258	63	0.14%	\$25.60	1.4
SFL Couric	3/12–4/8	2,614	12	0.46%	\$5.08	1.6
Statistics	3/12–4/8	351	14	3.99%	\$6.14	1.3
Risk Factors*	3/30–4/8	47	1	2.13%	\$0.93	1.0
Tests	3/12–4/8	14,652	706	4.82%	\$286.85	1.7
Total		165,646	8,173	4.93%	\$5,578.55	2.0

*Keywords and ads in the Risk Factors ad group were extracted from the Statistics ad group.
Table Data Source: Yahoo Search Marketing Report.

Table VI. Effects of Changes to Campaign on Numbers of Impressions and Clicks for Google + Yahoo*

Google + Yahoo Ad Group	Days Active	Impressions per Day	Clicks per Day	Click-Through Rate per Day
Colo Facts	18	8250	84	1.01%
Colo Facts 1-4	9	7814	73	0.93%
Get Screened	18	1706	10	0.60%
Get Screened 1-6	9	14589	28	0.19%
Statistics	18	721	10	1.33%
Statistics	9	1783	5	0.28%
Risk Factors	9	4518	6	0.14%
Tests	18	5258	39	0.74%
Tests	9	5785	71	1.23%

*Data omit March 30, the date the ad group changes were made
Table Data Source: Google Search Marketing and Yahoo Search Marketing Reports.

Table VII. Google Total Impressions and Clicks Daily Summary

Date	Impressions	Clicks	CTR	Avg CPC	Cost	Avg Position
3/12/2007	79,395	619	0.8%	\$0.42	\$260.00	3.6
3/13/2007	51,218	515	1.0%	\$0.51	\$260.13	3.3
3/14/2007	60,589	647	1.1%	\$0.50	\$321.37	3.1
3/15/2007	39,960	423	1.1%	\$0.47	\$199.93	3.1
3/16/2007	52,042	540	1.0%	\$0.48	\$258.56	3.1
3/17/2007	55,345	531	1.0%	\$0.49	\$259.99	3.0
3/18/2007	59,739	556	0.9%	\$0.47	\$260.96	3.0
3/19/2007	68,536	579	0.8%	\$0.47	\$270.55	2.7
3/20/2007	65,442	590	0.9%	\$0.44	\$258.94	2.7
3/21/2007	53,294	580	1.1%	\$0.45	\$259.26	2.8
3/22/2007	64,244	595	0.9%	\$0.44	\$259.68	2.9
3/23/2007	59,821	582	1.0%	\$0.45	\$260.15	2.9
3/24/2007	53,330	550	1.0%	\$0.47	\$259.82	3.1
3/25/2007	57,784	561	1.0%	\$0.46	\$260.09	3.0
3/26/2007	52,691	592	1.1%	\$0.44	\$260.03	2.9
3/27/2007	55,148	563	1.0%	\$0.46	\$260.06	2.7
3/28/2007	45,163	620	1.4%	\$0.42	\$259.99	2.9
3/29/2007	51,324	610	1.2%	\$0.43	\$259.89	2.8
3/30/2007	68,022	607	0.9%	\$0.43	\$259.94	2.6
3/31/2007	82,877	573	0.7%	\$0.45	\$260.03	2.9
4/1/2007	77,629	562	0.7%	\$0.46	\$260.30	2.9
4/2/2007	62,009	543	0.9%	\$0.48	\$260.16	3.1
4/3/2007	69,282	570	0.8%	\$0.46	\$259.54	3.1
4/4/2007	69,253	559	0.8%	\$0.47	\$260.19	3.2
4/5/2007	76,566	556	0.7%	\$0.47	\$259.81	3.2
4/6/2007	58,725	525	0.9%	\$0.50	\$260.12	3.2
4/7/2007	79,856	577	0.7%	\$0.45	\$259.84	3.0

4/8/2007	67,851	550	0.8%	\$0.47	\$260.23	3.5
Totals / Overall Averages:	1,737,135	15,875	0.9%	\$0.46	\$7,289.56	3.0

Data Source: Google Search Marketing Report.

Table VIII. Yahoo Total Impressions and Clicks Daily Summary

Date	Impressions	CTR	Clicks	CPC	Cost	Average Position
3/12/2007	7,564	4.4%	332	\$0.53	\$176.08	1.9
3/13/2007	6,361	5.0%	318	\$0.65	\$205.39	2.0
3/14/2007	4,319	7.0%	304	\$0.71	\$217.11	3.1
3/15/2007	4,236	6.2%	264	\$0.78	\$205.89	2.7
3/16/2007	5,328	5.5%	292	\$0.68	\$199.44	2.1
3/17/2007	4,515	5.0%	228	\$0.72	\$162.46	1.9
3/18/2007	6,055	4.2%	257	\$0.71	\$181.58	1.9
3/19/2007	5,063	6.4%	323	\$0.71	\$227.73	2.3
3/20/2007	3,582	7.1%	256	\$0.80	\$204.65	2.4
3/21/2007	4,188	6.3%	266	\$0.77	\$204.29	2.3
3/22/2007	3,264	7.7%	252	\$0.82	\$205.77	1.8
3/23/2007	3,392	7.8%	264	\$0.78	\$206.87	1.7
3/24/2007	3,808	6.8%	258	\$0.77	\$198.88	1.9
3/25/2007	4,858	5.4%	263	\$0.79	\$207.26	1.8
3/26/2007	3,318	8.1%	268	\$0.77	\$206.94	1.8
3/27/2007	2,644	10.0%	264	\$0.78	\$205.07	2.6
3/28/2007	2,649	10.1%	268	\$0.77	\$206.72	2.1
3/29/2007	3,144	9.3%	293	\$0.70	\$204.06	1.9
3/30/2007	3,308	9.3%	306	\$0.64	\$196.25	1.7
3/31/2007	4,580	6.6%	306	\$0.50	\$152.70	2.1
4/1/2007	6,422	5.6%	360	\$0.52	\$185.39	2.1
4/2/2007	5,975	6.4%	380	\$0.59	\$223.85	2.2
4/3/2007	4,622	7.4%	341	\$0.60	\$204.26	2.9
4/4/2007	4,897	6.9%	338	\$0.61	\$206.31	2.8
4/5/2007	5,236	6.0%	316	\$0.65	\$204.00	2.7
4/6/2007	5,359	5.9%	314	\$0.64	\$202.33	1.8
4/7/2007	4,590	5.4%	246	\$0.69	\$169.94	1.9
4/8/2007	5,335	5.5%	296	\$0.70	\$206.23	1.7
Totals	128,612	6.3%	8,173	\$0.68	\$5,577.45	2.1

Data Source: Yahoo Search Marketing Report.

Table IX. Colorectal Web, Top 50 Page Views during Campaign: 12 March to 8 April 2007 (Includes both keyword campaign and non-campaign visitors)

Pages	Page Views	Percent Total
1. * Cancer - Symptoms of Colorectal Cancer	24,398	21.86%
2. * Cancer - Colorectal Cancer	16,658	14.92%
3. * Cancer - Basic Information about Colorectal Cancer	10,415	9.33%
4. * Cancer - Colorectal Cancer's Screen for Life Campaign	6,471	5.80%
5. * Cancer - Basic Information about Colorectal Cancer Screening	5,200	4.66%
6. Cancer - Fast Facts about Colorectal Cancer	4,775	4.28%

7.	* Cancer - Colorectal Cancer Risk Factors	4,397	3.94%
8.	* Cancer - Basic Information about Colorectal Cancer Screening Tests	4,383	3.93%
9.	Cancer - Frequently Asked Questions about Colorectal Cancer	3,992	3.58%
10.	Cancer - What CDC Is Doing about Colorectal Cancer - Screening Demonstration Program	3,407	3.05%
11.	* Cancer - Colorectal Cancer Statistics	3,013	2.70%
12.	* Cancer - Reducing Personal Colorectal Cancer Risk	2,369	2.12%
13.	http://www.cdc.gov/cancer/colorectal	1,870	1.68%
14.	Cancer - Personal Colorectal Cancer Screening Stories	1,831	1.64%
15.	Cancer - Questions to Ask Your Doctor about Colorectal Cancer Screening	1,795	1.61%
16.	Cancer - Colorectal Cancer Screening Guidelines	1,337	1.20%
17.	* Cancer - Colorectal Cancer's Screen for Life Campaign Print Materials	1,311	1.17%
18.	Genomics Activities March: National Colorectal Cancer Awareness Month	1,099	0.98%
19.	Notice to Readers: National Colorectal Cancer Awareness Month --- March 2007	894	0.80%
20.	Cancer - Colorectal Cancer Screening Rates	890	0.80%
21.	Cancer - Publications about Colorectal Cancer	754	0.68%
22.	* Cancer - Colorectal Cancer's Screen for Life Campaign Public Service Announcements	745	0.67%
23.	Cancer - Colorectal Cancer Glossary	679	0.61%
24.	Cancer - What CDC Is Doing about Colorectal Cancer	664	0.59%
25.	Cancer - Colorectal Cancer Related Links	603	0.54%
26.	Cancer - Comparing Colorectal Cancer by Race and Ethnicity	600	0.54%
27.	Cancer - Colorectal Cancer Program Fact Sheet	526	0.47%
28.	Cancer - Comparing Colorectal Cancer in Different U.S. States	524	0.47%
29.	Cancer - Insurance and Medicare Coverage of Colorectal Cancer Screening	516	0.46%
30.	Cancer - Colorectal Cancer Trends	458	0.41%
31.	Cancer - Colorectal Cancer's Screen for Life Campaign TV PSA Transcripts	368	0.33%
32.	Cancer - Cancer Resource Library - Scientific Articles about Colorectal Cancer	364	0.33%
33.	Cancer - What CDC Is Doing about Colorectal Cancer - Research	296	0.27%
34.	Cancer - What CDC Is Doing about Colorectal Cancer - Scientific Articles	254	0.23%
35.	Cancer - Cancer Resource Library - Colorectal Cancer Publications Available Online	254	0.23%
36.	Cancer - Colorectal Cancer's Screen for Life Campaign Radio PSA Transcripts	252	0.23%
37.	Cancer - Colorectal Cancer Information for the News Media	209	0.19%
38.	Chronic Disease - Press Room - Colorectal Cancer	193	0.17%
39.	Cancer - Fact Sheets about Colorectal Cancer	182	0.16%
40.	Cancer - Brochures about Colorectal Cancer	158	0.14%
41.	Cancer - Colorectal Cancer Partner Programs	143	0.13%
42.	Cancer - Colorectal Cancer's Screen for Life Campaign Milestones	136	0.12%
43.	Increased Use of Colorectal Cancer Tests --- United States, 2002 and 2004	134	0.12%
44.	Genomics HuGENet Reviews Glutathione S-Transferase and Colorectal Cancer PubMed ID: 10625170	133	0.12%
45.	Cancer - Cancer Partners - National Colorectal Cancer Roundtable	128	0.11%
46.	Cancer - What CDC Is Doing about Colorectal Cancer - Epidemiologic and Behavioral Research	119	0.11%
47.	Cancer - Colorectal Cancer Death Rates	116	0.10%
48.	Cancer - What CDC Is Doing about Colorectal Cancer - Screening Capacity Assessment	113	0.10%
49.	Colorectal Cancer Test Use Among Persons Aged <U></U>50 Years --- United States, 2001	102	0.09%
50.	Cancer - Slide Set about Colorectal Cancer	100	0.09%

*Landing page for Colorectal Campaign ads
Data Source: Omniture Site Catalyst.

Table X. Colorectal Web Site, Page Referrals from Google Ads by Destination URL during Campaign: 12 March to 8 April 2007

Google Ad Group	Destination URL	Impressions	Clicks	CTR	Avg CPC	Total Cost	Avg Position
Colo Facts*	Colorectal Home page	62280	1262	2.19%	\$0.46	\$648.97	2.8
Colo Facts**	Colorectal Home page	90608	274	0.30%	\$0.45	\$122.35	3.5
Colo Facts Total	Colorectal Home page	152888	1536	1.98%	\$0.46	\$771.32	3.7
Get Screened**	Colorectal Home page	26472	16	0.06%	\$0.56	\$9.00	3.3
Prevention**	Colorectal Home page	38247	53	0.14%	\$0.41	\$21.89	2.6
Screen for Life**	Colorectal Home page	37053	15	0.04%	\$0.59	\$8.91	3
SFL Celebrity**	Colorectal Home page	36370	10	0.03%	\$0.48	\$4.83	3.9
SFL Couric**	Colorectal Home page	52891	90	0.17%	\$0.44	\$39.54	3
Statistics**	Colorectal Home page	25389	19	0.07%	\$0.46	\$8.79	7.9
Symptoms**	Colorectal Home page	906706	5977	0.66%	\$0.40	\$2,387.81	2.5
Tests**	Colorectal Home page	121450	489	0.41%	\$0.51	\$247.82	3.0
Colo Facts 1*	Colorectal Home page	7777	182	2.71%	\$0.45	\$91.23	3.0
Colo Facts 1**	Colorectal Home page	11420	195	1.71%	\$0.47	\$98.01	3.3
Colo Facts 2*	Colorectal Home page	8384	204	2.72%	\$0.47	\$106.11	4.9
Colo Facts 2**	Colorectal Home page	21998	264	1.2%	\$0.49	\$138.79	4.7
Colo Facts 3*	Colorectal Home page	2107	66	3.04%	\$0.49	\$29.09	3.9
Colo Facts 3**	Colorectal Home page	22296	158	0.71%	\$0.48	\$72.99	3.8
Colo Facts 4*	Colorectal Home page	99	2	1.96%	\$0.17	\$0.83	4.6
Colo Facts 4**	Colorectal Home page	14510	34	0.23%	\$0.60	\$20.26	3.8
Get Screened 1**	Colorectal Home page	17493	35	0.20%	\$0.60	\$21.01	4.6
Get Screened 2**	Colorectal Home page	5770	4	0.07%	\$0.51	\$2.03	3
Get Screened 3**	Colorectal Home page	2115	4	0.19%	\$0.62	\$2.48	2.4
Get Screened 4**	Colorectal Home page	6134	3	0.05%	\$0.48	\$1.43	4.2
Get Screened 5**	Colorectal Home page	83591	130	0.16%	\$0.37	\$48.66	2.9
Get Screened 6**	Colorectal Home page	14913	17	0.11%	\$0.61	\$10.37	3.8
Risk Factors**	Colorectal Home page	269	13	12.02%	\$0.55	\$7.09	3.0
Sub Total	Colorectal Home page	1,597,706	12,121	0.76%	\$0.48	\$5,457.58	3.7
Colo Facts*	Basic Information about Colorectal Cancer	331	9	3.49%	\$0.36	\$3.79	4.0
Get Screened*	Basic Information about Colon Cancer Screening	5516	168	2.53%	\$0.38	\$86.92	6.1
Prevention*	Reducing Personal Colon Cancer Reducing Risk	880	36	4.44%	\$0.58	\$20.77	3.3
Screen for Life*	Screen for Life Home Page	717	21	2.26%	\$0.21	\$7.66	3.9
SFL Celebrity*	SFL PSA	5138	33	1.08%	\$0.42	\$13.90	1.5
SFL Couric*	SFL Print Materials	4719	26	0.61%	\$0.25	\$8.25	1.8
Statistics*	Colorectal Cancer Statistics	3876	207	3.32%	\$0.23	\$88.25	3.0
Symptoms*	Symptoms of Colorectal Cancer	36898	5218	9.50%	\$0.47	\$2615.76	2.2
Tests*	Basic Information about Colorectal Cancer Screening Tests	37551	926	3.02%	\$0.42	\$429.28	2.2
Get Screened 1*	Basic Information about Colorectal Cancer Screening Tests	364	31	8.52%	\$0.44	\$13.50	2.3
Get Screened 2*	Basic Information about Colorectal Cancer Screening Tests	560	21	3.20%	\$0.67	\$12.77	4.6
Get Screened 3*	Basic Information about Colorectal Cancer Screening Tests	81	1	1.23%	\$0.55	\$0.55	2.8

Get Screened 4*	Basic Information about Colorectal Cancer Screening Tests	163	0	0%	\$0	\$0	2.4
Get Screened 5*	Basic Information about Colorectal Cancer Screening Tests	61	3	4.92%	\$0.63	\$1.90	8.8
Get Screened 6*	Basic Information about Colorectal Cancer Screening Tests	59	1	1.69%	\$0.75	\$0.75	15.3
Risk Factors*	Risk Factors	42147	110	0.26%	\$0.57	\$62.65	4.0
Total	All Pages	1,737,135	15,875	0.91%	\$0.46	\$7,289.56	3.0

* Search

** Content Partners

Data Source: Google Search Marketing

Table XI. Colorectal Web, Page Referrals from Yahoo Ads by Destination URL during Campaign: 12 March to 8 April 2007

Destination URL	Impressions	Clicks	CTR	Ave CPC	Total Cost	Ave Position
Colorectal Home page*	75536	4021	4.9%	\$0.69	\$3444.89	2.6
Colorectal Home page**	37034	11	0%	\$0.5	\$1.10	3.3
Basic Information about Colon Cancer	408	31	8.6%	\$0.69	\$21.21	2.4
Basic Information about Colon Cancer Screening	8348	112	2.2%	\$0.71	\$72.80	1.7
Reducing Personal Colon Cancer Reducing Risk	533	31	5.4%	\$0.66	\$18.04	2.2
Screen for Life Home Page	477	5	0.2%	\$0.15	\$1.55	2.3
SFL PSA	12124	57	1.0%	\$0.42	\$25.00	1.2
SFL Print Materials	1404	12	4.5%	\$0.24	\$5.08	1.1
Colorectal Cancer Statistics	351	14	4.8%	\$0.32	\$6.14	1.3
Symptoms of Colorectal Cancer	15088	3172	12.3%	\$0.57	\$1694.96	1.3
Basic Information about Colorectal Cancer Screening Tests	14296	706	5.7%	\$0.29	\$286.85	1.1
Risk Factors	47	1	2.9%	\$0.93	\$0.93	1.0
Total All Pages	165646	8173	4.9%	\$0.68	\$5578.55	2.0

* Search

** Content Partners

Data Source: Yahoo Search Marketing

Table XIIa. Comparison between 2006 Colorectal Campaign and 2007 Colorectal Campaign: Total Impressions, Clicks, CTR

	2006 Campaign Length in Days	2006 Total Impressions	2006 Total Clicks	2006 CTR		2007 Campaign Length in Days	2007 Total Impressions	2007 Total Clicks	2007 CTR
Google	87	2,136,634	20,612	0.81%		28	1,737,135	15,875	0.9%
Yahoo	87	2,455,149	16,798	0.97%		28	165,646	8,173	6.3%

Data Source: Ogilvy Keyword Marketing Final Report and Google and Yahoo Search Marketing Reports

Table XIIb. Comparison between 2006 Colorectal Campaign and 2007 Colorectal Campaign: Average Impressions per Day and Clicks per Day

	2006 Campaign Length in Days	2006 Avg Impressions per Day	2006 Avg Clicks per Day		2007 Campaign Length in Days	2007 Avg Impressions per Day	2007 Avg Clicks per Day
Google	87	24,559	237		28	62,041	567
Yahoo	87	28,220	193		28	4,593	292

Data Source: Ogilvy Keyword Marketing Final Report and Google and Yahoo Search Marketing Reports

Tables XIII to XXIII show the most visited next pages for the eleven landing pages used in the Campaign. Up to 100 "next" pages were examined, however the tables only present next pages where 10 or more instances were recorded.

Table XIII. The Most Visited Next Pages for All Visitors to "Colorectal Cancer Home" Page during Campaign: 12 March to 8 April 2007

	Next Page	Instances	
1.	Exited Site	5,406	34.6%
2.	Cancer - Basic Information about Colorectal Cancer	4,636	29.6%
3.	Genomics Activities March: National Colorectal Cancer Awareness Month	650	4.2%
4.	Cancer - Colorectal Cancer's Screen for Life Campaign	600	3.8%
5.	Cancer - Basic Information about Colorectal Cancer Screening	534	3.4%
6.	Cancer - What CDC Is Doing about Colorectal Cancer - Screening Demonstration Program	518	3.3%
7.	Cancer - Colorectal Cancer Statistics	512	3.3%
8.	Cancer - Colorectal Cancer Screening Guidelines	387	2.5%
9.	Search Results	359	2.3%
10.	Cancer - Colorectal Cancer Program Fact Sheet	199	1.3%
11.	Cancer - What CDC Is Doing about Colorectal Cancer - Scientific Articles	170	1.1%
12.	Cancer Prevention and Control	162	1.0%
13.	Cancer - Symptoms of Colorectal Cancer	146	0.9%

14.	Cancer - A to Z	137	0.9%
15.	Cancer - What CDC Is Doing about Colorectal Cancer - Research	133	0.9%
16.	Site Index A - Z	103	0.7%
17.	Cancer - Publications about Colorectal Cancer	94	0.6%
18.	Cancer - Materials En Español sobre Colorrectal Cancer	94	0.6%
19.	Centers for Disease Control and Prevention	94	0.6%
20.	Cancer - What CDC Is Doing about Colorectal Cancer	78	0.5%
21.	Cancer - Colorectal Cancer Glossary	71	0.5%
22.	Cancer - Colorectal Cancer Related Links	58	0.4%
23.	Notice to Readers: National Colorectal Cancer Awareness Month --- March 2007	32	0.2%
24.	Chronic Disease - Home	31	0.2%
25.	http://www.cdc.gov/cancer/colorectal	30	0.2%
26.	Cancer - Colorectal Cancer Partner Programs	28	0.2%
27.	Diseases & Conditions Index A - Z	27	0.2%
28.	CDC en Español Centros para el Control y la Prevención de Enfermedades	15	0.1%
29.	Cancer - Colorectal Cancer Information for the News Media	15	0.1%
30.	Cancer - Basic Information about Colorectal Cancer Screening Tests	12	0.1%
31.	Cancer - Frequently Asked Questions about Colorectal Cancer	11	0.1%
32.	Cancer - Fast Facts about Colorectal Cancer	11	0.1%
33.	Chronic Disease - Press Room - Colorectal Cancer	10	0.1%
34.	Cancer - Colorectal Cancer's Screen for Life Campaign Print Materials	10	0.1%
35.	http://www.cdc.gov/cancer/colorectal/basic_info	10	0.1%

Data Source: Omniture Site Catalyst

Table XIV. The Most Visited Next Pages for All Visitors to “Symptoms of Colorectal Cancer” Page during Campaign: 12 March to 8 April 2007

	Next Page	Instances	
1.	Exited Site	11,547	55.0%
2.	Cancer - Colorectal Cancer Risk Factors	1,930	9.2%
3.	Cancer - Fast Facts about Colorectal Cancer	1,907	9.1%
4.	Cancer - Basic Information about Colorectal Cancer	1,141	5.4%
5.	Cancer - Basic Information about Colorectal Cancer Screening	1,051	5.0%
6.	Cancer - Frequently Asked Questions about Colorectal Cancer	1,039	4.9%
7.	Cancer - Personal Colorectal Cancer Screening Stories	527	2.5%
8.	Cancer - Reducing Personal Colorectal Cancer Risk	430	2.0%
9.	Search Results	311	1.5%
10.	Cancer - Colorectal Cancer	224	1.1%
11.	Cancer - Colorectal Cancer Statistics	164	0.8%
12.	Cancer - Basic Information about Colorectal Cancer Screening Tests	130	0.6%
13.	Cancer - Questions to Ask Your Doctor about Colorectal Cancer Screening	88	0.4%
14.	Centers for Disease Control and Prevention	73	0.3%
15.	Cancer Prevention and Control	61	0.3%
16.	Cancer - Colorectal Cancer Related Links	47	0.2%
17.	Cancer - Colorectal Cancer Glossary	42	0.2%
18.	Cancer - Colorectal Cancer's Screen for Life Campaign	37	0.2%

19.	Site Index A - Z	35	0.2%
20.	Cancer - What CDC Is Doing about Colorectal Cancer	28	0.1%
21.	Cancer - About CDC Division of Cancer Prevention and Control	27	0.1%
22.	http://www.cdc.gov/cancer/colorectal	21	0.1%
23.	Cancer - Colorectal Cancer Screening Guidelines	18	0.1%
24.	http://www.cdc.gov/cancer/colorectal/basic_info/symptoms.htm	16	0.1%

Data Source: Omniture Site Catalyst

Table XV. The Most Visited Next Pages for All Visitors to “Basic Information about Colorectal Cancer” Page during Campaign: 12 March to 8 April 2007

	Next Page	Instances	
1.	Cancer - Symptoms of Colorectal Cancer	1,881	18.9%
2.	Cancer - Colorectal Cancer	1,763	17.7%
3.	Exited Site	1,485	14.9%
4.	Cancer - Fast Facts about Colorectal Cancer	917	9.2%
5.	Cancer - Questions to Ask Your Doctor about Colorectal Cancer Screening	917	9.2%
6.	Cancer - Basic Information about Colorectal Cancer Screening	626	6.3%
7.	Cancer - Basic Information about Colorectal Cancer Screening Tests	531	5.3%
8.	Cancer - Colorectal Cancer Statistics	277	2.8%
9.	Cancer - Colorectal Cancer Risk Factors	273	2.7%
10.	Cancer - Frequently Asked Questions about Colorectal Cancer	245	2.5%
11.	Cancer - Colorectal Cancer's Screen for Life Campaign	145	1.5%
12.	Cancer - Personal Colorectal Cancer Screening Stories	135	1.4%
13.	Search Results	127	1.3%
14.	Cancer - Reducing Personal Colorectal Cancer Risk	121	1.2%
15.	Centers for Disease Control and Prevention	47	0.5%
16.	Cancer - What CDC Is Doing about Colorectal Cancer - Screening Demonstration Program	46	0.5%
17.	Cancer - Colorectal Cancer Glossary	44	0.4%
18.	Cancer - What CDC Is Doing about Colorectal Cancer	42	0.4%
19.	Cancer - Colorectal Cancer Related Links	36	0.4%
20.	Cancer - Publications about Colorectal Cancer	35	0.4%
21.	Cancer Prevention and Control	34	0.3%
22.	Cancer - Colorectal Cancer Information for the News Media	15	0.2%
23.	Cancer - Colorectal Cancer Trends	15	0.2%
24.	Cancer - Comparing Colorectal Cancer by Race and Ethnicity	14	0.1%
25.	Site Index A - Z	13	0.1%
26.	Cancer - Colorectal Cancer's Screen for Life Campaign Print Materials	10	0.1%
27.	Cancer - About CDC Division of Cancer Prevention and Control	10	0.1%
28.	Cancer - Colorectal Cancer Screening Guidelines	10	0.1%
29.	Cancer - Colorectal Cancer Screening Rates	10	0.1%

Data Source: Omniture Site Catalyst

Table XVI. The Most Visited Next Pages for All Visitors to “Reducing Personal Colorectal Cancer Risk” Page during Campaign: 12 March to 8 April 2007

	Next Page	Instances	
1.	Cancer - Frequently Asked Questions about Colorectal Cancer	508	23.0%
2.	Exited Site	401	18.2%
3.	Cancer - Colorectal Cancer Risk Factors	298	13.5%
4.	Cancer - Symptoms of Colorectal Cancer	253	11.5%
5.	Cancer - Basic Information about Colorectal Cancer Screening	138	6.3%
6.	Cancer - Fast Facts about Colorectal Cancer	133	6.0%
7.	Cancer - Personal Colorectal Cancer Screening Stories	114	5.2%
8.	Cancer - Colorectal Cancer Statistics	74	3.4%
9.	Cancer - Basic Information about Colorectal Cancer	73	3.3%
10.	Nutrition, Physical Activity, Overweight and Obesity DNPA CDC	60	2.7%
11.	Search Results	18	0.8%
12.	Cancer - Basic Information about Colorectal Cancer Screening Tests	17	0.8%
13.	Cancer - What CDC Is Doing about Colorectal Cancer	15	0.7%
14.	Cancer - Colorectal Cancer Related Links	15	0.7%
15.	Cancer - Questions to Ask Your Doctor about Colorectal Cancer Screening	13	0.6%
16.	Cancer - Colorectal Cancer	13	0.6%
17.	Centers for Disease Control and Prevention	11	0.5%
18.	Cancer - Colorectal Cancer's Screen for Life Campaign	10	0.5%

Data Source: Omniture Site Catalyst

Table XVII. The Most Visited Next Pages for All Visitors to “Colorectal Cancer Risk Factors” Page during Campaign: 12 March to 8 April 2007

	Next Page	Instances	
1.	Cancer - Symptoms of Colorectal Cancer	855	20.7%
2.	Cancer - Reducing Personal Colorectal Cancer Risk	777	18.8%
3.	Exited Site	657	15.9%
4.	Cancer - Frequently Asked Questions about Colorectal Cancer	538	13.0%
5.	Cancer - Fast Facts about Colorectal Cancer	322	7.8%
6.	Cancer - Basic Information about Colorectal Cancer Screening	230	5.6%
7.	Cancer - Personal Colorectal Cancer Screening Stories	205	5.0%
8.	Cancer - Basic Information about Colorectal Cancer	171	4.1%
9.	Cancer - Colorectal Cancer Statistics	99	2.4%
10.	Cancer - Basic Information about Colorectal Cancer Screening Tests	54	1.3%
11.	Search Results	52	1.3%
12.	Cancer - Colorectal Cancer	31	0.8%
13.	Centers for Disease Control and Prevention	16	0.4%
14.	Cancer - Questions to Ask Your Doctor about Colorectal Cancer Screening	16	0.4%
15.	Cancer - Colorectal Cancer Related Links	15	0.4%
16.	Cancer - Colorectal Cancer Screening Guidelines	15	0.4%
17.	Cancer - Colorectal Cancer's Screen for Life Campaign	14	0.3%
18.	Cancer - What CDC Is Doing about Colorectal Cancer	14	0.3%

19. Cancer - Colorectal Cancer Glossary	12	0.3%
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Data Source: Omniture Site Catalyst

Table XVIII. The Most Visited Next Pages for All Visitors to “Basic Information about Colorectal Cancer Screening” Page during Campaign: 12 March to 8 April 2007

	Next Page	Instances	
1.	Exited Site	950	19.1%
2.	Cancer - Symptoms of Colorectal Cancer	876	17.6%
3.	Cancer - Basic Information about Colorectal Cancer Screening Tests	650	13.1%
4.	Cancer - Fast Facts about Colorectal Cancer	331	6.6%
5.	Cancer - What CDC Is Doing about Colorectal Cancer - Screening Demonstration Program	300	6.0%
6.	Cancer - Basic Information about Colorectal Cancer	300	6.0%
7.	Cancer - Colorectal Cancer Risk Factors	282	5.7%
8.	Cancer - Colorectal Cancer	257	5.2%
9.	Cancer - Frequently Asked Questions about Colorectal Cancer	154	3.1%
10.	Cancer - Questions to Ask Your Doctor about Colorectal Cancer Screening	142	2.9%
11.	Cancer - Reducing Personal Colorectal Cancer Risk	129	2.6%
12.	Cancer - Colorectal Cancer Screening Guidelines	107	2.1%
13.	Search Results	96	1.9%
14.	Cancer - Insurance and Medicare Coverage of Colorectal Cancer Screening	73	1.5%
15.	Cancer - Personal Colorectal Cancer Screening Stories	73	1.5%
16.	Cancer - Colorectal Cancer Statistics	62	1.2%
17.	Cancer Prevention and Control	41	0.8%
18.	Cancer - Colorectal Cancer's Screen for Life Campaign	32	0.6%
19.	Centers for Disease Control and Prevention	30	0.6%
20.	Site Index A - Z	11	0.2%

Data Source: Omniture Site Catalyst

Table XIX. The Most Visited Next Pages for All Visitors to “Basic Information about Colorectal Cancer Screening Tests” Page during Campaign: 12 March to 8 April 2007

	Next Page	Instances	
1.	Exited Site	1,780	43.3%
2.	Cancer - Symptoms of Colorectal Cancer	342	8.3%
3.	Cancer - Basic Information about Colorectal Cancer Screening	334	8.1%
4.	Cancer - Basic Information about Colorectal Cancer	295	7.2%
5.	Cancer - Questions to Ask Your Doctor about Colorectal Cancer Screening	271	6.6%
6.	Cancer - Colorectal Cancer Screening Guidelines	190	4.6%
7.	Cancer - Frequently Asked Questions about Colorectal Cancer	155	3.8%
8.	Cancer - Insurance and Medicare Coverage of Colorectal Cancer Screening	138	3.4%
9.	Cancer - Fast Facts about Colorectal Cancer	134	3.3%
10.	Cancer - Colorectal Cancer Risk Factors	112	2.7%

11. Search Results	68	1.7%
12. Cancer - Personal Colorectal Cancer Screening Stories	52	1.3%
13. Cancer - Colorectal Cancer	37	0.9%
14. Cancer - Reducing Personal Colorectal Cancer Risk	36	0.9%
15. Cancer - Colorectal Cancer Statistics	23	0.6%
16. Cancer - Colorectal Cancer Glossary	20	0.5%
17. Cancer - Colorectal Cancer's Screen for Life Campaign	18	0.4%
18. Centers for Disease Control and Prevention	17	0.4%
19. Cancer - What CDC Is Doing about Colorectal Cancer	15	0.4%
20. Cancer Prevention and Control	13	0.3%

Data Source: Omniture Site Catalyst

Table XX. The Most Visited Next Pages for All Visitors to “Colorectal Cancer Statistics” Page during Campaign: 12 March to 8 April 2007

	Next Page	Instances	
1.	Exited Site	437	15.7%
2.	Cancer - Basic Information about Colorectal Cancer	365	13.1%
3.	Cancer - Comparing Colorectal Cancer by Race and Ethnicity	289	10.4%
4.	Cancer - Colorectal Cancer	250	9.0%
5.	Cancer - Comparing Colorectal Cancer in Different U.S. States	195	7.0%
6.	Cancer - Colorectal Cancer Screening Rates	191	6.8%
7.	Cancer - Colorectal Cancer Trends	151	5.4%
8.	Cancer - Symptoms of Colorectal Cancer	88	3.2%
9.	Cancer - Colorectal Cancer's Screen for Life Campaign	80	2.9%
10.	Cancer - Frequently Asked Questions about Colorectal Cancer	77	2.8%
11.	Cancer - What CDC Is Doing about Colorectal Cancer	71	2.5%
12.	Search Results	55	2.0%
13.	Cancer - Colorectal Cancer Related Links	54	1.9%
14.	Cancer - Colorectal Cancer Risk Factors	50	1.8%
15.	Cancer - About CDC Division of Cancer Prevention and Control	46	1.6%
16.	Cancer - Publications about Colorectal Cancer	44	1.6%
17.	Cancer - Fast Facts about Colorectal Cancer	41	1.5%
18.	Cancer - Colorectal Cancer Glossary	33	1.2%
19.	Cancer - Personal Colorectal Cancer Screening Stories	33	1.2%
20.	Cancer Prevention and Control	27	1.0%
21.	Cancer - Reducing Personal Colorectal Cancer Risk	26	0.9%
22.	Cancer - Basic Information about Colorectal Cancer Screening	23	0.8%
23.	Cancer - Colorectal Cancer Information for the News Media	20	0.7%
24.	Centers for Disease Control and Prevention	20	0.7%
25.	Chronic Disease - Home	19	0.7%
26.	Cancer - Questions to Ask Your Doctor about Colorectal Cancer Screening	12	0.4%
27.	Cancer - Basic Information about Colorectal Cancer Screening Tests	10	0.4%

Data Source: Omniture Site Catalyst

Table XXI. The Most Visited Next Pages for All Visitors to “Colorectal Cancer Screen for Life” Page during Campaign: 12 March to 8 April 2007

Next Page		Instances	
1.	Centers for Disease Control and Prevention	1,619	26.4%
2.	Exited Site	1,405	22.9%
3.	Cancer - Colorectal Cancer's Screen for Life Campaign Print Materials	774	12.6%
4.	Cancer - Colorectal Cancer's Screen for Life Campaign Public Service Announcements	351	5.7%
5.	Cancer - Colorectal Cancer	304	5.0%
6.	Cancer - Basic Information about Colorectal Cancer	283	4.6%
7.	Search Results	131	2.1%
8.	Cancer - Colorectal Cancer Statistics	125	2.0%
9.	Cancer - Publications about Colorectal Cancer	96	1.6%
10.	Cancer - What CDC Is Doing about Colorectal Cancer	87	1.4%
11.	Cancer Prevention and Control	60	1.0%
12.	Cancer - Colorectal Cancer's Screen for Life Campaign Milestones	56	0.9%
13.	Cancer - Materials En Español sobre Colorrectal Cancer	54	0.9%
14.	CDC - Health Promotion	46	0.8%
15.	Cancer - Cancer Resource Library - Print Publication Ordering System	44	0.7%
16.	Cancer - Colorectal Cancer Related Links	38	0.6%
17.	Cancer - A to Z	33	0.5%
18.	Site Index A - Z	32	0.5%
19.	Cancer - Colorectal Cancer Glossary	28	0.5%
20.	CDC - Men's Health - Tips - Get Regular Exams and Screenings	27	0.4%
21.	Cancer - Symptoms of Colorectal Cancer	25	0.4%
22.	CDC - Men's Health	23	0.4%
23.	Cancer - What CDC Is Doing about Colorectal Cancer - Screening Demonstration Program	21	0.3%
24.	CDC en Español Centros para el Control y la Prevención de Enfermedades	19	0.3%
25.	Cancer - Colorectal Cancer Information for the News Media	18	0.3%
26.	Helpful Information - About PDF's	16	0.3%
27.	CDC - Women's Health - Tips - Get Regular Exams and Screenings	16	0.3%
28.	Cancer - About CDC Division of Cancer Prevention and Control	15	0.2%
29.	Cancer - Colorectal Cancer Screening Rates	12	0.2%
30.	Diseases & Conditions	12	0.2%
31.	Cancer - Colorectal Cancer's Screen for Life Campaign Radio PSA Transcripts	12	0.2%
32.	Cancer - Basic Information about Colorectal Cancer Screening	12	0.2%
33.	Cancer - Basic Information about Colorectal Cancer Screening Tests	11	0.2%

Data Source: Omniture Site Catalyst

Table XXII. The Most Visited Next Pages for All Visitors to “Colorectal Cancer Screen for Life PSA” Page during Campaign: 12 March to 8 April 2007

	Next Page	Instances	
1.	Exited Site	257	37.7%
2.	Cancer - Colorectal Cancer's Screen for Life Campaign	139	20.4%
3.	Cancer - Colorectal Cancer's Screen for Life Campaign TV PSA Transcripts	87	12.8%
4.	Cancer - Colorectal Cancer's Screen for Life Campaign Print Materials	67	9.8%
5.	Cancer - Colorectal Cancer's Screen for Life Campaign Radio PSA Transcripts	28	4.1%
6.	Cancer - Basic Information about Colorectal Cancer	20	2.9%
7.	Cancer - Colorectal Cancer's Screen for Life Campaign Milestones	13	1.9%
8.	Cancer - Publications about Colorectal Cancer	12	1.8%

Data Source: Omniture Site Catalyst

Table XXIII. The Most Visited Next Pages for All Visitors to “Colorectal Cancer Screen for Life Print Resources” Page during Campaign: 12 March to 8 April 2007

	Next Page	Instances	
1.	Exited Site	509	41.3%
2.	Cancer - Colorectal Cancer's Screen for Life Campaign	329	26.7%
3.	Cancer - Publications about Colorectal Cancer	57	4.6%
4.	Cancer - Basic Information about Colorectal Cancer	45	3.6%
5.	Cancer - Colorectal Cancer's Screen for Life Campaign Public Service Announcements	44	3.6%
6.	Cancer - Colorectal Cancer	33	2.7%
7.	Centers for Disease Control and Prevention	25	2.0%
8.	Search Results	25	2.0%
9.	Cancer - Colorectal Cancer's Screen for Life Campaign Milestones	21	1.7%
10.	Genomics Activities March: National Colorectal Cancer Awareness Month	21	1.7%
11.	Cancer - Colorectal Cancer Statistics	17	1.4%
12.	Cancer - Colorectal Cancer Related Links	16	1.3%
13.	Cancer Prevention and Control	12	1.0%
14.	Cancer - Colorectal Cancer Information for the News Media	11	0.9%
15.	Cancer - What CDC Is Doing about Colorectal Cancer	10	0.8%

Data Source: Omniture Site Catalyst

Table XXIV. CDC Web Site Traffic Reports Generated Using Omniture

Report File Name	Description
	Campaign-specific data
Clickthroughs by Cancer Campaign (Mar-Apr 07).xls	number of click-throughs from cancer-related campaigns
Clickthroughs by CRC Tracking Codes (Mar-Apr 07).xls	number of click-throughs (by tracking code) from CRC keyword marketing campaign
	General (non-campaign-specific) data
colon_*_sum.rtf	page-specific information about the particular page, including total page views, time spent on that page, and top 5 pages that visitors go before and after visiting this page
colon_*_prev.rtf	pages WITHIN CDC that visitors view before visiting the particular page (measured by instances/page views)
colon_*_next.rtf	pages WITHIN CDC that visitors view after visiting the particular page (measured by instances/page views)
CRC Pages- Page Views (Mar-Apr 07).xls	number of page views of ALL CRC pages.
CRC SFL Campaign Daily Page Views (Feb-Apr 07).rtf	daily page views of a particular page.
CRC Site Daily Page Views (Feb-Apr 07).xls	daily page views of ALL CRC pages
CRC Site Daily Page Views (Feb-May 06).xls	daily page views of ALL CRC pages
colon_home_referringdomain (Mar-Apr 07).xls	where visitors come from (outside CDC) before arriving at the particular page
CDC Next Page Flow (Mar-Apr 07).rtf	two/more levels of the most popular pages that visitors view after visiting the CDC home page (SFL Campaign page, to which the CRC awareness month spotlight was linked, ranks 40). This means that the SFL Campaign page was viewed 2,274 times by visitors who came from the CDC home page.
CRC Site Total Visits (Feb-Apr 07).rtf	number of total visits of all level-3 pages (in this case all CRC pages are labeled cancer_colorectal)
CRC Site Total Visits (Feb-May 06).rtf	number of total visits of all level-3 pages (in this case all CRC pages are labeled cancer_colorectal)
SFL Campaign Page Total Daily Visits (Feb-Apr 07).xls	number of daily visits of a particular page
colon_basicinfo_next.rtf	Next page viewed statistics for Colorectal Cancer Basic Info page
colon_basicinfo_prev.rtf	Previous page viewed statistics for Colorectal Cancer Basic Info page
colon_basicinfo_sum.rtf	Previous and next page summary report for Colorectal Cancer Basic Info page

colon_home_next.rtf	Next page viewed statistics for Colorectal Cancer Home page
colon_home_prev.rtf	Previous page viewed statistics for Colorectal Cancer Home page
colon_home_sum.rtf	Previous and next page summary report for Colorectal Cancer Home page
colon_reducingrisk_next.rtf	Next page viewed statistics for Colorectal Cancer Reducing Risk page
colon_reducingrisk_prev.rtf	Previous page viewed statistics for Colorectal Cancer Reducing Risk page
colon_reducingrisk_sum.rtf	Previous and next page summary report for Colorectal Cancer Reducing Risk page
colon_riskfactors_next.rtf	Next page viewed statistics for Colorectal Cancer Risk Factors page
colon_riskfactors_prev.rtf	Previous page viewed statistics for Colorectal Cancer Risk Factors page
colon_riskfactors_sum.rtf	Previous and next page summary report for Colorectal Cancer Risk Factors page
colon_screening_next.rtf	Next page viewed statistics for Colorectal Cancer Basic Info Screening page
colon_screening_prev.rtf	Previous page viewed statistics for Colorectal Cancer Basic Info Screening page
colon_screening_sum.rtf	Previous and next page summary report for Colorectal Cancer Basic Info Screening page
colon_screeningtest_next.rtf	Next page viewed statistics for Colorectal Cancer Screening Tests page
colon_screeningtest_prev.rtf	Previous page viewed statistics for Colorectal Cancer Screening Tests page
colon_screeningtest_sum.rtf	Previous and next page summary report for Colorectal Cancer Screening Tests page
colon_sfl_next.rtf	Next page viewed statistics for Colorectal Cancer SFL page
colon_sfl_prev.rtf	Previous page viewed statistics for Colorectal Cancer SFL page
colon_sfl_sum.rtf	Previous and next page summary report for Colorectal Cancer SFL page
colon_sflprint_next.rtf	Next page viewed statistics for Colorectal Cancer SFL Print Materials page
colon_sflprint_prev.rtf	Previous page viewed statistics for Colorectal Cancer SFL Print Materials page
colon_sflprint_sum.rtf	Previous and next page summary report for Colorectal Cancer SFL Print Materials page
colon_sflpsa_next.rtf	Next page viewed statistics for Colorectal Cancer SFL PSA page
colon_sflpsa_prev.rtf	Previous page viewed statistics for Colorectal Cancer SFL PSA page
colon_sflpsa_sum.rtf	Previous and next page summary report for Colorectal Cancer SFL PSA page
colon_stats_next.rtf	Next page viewed statistics for Colorectal Cancer Statistics page
colon_stats_prev.rtf	Previous page viewed statistics for Colorectal Cancer Statistics page
colon_stats_sum.rtf	Previous and next page summary report for Colorectal Cancer Statistics page

colon_symptoms_next.rtf	Next page viewed statistics for Colorectal Cancer Symptoms page
colon_symptoms_prev.rtf	Previous page viewed statistics for Colorectal Cancer Symptoms page
colon_symptoms_sum.rtf	Previous and next page summary report for Colorectal Cancer Symptoms page
CRC Site Total Visits (Feb-Apr 06).rtf	CRC site total visits statistics for Feb through April 2006
CRC Site Total Visits (Feb-Apr 07).rtf	CRC site total visits statistics for Feb through April 2007

Omniture defines a visit as:

- The number of times a visitor browses to your site. A visit begins when a person first views a page on your company's Web site, and lasts until that person stops all activity on the site for a period of 30 minutes (Web analytics general industry standard). The industry assumes that, given the length of time, the person likely closed their browser and reinitiated a separate "visit."

A visit consists of one or more page views, and one visitor can have many visits to your site. Therefore, visit seems to be a reliable way to measure Website traffic, assuming that each visit represents an attempt, by a user, to complete a specific task on the site. A page view is also a reliable metric for looking at how visitors navigate through the site (aka pathing). Visit data was used for the most part, unless the intention was to look at specific paths that visitors take on certain pages.

VII. APPENDICES

Appendix I. Original Proposal for Colorectal Campaign

2007 Colorectal Cancer Web Site Marketing Campaign

*Proposed Strategy, Keyword Ad Groups, Ads, and Keywords
for Google and Yahoo*
Revised 3/7/2007

GOAL: To maximize the total number of visitors to the CDC colorectal cancer Web site with a fixed budget.

STRATEGY: Optimize the quality rating of the keyword-ad text-destination page triads so as to minimize the cost per click and maximize the search results position. Note that Yahoo's platform is no longer a pure auction and now follows the Google quality rating model.

- (1) For each keyword, set a destination URL that is most relevant (keywords should appear on the destination Web page and in the ad text).
- (2) Use a larger number of keywords and ad variants within each group to allow Google/Yahoo to automatically find the most effective keyword-ad pairings and optimize which ads are displayed.
- (3) Use a larger number of keywords so that a greater number of less common, but less expensive, keywords are included, thus decreasing the average cost per click. You may have heard of "long tail" marketing – this is a similar strategy.

LIMITS:

Google: Ad titles are limited to 25 characters.
Two description lines are limited to 35 characters each.

Yahoo: Ad titles are limited to 40 characters.
The single description line is limited to 70 characters total -- Yahoo does not force you to break up your ad into two 35-character parts like Google does. Alternate long description that you can include with each ad for use by content partners only: 190 characters max. The long description would be displayed by Yahoo content partners, such as the Wall Street Journal.

Ad Groups and Ads (See Next Section for Keywords)

Ad Group	Titles	Ads
General Info	Get Colon Cancer Facts	Early stage colon cancer may not have symptoms. Learn more.
	Get Colon Cancer Facts	Get a free fact sheet on colon cancer from the CDC.
	Colorectal Cancer	Colon cancer screening saves lives! Learn More.
	Colorectal Cancer	If you're 50 or older, get screened. Learn more.
	Colon Cancer	If you're 50 or older, get screened. Learn more.

Yahoo LONG only for certain partners	Colorectal Cancer	Colorectal cancer is the #2 cancer killer. Visit www.CDC.gov to learn more and get a free fact sheet in English or Spanish. [118]
Get Screened	Colon Cancer Screening	Find out how screening for colon cancer may save your life.
	Colon Cancer Screening	Are you at risk for colon cancer? Find out.
	Colon Cancer Screening	Screening finds colon cancer early. Learn More.
	Colon Cancer Screening	Learn how you can prevent colon cancer.
	Screening Saves Lives	Find out how screening for colon cancer may save your life.
	Get a Colon Cancer Test	In its early stages, colon cancer often has no symptoms. Learn more.
	Get a Colon Cancer Test	It's the #2 cancer killer – it doesn't have to be. Learn more.
Yahoo LONG only for certain partners	Colon Cancer Screening	Screening helps find precancerous polyps, so they can be removed before they turn into colon cancer. Get the facts from CDC and get screened.[139]
Yahoo LONG only for certain partners	Colon Cancer Screening	Screening tests can detect colon cancer early, when treatment works best. Get the facts from CDC and get screened.
Tests*	Screening Saves Lives	A colon cancer screening test can save your life! Learn More.
	Get a Colon Cancer Test	Are you at risk for colon cancer? Find out.
Statistics	Colon Cancer Statistics	It's the #2 cancer killer in the U.S. Get the Facts.
	Colorectal Cancer	It's the #2 cancer killer in the U.S. Get the Facts.
	Colon Cancer Statistics	Both men and women get colon cancer. Learn more.
Symptoms	Colon Cancer Symptoms	What are the symptoms of colon cancer? Find out.
	Colon Cancer Signs	What are the symptoms of colon cancer? Find out.
	Colorectal Polyps	What are the symptoms of colon cancer? Find out.
Yahoo LONG only for certain partners	What are Colorectal Cancer Symptoms?	Precancerous polyps and early stage colon cancer don't always cause symptoms. If you're 50 or older, don't wait for symptoms. Get the facts from CDC and get screened!

* Ad group "Tests" is distinguished from "Get Screened" by the specific keywords for the Tests group.

Prevention	Screening Saves Lives	You can prevent colon cancer! Get screened
	Prevent Colon Cancer	If you're 50 or older, get screened.
Health	Colon Cancer Screening	Screening saves lives! Learn More.
	Colorectal Cancer	If you're 50 or older, get the facts from CDC. Get screened!
	Colon Cancer	If you are 50 or older, get the facts and get screened!
Screen for Life	Screen for Life	CDC's campaign to educate the public about colon cancer.
SFL Celebrity	Screen for Life	A Screen for Life message from [Keyword] *. View here.
	Colon Cancer Screening	A Screen for Life message from [Keyword]. View here.
	Get a Colon Cancer Test	A Screen for Life message from [Keyword]. View here.
SFL Couric	Screen for Life	A Screen for Life message from Katie Couric†. View here.
	Colon Cancer Screening	A Screen for Life message from Katie Couric. View here.
	Get a Colon Cancer Test	A Screen for Life message from Katie Couric. View here.

Ad Groups and Keywords

Ad Group	Key Words	Destination URL
General Info	bowel cancer	www.cdc.gov/cancer/colorectal/
	cancer of the colon	www.cdc.gov/cancer/colorectal/
	colon	www.cdc.gov/cancer/colorectal/
	colon cancer	www.cdc.gov/cancer/colorectal/
	colorectal	www.cdc.gov/cancer/colorectal/
	colorectal cancer	www.cdc.gov/cancer/colorectal/
	intestinal cancer	www.cdc.gov/cancer/colorectal/
	rectal cancer	www.cdc.gov/cancer/colorectal/
	bowel cancer facts	www.cdc.gov/cancer/colorectal/basic_info/
	colorectal cancer facts	www.cdc.gov/cancer/colorectal/basic_info/
	colorectal cancer info	www.cdc.gov/cancer/colorectal/basic_info/

* "[Keyword]" will be substituted with name of spokesperson (see Jimmy Smits, etc. in keyword list); Katie Couric will be default value

† Katie Couric keywords will also include colo... terms

Ad Group	Key Words	Destination URL
	colorectal cancer information	www.cdc.gov/cancer/colorectal/basic_info/
	information on colon cancer	www.cdc.gov/cancer/colorectal/basic_info/
Get Screened	colon cancer screening	www.cdc.gov/cancer/colorectal/basic_info/screening/
	colon cancer test	www.cdc.gov/cancer/colorectal/basic_info/screening/
	colon cancer tests	www.cdc.gov/cancer/colorectal/basic_info/screening/
	colorectal cancer screening	www.cdc.gov/cancer/colorectal/basic_info/screening/
	health screening	www.cdc.gov/cancer/colorectal/basic_info/screening/
	screening test	www.cdc.gov/cancer/colorectal/basic_info/screening/
	screening tests	www.cdc.gov/cancer/colorectal/basic_info/screening/
Tests	barium enema	www.cdc.gov/cancer/colorectal/basic_info/screening/tests.htm
	colonoscopy	www.cdc.gov/cancer/colorectal/basic_info/screening/tests.htm
	colonoscopy screening	www.cdc.gov/cancer/colorectal/basic_info/screening/tests.htm
	colonoscopy test	www.cdc.gov/cancer/colorectal/basic_info/screening/tests.htm
	flexible sigmoidoscopy	www.cdc.gov/cancer/colorectal/basic_info/screening/tests.htm
	stool test	www.cdc.gov/cancer/colorectal/basic_info/screening/tests.htm
Statistics	colon cancer risk	www.cdc.gov/cancer/colorectal/statistics/
	colon cancer risks	www.cdc.gov/cancer/colorectal/statistics/
	colon cancer statistics	www.cdc.gov/cancer/colorectal/statistics/
	colorectal cancer risk	www.cdc.gov/cancer/colorectal/statistics/
	colorectal cancer risks	www.cdc.gov/cancer/colorectal/statistics/
	colorectal cancer statistics	www.cdc.gov/cancer/colorectal/statistics/
Symptoms	colon cancer signs	www.cdc.gov/cancer/colorectal/basic_info/symptoms.htm
	colon cancer symptom	www.cdc.gov/cancer/colorectal/basic_info/symptoms.htm
	colon cancer symptoms	www.cdc.gov/cancer/colorectal/basic_info/symptoms.htm
	colon polyps	www.cdc.gov/cancer/colorectal/basic_info/symptoms.htm
	colorectal cancer polyps	www.cdc.gov/cancer/colorectal/basic_info/symptoms.htm
	colorectal cancer symptom	www.cdc.gov/cancer/colorectal/basic_info/symptoms.htm
	colorectal cancer symptoms	www.cdc.gov/cancer/colorectal/basic_info/symptoms.htm
	colorectal polyps	www.cdc.gov/cancer/colorectal/basic_info/symptoms.htm
	sign of colon cancer	www.cdc.gov/cancer/colorectal/basic_info/symptoms.htm
	signs of colon cancer	www.cdc.gov/cancer/colorectal/basic_info/symptoms.htm
Prevention	colon cancer prevention	www.cdc.gov/cancer/colorectal/basic_info/reducing_risk.htm
	colorectal cancer prevention	www.cdc.gov/cancer/colorectal/basic_info/reducing_risk.htm
Health	senior health	www.cdc.gov/cancer/colorectal/basic_info/screening/
Screen for Life	colon cancer awareness month	www.cdc.gov/cancer/colorectal/sfl/

Ad Group	Key Words	Destination URL
	colorectal cancer education	www.cdc.gov/cancer/colorectal/sfl/
	screen for life	www.cdc.gov/cancer/colorectal/sfl/
	colon cancer psa	www.cdc.gov/cancer/colorectal/sfl/psa.htm
	colon cancer video	www.cdc.gov/cancer/colorectal/sfl/psa.htm
	colorectal cancer psa	www.cdc.gov/cancer/colorectal/sfl/psa.htm
	colorectal cancer video	www.cdc.gov/cancer/colorectal/sfl/psa.htm
	colon cancer fact sheet	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm
	colorectal cancer fact sheet	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm
	colon cancer education	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm
	colon cancer education material	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm
	colon cancer education materials	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm
	colon cancer educational material	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm
	colon cancer educational materials	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm
	colorectal cancer education material	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm
	colorectal cancer education materials	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm
	colorectal cancer educational material	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm
	colorectal cancer educational materials	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm
	colon cancer brochure	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm
	colon cancer brochures	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm
	colorectal cancer brochure	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm
	colorectal cancer brochures	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm
SFL Couric	couric katie	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm
	katie couric	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm
	katie couric cancer	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm
	katie couric colon	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm
	katie couric colon cancer	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm
	katie couric colonoscopy	www.cdc.gov/cancer/colorectal/sfl/print_materials.htm
SFL Celebrity	jimmy smits*	www.cdc.gov/cancer/colorectal/sfl/psa.htm
	diane keaton	www.cdc.gov/cancer/colorectal/sfl/psa.htm

* It may become necessary to modify Smits and Keaton with colo... terms in order to gain a position in search results

Appendix II. Screenshots

Yahoo Search

Keyword: "colon cancer screening"

CDC Sponsored Ad Position: #1

The screenshot shows a Yahoo search results page for the keyword "colon cancer screening". The search bar at the top contains the text "colon cancer screening" and is highlighted with a blue oval. Below the search bar, the search results are displayed. The first result is a sponsored advertisement for the CDC, titled "Colon Cancer Screening" and featuring the URL "www.CDC.gov/screenforlife". This result is highlighted with a red oval. Other search results include links to "Colorectal Cancer" from CRCTherapy.com, "Colon cancer screening and surveillance to prevent colon cancer on ..." from medicine.net, "Colon cancer guide - MayoClinic.com", "Colon Cancer - Causes, Symptoms, Screening, and Treatment" from coloncancer.about.com, "Colon Cancer Screening" from hometown.aol.com, "Colorectal Cancer Screening - National Cancer Institute", and "Colon Cancer Screening" from cancer.gov. On the right side of the page, there are several sponsored results, including "A Colon Cancer and VEGF Resource" from researchveg.com, "Colon Cancer" from avastin.com, "Colon Cancer Screening" from homehealthtesting.com, "Colon Cancer Screening" from enh.org, "Colon Cancer Screening Information" from caring4cancer.com, and "Real Photos: That's In My Gut?" from blessedherbs.com.

Yahoo Search

Keyword: "colorectal cancer screening"
CDC Sponsored Ad Position: #1

The screenshot shows a Yahoo search results page for the query "colorectal cancer screening". The search bar is highlighted with a blue oval. The results are divided into organic search results and a "SPONSOR RESULTS" section on the right, which is highlighted with a red oval. The organic results include links from the National Cancer Institute, National Cancer, and familydoctor.org. The sponsored results include ads from CDC, CRCTherapy.com, facingmcr.com, lovenox.com, avastin.com, and enh.org.

Yahoo! My Yahoo! Mail Welcome, Guest [Sign In] Advertiser Sign In Help

Web Images Video Local Shopping more

YAHOO! SEARCH colorectal cancer screening Search

Search Results 1 - 10 of about 1,510,000 for colorectal cancer screening - 0.22 sec. (About this page)

Also try: [colorectal cancer screening guidelines](#)

Colorectal Cancer Screening - National Cancer Institute
Expert-reviewed information summary about tests used to detect or screen for colorectal cancer. ...
Colorectal Cancer (PDQ®): Screening. Last Modified: 12/20 ...
cancer.gov/cancerinfo/pdq/screening/colorectal/patient - 41k - Cached - More from this site

Colorectal Cancer Screening: Questions and Answers - National Cancer ...
... the advantages and disadvantages of several colorectal cancer screening tests. ... about when to begin screening for colorectal cancer, what tests to have, the ...
www.cancer.gov/cancertopics/factsheet/Detection/colorectal-screening - 69k - Cached - More from this site

Cancer - Colorectal Cancer
CDC promotes colorectal cancer (cancer of the colon and rectum) prevention by ... is aimed at increasing colorectal cancer screening among low-income adults aged ...
www.cdc.gov/cancer/colorectal - 31k - Cached - More from this site

Screening: Colorectal Cancer
... screening colonoscopy is effective in reducing colorectal ... Cost-effectiveness Analyses of Colorectal Cancer Screening (PDF File, 117 KB; PDF Help) ...
www.ahrq.gov/clinic/uspstf/uspstfcol.htm - 6k - Cached - More from this site

ACS :: Can Colorectal Polyps and Cancer Be Found Early?
Colorectal ... doctor's office is not sufficient for colorectal cancer screening. ... colorectal cancer should have 1 of the 5 screening options ...
cancer.org/docroot/CRI/content/CRI_2_4_3X_Can_colon_and_rectum_cancer... - 53k - Cached - More from this site

Colorectal Cancer Screening -- familydoctor.org
Information about colorectal cancer screening from the American Academy of Family Physicians. ... for colorectal cancer, you will probably have your first ...
familydoctor.org/556.xml - 22k - Cached - More from this site

SPONSOR RESULTS

Colorectal Cancer
Are you at risk for colon cancer?
Find out.
www.CDC.gov/screenforlife

Colorectal Cancer
How's it detected & diagnosed? Get more information here.
www.CRCTherapy.com

Colorectal Cancer
Ways to help you live with metastatic colorectal cancer.
www.facingmcr.com

Info on Breast Cancer Screening
Learn about LOVENOX® (enoxaparin sodium injection) and blood clots.
www.lovenox.com

Colorectal Cancer
Avastin®, FDA-approved therapy for metastatic colorectal cancer.
www.avastin.com

Colorectal Cancer Screening
You can take important steps to reduce your risk of colorectal...
www.enh.org

Yahoo Search

Keyword: "colon cancer test"
CDC Sponsored Ad Position: #1

The screenshot shows a Yahoo search results page for the query "colon cancer test". The search bar at the top contains the text "colon cancer test" and is circled in red. Below the search bar, the results are displayed in a list format. The first result is a sponsored advertisement for "Get a Colon Cancer Test" from www.CDC.gov/screenforlife, which is also circled in red. This ad includes the text: "Find out how screening for colon cancer may save your life." Other search results include links to avastin.com, homehealthtesting.com, and various informational sites like labtestsonline.org and testyourselfathome.com. On the right side of the page, there is a "SPONSOR RESULTS" section with several additional ads for colon cancer tests, including one from www.caring4cancer.com and another from www.labsafe.com. The page also shows navigation links like "Web", "Images", "Video", "Local", "Shopping", and "more" at the top.

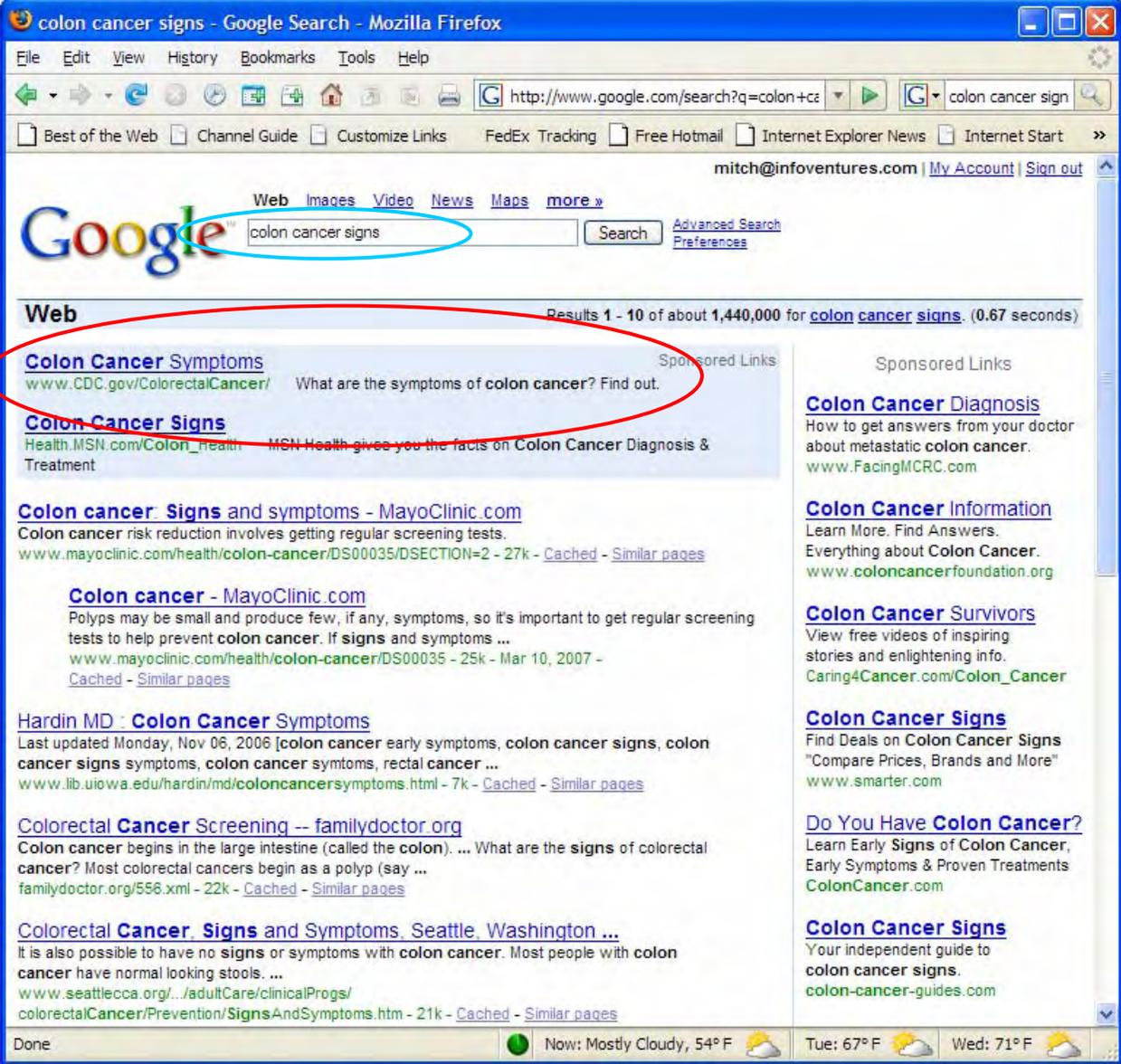
Yahoo Search

Keyword: "intestinal cancer"
CDC Sponsored Ad Position: #1

The screenshot shows a Yahoo search results page for the keyword "intestinal cancer". The search bar at the top contains the text "intestinal cancer" and is circled in blue. Below the search bar, the page displays search results. On the right side, there is a "SPONSOR RESULTS" section. The first sponsored result is titled "Intestinal Cancer Facts" and is circled in red. The text of this ad reads: "Early stage colon cancer may not have symptoms. Learn more. www.CDC.gov/screenforlife". Below this, there are other sponsored results for "Intestinal Cancer Sourcebook \$34.95" and "Bayho Digestive Vitamins Supplements". The main search results on the left include links to MedlinePlus, Wikipedia, and CTCA.

Google Search

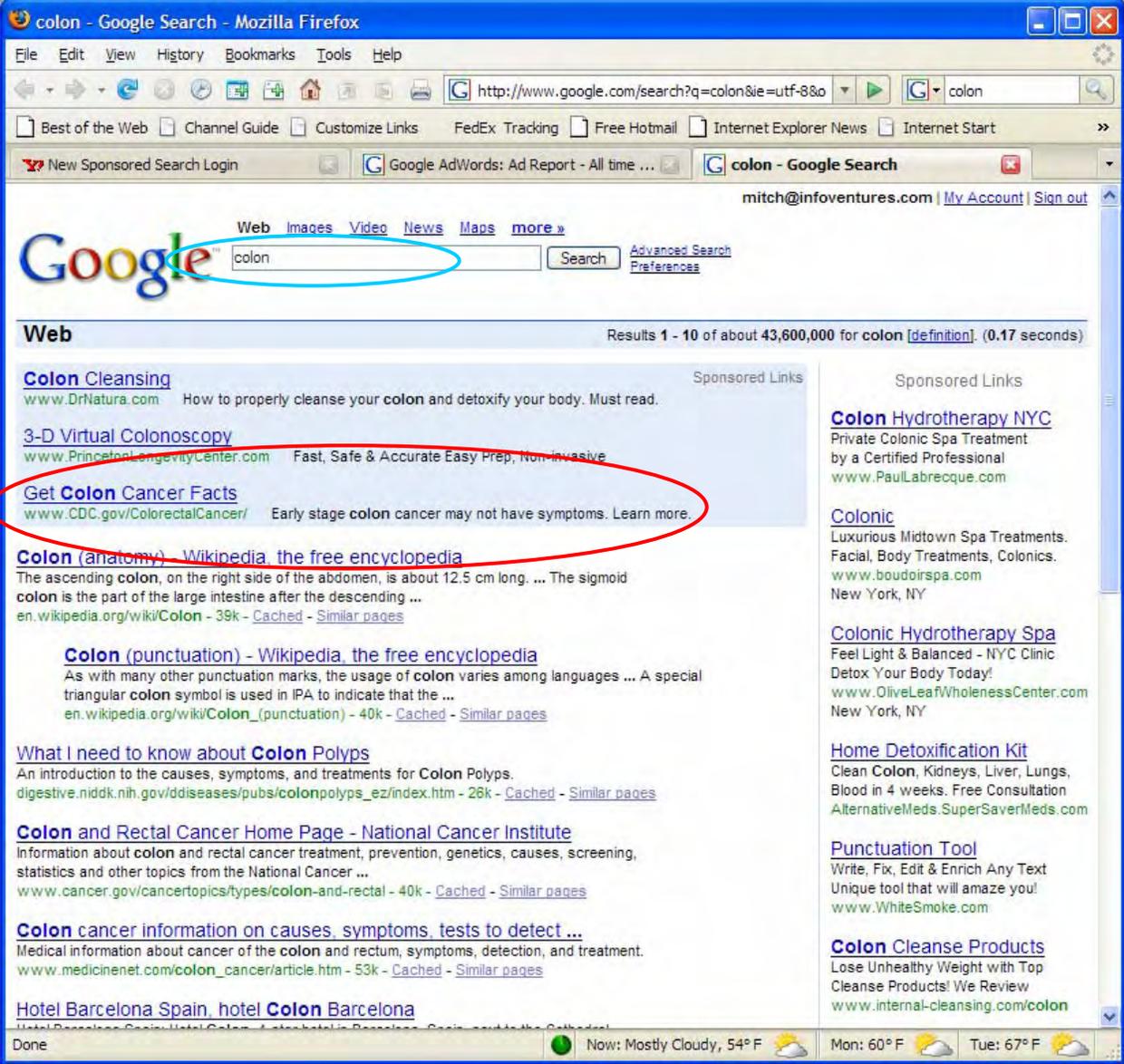
Keyword: "colon cancer signs"
CDC Sponsored Ad Position: #1



Google Search

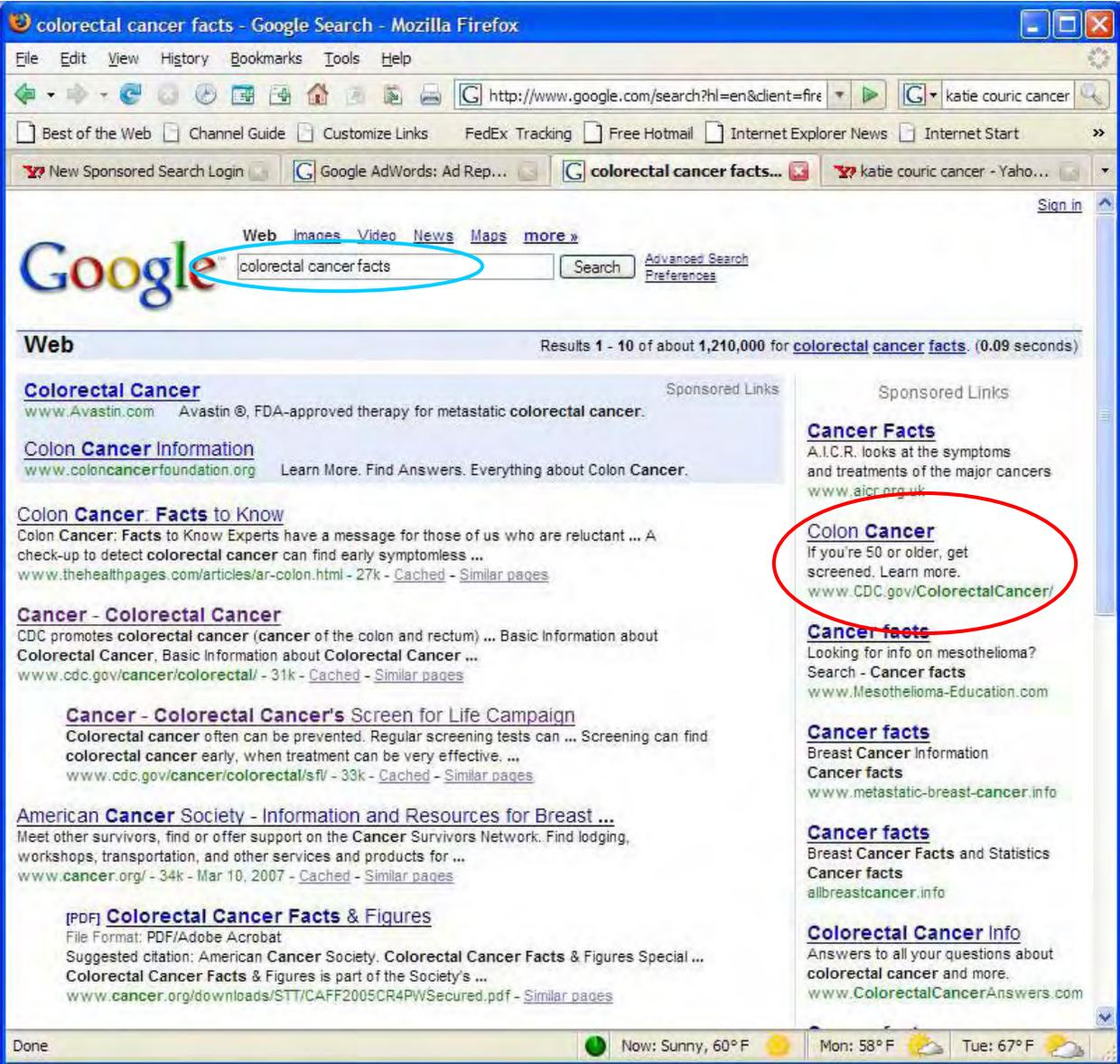
Keyword: "colon"

CDC Sponsored Ad Position: #3



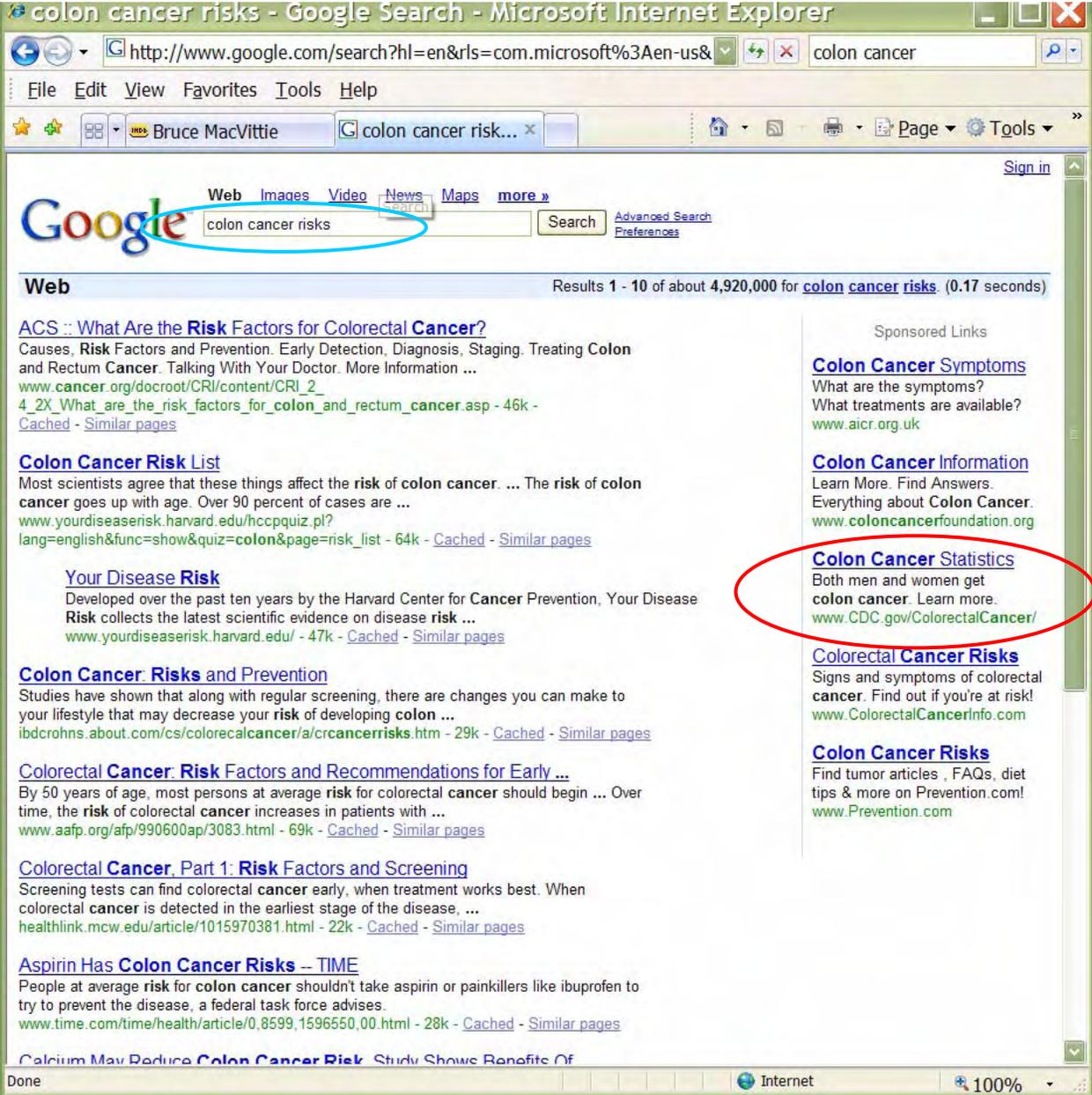
Google Search

Keyword: "colorectal cancer facts"
CDC Sponsored Ad Position: #4



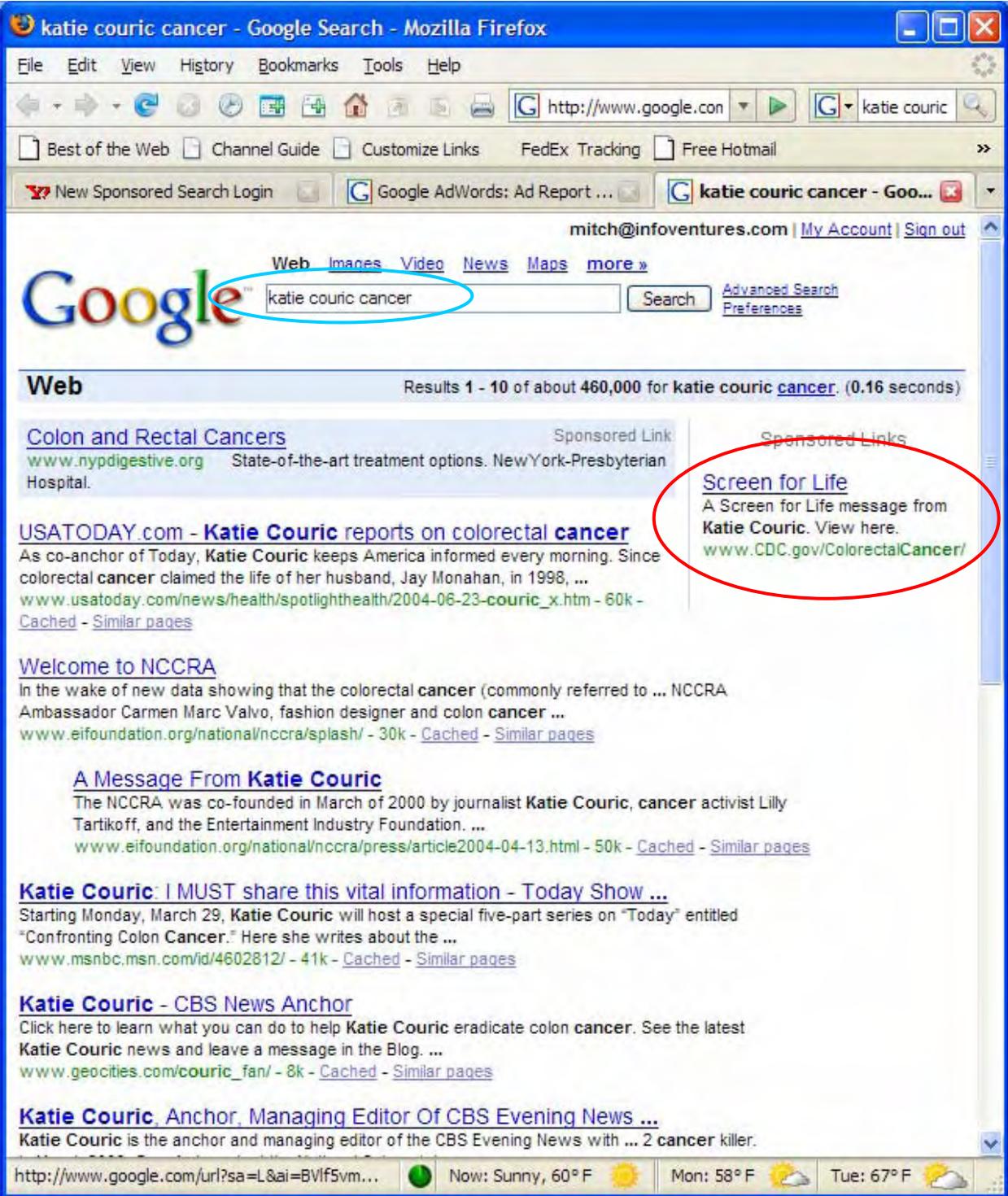
Google Search

Keyword: "colon cancer risks"
CDC Sponsored Ad Position: #3



Google Search

Keyword: "katie couric cancer"
CDC Sponsored Ad Position: #2



Search on Yahoo Partner, AOL

Keyword: "colon"

CDC Sponsored Ad Position: #2

AOL Mail AIM Get Free AOL Mail © AOL & AIM Sign In

Web Images Video News Shopping more >>

Advanced Search Settings Help

Search History On

Colon Cleansing
How to properly cleanse your **colon** and detoxify your body. Must read.
www.DrNatura.com

Colorectal Cancer
If you're 50 or older, get screened. Learn more.
www.CDC.gov

Colonics & Colon Cleanser
Save money by doing your own colonics. Low discounted prices.
www.juicing.com

See Sponsored Links For: [colon](#), [colon cancer symptoms](#), [symptoms of colon cancer](#), [malignant mesothelioma](#), [cancer treatment](#)

Colon (punctuation) - Wikipedia, the free encyclopedia
As with many other punctuation marks, the usage of **colon** varies among languages and, for a given language, among historical periods. As a rule, however, ...
en.wikipedia.org/wiki/Colon_(punctuation)

Colorectal cancer - Wikipedia, the free encyclopedia
Colorectal cancer, also called **colon** cancer or bowel cancer, ... The majority of the time, the diagnosis of localized **colon** cancer is through colonoscopy ...
en.wikipedia.org/wiki/Colorectal_cancer

Colon and Rectal Cancer Home Page - National Cancer Institute
Information about **colon** and rectal cancer treatment, prevention, genetics, causes, screening, statistics and other topics from the National Cancer ...
www.cancer.gov/cancertopics/types/colon-and-rectal

Colon cancer information on causes, symptoms, tests to detect
Medical information about cancer of the **colon** and rectum, symptoms, detection, and treatment.
www.medicinenet.com/colon_cancer/article.htm

What I need to know about Colon Polyps
An introduction to the causes, symptoms, and treatments for **Colon** Polyps.
digestive.niddk.nih.gov/diseases/pubs/colonpolyps_az/index.htm

410 Grammar: Using Colons and Semi-Colons
However, good writing in English will usually make use of the **colon** and the semi-**colon**. Although these look similar and have similar names, their functions ...
web2.eric.utic.ca/elo/studyzone/410/grammar/colons.htm

Hotel Barcelona Spain, hotel Colon Barcelona
Hotel Barcelona Spain: Hotel **Colon**, 4-star hotel in Barcelona, Spain, next to the Cathedral.
www.hotelcolon.es/

Colon Cancer Alliance: Support and Information for People Affected
Support and Information for People Affected by **Colon** and Rectal (Colorectal) Cancer from the Nation's Largest **Colon** and Rectal (Colorectal) Cancer Patient ...
www.ccalliance.org/

Teatro Colón
Sitio Web Oficial del Teatro Colón, Buenos Aires, Argentina.
www.teatrocolon.org.ar/

LEO: Colon Rules
Use a **colon** to signal the reader that a name or description follows a complete sentence when you want to put a lot of emphasis on that item. ...
leo.stcloudstate.edu/punct/colon.html

Colonics equipment & info
Clean & Detoxify your body of waste Enema colonics kits - \$19.95
www.EnemaKit.com

Home Detoxification Kit
Clean **Colon**, Kidneys, Liver, Lungs, Blood in 4 weeks. Free Consultation
AlternativeMeds.SuperSaverMeds.com

Stryker GI
Introducing Sightline CS, a disposable solution for colonoscopy
www.stryker.com

Colon Cleanse Get Results
Experience **Colon** Cleanser, The Most widely used **Colon** Cleanse.
www.KimAwarenessLife.com

See Sponsored Links For: [colon](#), [colon cancer symptoms](#), [symptoms of colon cancer](#), [malignant mesothelioma](#), [cancer treatment](#)

1 2 3 4 5 6 7 8 9 10 Next

Search on Yahoo Partner, AOL
Keyword: "colorectal cancer facts"
CDC Sponsored Ad Position: #1

The screenshot shows the AOL search interface. At the top, there are navigation links for AOL, Mail, AIM, and Get Free AOL Mail. A search bar contains the text "colorectal cancer facts" with a "Search" button. To the right, there are links for "Advanced Search", "Settings", and "Help", along with a "Search History On" button. Below the search bar, a sponsored advertisement is highlighted with a red oval. The ad is titled "Get Colon Cancer Facts" and includes the text "Early stage colon cancer may not have symptoms. Learn more. www.CDC.gov". Below the ad, there are several organic search results, each with a title and a brief description. The results include links to "Cancer facts" from Mesothelioma-Education.com, "Cancer facts" from metastatic-breast-cancer.info, "Colorectal Cancer Facts & Figures" from the American Cancer Society, "Cancer - Colorectal Cancer" from the CDC, "Cancer - Colorectal Cancer's Screen for Life Campaign" from the CDC, "Facts about COLON CANCER" from idph.state.il.us, "Colon cancer information on causes, symptoms, tests to detect" from medicine.net, "Colon Cancer Alliance: Support and Information for People Affected" from ccalliance.org, "facts about colon cancer prevention" from gastro.org, "Facts About Colorectal Cancer" from uc.edu, "Cancer Information, Research, and Treatment | Oncolink - The Web" from oncolink.com, "Cancer facts" from allbreastcancer.info, "Cancer facts" from Ali-Asbestos.com, "Colon Cancer Fact" from ColonCancerDirectory.com, and "Cancer Facts" from EveryDayHealth.com. At the bottom of the page, there is a pagination control showing "1 2 3 4 5 6 7 8 9 10... Next".

Search on Yahoo Partner, ASK.com

Keyword: "couric katie colon"

CDC Sponsored Ad Position: #2

Ad appears at both top and bottom of page.

The image shows a screenshot of the ASK.com search engine interface. The search query is "couric katie colon". The results page displays several search results, with a sponsored advertisement for "Colon Cleansing" appearing at both the top and bottom of the results list. The ad text reads: "Colon Cleansing. How to properly cleanse your colon and detoxify your body. Must read. www.dnatutura.com. Get a Colon Cancer Test. A Screen for Life message from Katie Couric. View here. www.CDC.gov/ScreenForLife/". The ad is circled in red. The search results also include links to "Get a Colon Cancer Test", "WebQuest: NCCPA", "A message from Katie Couric about colon cancer - Today Show", "YourCongress.com - KATIE COURIC AND COLON CANCER", "YouTube - Katie Couric's Notebook: Colon Cancer", "Prevent colon cancer - Symptom of colon cancer in woman", "Find Katie Couric Colon Cancer Experts and Katie Couric Colon Cancer", "Colon cancer prevention - Colon cancer last stage Stage 4 colon", and "katie couric colon cancer - Web Wonder". The search results are displayed on a page with a navigation bar at the top and a footer at the bottom.

Search on Yahoo Partner, ASK.com

Keyword: "colorectal cancer info"

CDC Sponsored Ad Position: #3

Ad appears at both top and bottom of page.

The screenshot shows a search results page on ASK.com for the keyword "colorectal cancer info". The page features three instances of the ASK.com logo and search bar, each with "colorectal cancer info" entered and "Advanced Search" selected. The search results are displayed in a central column, with sponsored results at the top and bottom. The top sponsored result is for "Treat Colorectal Cancer" from Xaloda.com, which includes a sub-link for "Colorectal Cancer" with the text "Ways to help you live with metastatic colorectal cancer." This sub-link is circled in red. Below it are organic search results from MedlinePlus, including "Colorectal Cancer" and "Colon polyps, Colon Cancer and All the Information You Wanted". The bottom sponsored result is also for "Treat Colorectal Cancer" from Xaloda.com, with a sub-link for "Colorectal Cancer" circled in red. The right sidebar contains sections for "Encyclopedia", "Images", "News", and "Posts". The "Encyclopedia" section includes a definition of colorectal cancer. The "News" section has a headline "Bush aide 'upbeat' despite cancer's return". The "Posts" section has a headline "Have a Drink, But With One?". At the bottom of the page, there is a "Results Page" navigation and a copyright notice for 2007 ASK Search & Media.

Search on Google Partner, AT&T Worldnet

Keyword: "katie couric cancer"
CDC Sponsored Ad Position: #1



Search on Google Partner, AT&T Worldnet

Keyword: "colonoscopy"

CDC Sponsored Ad Position: #4

at&t Worldnet

Wednesday, March 28, 2007

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Surf Up to 5 Times Faster with our [Free Accelerator Download](#).

Google™ WEB SEARCH colonoscopy GO White Pages Maps Yellow Pages

Search Results: colonoscopy

Sponsored Results

Colon Cleansing How to properly cleanse your colon and detoxify your body. Must read. www.DrNatura.com

3-D Virtual Colonoscopy Fast, Safe & Accurate Easy Prep, Non-invasive www.PrincetonLongevityCenter.com

Virtual Colonoscopy Nationally recognized \$475 Virtual Colonoscopy. Based in Southern CA www.aibodyscan.com

Screening Saves Lives: A colon cancer screening test can save your life! Learn More. www.CDC.gov/ColorectalCancer/

Colonoscopy Internal Med, Endocrinology & GI. On Premise: Blood Lab, X-Rays, GYN www.herculesmedical.com

Shopping Results

Results for "Colonoscopy" powered by Shopping.com

colonoscopy Products Shop by Top Models: **Fundamentals Of Virtual Colonoscopy** (5 store offers from \$51 - \$90); **Helmut Messmann - Atlas of Colonoscopy: Techniques, Diagnosis, Interventional Procedures** (4 store offers from \$127 - \$150); **Atlas of Virtual Colonoscopy** (4 store offers from \$43 - \$178);

[MORE RESULTS >](#)

Web Results 1 - 10 of about 83,200. Search took 0.04 seconds.

Colonoscopy
Diagnostic Tests Folder: **Colonoscopy**. Contains patient education fact sheets on seven diagnostic tests for gastrointestinal disorders.
<http://digestive.niddk.nih.gov/ddiseases/pubs/...> - 22k - Cached - Similar pages

Colonoscopy
Colonoscopy is a test that allows your doctor to look at the interior lining of your large intestine (rectum and colon) through a thin, flexible viewing ...
<http://www.webmd.com/colorectal-cancer/...> - 85k - Cached - Similar pages

MedlinePlus Interactive Tutorials: **Colonoscopy**
Colonoscopy. Start Tutorial. Starts multimedia presentation with questions. Requires Flash Player. Download Flash. download button for flash player. ...
<http://www.nlm.nih.gov/medlineplus/tutorials/...> - 5k - Cached - Similar pages

MedlinePlus Medical Encyclopedia: **Colonoscopy**
A **colonoscopy** is an internal examination of the colon (large intestine), using an instrument called a colonoscope. The colonoscope is a small camera ...
<http://www.nlm.nih.gov/medlineplus/ency/article/...> - 25k - Cached - Similar pages

Colonoscopy - Digestion and digestive-related information on ...
Digestion information covering the digestion system and related diseases, procedures and tests, medications, and treatments. Produced by doctors.
<http://www.medicinenet.com/colonoscopy/article.htm> - 45k - Cached - Similar pages

gihealth.com - built for patient satisfaction
After careful assessment, your doctor has decided that a **colonoscopy** is ... Therefore, **colonoscopy** is a test that enables your doctor to look inside your ...
<http://www.gihealth.com/html/test/colonoscopy.html> - 29k - Cached - Similar pages

Colonoscopy
Jackson Gastroenterology's Web Site includes office information and patient education material on digestive and liver disorders, and nutrition.
<http://www.jicare.com/pated/epdgs19.htm> - 17k - Cached - Similar pages

Colonoscopy
A **colonoscopy** is a test to look at the inside of your colon. The colon is the large intestine and the last part of your digestive system. Its job is ...
<http://www.emedicinehealth.com/colonoscopy/...> - 36k - Cached - Similar pages

Colonoscopy: How it's done and how to prepare - MayoClinic.com

Related Searches:
Find what you're looking for? If not try...
[Colonoscopy](#)
[Prep Procedure](#)
[Colonoscopy.com](#)
[Colonoscopy Alternative](#)
[Colonoscopy Complication](#)
[Colonoscopy Codes](#)

powered by Google

Search on Google Partner, BizRate

Keyword: "colon cancer"

CDC Sponsored Ad Position: #8

The screenshot shows the BizRate shopping search interface. At the top, the BizRate logo is on the left, and navigation links like 'Home', 'Home & Garden', 'Computers', 'Clothing', 'Easter Shop', 'Toys', 'Electronics', 'Kids', 'Jewelry', and 'All Departments' are in the center. On the right, there are links for 'Log in to your account' and 'Bookmark this page'. Below the navigation, a search bar contains 'I'm shopping for colon cancer' and a 'Find it!' button. The search results are displayed below, starting with 'Home > colon cancer' and 'Search took 0.007 of a second'. A section titled 'Click on a link to shop for colon cancer' lists several categories: 'colon cancer Vitamins & Nutrition', 'colon cancer Miscellaneous Books', 'colon cancer Biography Books', and 'colon cancer Miscellaneous Non-Fiction Books'. A link to 'See all matching departments for colon cancer' is also present. To the right, a 'Sponsored Links' section lists several links related to colon cancer, including 'Colon Cancer Information', 'Colorectal Cancer', 'Colon Cancer Diagnosis', 'Bowel Cleansing', 'Colon Cancer Treatment', 'Colon Cancer Research', 'Yale Cancer Center', 'Colon Cancer' (highlighted with a red circle), 'Colon cancer', and 'Colon Cancer'. The bottom of the page features a footer with 'See the 2006 Circle of Excellence Winners!', navigation links, and a 'TRUSTe' logo.

Search on Yahoo Partner, CompuServe

Keyword: "colonoscopy"

CDC Sponsored Ad Position: #4

CompuServe Search Go From AOL search

Preferences
Include local results for
ZIP Code:
Block Offensive Content
 Images & Text
 Images Only
 Never
SAVE

Recent Searches
1. colonoscopy
2. colorectal cancer
3. colon cancer
Turn Off

Sponsored Links [About This](#)

- [Colon Cleansing](#)
How to properly cleanse your colon and detoxify your body. Must read.
<http://www.DrNatura.com>
- [Virtual Colonoscopy](#)
Affordable \$475 Virtual Colonoscopy \$425 BodyScan. Based in Southern CA.
<http://vitalbodyscan.com>
- [Stryker GI](#)
Introducing [Orbiline CS](#), a disposable solution for colonoscopy
<http://www.stryker.com/gi/>
- [Screening Saves Lives](#)
A colon cancer screening test can save your life! Learn More.
<http://www.CDC.gov/ColorectalCancer/>

See More Sponsored Links for "colonoscopy"

Matching Sites [About This](#) Results 1 - 15 of about 196,000 for colonoscopy (definition)

1. [Colonoscopy](#) [New Window]
Diagnostic Tests Folder: **Colonoscopy**. Contains patient education fact sheets on seven diagnostic tests for gastrointestinal disorders.
<http://digestive.niddk.nih.gov/ddiseases/pubs/colonoscopy/index.htm>
2. [Colonoscopy - Wikipedia, the free encyclopedia](#) [New Window]
Colonoscopy is the minimally invasive endoscopic examination of the large colon and the distal part of the small bowel with a CCD camera or a fiber optic ...
<http://en.wikipedia.org/wiki/Colonoscopy>
3. [Colonoscopy](#) [New Window]
Colonoscopy is a test that allows your doctor to look at the interior lining of your large intestine (rectum and colon) through a thin, flexible viewing ...
<http://www.webmd.com/colorectal-cancer/Colonoscopy-16695>
4. [MedlinePlus Interactive Tutorials: Colonoscopy](#) [New Window]
Colonoscopy. Start Tutorial. Starts multimedia presentation with questions. Requires Flash Player. Download Flash. download button for flash player. ...
<http://www.nlm.nih.gov/medlineplus/tutorials/colonoscopy/html/index.htm>
5. [MedlinePlus Medical Encyclopedia: Colonoscopy](#) [New Window]
A **colonoscopy** is an internal examination of the colon (large intestine), using an instrument called a colonoscope. The colonoscope is a small camera ...
<http://www.nlm.nih.gov/medlineplus/ency/article/003886.htm>
6. [Colonoscopy - Digestion and digestive-related information on ...](#) [New Window]
Digestion information covering the digestion system and related diseases, procedures and tests, medications, and treatments. Produced by doctors.
<http://www.medicinenet.com/colonoscopy/article.htm>
7. [ASCRS](#) [New Window]
Most **colonoscopies** are done on an outpatient basis with minimal ... Your physician may recommend a **colonoscopy** exam if you have change in bowel habit or ...
<http://www.fascrs.org/displaycommon.cfm?an=1&subarticlenbr=6>
8. [gihealth.com - built for patient satisfaction](#) [New Window]
After careful assessment, your doctor has decided that a **colonoscopy** is ... Therefore, **colonoscopy** is a test that enables your doctor to look inside your ...
<http://www.gihealth.com/html/test/colonoscopy.html>
9. [Colonoscopy](#) [New Window]
Jackson Gastroenterology's Web Site includes office information and patient education material on digestive and liver disorders, and nutrition.
<http://www.gicare.com/pated/epdgs19.htm>
10. [Colonoscopy](#) [New Window]
A **colonoscopy** is a test to look at the inside of your colon. The colon is the large intestine and the last part of your digestive system. Its job is ...
http://www.emedicinehealth.com/colonoscopy/article_em.htm
11. [Colonoscopy: How it's done and how to prepare - MayoClinic.com](#) [New Window]
During a **colonoscopy** procedure, your colon is screened for abnormalities, including signs of colon cancer.
<http://www.mayoclinic.com/health/colonoscopy/CO00009>

Search on Yahoo Partner, CompuServe

Keyword: "colonoscopy test"

CDC Sponsored Ad Position: #2

CompuServe Search **colonoscopy test** Go From AOL search

Preferences
Include local results for
ZIP Code:
Block Offensive Content
 Images & Text
 Images Only
 Never
SAVE

Recent Searches
Clear All
1. colonoscopy test
2. colonoscopy
3. flexible sigmoidoscopy
4. colon cancer clinic
5. colon cancer smits
Turn Off

Sponsored Links [About This](#)

- [Colon Cleansing](#)
How to properly cleanse your colon and detoxify your body. Must read.
<http://www.DrNatura.com>
- [Get a Colon Cancer Test](#)
Are you at risk for colon cancer? Find out.
<http://www.CDC.gov/ColorectalCancer/>
- [Home Colon Cancer Test](#)
New Test Offers 99% Accurate FDA Approved FOBT Test in 5 min.
<http://www.HealthTestingAtHome.com>
- [Colon exam](#)
Relax. Take a Deep Breath We have the answers
<http://www.nighthealth.com>

[See More Sponsored Links for "colonoscopy test"](#)

Matching Sites [About This](#) Results 1 - 15 of about 73,300

1. [Colonoscopy Test](#) [\(New Window\)](#)
This test can check for cancer in the colon. Learn how it's done and what it can tell the doctor.
<http://www.healthatoz.com/healthatoz/Atoz/common/standard/transform.jsp?requestURL=/heal>
2. [Colonoscopy](#) [\(New Window\)](#)
Colonoscopy is a test that allows your doctor to look at the interior lining of your large intestine (rectum and colon) through a thin, flexible viewing ...
<http://www.webmd.com/colorectal-cancer/Colonoscopy-16885>
3. [Preparation for a colonoscopy test](#) [\(New Window\)](#)
The preparatory procedures are extremely important since, if the colon is not thoroughly clean, the exam cannot be done.
<http://digestive-disorders.health-care.net/colonoscopy-preparation.php>
4. [AllRefer Health - Colonoscopy - Test/Medical Exams/Tests](#) [\(New Window\)](#)
Colonoscopy information center covers description, preparation, risks, expectations, special considerations, normal and abnormal values, and evaluating ...
<http://health.allrefer.com/health/colonoscopy-info.html>
5. [Colonoscopy - Test Overview - MSN Health & Fitness - Cancer](#) [\(New Window\)](#)
During a **colonoscopy**, tissue samples can be collected (biopsy) and abnormal growths can be taken out. **Colonoscopy** can also be used as a screening test to ...
<http://health.msn.com/centers/cancer/articlepage.aspx?cp-documentid=100066511>
6. [Colonoscopy - Colonoscopy Procedure - Colonoscopy Test](#) [\(New Window\)](#)
A **colonoscopy** is a test that provides an inside look at your large intestine. The test is performed with a flexible tube that has a camera on it. ...
<http://colon.cancer.about.com/od/colonoscopy/Colonoscopy.htm>
7. [Yahoo! Answers - anyone ever have a colonoscopy test done yet??](#) [\(New Window\)](#)
8 answers - first off ,im 42 years old my mother died of colon, and lung cancer (15yrs ago) i also have had three uncles (my dads brothers)die of cancer to ...
<http://answers.yahoo.com/question/index?qid=20070312183557AAMckHm>
8. [5 Tests to Find Polyps and Colorectal Cancer](#) [\(New Window\)](#)
If a polyp is found with a Barium Enema Test, you will need a **Colonoscopy test**, and a biopsy. You may feel mild cramping during the Barium Enema Test ...
http://ethnomed.org/patient_ed/cancer/colorectal/Files/ECRCTests.pdf
9. [Withdrawal time during colonoscopy test should be more than six...](#) [\(New Window\)](#)
Colonoscopy is almost always painless and most patients are asleep.
http://www.ndri.com/news/withdrawal_time_during_colonoscopy_test_should_be_more_than_6
10. [Colonoscopy](#) [\(New Window\)](#)
A **colonoscopy** is a test to look at the inside of your colon. The colon is the large intestine and the last part of your digestive system. Its job is ...
http://www.emedicinehealth.com/colonoscopy/article_em.htm
11. [Study Rates Colonoscopy as Far Superior Test - New York Times](#) [\(New Window\)](#)
The study, by the Department of Veterans Affairs, backs the use of **colonoscopy** as a routine test. The research appears in today's issue of The New England ...
<http://query.nytimes.com/gst/fullpage.html?sec=health&res=9407EED91431F930A1575BC0A5>
12. [Colonoscopy - What Affects the Test - Digestive Health on Yahoo ...](#) [\(New Window\)](#)
Avoid taking iron supplements for several days before a **colonoscopy test**. Red liquids or red gelatin ingested before a **colonoscopy**, which can discolor ...

Search on Google Partner, EarthLink

Keyword: "katie couric cancer"
CDC Sponsored Ad Position: #1

myEarthLink
EarthLink.net myEarthLink Web Mail Biz Center My Account Support

Select Search Category: Web Local Images Shopping Earthlink

powered by Google
katie couric cancer SEARCH

Related Searches: Symptoms Colon Cancer | Colorectal Cancer | Small Bowel Cancer | Stage 4 Cancer | Cancer Surgery

Sponsored Results

- Screen for Life
A Screen for Life message from **Katie Couric**. View here.
www.CDC.gov/ColorectalCancer/

Web Results 1 - 10 of about 49,000. Search took 0.29 seconds

Powered by Google

- USATODAY.com - **Katie Couric** reports on colorectal **cancer**
As co-anchor of Today, **Katie Couric** keeps America informed every morning. Since colorectal **cancer** claimed the life of her husband, Jay Monahan, in 1998, ...
http://www.usatoday.com/news/health/spotlight/health/2004-06-23-couric_x.htm - 60k - similar pages
- Welcome to NCCRA
Award-winning actor Jimmy Smits urges people to get tested for colon **cancer** in a new broadcast public service announcement (PSA) launching in March to kick ...
<http://www.efoundation.org/national/nccra/splash/> - 29k - similar pages
 - A Message From **Katie Couric**
The NCCRA was co-founded in March of 2000 by journalist **Katie Couric**, **cancer** activist Lilly Tartikoff, and the Entertainment Industry Foundation. ...
<http://www.efoundation.org/national/nccra/press/article/2004-04-13.html> - 51k - similar pages
- Katie Couric**: I MUST share this vital information - Today Show ...
Starting Monday, March 29, **Katie Couric** will host a special five-part series on "Today" entitled "Confronting Colon **Cancer**." Here she writes about the ...
<http://www.msnbc.msn.com/id/4602012/> - 42k - similar pages
- COURIC** GRILLS EDWARDS OVER CAMPAIGNING WITH **CANCER**
Katie Couric on 60 MINUTES aggressively questions John and Elizabeth Edwards after announcement that Mrs. Edwards has **cancer** and that he will stay in the ...
<http://www.ifilm.com/video/2836152> - 66k - Mar 26, 2007 - similar pages
- Katie Couric**, Anchor, Managing Editor Of CBS Evening News ...
Katie Couric is the anchor and managing editor of the CBS Evening News with ... 2 **cancer** killer. In March 2000, **Couric** launched the National Colorectal ...
<http://www.cbsnews.com/stories/2006/07/06/eveningnews/bios/main1701520.shtml> - 74k - Mar 26, 2007 - similar pages
 - Couric** & Co. CBS News Blogs and Editorial Forum - CBSNews.com
Blogs from **Katie Couric**, Mark Knoller, Bob Orr, and more. ... Fighting **cancer** is like being in a war and it looked as if the Edwards family was losing. ...
<http://www.cbsnews.com/actions/couricandco/main500003.shtml> - 92k - Mar 26, 2007 - similar pages | More results from www.cbsnews.com |
- Katie Couric** - CBS News Anchor
Click here to learn what you can do to help **Katie Couric** eradicate colon **cancer**. See the latest **Katie Couric** news and leave a message in the Blog. ...
http://www.quicktakes.com/couric_fan/ - 8k - similar pages
- Katie Couric**, CBS News Anchor - Opens Jay Monahan Health Center
Named in honor of Jay Monahan - the late husband of NBC "TODAY" show co-anchor **Katie Couric** - who died at age 42 of colon **cancer**, the Center will serve as a ...
<http://healthnewsdigest.com/site/couric.html> - 10k - similar pages
- Colorectal **Cancer** And The **Katie Couric** Effect
Katie Couric spurred people to get screened for colorectal **cancer** by broadcasting her own colonoscopy on the Today Show in March of 2000.
<http://hdccolns.about.com/cs/colorectalcancer/a/katiecouric.htm> - 29k - similar pages

(About Shopping Results)

Shopping.com Amazon.com

Powered by Shopping.com

Search on Google Partner, EarthLink

Keyword: "colorectal"

CDC Sponsored Ad Position: #2

The screenshot shows the EarthLink search engine interface. At the top, there is a navigation bar with links for EarthLink.net, myEarthLink, Web Mail, Biz Center, My Account, and Support. Below this is a search bar with the keyword "colorectal" entered. The search bar is powered by Google. Below the search bar, there are tabs for "Web", "Local", "Images", "Shopping", and "EarthLink". The search results are displayed in a list format. The first result is a sponsored result from DrWatuta.com titled "Colon Cleansing". The second result is a sponsored result from the CDC titled "Get Colon Cancer Facts", which is circled in red. This result includes the text "Early stage colon cancer may not have symptoms. Learn more." and a link to www.CDC.gov/ColorectalCancer/. Other sponsored results include "Bowel Cancer" from Mesothelioma-Education.com and "Colorectal" from healthline.com. Below the sponsored results, there is a section for "Web Results" showing 10 of about 813,000 results. The first web result is "Colorectal Cancer Network" from colorectal-cancer.net. Other web results include "MedlinePlus: Colorectal Cancer" from nlm.nih.gov, "ACS :: What Is Colorectal Cancer?" from cancer.org, "Colorectal cancer - Wikipedia, the free encyclopedia" from wikipedia.org, "Cancer - Colorectal Cancer" from cdc.gov, and "NIHSeniorHealth: Colorectal Cancer - Table of contents" from nihseniorhealth.gov.

myEarthLink START PAGE

EarthLink.net myEarthLink Web Mail Biz Center My Account Support

Select Search Category **Web** Local Images Shopping EarthLink

powered by Google™ colorectal SEARCH

Related Searches
[Colorectal Cancer](#) | [Colorectal Carcinoma](#) | [Rectal Cancer](#) | [Symptoms Colon Cancer](#) | [Rectum Cancer](#)

Sponsored Results

- ◆ [Colon Cleansing](#)
How to properly cleanse your colon and detoxify your body. Must read.
www.DrWatuta.com
- ◆ [Get Colon Cancer Facts](#)
Early stage colon cancer may not have symptoms. Learn more.
www.CDC.gov/ColorectalCancer/
- ◆ [Bowel Cancer](#)
Looking for info on bowel cancer? Learn about all types of cancer.
www.Mesothelioma-Education.com
- ◆ [Colorectal](#)
Find answers about **Colorectal** Symptoms, Causes, Treatments, More.
www.healthline.com

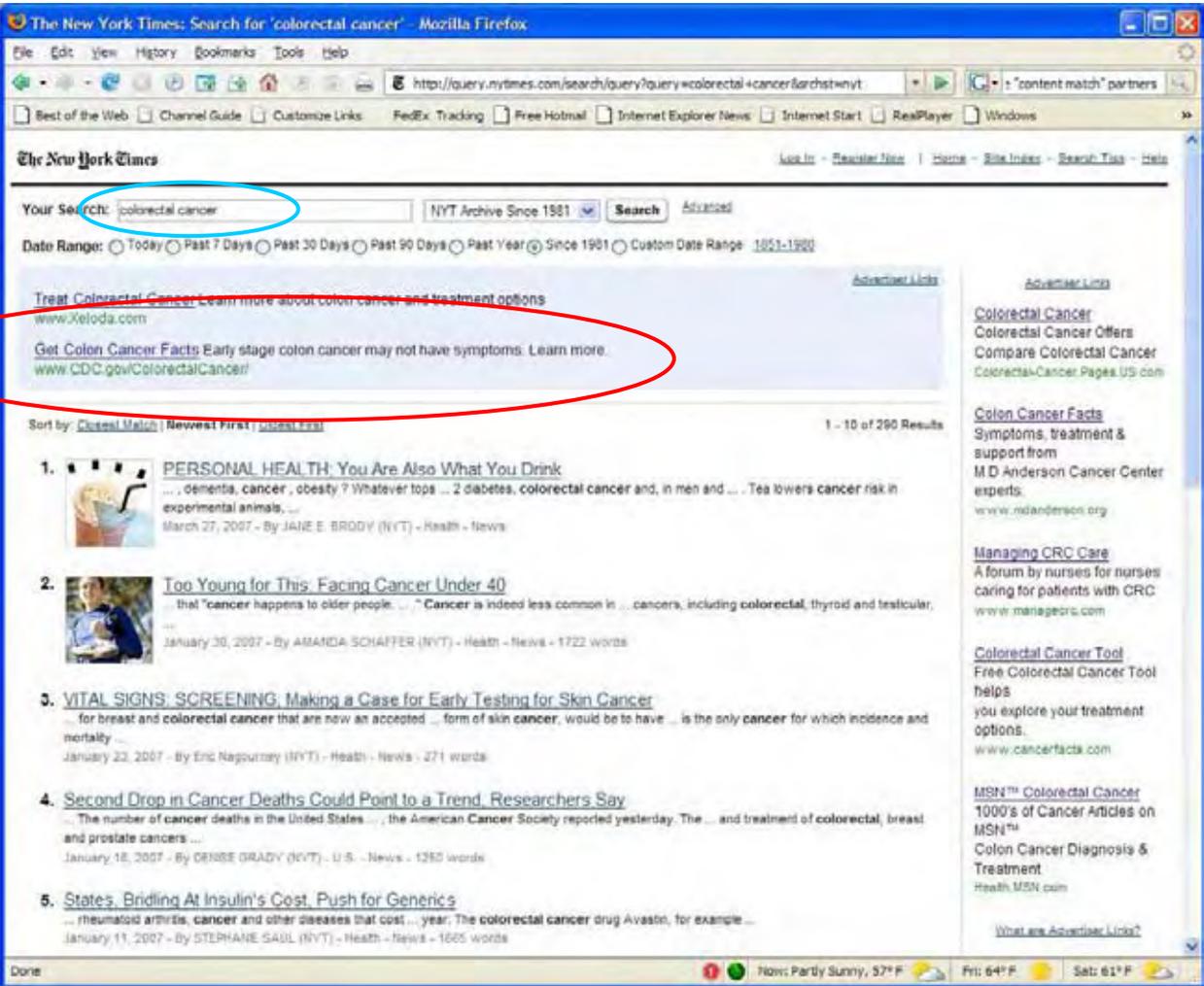
Web Results 1 - 10 of about 813,000. Search took 0.05 seconds. Powered by Google™

- ◆ [Colorectal Cancer Network](#)
Colon cancer support. Volunteer opportunities. We serve all communities that are touched by **colorectal** cancer. Preventable, Treatable, Beatable.
<http://www.colorectal-cancer.net/> - 27k - [similar pages](#)
- ◆ [MedlinePlus: Colorectal Cancer](#)
US National Library of Medicine compilation which provides links to select related subjects.
<http://www.nlm.nih.gov/medlineplus/colorectalcancer.html> - 65k - [similar pages](#)
- ◆ [ACS :: What Is Colorectal Cancer?](#)
Colorectal cancer is a term used to refer to cancer that starts in the colon or ... But colon cancer and rectal cancer, together known as **colorectal** cancer, ...
http://www.cancer.org/docroot/CRI/content/CRI_2_2_1X_What_is_colon... - 36k - [similar pages](#)
 - ◆ [ACS :: What Is Colorectal Cancer?](#)
Colorectal cancer is a term used to refer to cancer that develops in the colon ... Colon cancer and rectal cancer, collectively known as **colorectal** cancer, ...
http://www.cancer.org/docroot/CRI/content/CRI_2_4_1x_What_Is_Colon... - 39k - [similar pages](#)
[More results from www.cancer.org]
- ◆ [Colorectal cancer - Wikipedia, the free encyclopedia](#)
Colorectal cancer, also called colon cancer or bowel cancer, includes cancerous growths in ... The risk of developing **colorectal** cancer increases with age. ...
http://en.wikipedia.org/wiki/Colorectal_cancer - 96k - Mar 26, 2007 - [similar pages](#)
- ◆ [Cancer - Colorectal Cancer](#)
CDC promotes **colorectal** cancer (cancer of the colon and rectum) prevention by building partnerships, encouraging screening, supporting education and ...
<http://www.cdc.gov/cancer/colorectal/> - 31k - [similar pages](#)
 - ◆ [Cancer - Colorectal Cancer's Screen for Life Campaign](#)
The Screen for Life campaign informs men and women, aged 50 years or older, about the importance of having regular **colorectal** cancer screening tests.
<http://www.cdc.gov/cancer/colorectal/sfl/> - 33k - [similar pages](#)
- ◆ [NIHSeniorHealth: Colorectal Cancer - Table of contents](#)
Colorectal Cancer. Table of Contents. **Colorectal** Cancer Defined · Causes and Risk Factors · Symptoms and Diagnosis · Treatments and Research ...
<http://nihseniorhealth.gov/colorectalcancer/toc.html> - 11k - [similar pages](#)

Search on Google Partner, The New York Times

Keyword: "colorectal cancer"

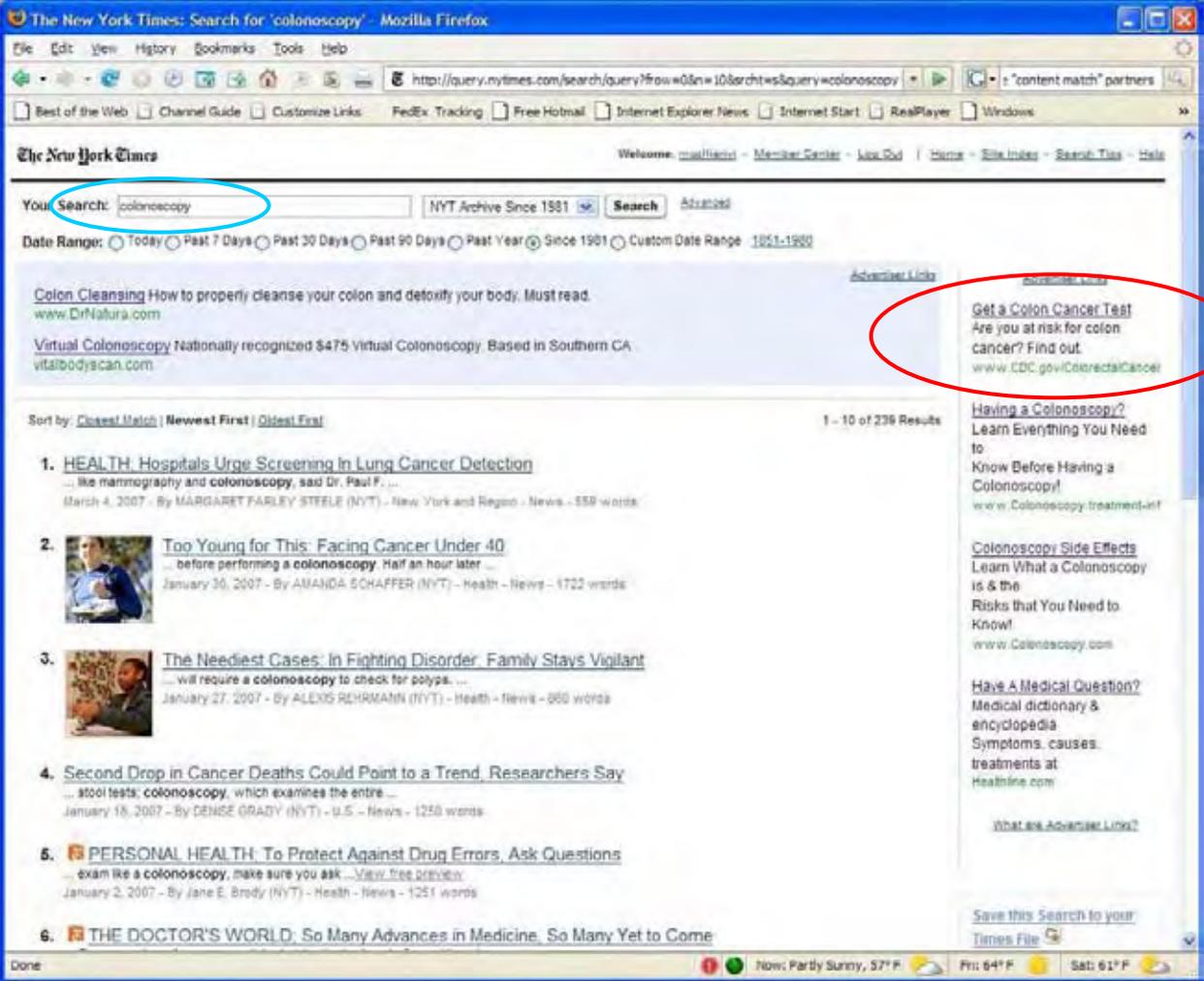
CDC Sponsored Ad Position: #2



Search on Google Partner, The New York Times

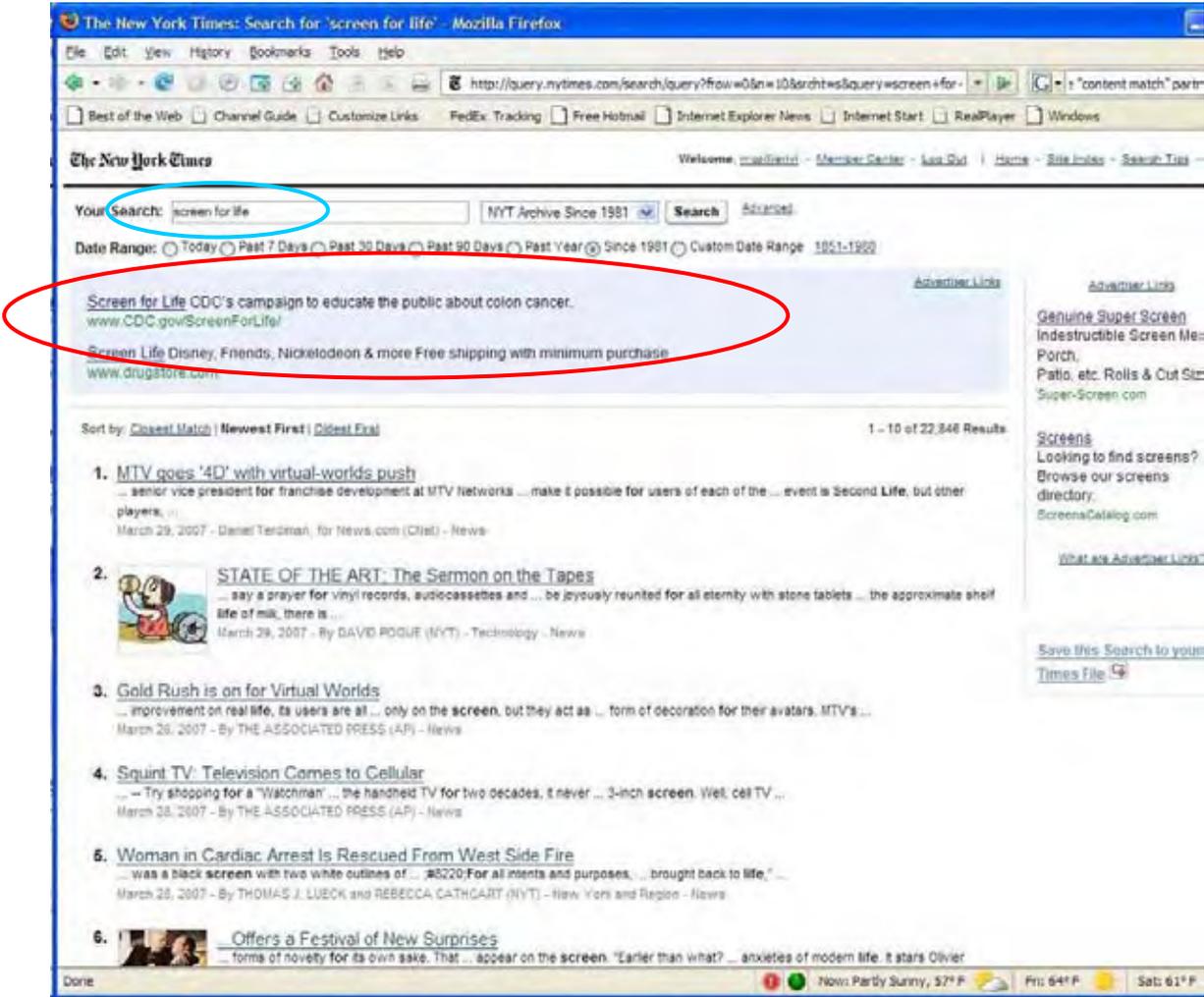
Keyword: "colonoscopy"

CDC Sponsored Ad Position: #3



Search on Google Partner, The New York Times

Keyword: "screen for life"
CDC Sponsored Ad Position: #1



Search on Google Partner, PriceGrabber

Keyword: "colonoscopy"
CDC Sponsored Ad Position: #3

PriceGrabber.com
Your Life | Your Account | Sell Yours! | Help

SHOP FOR: colonoscopy

PRODUCT MATCHES Results 1-13 of 33 matches for 'colonoscopy' in Books

Book Title	Author	Price
Colonoscopy Techniques, an Issue of Gastrointestinal Endoscopy Clinics (1 Release)	Charles J. Lindt	Hardcover from \$77.03
Virtual Colonoscopy (1 Release)	Richard Lefkowitz	Hardcover from \$103.65
Atlas of Colonoscopy (1 Release)	Helmut Helmreich	\$315.79
Atlas of Colonoscopy (1 Release)	Helmut Helmreich	Hardcover from \$127.46
Virtual Colonoscopy (1 Release)	Julie J. Lee	Hardcover from \$134.19
Fundamentals Of Virtual Colonoscopy (1 Release)	A. J. D'Onofrio	Hardcover from \$51.18
Colonoscopy (1 Release)	John Health Publications	Paperback from \$34.39
Atlas of Rectoscopy and Colonoscopy (1 Release)	Fater J. J. J.	\$109.45
Colonoscopy (1 Release)	Jacques H. Wain	Hardcover from \$109.95
Colonoscopy (1 Release)	Jeffrey B. Sahlin	Hardcover from \$63.29
Colonoscopy (1 Release)	Harold S. J. J.	\$32.95
Indications for Selected Medical and Surgical Procedures (1 Release)	Katherine L. J. J.	\$14.18
Atlas of Virtual Colonoscopy (1 Release)	Abraham H. G. G.	Hardcover from \$41.85

Additional Resources

Colon Cleansing
How to properly cleanse your colon and detoxify your body. Must read.
www.coloncleansing.com

Amazon.com Books
1000s of books at up to 50% Off Free Shipping. Buy Books Now.
www.amazon.com/books

Get a Colonoscopy
Colonoscopy is a safe and effective way to prevent colorectal cancer.

Colonoscopy: A Guide to Diagnosis & Treatment
Colonoscopy is a safe and effective way to prevent colorectal cancer.

Learn More About Colonoscopy: It's the Risks that You Need to Know!
www.colonoscopy.com

Search on Google Partner, ThirdAge

Keyword: "colorectal cancer facts"

CDC Sponsored Ad Position: #1

ThirdAge

What is this aaa? [powered by Google](#)

colorectal cancer facts Search

Search the web Search ThirdAge.com

Ads by Google

Get Colon Cancer Facts
www.CDC.gov/ColorectalCancer/ Early stage colon cancer may not have symptoms. Learn more.
Cancer facts

Cancer facts
www.thirdage.com/Abeloma-Education.com Looking for info on cancer facts? Learn about all types of cancer.
Cancer facts

Cancer facts
www.metastatic-breast-cancer.info Breast Cancer Treatment Directory **Cancer facts**

Cancer facts
allbreastcancer.info Breast Cancer Facts and Statistics **Cancer facts**

Web Results 1 - 10 of 10 from [thirdage.com](#) for colorectal cancer facts (0.22 seconds) [powered by Google](#)

[ThirdAge Discussions - Women's Health Issues, Hosted by Xwordwonder](#)
Here are some facts about breast cancer from the Pacific Communities Hospital in Oregon and provided to me by my local hospital here in Missouri ...
[www.thirdage.com/Abelom714@xj.ue6b366/](#) - [Similar pages](#)

[ThirdAge: Menopause: alternatives to hormone replacement therapy](#)
The basic facts. The average age for women in menopause is 51; today, ... that menopause may increase risk for macular degeneration and colon cancer. ...
[www.thirdage.com/healthgate/files/13516.html](#) - [Similar pages](#)

[ThirdAge: Vitamin D](#)
Sunlight is a major cause of skin cancer. RESOURCES: ... Facts about dietary supplements. National Institutes of Health website. ...
[www.thirdage.com/healthgate/files/14044.html](#) - [Similar pages](#)

[ThirdAge: Kidney Stones](#)
Drug Interaction Facts. St. Louis, Mo. Facts and Comparisons; 1999. ... Calcium plus vitamin D supplementation and the risk of colorectal cancer. JAMA. ...
[www.thirdage.com/healthgate/files/21459.html](#) - [Similar pages](#)

[ThirdAge Blog](#)
... operation for colon cancer that removed every last bit, thank God. ... is entitled to their own opinions, no one is entitled to their own facts. ...
[blog.thirdage.com/?author=10&paged=2](#) - [Similar pages](#)

[ThirdAge Blog » Blog Archive » Do you flax?](#)
Flax Facts: Do flaxseed muffins fight breast cancer and prostate cancer? Should we all be eating flaxseeds and using flaxseed oil on our salads? ...
[blog.thirdage.com/?p=75](#) - [Similar pages](#)

[ThirdAge: Sports & Fitness Archive](#)
... The hard facts about softball injuries - For women only: sports medicine ... Fighting colon cancer: one man's story - John Drummond: golden in the face ...
[www.thirdage.com/healthgate/files/33791.html](#) - [Similar pages](#)

[ThirdAge: Eat a Diet Rich in Calcium](#)
... Possibly, colon cancer; Eclampsia (a severe, life-threatening blood pressure ... Read the Nutrition Facts label on tofu and fortified products to ...
[www.thirdage.com/healthgate/files/10993.html](#) - [Similar pages](#)

[ThirdAge: Procedure & Surgery Fact Sheets](#)
This resource is designed to provide comprehensive, but concise facts on a variety of screening, diagnostic, and treatment procedures. ...
[www.thirdage.com/healthgate/files/33342.html](#) - [Similar pages](#)

[ThirdAge Blog » Blog Archive » Is America's Problem That We Are ...](#)
Without faith one is constantly evaluating with facts he derives from his environment. ... gallbladder disease and cancer of the breast, prostate and colon. ...
[blog.thirdage.com/?p=705](#) - [Similar pages](#)

Ads by Google

Cancer facts
www.All-Asbestos.com Looking for info on cancer facts? Search - cancer facts
Colon Cancer Fact
ColonCancerDirectory.com Looking for colon cancer info? Visit our colon cancer guide.
Cancer Facts
www.EverydayHealth.com Breaking News, Expert Tips, Member Support, Treatment Options & More
Colorectal cancer facts
www.healthline.com Find the right answers about colorectal cancer.

Search

[Search within results](#) | [Search Tips](#)

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Search on Google Partner, ThirdAge

Keyword: "bowel cancer"

CDC Sponsored Ad Position: #2

ThirdAge.

[What is this page?](#)

powered by 

Search the Web Search ThirdAge.com

Ads by Google

[Colon **Cancer** Treatment](#)

[www.Yoloda.com](#) Learn more about colon **cancer** and treatment options

[Get Colon **Cancer** Facts](#)

[www.CDC.gov/ColorectalCancer/](#) Early stage colon **cancer** may not have symptoms. Learn more.

[Bowel Movements, Syndrome](#)

[www.DrNatura.com](#) **Bowel** movement, obstruction & other problems solved by colon cleansing.

[Bowel cancer](#)

[www.Mesothelioma-Education.com](#) Looking for info on **bowel cancer**? Learn about all types of **cancer**.

Web

Results 1 - 100 of about 111,000 for **bowel cancer**. (0.16 seconds)

[Cancer of the large **bowel** information centre : Cancerbackup](#)

Information on **cancer** of the large **bowel** (colon & rectum) and small **bowel cancer**, including causes, symptoms, diagnosis, treatments, side effects and ...

[www.cancerbackup.org.uk/Cancertype/Bowelcolonrectum](#) - [Similar pages](#)

powered by


[Small **bowel cancer** : Cancerbackup](#)

Information about **cancer** of the small **bowel**. It describes what it is, causes, symptoms, diagnosis, and treatments.

[www.cancerbackup.org.uk/Cancertype/Bowelcolonrectum/Smallbowel](#) - [Similar pages](#)

[[More results from www.cancerbackup.org.uk](#)]

[Beating **Bowel Cancer**](#)

[www.bowelcancer.org/](#) - [Similar pages](#)

[GENERAL INFO](#)

Loud Tie Campaign is a national campaign raising funds for Beating **Bowel Cancer**, increasing the awareness of our work at the charity and elevating the key ...

[www.bowelcancer.org/loud_tie/](#) - [Similar pages](#)

[Colorectal **cancer** - Wikipedia, the free encyclopedia](#)

Colorectal **cancer**, also called colon **cancer** or **bowel cancer**, includes cancerous growths in the colon, rectum and appendix. It is the third most common form ...

[en.wikipedia.org/wiki/Colorectal_cancer](#) - Mar 26, 2007 - [Similar pages](#)

[Small intestine **cancer** - Wikipedia, the free encyclopedia](#)

In oncology, small intestine **cancer**, also small **bowel cancer** and **cancer** of the small **bowel**, is a **cancer** of the small intestine. ...

[en.wikipedia.org/wiki/Duodenal_cancer](#) - [Similar pages](#)

[Beating **Bowel Cancer**](#)

Aims to raise awareness, promote early diagnosis and encourage information on treatment options. Located in St. Margarets, Twickenham, England.

[www.beatingbowelcancer.org/](#) - [Similar pages](#)

[Bowel cancer\(Colorectal **cancer**\)](#)

UK charity offers information about the prevention, diagnosis and treatment of **bowel cancer**. Also gives details on fundraising.

[www.cancerhelp.org.uk/help/default.asp?page=2786](#) - [Similar pages](#)

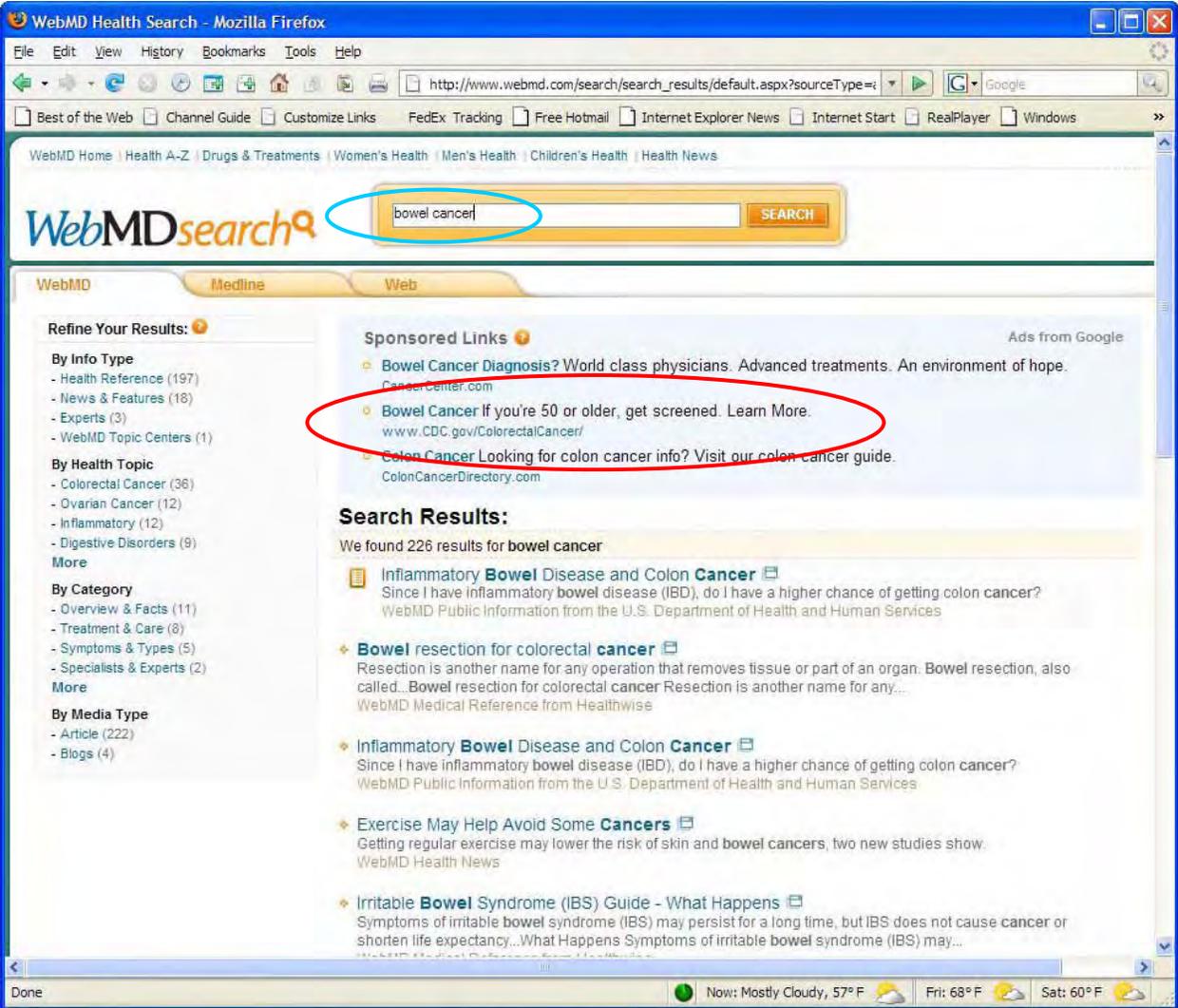
[Tests for **bowel cancer**](#)

There are two possible screening tests for **bowel cancer** Examining the inside of the bowel for polyps Stool test for blood Examining the inside of the **bowel** These ...

Search on Google Partner, WebMD

Keyword: "bowel cancer"

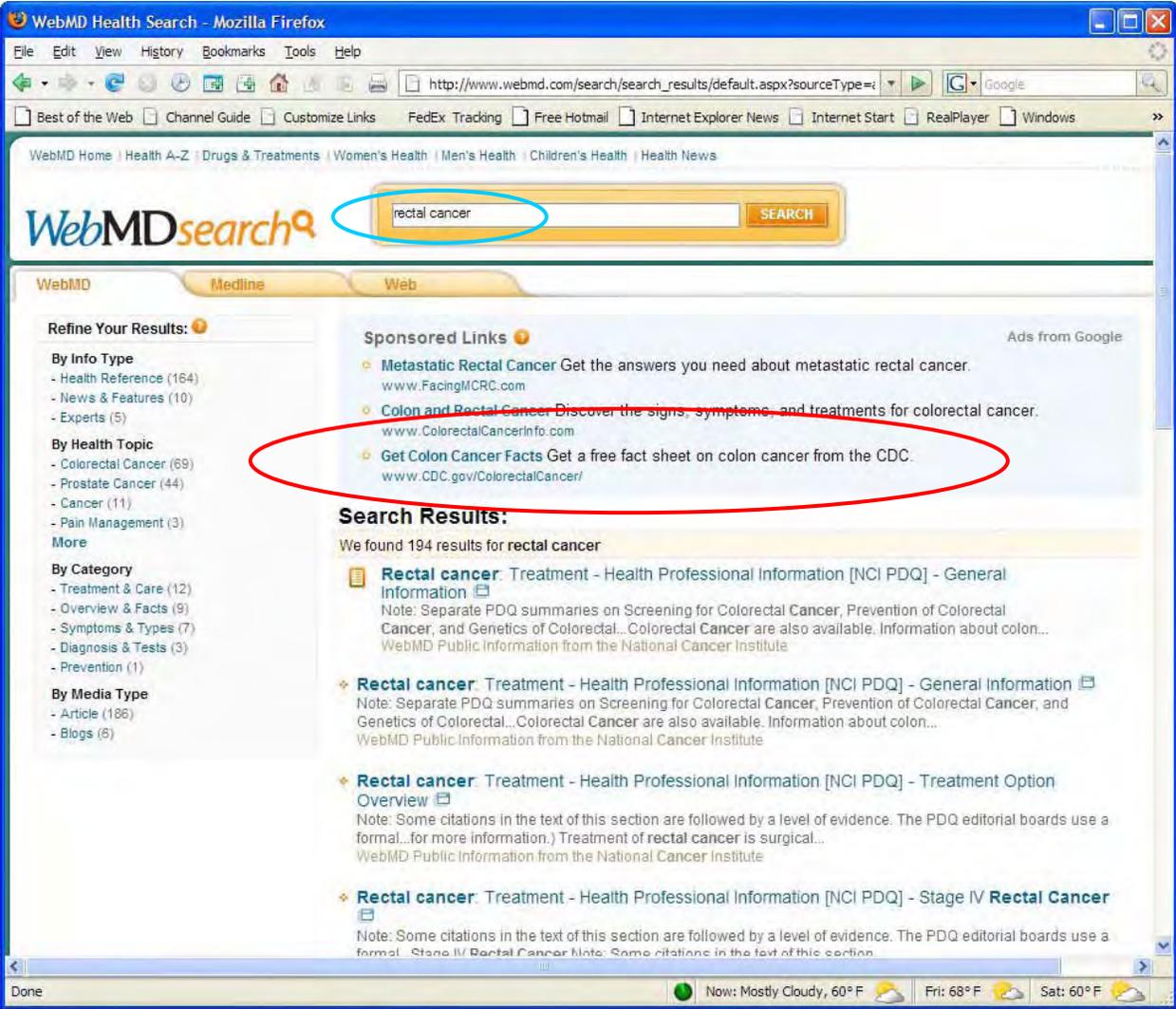
CDC Sponsored Ad Position: #2



Search on Google Partner, WebMD

Keyword: "rectal cancer"

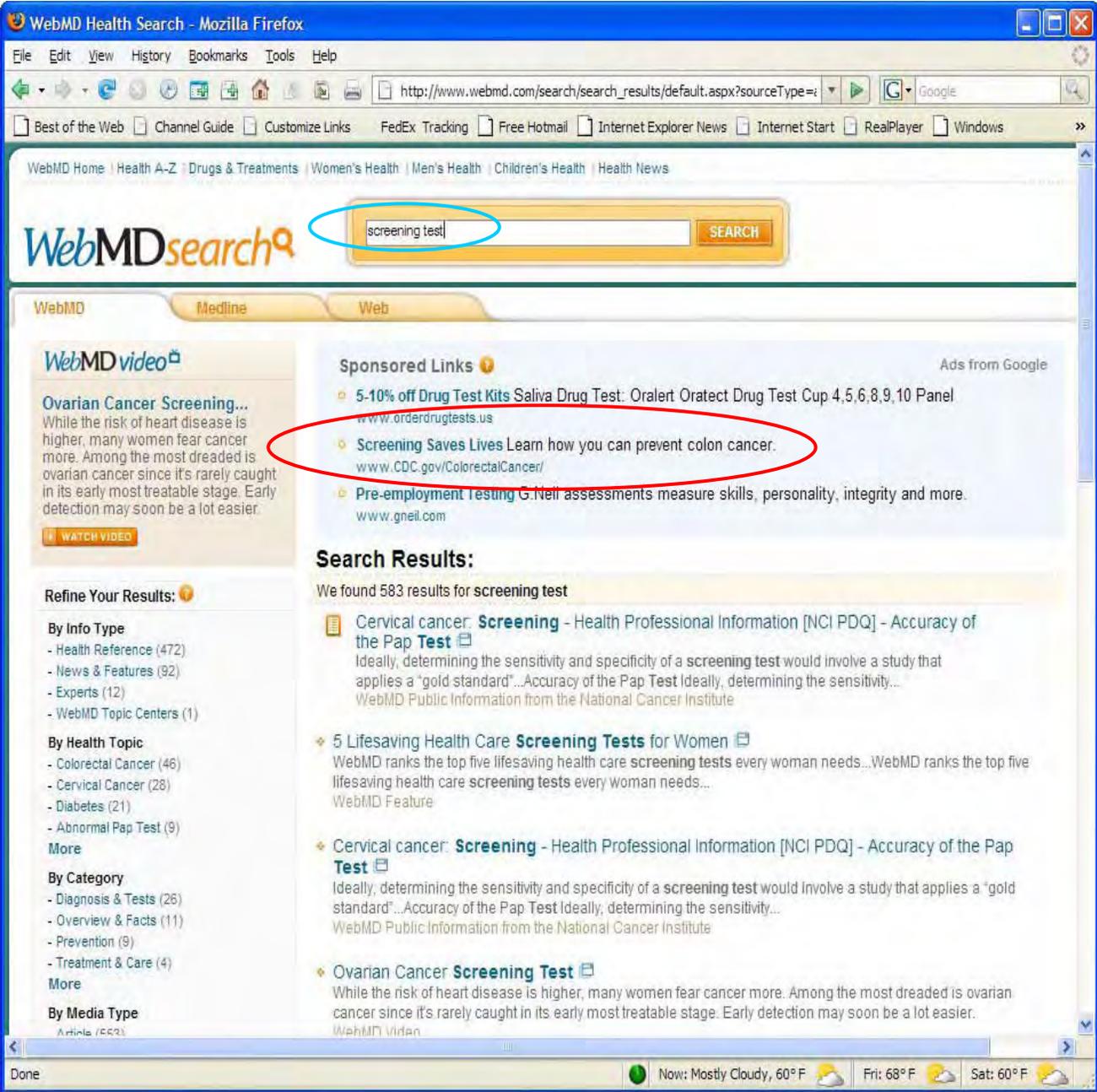
CDC Sponsored Ad Position: #3



Search on Google Partner, WebMD

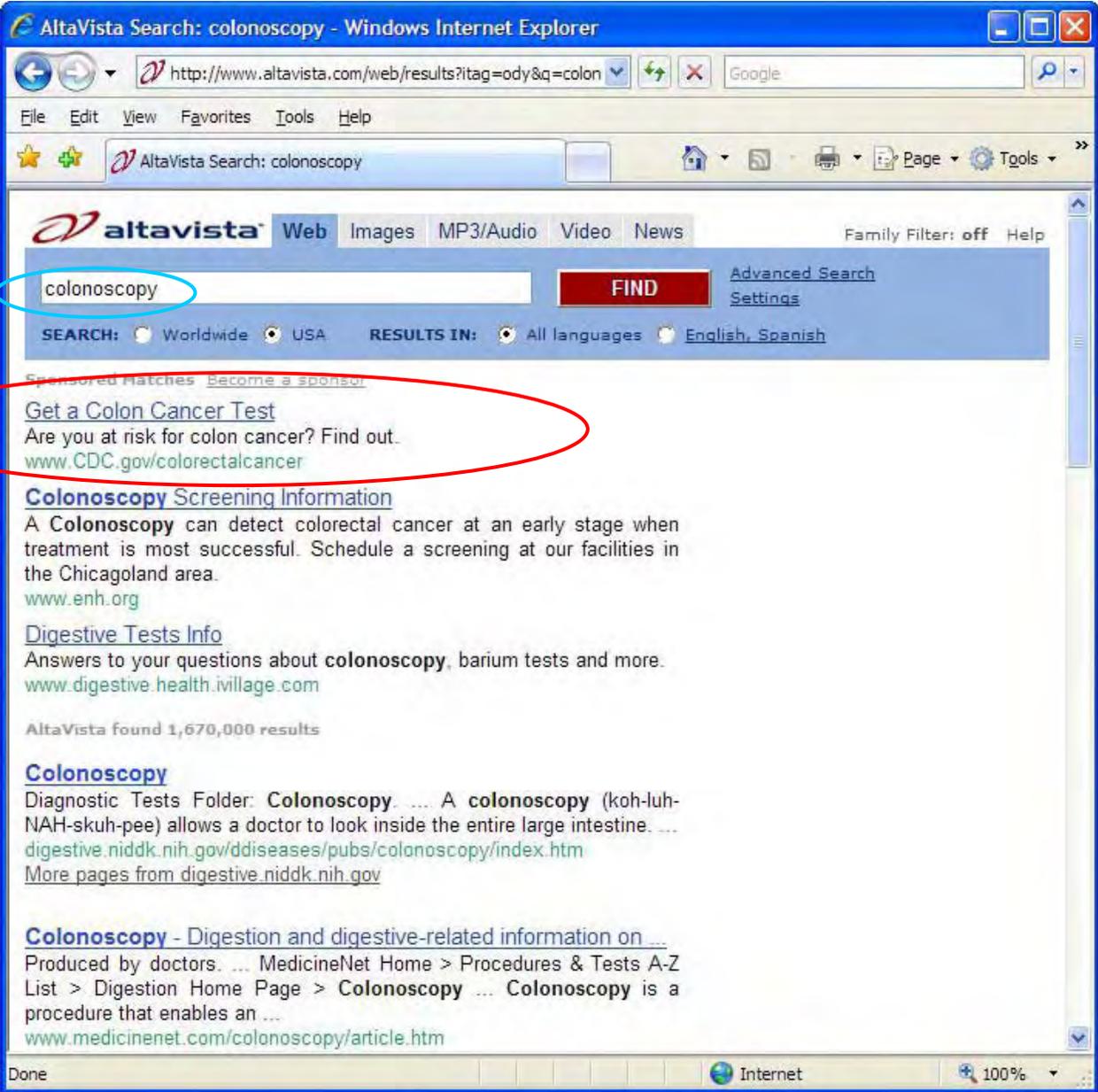
Keyword: "screening test"

CDC Sponsored Ad Position: #2



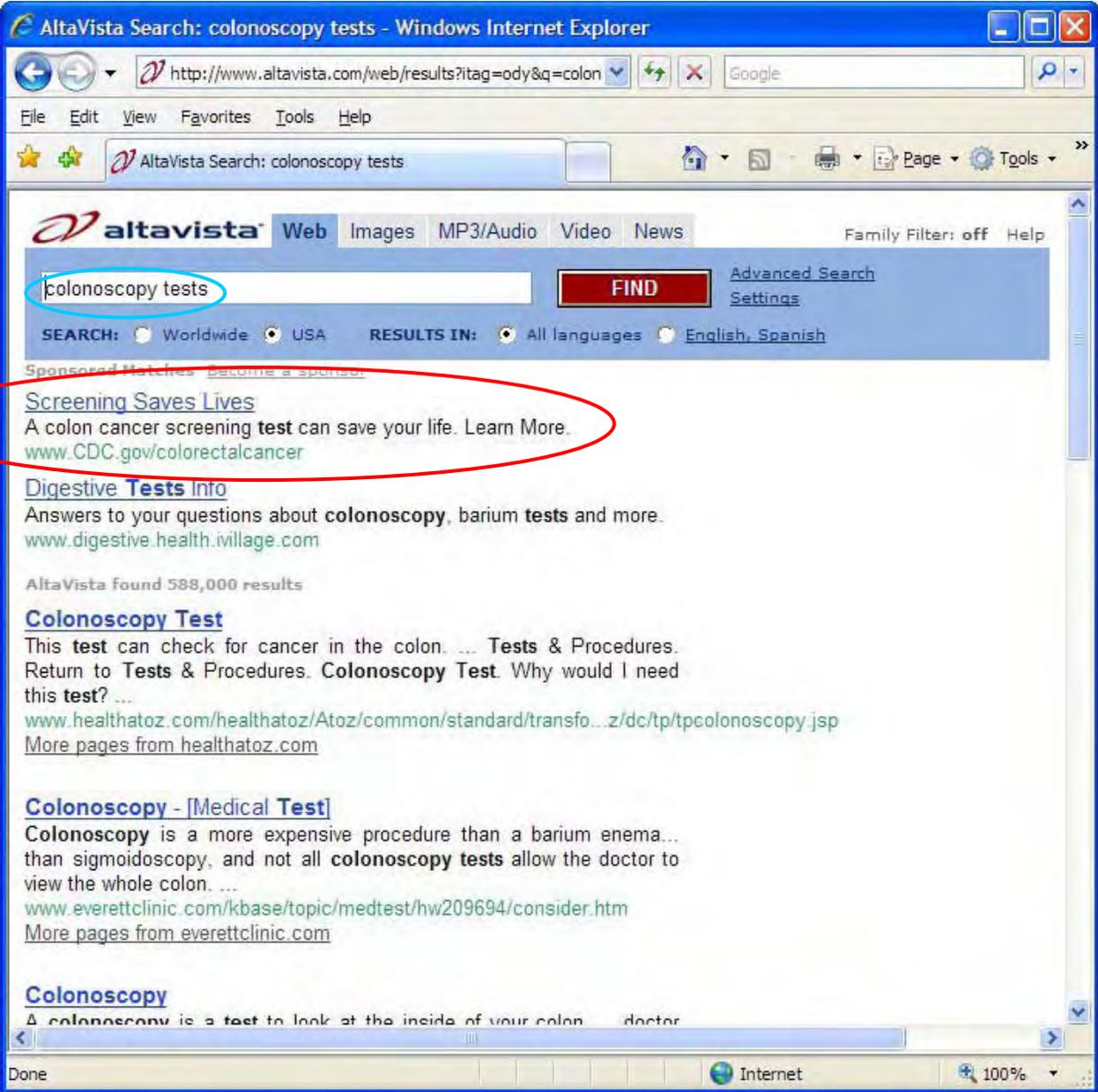
Search on Yahoo Partner, Altavista

Keyword: "colonoscopy"
CDC Sponsored Ad Position: #1



Search on Yahoo Partner, Altavista

Keyword: "colonoscopy tests"
CDC Sponsored Ad Position: #1



Search on Yahoo Partner, CNN

Keyword: "colon cancer"

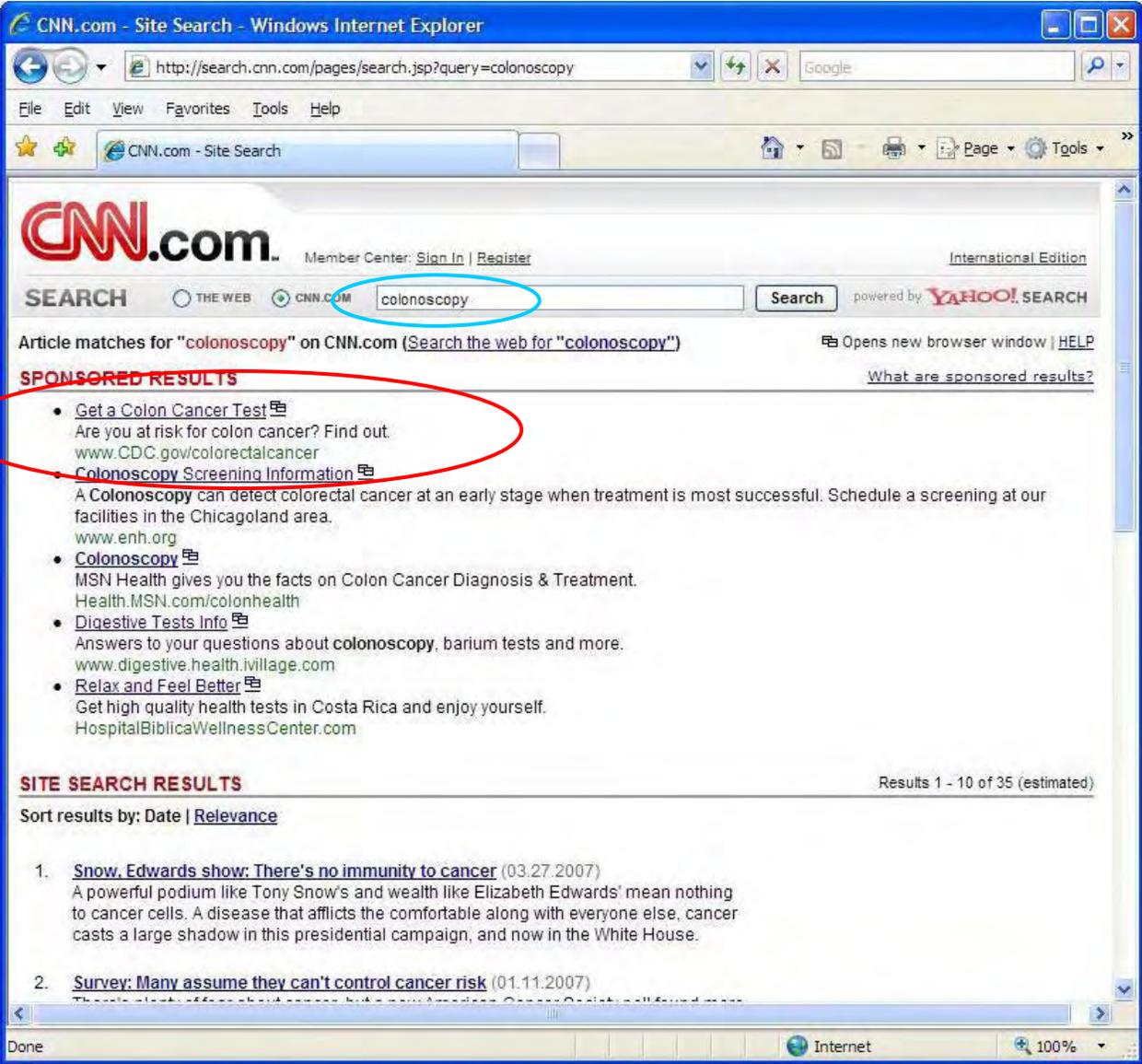
CDC Sponsored Ad Position: #4



Search on Yahoo Partner, CNN

Keyword: "colonoscopy"

CDC Sponsored Ad Position: #1



Search on Yahoo Partner, iVillage

Keyword: "colon cancer"

CDC Sponsored Ad Position: #1

Ad appears at both top and bottom of page



Search on Yahoo Partner, iVillage

Keyword: "barium enema"

CDC Sponsored Ad Position: #1



Search on Yahoo Partner, GardenWeb

Keyword: "colorectal cancer symptoms"

CDC Sponsored Ad Position: #1

Village GardenWeb THE INTERNET'S GARDEN & HOME COMMUNITY
LOG IN or JOIN NOW: Become a Gardenweb member
ADVERTISEMENT
SAVE UP TO \$300 on your auto insurance right now
ENTER ZIP: [input] GO
UNITRIN direct auto insurance
GardenWeb Blogs Forums Photo Galleries Ask The Experts Tools & Directories SEARCH [input] GO

Search for: Search Help & Key

Sponsored Results from Yahoo!

Colon Cancer Symptoms
What are the symptoms of colon cancer? Find out.
www.CDC.gov/colorectalcancer

Colorectal Cancer
Leading the Quest for Digestive Treatment, Surgery and Information.
Cedars-Sinai.edu

BTG: Colorectal Cancer
BTG is focused on Colorectal Cancer and finding advanced solutions.
www.btgplc.com

What's this?

GARDENING ADS

Garden Water Fountain
Water Garden Supply
Home And Garden Gift
Outdoor Water Feature

Search results for: colorectal cancer symptoms

There was one match.

Would you want to know?

- Posted by: agnespuffin on Mon, Dec 4, 06 at 11:17
- 10 follow-ups, last one posted on Tue, Dec 12, 06 at 7:41

1 Interesting article on genetic testing for some of the usual life threatening diseases. So, if you could afford it, would you want to know that there was a very good chance of developing one of the unpleasant conditions? Or would you rather

Forum Message - Found at: [The Garden Party Forum](#)

Search for: Search Help & Key

Run this search at: [HortiPlex Plant Database](#) [GardenWeb Europe](#) [GardenWeb Australia](#) [ThatHomeSite!](#)

[Add a GardenWeb search form to your Web page!](#)

Sponsored Results from Yahoo!

Colorectal Cancer
Ways to help you live with metastatic colorectal cancer.
www.facingmcrcc.com

A Colorectal Cancer and VEGF Resource
Information on colorectal cancer, VEGF, angiogenesis and malignancy.
www.researchvegf.com

Metastatic Colon Cancer
Family member recently diagnosed? Get treatment information here.
www.CRCTherapy.com

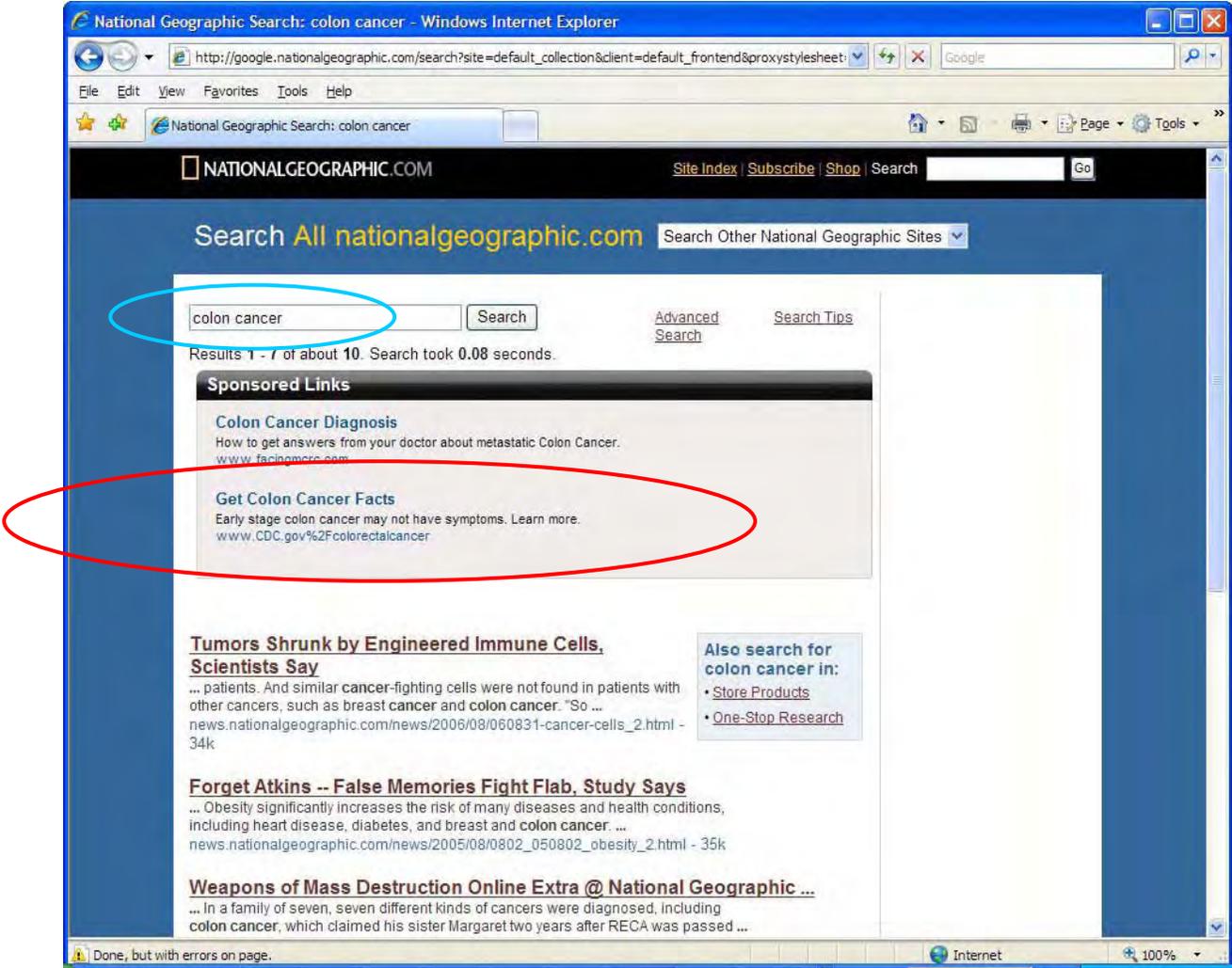
Alternative Colorectal Cancer Treatments
New Hope Medical Center offers alternative cancer treatments for people suffering from ...
www.cancer-treatment-alternative.com

What's this?

Search on Google Partner, National Geographic

Keyword: "colon cancer"

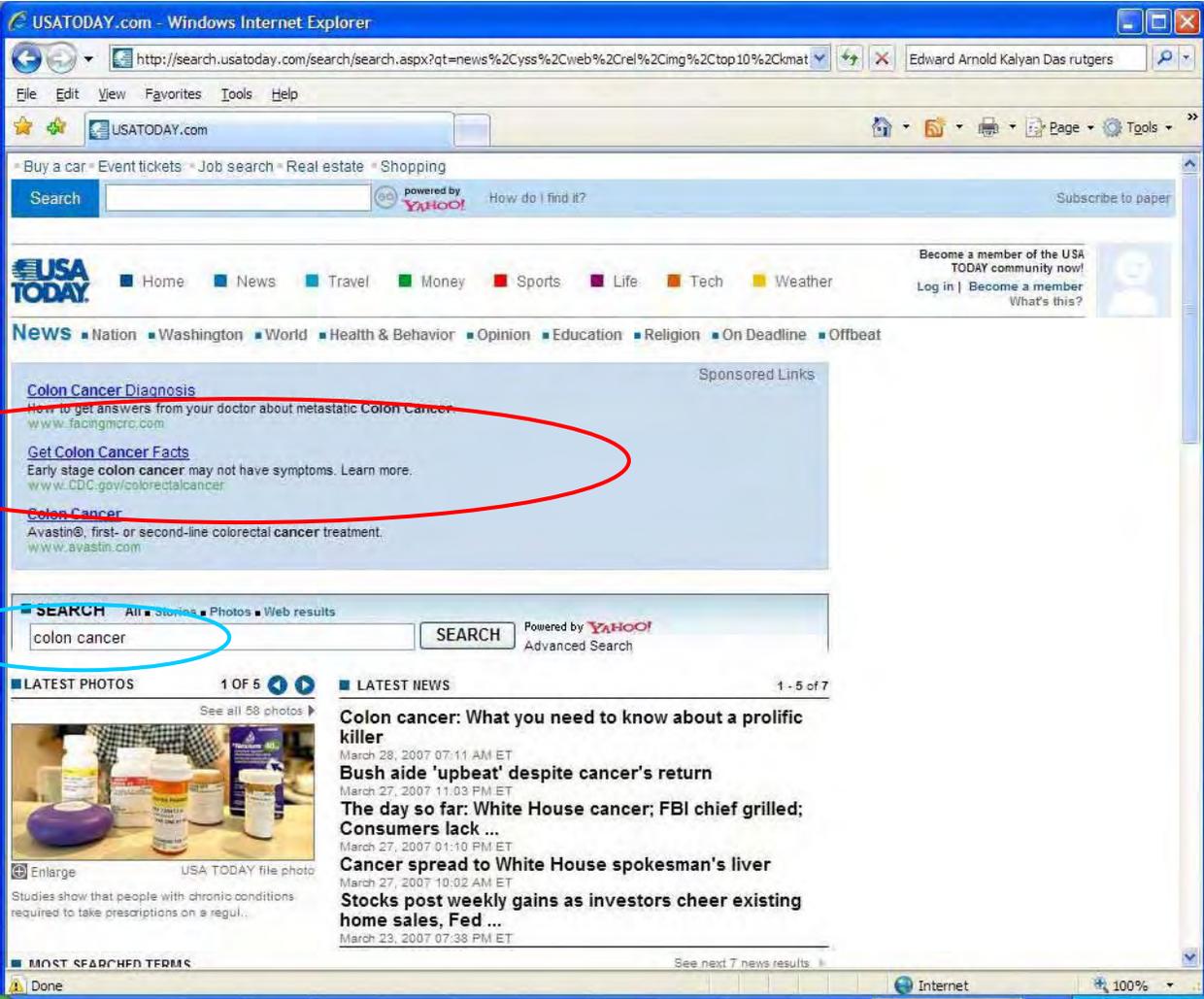
CDC Sponsored Ad Position: #2



Search on Yahoo Partner, USA Today

Keyword: "colon cancer"

CDC Sponsored Ad Position: #2



Search on Yahoo Partner, USA Today

Keyword: "colorectal cancer facts"

CDC Sponsored Ad Position: #1

Ad appears both on top and on bottom

The screenshot shows the USA Today website interface. At the top, there is a search bar with the text "colorectal cancer facts" entered. Below the search bar, there are several navigation links: Home, News, Travel, Money, Sports, Life, Tech, and Weather. The main content area is divided into sections: "LATEST PHOTOS" (1 OF 5), "LATEST NEWS", "FROM THE ARCHIVES", "WEB RESULTS", and "MOST SEARCHED TERMS". The "WEB RESULTS" section is the primary focus, displaying several search results. The top result is a sponsored link titled "Get Colon Cancer Facts" with a sub-headline "Early stage colon cancer may not have symptoms. Learn more." and a URL "www.CDC.gov/colorectalcancer". This link is circled in red. Below it are two other results: "Colorectal Cancer" and "A Colorectal Cancer and VEGF Resource". The "WEB RESULTS" section also includes a "Re-direct" link, "Colorectal Cancer Facts", "Cancer - Colorectal Cancer", and "Colon & Colorectal Cancer Facts". The "MOST SEARCHED TERMS" section lists terms such as "bush", "crossword", "korea", "IBM", "iraq", "circuit city", "american idol", "Sudoku", "lost", and "the secret". At the bottom of the page, there are links for "Newspaper Home Delivery - Subscribe Today", "About USATODAY.com", "News Your Way", and "Partners".

Search on Yahoo Partner, USA Today
Keyword: "colon cancer statistics"
CDC Sponsored Ad Position: #1
Ad appears both on top and on bottom

Buy a car • Event tickets • Job search • Real estate • Shopping

Search Powered by Y! Search [How do I find it?](#) [Subscribe to power!](#)

USA TODAY Home News Travel Money Sports Life Tech Weather

News Nation Washington World Health & Behavior Opinion Education Religion On Deadline Offbeat

Colon Cancer Statistics
Both men and women get colon cancer. Learn more.
[www.cdc.gov/nccdnpa/ccancer](#)

Colon Cancer
Available, free, or second-line colorectal cancer treatment.
[www.arsiahs.com](#)

A Colon Cancer and VEGF Resource
Information on colon cancer, VEGF, angiogenesis and malignancy.
[www.researching3.com](#)

SEARCH All Stories Photos Web results
colon cancer statistics Powered by Y! Search [Advanced Search](#)

LATEST PHOTOS 1 of 5 [See all 91 photos](#)

LATEST NEWS
Your USATODAY.com site search returned no results.

FROM THE ARCHIVES 1 - 8 of 23

Robinson returning to coach Devils, replace ...
October 4, 2006 08:21 AM ET
Standings, Conference glance, Statistics, Team reports, ...

Burns progressing in fight against cancer
October 4, 2006 08:17 AM ET
... in his fight against colon cancer after finishing ...

Cancer strikes NHL coach again
October 4, 2006 08:17 AM ET
Burns, who battled colon cancer in 2004, had surgery last ...

Devils face an uncertain offseason
October 4, 2006 08:17 AM ET
... Inlets, Fantasy, Standings, Conference glance, Statistics, Team ...

Ducks' selfless Rucchin deserved goal, ...
October 4, 2006 08:03 AM ET
Fantasy, Standings, Conference glance, Statistics, Team reports, ...

MOST SEARCHED TERMS
Most searched terms over last 24 hours

1. bush
2. crossword
3. korea
4. IBM
5. iraq
6. circuit city
7. american idol
8. Sudoku
9. lost
10. the secret

WEB RESULTS Powered by Y! Search 1 - 8 of more than 1000

Cancer Statistics - Colon Cancer Statistics - Rectal Cancer ...
March 4, 2007
When you just want some quick facts, cancer statistics are a great resource ...
Colon Cancer: Essentials ... Colon Cancer/What is Colorectal Cancer? Screening ...
[http://www.neriac.com/about/terminal/bandwidth/index.html...](#)

Cancer Statistics for Singapore - Asian Cancer Statistics - ...
March 5, 2007
... just want some quick facts, cancer statistics are a great resource ...
Health>Colon Cancer>Colorectal Cancer 101>Cancer Statistics>Statistics for Singapore ...
[http://radioonline.com/about/terminal/bandwidth/singapore...](#)

ACS :: Statistics for 2007
March 27, 2007
... regarding behaviors that influence the risk of developing cancer and the use of ...
Tables and Figures and the Cancer Statistics Presentation 2007 in PowerPoint ...
[http://www.cancer.org/acspress/ST707T_3.asp](#)

American Cancer Society - Information and Resources for Breast. ...
March 29, 2007
... problem by preventing cancer, saving lives, and diminishing suffering through ...
Find It Fast: Cancer Facts & Figures, Statistics, Research Programs and Funding
[http://www.acsnet.org/](#)

Cancer Statistics
November 17, 2005
Alternative Cancer Clinic information provided by the Cancer Cure ... colon and rectum in women continue to be the most common causes of cancer deaths ...
[http://www.cancer.org/051117a.htm](#)

Colon Cancer Statistics
Both men and women get colon cancer. Learn more.
[www.cdc.gov/nccdnpa/ccancer](#)

Colon Cancer
Available, free, or second-line colorectal cancer treatment.
[www.arsiahs.com](#)

A Colon Cancer and VEGF Resource
Information on colon cancer, VEGF, angiogenesis and malignancy.
[www.researching3.com](#)

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Search on Yahoo Partner, USA Today
Keyword: "colon cancer signs"
CDC Sponsored Ad Position: #1
Ad appears both on top and on bottom

The screenshot displays a Yahoo search results page for the keyword "colon cancer signs" on the USA Today website. At the top, there is a search bar with the keyword "colon cancer signs" entered, highlighted by a blue circle. Below the search bar, the search results are displayed. The first result is a sponsored link titled "Colon Cancer Signs" with the text "What are the symptoms of colon cancer? Find out." and the URL "www.cdc.gov/cancer/colorectal". This link is circled in red. Below this, there are several organic search results, including "Colon Cancer: Symptoms, Signs, and Treatments - Colon Cancer" and "Colon Cancer Treatment - National Cancer Institute". At the bottom of the page, there is another sponsored link for "Colon Cancer Signs" with the same text and URL as the top link, also circled in red. The page includes navigation links for various categories like Home, News, Sports, and Life, and a footer with copyright information for USA TODAY.

VIII. ATTACHMENTS

Attachment I. Colo ad group report - Google - 3/12 to 4/08 - summary

Attachment II. Colo ad group report - Yahoo - 3/12 to 4/8

Attachment III. Colo keyword and ad report - Google 3/12 to 4/8

Attachment IV. Colo keyword report - Yahoo - 3/12 to 4/8

Colorectal Cancer Ad Group Report - summary

GOOGLE

DATE RANGE: Mar 12, 2007 - Apr 8, 2007

(through end of campaign)

COLOR KEY:			
>1%	>\$.50	>5	5-10%
			>10%

Ad Group	Ad Group Status	Impressions	<SORT> Clicks	CTR	Avg CPC	Cost	Avg Position	Pct of Total Cost
Symptoms	Active	943,604	11,195	1.19%	\$0.45	\$ 5,003.57	2.5	68.64%
Colo Facts	Paused	153,219	1,545	1.01%	\$0.50	\$ 775.11	4.1	10.63%
Tests	Active	159,001	1,415	0.89%	\$0.48	\$ 677.10	3.1	9.29%
Colo Facts 2	Active	21,998	264	1.20%	\$0.53	\$ 138.79	4.9	1.90%
Statistics	Active	29,265	226	0.77%	\$0.43	\$ 97.04	7.2	1.33%
Colo Facts 1	Active	11,420	195	1.71%	\$0.50	\$ 98.01	4.1	1.34%
Get Screened	Paused	31,988	184	0.58%	\$0.52	\$ 95.92	3.2	1.32%
Colo Facts 3	Active	22,296	158	0.71%	\$0.46	\$ 71.99	3.8	0.99%
Get Screened 5	Active	83,652	133	0.16%	\$0.38	\$ 50.56	2.9	0.69%
Risk Factors	Active	42,416	123	0.29%	\$0.57	\$ 69.74	4.0	0.96%
SFL Couric	Active	57,610	116	0.20%	\$0.41	\$ 47.79	3.0	0.66%
Prevention	Active	39,127	89	0.23%	\$0.48	\$ 42.66	2.7	0.59%
Get Screened 1	Active	17,857	66	0.37%	\$0.52	\$ 34.51	4.6	0.47%
SFL Celebrity	Active	41,508	43	0.10%	\$0.44	\$ 18.73	3.6	0.26%
Colo Facts 4	Active	14,609	36	0.25%	\$0.59	\$ 21.09	3.8	0.29%
Screen for Life	Active	37,770	36	0.10%	\$0.46	\$ 16.57	3.0	0.23%
Get Screened 2	Active	6,330	25	0.39%	\$0.59	\$ 14.80	3.1	0.20%
Get Screened 6	Active	14,972	18	0.12%	\$0.62	\$ 11.12	3.8	0.15%
Get Screened 3	Active	2,196	5	0.23%	\$0.61	\$ 3.03	2.4	0.04%
Get Screened 4	Active	6,297	3	0.05%	\$0.48	\$ 1.43	4.1	0.02%
Totals and Overall Averages:		1,737,135	15,875	0.91%	\$0.46	\$ 7,289.56	3.0	

Colorectal Cancer

Yahoo Search Marketing AD GROUP SUMMARIES BASED ON Keyword Performance Report

Date Range -- Mar 12, 2007 to Apr 8, 2007

COLOR KEY:	0	0	0	0
	5-10%	0	<\$.30	5-10%
	>2,000	>10%	>100	>\$.50

	Ad Group	Impressions	CTR	Clicks	CPC	Cost	Average Position	Pct of Total Cost
	Colo Facts Total	48,240	5.86%	2,825	\$0.86	\$ 2,430.66		43.58%
	Colo Facts 1 Total	14,990	1.63%	245	\$0.80	\$ 196.83		3.53%
	Colo Facts 2 Total	1,333	10.58%	141	\$0.72	\$ 102.06		1.83%
	Colo Facts 3 Total	11,242	7.35%	826	\$0.88	\$ 725.79		13.01%
	Colo Facts 4 Total	139	10.79%	15	\$0.72	\$ 10.76		0.19%
component ad group subtotal >	Colo Facts 1/2/3/4 Total	75,944	5.34%	4,052	\$0.26	\$ 1,035.44		18.56%
grand total >	Colo Facts Grand Total	124,184	5.54%	6,877	\$0.50	\$ 3,466.10		62.14%
	Get Screened Total	3,483	2.41%	84	\$0.68	\$ 57.03		1.02%
	Get Screened 1 Total	103	6.80%	7	\$0.38	\$ 2.65		0.05%
	Get Screened 2 Total	600	0.83%	5	\$0.54	\$ 2.68		0.05%
	Get Screened 3 Total	41	0.00%	-		\$ -		0.00%
	Get Screened 4 Total	56	0.00%	-		\$ -		0.00%
	Get Screened 5 Total	546	2.56%	14	\$0.64	\$ 9.00		0.16%
	Get Screened 6 Total	3,519	0.06%	2	\$0.72	\$ 1.44		0.03%
component ad group subtotal >	Get Screened 1/2/3/4/5/6 Total	4,865	0.58%	28	\$0.51	\$ 14.33		0.26%
grand total >	Get Screened Grand Total	8,348	1.34%	112	\$0.64	\$ 71.36		1.28%
	Prevention Total	533	5.82%	31	\$0.58	\$ 18.04		0.32%
	Risk Factors Total	47	2.13%	1	\$0.93	\$ 0.93		0.02%
	Screen for Life Total	477	1.05%	5	\$0.31	\$ 1.55		0.03%
	SFL Celebrity Total	12,124	0.47%	57	\$0.44	\$ 25.00		0.45%
	SFL Couric Total	1,404	0.85%	12	\$0.42	\$ 5.08		0.09%
	Statistics Total	351	3.99%	14	\$0.44	\$ 6.14		0.11%
	Symptoms Total	15,088	21.02%	3,172	\$0.53	\$ 1,694.96		30.39%
	Tests Total	14,296		706		\$ 286.85		5.14%
Totals - search		128,612	6.3%	8,162				
	[Content match results >>]	37,034	0.03	11				
Totals - search + content		165,646	6.3%	8,173	\$ 0.68	\$ 5,577.45	2.1	

REPORT: Ad Report - All time - Ad text and keyword status - Colorectal cancer
DATE RANGE: All Time -- 3/12 - 4/8/2006 **GOOGLE**
(4 weeks, 28 days)

COLOR KEY:		0	0	0	0
	0	5-10%	<\$30		2-5%
>2,000	>100	>10%	>\$.50	>5	>5%

Ad Group	Keyword	Keyword Status	Headline	Description Line 1	Description Line 2	Ad Status	Ad Distribution	Current Maximum CPC	Impressions	Clicks	CTR	Avg CPC	Cost	Avg Position	Pct of Total Cost
Colo Facts	Total - content targeting		Colon Cancer	If you're 50 or older, get	screened. Learn more.	Active	Content Only		2,385	4	0.17%	\$0.50	\$2.02	4.3	0.03%
Colo Facts	Total - content targeting		Colorectal Cancer	Colon cancer screening	saves lives! Learn More.	Active	Content Only		2,243	7	0.31%	\$0.40	\$2.81	4.5	0.04%
Colo Facts	Total - content targeting		Colorectal Cancer	If you're 50 or older, get	screened. Learn more.	Active	Content Only		4,177	11	0.26%	\$0.49	\$5.39	4.2	0.07%
Colo Facts	Total - content targeting		Get Colon Cancer Facts	Early stage colon cancer may not	have symptoms. Learn more.	Active	Content Only		77,809	243	0.31%	\$0.44	\$107.77	3.4	1.48%
Colo Facts	Total - content targeting		Get Colon Cancer Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Content Only		3,994	9	0.23%	\$0.48	\$4.36	4	0.06%
Colo Facts	bowel cancer	Active	Colon Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	55	0	0.00%	\$0.00	\$0.00	3.5	0.00%
Colo Facts	bowel cancer	Active	Colorectal Cancer	Colon cancer screening	saves lives! Learn More.	Active	Search Only	0.75	40	1	2.50%	\$0.49	\$0.49	3.2	0.01%
Colo Facts	bowel cancer	Active	Colorectal Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	72	0	0.00%	\$0.00	\$0.00	3.3	0.00%
Colo Facts	bowel cancer	Active	Get Colon Cancer Facts	Early stage colon cancer may not	have symptoms. Learn more.	Active	Search Only	0.75	2,541	47	1.85%	\$0.36	\$16.77	2.8	0.23%
Colo Facts	bowel cancer	Active	Get Colon Cancer Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	375	2	0.53%	\$0.24	\$0.48	2.6	0.01%
Colo Facts	bowel cancer facts	Active	Colon Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	4	0	0.00%	\$0.00	\$0.00	1.5	0.00%
Colo Facts	bowel cancer facts	Active	Colorectal Cancer	Colon cancer screening	saves lives! Learn More.	Active	Search Only	0.75	3	0	0.00%	\$0.00	\$0.00	1	0.00%
Colo Facts	bowel cancer facts	Active	Colorectal Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	9	0	0.00%	\$0.00	\$0.00	2.2	0.00%
Colo Facts	bowel cancer facts	Active	Get Colon Cancer Facts	Early stage colon cancer may not	have symptoms. Learn more.	Active	Search Only	0.75	58	2	3.45%	\$0.46	\$0.93	2	0.01%
Colo Facts	bowel cancer facts	Active	Get Colon Cancer Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	4	0	0.00%	\$0.00	\$0.00	2	0.00%
Colo Facts	cancer of the colon	Active	Colon Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	66	3	4.55%	\$0.41	\$1.24	2.1	0.02%
Colo Facts	cancer of the colon	Active	Colorectal Cancer	Colon cancer screening	saves lives! Learn More.	Active	Search Only	0.75	62	0	0.00%	\$0.00	\$0.00	2.1	0.00%
Colo Facts	cancer of the colon	Active	Colorectal Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	87	1	1.15%	\$0.49	\$0.49	2.2	0.01%
Colo Facts	cancer of the colon	Active	Get Colon Cancer Facts	Early stage colon cancer may not	have symptoms. Learn more.	Active	Search Only	0.75	953	37	3.88%	\$0.39	\$14.44	2.2	0.20%
Colo Facts	cancer of the colon	Active	Get Colon Cancer Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	94	1	1.06%	\$0.17	\$0.17	2	0.00%
Colo Facts	colon	Active	Colon Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	4,276	35	0.82%	\$0.48	\$16.72	4.1	0.23%
Colo Facts	colon	Active	Colorectal Cancer	Colon cancer screening	saves lives! Learn More.	Active	Search Only	0.75	1,264	6	0.47%	\$0.60	\$3.59	4.5	0.05%
Colo Facts	colon	Active	Colorectal Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	1,596	15	0.94%	\$0.47	\$7.12	4.4	0.10%
Colo Facts	colon	Active	Get Colon Cancer Facts	Early stage colon cancer may not	have symptoms. Learn more.	Active	Search Only	0.75	12,472	335	2.69%	\$0.54	\$180.62	4.3	2.48%
Colo Facts	colon	Active	Get Colon Cancer Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	2,256	26	1.15%	\$0.52	\$13.48	4.2	0.18%
Colo Facts	colon cancer	Active	Colon Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	1,416	14	0.99%	\$0.57	\$8.02	6.3	0.11%
Colo Facts	colon cancer	Active	Colorectal Cancer	Colon cancer screening	saves lives! Learn More.	Active	Search Only	0.75	1,260	12	0.95%	\$0.63	\$7.55	6.4	0.10%
Colo Facts	colon cancer	Active	Colorectal Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	1,948	19	0.98%	\$0.58	\$10.95	6.3	0.15%
Colo Facts	colon cancer	Active	Get Colon Cancer Facts	Early stage colon cancer may not	have symptoms. Learn more.	Active	Search Only	0.75	18,070	447	2.47%	\$0.54	\$241.83	6.7	3.32%
Colo Facts	colon cancer	Active	Get Colon Cancer Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	1,930	35	1.81%	\$0.54	\$18.99	6.3	0.26%
Colo Facts	colorectal	Active	Colon Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	92	2	2.17%	\$0.50	\$1.01	2.1	0.01%
Colo Facts	colorectal	Active	Colorectal Cancer	Colon cancer screening	saves lives! Learn More.	Active	Search Only	0.75	117	4	3.42%	\$0.29	\$1.16	2.1	0.02%
Colo Facts	colorectal	Active	Colorectal Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	181	5	2.76%	\$0.41	\$2.04	1.9	0.03%
Colo Facts	colorectal	Active	Get Colon Cancer Facts	Early stage colon cancer may not	have symptoms. Learn more.	Active	Search Only	0.75	915	28	3.06%	\$0.44	\$12.42	1.9	0.17%
Colo Facts	colorectal	Active	Get Colon Cancer Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	113	1	0.88%	\$0.72	\$0.72	2.1	0.01%
Colo Facts	colorectal cancer	Active	Colon Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	169	1	0.59%	\$0.66	\$0.66	5.8	0.01%
Colo Facts	colorectal cancer	Active	Colorectal Cancer	Colon cancer screening	saves lives! Learn More.	Active	Search Only	0.75	171	0	0.00%	\$0.00	\$0.00	5.9	0.00%
Colo Facts	colorectal cancer	Active	Colorectal Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	319	6	1.88%	\$0.42	\$2.52	6	0.03%
Colo Facts	colorectal cancer	Active	Get Colon Cancer Facts	Early stage colon cancer may not	have symptoms. Learn more.	Active	Search Only	0.75	2,734	62	2.27%	\$0.53	\$33.14	6.1	0.45%
Colo Facts	colorectal cancer	Active	Get Colon Cancer Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	250	1	0.40%	\$0.43	\$0.43	6.3	0.01%
Colo Facts	colorectal cancer facts	Active	Colon Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	3	1	33.33%	\$0.29	\$0.29	3.3	0.00%
Colo Facts	colorectal cancer facts	Active	Colorectal Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	1	0	0.00%	\$0.00	\$0.00	3	0.00%
Colo Facts	colorectal cancer facts	Active	Get Colon Cancer Facts	Early stage colon cancer may not	have symptoms. Learn more.	Active	Search Only	0.75	23	2	8.70%	\$0.20	\$0.39	2.5	0.01%
Colo Facts	colorectal cancer info	Active	Colon Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	-	0	0.00%	\$0.00	\$0.00	0	0.00%
Colo Facts	colorectal cancer info	Active	Get Colon Cancer Facts	Early stage colon cancer may not	have symptoms. Learn more.	Active	Search Only	0.75	11	0	0.00%	\$0.00	\$0.00	4.3	0.00%
Colo Facts	colorectal cancer information	Active	Colon Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	10	1	10.00%	\$0.54	\$0.54	4.7	0.01%
Colo Facts	colorectal cancer information	Active	Colorectal Cancer	Colon cancer screening	saves lives! Learn More.	Active	Search Only	0.75	3	0	0.00%	\$0.00	\$0.00	5	0.00%
Colo Facts	colorectal cancer information	Active	Colorectal Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	10	1	10.00%	\$0.56	\$0.56	5	0.01%
Colo Facts	colorectal cancer information	Active	Get Colon Cancer Facts	Early stage colon cancer may not	have symptoms. Learn more.	Active	Search Only	0.75	90	0	0.00%	\$0.00	\$0.00	4.5	0.00%
Colo Facts	colorectal cancer information	Active	Get Colon Cancer Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	6	0	0.00%	\$0.00	\$0.00	5	0.00%
Colo Facts	information on colon cancer	Active	Colon Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	3	0	0.00%	\$0.00	\$0.00	5	0.00%
Colo Facts	information on colon cancer	Active	Colorectal Cancer	Colon cancer screening	saves lives! Learn More.	Active	Search Only	0.75	8	0	0.00%	\$0.00	\$0.00	4.9	0.00%
Colo Facts	information on colon cancer	Active	Colorectal Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	12	0	0.00%	\$0.00	\$0.00	7.2	0.00%
Colo Facts	information on colon cancer	Active	Get Colon Cancer Facts	Early stage colon cancer may not	have symptoms. Learn more.	Active	Search Only	0.75	64	1	1.56%	\$0.69	\$0.69	6.9	0.01%
Colo Facts	information on colon cancer	Active	Get Colon Cancer Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	9	1	11.11%	\$0.39	\$0.39	6.8	0.01%
Colo Facts	intestinal cancer	Active	Colon Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	134	2	1.49%	\$0.60	\$1.21	2.2	0.02%
Colo Facts	intestinal cancer	Active	Colorectal Cancer	Colon cancer screening	saves lives! Learn More.	Active	Search Only	0.75	139	2	1.44%	\$0.38	\$0.76	2.2	0.01%
Colo Facts	intestinal cancer	Active	Colorectal Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	192	3	1.56%	\$0.39	\$1.16	2	0.02%
Colo Facts	intestinal cancer	Active	Get Colon Cancer Facts	Early stage colon cancer may not	have symptoms. Learn more.	Active	Search Only	0.75	1,414	33	2.33%	\$0.43	\$14.15	2.1	0.19%
Colo Facts	intestinal cancer	Active	Get Colon Cancer Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	172	2	1.16%	\$0.40	\$0.79	2.1	0.01%
Colo Facts	rectal cancer	Active	Colon Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	171	1	0.58%	\$0.35	\$0.35	4.6	0.00%
Colo Facts	rectal cancer	Active	Colorectal Cancer	Colon cancer screening	saves lives! Learn More.	Active	Search Only	0.75	235	6	2.55%	\$0.49	\$2.93	3.6	0.04%
Colo Facts	rectal cancer	Active	Colorectal Cancer	If you're 50 or older, get	screened. Learn more.	Active	Search Only	0.75	374	10	2.67%	\$0.40	\$4.00	3.5	0.05%
Colo Facts	rectal cancer	Active	Get Colon Cancer Facts	Early stage colon cancer may not	have symptoms. Learn more.	Active	Search Only	0.75	3,227	54	1.67%	\$0.47	\$25.55	4	0.35%
Colo Facts	rectal cancer	Active	Get Colon Cancer Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	328	3	0.91%	\$0.34	\$1.02	3.5	0.01%
Get Screened	Total - content targeting		Colon Cancer Screening	Find out how screening for colon	cancer may save your life.	Active	Content Only		2,893	4	0.14%	\$0.60	\$2.42	3.1	0.03%

Get Screened	Total - content targeting		Colon Cancer Screening	Are you at risk for colon	cancer? Find out.	Active	Content Only		4,006	2	0.05%	\$0.56	\$1.12	3.3	0.02%
Get Screened	Total - content targeting		Colon Cancer Screening	Screening finds colon cancer	early. Learn More.	Active	Content Only		1,998	0	0.00%	\$0.00	\$0.00	3.2	0.00%
Get Screened	Total - content targeting		Colon Cancer Screening	Learn how you can prevent	colon cancer.	Active	Content Only		2,056	2	0.10%	\$0.64	\$1.29	3.3	0.02%
Get Screened	Total - content targeting		Get a Colon Cancer Test	In its early stages, colon cancer	often has no symptoms. Learn more.	Active	Content Only		3,546	3	0.08%	\$0.46	\$1.39	3.3	0.02%
Get Screened	Total - content targeting		Get a Colon Cancer Test	It's the #2 cancer killer – it	doesn't have to be. Learn more.	Active	Content Only		2,783	1	0.04%	\$0.71	\$0.71	3.2	0.01%
Get Screened	Total - content targeting		Screening Saves Lives	Find out how screening for colon	cancer may save your life.	Active	Content Only		1,805	0	0.00%	\$0.00	\$0.00	3.2	0.00%
Get Screened	Total - content targeting		Colon Cancer	If you are 50 or older, get	the facts and get screened!	Active	Content Only		1,735	1	0.06%	\$0.38	\$0.38	3.3	0.01%
Get Screened	Total - content targeting		Colon Cancer Screening	Screening saves lives!	Learn More.	Active	Content Only		4,076	2	0.05%	\$0.60	\$1.21	3.3	0.02%
Get Screened	Total - content targeting		Colorectal Cancer	If you're 50 or older, get the	facts from CDC. Get screened!	Active	Content Only		1,574	1	0.06%	\$0.48	\$0.48	3.4	0.01%
Get Screened	colon cancer screening	Active	Colon Cancer Screening	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.75	125	9	7.20%	\$0.54	\$4.86	2.3	0.07%
Get Screened	colon cancer screening	Active	Colon Cancer Screening	Are you at risk for colon	cancer? Find out.	Active	Search Only	0.75	187	21	11.23%	\$0.53	\$11.07	2.2	0.15%
Get Screened	colon cancer screening	Active	Colon Cancer Screening	Screening finds colon cancer	early. Learn More.	Active	Search Only	0.75	78	7	8.97%	\$0.50	\$3.52	2.4	0.05%
Get Screened	colon cancer screening	Active	Colon Cancer Screening	Learn how you can prevent	colon cancer.	Active	Search Only	0.75	87	7	8.05%	\$0.48	\$3.39	2.4	0.05%
Get Screened	colon cancer screening	Active	Get a Colon Cancer Test	In its early stages, colon cancer	often has no symptoms. Learn more.	Active	Search Only	0.75	162	13	8.02%	\$0.48	\$6.25	2.5	0.09%
Get Screened	colon cancer screening	Active	Get a Colon Cancer Test	It's the #2 cancer killer – it	doesn't have to be. Learn more.	Active	Search Only	0.75	126	11	8.73%	\$0.52	\$5.72	2.4	0.08%
Get Screened	colon cancer screening	Active	Screening Saves Lives	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.75	80	2	2.50%	\$0.44	\$0.89	2.7	0.01%
Get Screened	colon cancer screening	Active	Colon Cancer	If you are 50 or older, get	the facts and get screened!	Active	Search Only	0.75	75	3	4.00%	\$0.50	\$1.50	2.1	0.02%
Get Screened	colon cancer screening	Active	Colon Cancer Screening	Screening saves lives!	Learn More.	Active	Search Only	0.75	211	22	10.43%	\$0.43	\$9.47	2.3	0.13%
Get Screened	colon cancer screening	Active	Colorectal Cancer	If you're 50 or older, get the	facts from CDC. Get screened!	Active	Search Only	0.75	60	2	3.33%	\$0.62	\$1.23	2.5	0.02%
Get Screened	colon cancer test	Active	Colon Cancer Screening	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.75	127	5	3.94%	\$0.62	\$3.09	3.8	0.04%
Get Screened	colon cancer test	Active	Colon Cancer Screening	Are you at risk for colon	cancer? Find out.	Active	Search Only	0.75	188	6	3.19%	\$0.65	\$3.88	3.7	0.05%
Get Screened	colon cancer test	Active	Colon Cancer Screening	Screening finds colon cancer	early. Learn More.	Active	Search Only	0.75	80	2	2.50%	\$0.66	\$1.32	3.6	0.02%
Get Screened	colon cancer test	Active	Colon Cancer Screening	Learn how you can prevent	colon cancer.	Active	Search Only	0.75	86	1	1.16%	\$0.68	\$0.68	4.6	0.01%
Get Screened	colon cancer test	Active	Get a Colon Cancer Test	In its early stages, colon cancer	often has no symptoms. Learn more.	Active	Search Only	0.75	211	10	4.74%	\$0.67	\$6.67	3.8	0.09%
Get Screened	colon cancer test	Active	Get a Colon Cancer Test	It's the #2 cancer killer – it	doesn't have to be. Learn more.	Active	Search Only	0.75	126	5	3.97%	\$0.57	\$2.86	3.7	0.04%
Get Screened	colon cancer test	Active	Screening Saves Lives	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.75	84	1	1.19%	\$0.50	\$0.50	4.6	0.01%
Get Screened	colon cancer test	Active	Colon Cancer	If you are 50 or older, get	the facts and get screened!	Active	Search Only	0.75	99	2	2.02%	\$0.48	\$0.97	3.4	0.01%
Get Screened	colon cancer test	Active	Colon Cancer Screening	Screening saves lives!	Learn More.	Active	Search Only	0.75	209	7	3.35%	\$0.56	\$3.95	3.7	0.05%
Get Screened	colon cancer test	Active	Colorectal Cancer	If you're 50 or older, get the	facts from CDC. Get screened!	Active	Search Only	0.75	88	1	1.14%	\$0.66	\$0.66	4	0.01%
Get Screened	colon cancer tests	Active	Colon Cancer Screening	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.75	11	0	0.00%	\$0.00	\$0.00	4.6	0.00%
Get Screened	colon cancer tests	Active	Colon Cancer Screening	Are you at risk for colon	cancer? Find out.	Active	Search Only	0.75	28	0	0.00%	\$0.00	\$0.00	4.4	0.00%
Get Screened	colon cancer tests	Active	Colon Cancer Screening	Screening finds colon cancer	early. Learn More.	Active	Search Only	0.75	17	1	5.88%	\$0.66	\$0.66	4.4	0.01%
Get Screened	colon cancer tests	Active	Colon Cancer Screening	Learn how you can prevent	colon cancer.	Active	Search Only	0.75	10	0	0.00%	\$0.00	\$0.00	4.2	0.00%
Get Screened	colon cancer tests	Active	Get a Colon Cancer Test	In its early stages, colon cancer	often has no symptoms. Learn more.	Active	Search Only	0.75	20	1	5.00%	\$0.68	\$0.68	4	0.01%
Get Screened	colon cancer tests	Active	Get a Colon Cancer Test	It's the #2 cancer killer – it	doesn't have to be. Learn more.	Active	Search Only	0.75	18	2	11.11%	\$0.59	\$1.18	3.8	0.02%
Get Screened	colon cancer tests	Active	Screening Saves Lives	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.75	10	0	0.00%	\$0.00	\$0.00	5.2	0.00%
Get Screened	colon cancer tests	Active	Colon Cancer	If you are 50 or older, get	the facts and get screened!	Active	Search Only	0.75	7	1	14.29%	\$0.65	\$0.65	2.1	0.01%
Get Screened	colon cancer tests	Active	Colon Cancer Screening	Screening saves lives!	Learn More.	Active	Search Only	0.75	18	0	0.00%	\$0.00	\$0.00	4.8	0.00%
Get Screened	colon cancer tests	Active	Colorectal Cancer	If you're 50 or older, get the	facts from CDC. Get screened!	Active	Search Only	0.75	12	1	8.33%	\$0.62	\$0.62	4.4	0.01%
Get Screened	colorectal cancer screening	Active	Colon Cancer Screening	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.75	33	3	9.09%	\$0.42	\$1.25	2.3	0.02%
Get Screened	colorectal cancer screening	Active	Colon Cancer Screening	Are you at risk for colon	cancer? Find out.	Active	Search Only	0.75	37	1	2.70%	\$0.44	\$0.44	2.3	0.01%
Get Screened	colorectal cancer screening	Active	Colon Cancer Screening	Screening finds colon cancer	early. Learn More.	Active	Search Only	0.75	31	1	3.23%	\$0.44	\$0.44	2.8	0.01%
Get Screened	colorectal cancer screening	Active	Colon Cancer Screening	Learn how you can prevent	colon cancer.	Active	Search Only	0.75	32	1	3.12%	\$0.39	\$0.39	2.2	0.01%
Get Screened	colorectal cancer screening	Active	Get a Colon Cancer Test	In its early stages, colon cancer	often has no symptoms. Learn more.	Active	Search Only	0.75	43	3	6.98%	\$0.42	\$1.27	2.5	0.02%
Get Screened	colorectal cancer screening	Active	Get a Colon Cancer Test	It's the #2 cancer killer – it	doesn't have to be. Learn more.	Active	Search Only	0.75	25	0	0.00%	\$0.00	\$0.00	2.4	0.00%
Get Screened	colorectal cancer screening	Active	Screening Saves Lives	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.75	16	2	12.50%	\$0.50	\$1.00	2.6	0.01%
Get Screened	colorectal cancer screening	Active	Colon Cancer	If you are 50 or older, get	the facts and get screened!	Active	Search Only	0.75	19	0	0.00%	\$0.00	\$0.00	2.2	0.00%
Get Screened	colorectal cancer screening	Active	Colon Cancer Screening	Screening saves lives!	Learn More.	Active	Search Only	0.75	55	1	1.82%	\$0.51	\$0.51	2.7	0.01%
Get Screened	colorectal cancer screening	Active	Colorectal Cancer	If you're 50 or older, get the	facts from CDC. Get screened!	Active	Search Only	0.75	16	0	0.00%	\$0.00	\$0.00	2.6	0.00%
Get Screened	health screening	Active	Colon Cancer Screening	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.75	23	0	0.00%	\$0.00	\$0.00	7.8	0.00%
Get Screened	health screening	Active	Colon Cancer Screening	Are you at risk for colon	cancer? Find out.	Active	Search Only	0.75	37	0	0.00%	\$0.00	\$0.00	8.3	0.00%
Get Screened	health screening	Active	Colon Cancer Screening	Screening finds colon cancer	early. Learn More.	Active	Search Only	0.75	25	0	0.00%	\$0.00	\$0.00	8	0.00%
Get Screened	health screening	Active	Colon Cancer Screening	Learn how you can prevent	colon cancer.	Active	Search Only	0.75	17	0	0.00%	\$0.00	\$0.00	7.9	0.00%
Get Screened	health screening	Active	Get a Colon Cancer Test	In its early stages, colon cancer	often has no symptoms. Learn more.	Active	Search Only	0.75	20	0	0.00%	\$0.00	\$0.00	9.1	0.00%
Get Screened	health screening	Active	Get a Colon Cancer Test	It's the #2 cancer killer – it	doesn't have to be. Learn more.	Active	Search Only	0.75	17	0	0.00%	\$0.00	\$0.00	8.6	0.00%
Get Screened	health screening	Active	Screening Saves Lives	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.75	20	0	0.00%	\$0.00	\$0.00	7.7	0.00%
Get Screened	health screening	Active	Colon Cancer	If you are 50 or older, get	the facts and get screened!	Active	Search Only	0.75	9	0	0.00%	\$0.00	\$0.00	8.9	0.00%
Get Screened	health screening	Active	Colon Cancer Screening	Screening saves lives!	Learn More.	Active	Search Only	0.75	36	0	0.00%	\$0.00	\$0.00	8.1	0.00%
Get Screened	health screening	Active	Colorectal Cancer	If you're 50 or older, get the	facts from CDC. Get screened!	Active	Search Only	0.75	8	0	0.00%	\$0.00	\$0.00	7.1	0.00%
Get Screened	screening test	Active	Colon Cancer Screening	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.75	133	0	0.00%	\$0.00	\$0.00	2.4	0.00%
Get Screened	screening test	Active	Colon Cancer Screening	Are you at risk for colon	cancer? Find out.	Active	Search Only	0.75	163	2	1.23%	\$0.36	\$0.72	2.7	0.01%
Get Screened	screening test	Active	Colon Cancer Screening	Screening finds colon cancer	early. Learn More.	Active	Search Only	0.75	112	1	0.89%	\$0.60	\$0.60	3	0.01%
Get Screened	screening test	Active	Colon Cancer Screening	Learn how you can prevent	colon cancer.	Active	Search Only	0.75	127	0	0.00%	\$0.00	\$0.00	2.4	0.00%
Get Screened	screening test	Active	Get a Colon Cancer Test	In its early stages, colon cancer	often has no symptoms. Learn more.	Active	Search Only	0.75	172	0	0.00%	\$0.00	\$0.00	2.6	0.00%
Get Screened	screening test	Active	Get a Colon Cancer Test	It's the #2 cancer killer – it	doesn't have to be. Learn more.	Active	Search Only	0.75	144	0	0.00%	\$0.00	\$0.00	2.4	0.00%
Get Screened	screening test	Active	Screening Saves Lives	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.75	110	1	0.91%	\$0.64	\$0.64	2.7	0.01%
Get Screened	screening test	Active	Colon Cancer	If you are 50 or older, get	the facts and get screened!	Active	Search Only	0.75	101	0	0.00%	\$0.00	\$0.00	2.8	0.00%
Get Screened	screening test	Active	Colon Cancer Screening	Screening saves lives!	Learn More.	Active	Search Only	0.75	203	2	0.99%	\$0.50	\$1.00	2.7	0.01%
Get Screened	screening test	Active	Colorectal Cancer	If you're 50 or older, get the	facts from CDC. Get screened!	Active	Search Only	0.75	106	0	0.00%	\$0.00	\$0.00	2.3	0.00%
Get Screened	screening tests	Active	Colon Cancer Screening	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.75	107	2	1.87%	\$0.52	\$1.05	2.2	0.01%
Get Screened	screening tests	Active	Colon Cancer Screening	Are you at risk for colon	cancer? Find out.	Active	Search Only	0.75	120	0	0.00%	\$0.00	\$0.00	2.1	0.00%
Get Screened	screening tests	Active	Colon Cancer Screening	Screening finds colon cancer	early. Learn More.	Active	Search Only	0.75	78	1	1.28%	\$0.03	\$0.03	2.3	0.00%

Get Screened	screening tests	Active	Colon Cancer Screening	Learn how you can prevent	colon cancer.	Active	Search Only	0.75	69	1	1.45%	\$0.03	\$0.03	2.5	0.00%
Get Screened	screening tests	Active	Get a Colon Cancer Test	In its early stages, colon cancer	often has no symptoms. Learn more.	Active	Search Only	0.75	124	0	0.00%	\$0.00	\$0.00	2.4	0.00%
Get Screened	screening tests	Active	Get a Colon Cancer Test	It's the #2 cancer killer – it	doesn't have to be. Learn more.	Active	Search Only	0.75	92	1	1.09%	\$0.05	\$0.05	2.3	0.00%
Get Screened	screening tests	Active	Screening Saves Lives	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.75	90	1	1.11%	\$0.48	\$0.48	2.4	0.01%
Get Screened	screening tests	Active	Colon Cancer	If you are 50 or older, get	the facts and get screened!	Active	Search Only	0.75	85	0	0.00%	\$0.00	\$0.00	2.5	0.00%
Get Screened	screening tests	Active	Colon Cancer Screening	Screening saves lives!	Learn More.	Active	Search Only	0.75	128	0	0.00%	\$0.00	\$0.00	2.1	0.00%
Get Screened	screening tests	Active	Colorectal Cancer	If you're 50 or older, get the	facts from CDC. Get screened!	Active	Search Only	0.75	67	1	1.49%	\$0.75	\$0.75	2.6	0.01%
Get Screened	senior health	Active	Colon Cancer Screening	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.5	3	0	0.00%	\$0.00	\$0.00	21	0.00%
Get Screened	senior health	Active	Colon Cancer Screening	Are you at risk for colon	cancer? Find out.	Active	Search Only	0.5	1	0	0.00%	\$0.00	\$0.00	19	0.00%
Get Screened	senior health	Active	Colon Cancer Screening	Screening finds colon cancer	early. Learn More.	Active	Search Only	0.5	-	0	0.00%	\$0.00	\$0.00	0	0.00%
Get Screened	senior health	Active	Colon Cancer Screening	Learn how you can prevent	colon cancer.	Active	Search Only	0.5	2	0	0.00%	\$0.00	\$0.00	21.5	0.00%
Get Screened	senior health	Active	Get a Colon Cancer Test	In its early stages, colon cancer	often has no symptoms. Learn more.	Active	Search Only	0.5	4	0	0.00%	\$0.00	\$0.00	21.5	0.00%
Get Screened	senior health	Active	Get a Colon Cancer Test	It's the #2 cancer killer – it	doesn't have to be. Learn more.	Active	Search Only	0.5	3	0	0.00%	\$0.00	\$0.00	22.3	0.00%
Get Screened	senior health	Active	Screening Saves Lives	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.5	5	0	0.00%	\$0.00	\$0.00	24.2	0.00%
Get Screened	senior health	Active	Colon Cancer	If you are 50 or older, get	the facts and get screened!	Active	Search Only	0.5	3	0	0.00%	\$0.00	\$0.00	25.7	0.00%
Get Screened	senior health	Active	Colon Cancer Screening	Screening saves lives!	Learn More.	Active	Search Only	0.5	3	0	0.00%	\$0.00	\$0.00	20.7	0.00%
Get Screened	senior health	Active	Colorectal Cancer	If you're 50 or older, get the	facts from CDC. Get screened!	Active	Search Only	0.5	2	0	0.00%	\$0.00	\$0.00	24	0.00%
Prevention	Total - content targeting		Prevent Colon Cancer	If you're 50 or older,	get screened. Learn more.	Deleted	Content Only		29,767	46	0.15%	\$0.40	\$18.56	2.6	0.25%
Prevention	Total - content targeting		Screening Saves Lives	You can prevent colon cancer!	Get screened. Learn more.	Deleted	Content Only		6,319	2	0.03%	\$0.56	\$1.11	2.6	0.02%
Prevention	Total - content targeting		{Keyword:Colon Cancer Prevention}	You can prevent colon cancer!	Get screened. Learn more.	Active	Content Only		1,302	3	0.23%	\$0.48	\$1.44	3.3	0.02%
Prevention	Total - content targeting		{Keyword:Colon Cancer Prevention}	If you're 50 or older,	get screened. Learn more.	Active	Content Only		859	2	0.23%	\$0.39	\$0.78	3.3	0.01%
Prevention	colon cancer prevention	Active	Prevent Colon Cancer	If you're 50 or older,	get screened. Learn more.	Deleted	Search Only	0.75	451	22	4.88%	\$0.57	\$12.46	3.2	0.17%
Prevention	colon cancer prevention	Active	Screening Saves Lives	You can prevent colon cancer!	Get screened. Learn more.	Deleted	Search Only	0.75	124	1	0.81%	\$0.52	\$0.52	3.7	0.01%
Prevention	colon cancer prevention	Active	{Keyword:Colon Cancer Prevention}	You can prevent colon cancer!	Get screened. Learn more.	Active	Search Only	0.75	101	5	4.95%	\$0.58	\$2.89	4.1	0.04%
Prevention	colon cancer prevention	Active	{Keyword:Colon Cancer Prevention}	If you're 50 or older,	get screened. Learn more.	Active	Search Only	0.75	82	2	2.44%	\$0.70	\$1.41	4	0.02%
Prevention	colorectal cancer prevention	Active	Prevent Colon Cancer	If you're 50 or older,	get screened. Learn more.	Deleted	Search Only	0.75	59	5	8.47%	\$0.59	\$2.96	2.5	0.04%
Prevention	colorectal cancer prevention	Active	Screening Saves Lives	You can prevent colon cancer!	Get screened. Learn more.	Deleted	Search Only	0.75	21	1	4.76%	\$0.53	\$0.53	2.5	0.01%
Prevention	colorectal cancer prevention	Active	{Keyword:Colon Cancer Prevention}	You can prevent colon cancer!	Get screened. Learn more.	Active	Search Only	0.75	22	0	0.00%	\$0.00	\$0.00	4	0.00%
Prevention	colorectal cancer prevention	Active	{Keyword:Colon Cancer Prevention}	If you're 50 or older,	get screened. Learn more.	Active	Search Only	0.75	20	0	0.00%	\$0.00	\$0.00	4	0.00%
Screen for Life	Total - content targeting		Screen for Life	CDC's campaign to educate the	public about colon cancer.	Active	Content Only		37,053	15	0.04%	\$0.59	\$8.91	3	0.12%
Screen for Life	colon cancer awareness month	Active	Screen for Life	CDC's campaign to educate the	public about colon cancer.	Active	Search Only	0.75	224	3	1.34%	\$0.55	\$1.66	3.8	0.02%
Screen for Life	colon cancer brochure	Active	Screen for Life	CDC's campaign to educate the	public about colon cancer.	Active	Search Only	0.75	12	0	0.00%	\$0.00	\$0.00	4.8	0.00%
Screen for Life	colon cancer brochures	Active	Screen for Life	CDC's campaign to educate the	public about colon cancer.	Active	Search Only	0.75	23	1	4.35%	\$0.52	\$0.52	4.7	0.01%
Screen for Life	colon cancer education	Active	Screen for Life	CDC's campaign to educate the	public about colon cancer.	Active	Search Only	0.75	85	2	2.35%	\$0.70	\$1.40	4.9	0.02%
Screen for Life	colon cancer education material	Active	Screen for Life	CDC's campaign to educate the	public about colon cancer.	Active	Search Only	0.75	2	0	0.00%	\$0.00	\$0.00	7	0.00%
Screen for Life	colon cancer fact sheet	Active	Screen for Life	CDC's campaign to educate the	public about colon cancer.	Active	Search Only	0.75	8	0	0.00%	\$0.00	\$0.00	3.1	0.00%
Screen for Life	colon cancer psa	Active	Screen for Life	CDC's campaign to educate the	public about colon cancer.	Active	Search Only	0.75	47	1	2.13%	\$0.20	\$0.20	5.2	0.00%
Screen for Life	colon cancer video	Active	Screen for Life	CDC's campaign to educate the	public about colon cancer.	Active	Search Only	0.75	28	0	0.00%	\$0.00	\$0.00	5	0.00%
Screen for Life	colorectal cancer brochures	Active	Screen for Life	CDC's campaign to educate the	public about colon cancer.	Active	Search Only	0.75	2	0	0.00%	\$0.00	\$0.00	5	0.00%
Screen for Life	colorectal cancer education	Active	Screen for Life	CDC's campaign to educate the	public about colon cancer.	Active	Search Only	0.75	6	1	16.67%	\$0.70	\$0.70	3	0.01%
Screen for Life	colorectal cancer fact sheet	Active	Screen for Life	CDC's campaign to educate the	public about colon cancer.	Active	Search Only	0.75	5	0	0.00%	\$0.00	\$0.00	2.2	0.00%
Screen for Life	colorectal cancer psa	Active	Screen for Life	CDC's campaign to educate the	public about colon cancer.	Active	Search Only	0.75	1	0	0.00%	\$0.00	\$0.00	2	0.00%
Screen for Life	colorectal cancer video	Active	Screen for Life	CDC's campaign to educate the	public about colon cancer.	Active	Search Only	0.75	2	0	0.00%	\$0.00	\$0.00	2	0.00%
Screen for Life	screen for life	Active	Screen for Life	CDC's campaign to educate the	public about colon cancer.	Active	Search Only	0.75	272	13	4.78%	\$0.24	\$3.18	1.6	0.04%
SFL Celebrity	Total - content targeting		Colon Cancer Screening	A Screen for Life message from	{Keyword:Jimmy Smits}. View here.	Active	Content Only		7,357	1	0.01%	\$0.54	\$0.54	3.7	0.01%
SFL Celebrity	Total - content targeting		Get a Colon Cancer Test	A Screen for Life message from	{Keyword:Jimmy Smits}. View here.	Active	Content Only		11,997	2	0.02%	\$0.40	\$0.80	3.8	0.01%
SFL Celebrity	Total - content targeting		Screen for Life	A Screen for Life message from	{Keyword:Jimmy Smits}. View here.	Active	Content Only		17,016	7	0.04%	\$0.50	\$3.49	4	0.05%
SFL Celebrity	diane keaton	Active	Colon Cancer Screening	A Screen for Life message from	{Keyword:Jimmy Smits}. View here.	Active	Search Only	0.75	518	0	0.00%	\$0.00	\$0.00	1.7	0.00%
SFL Celebrity	diane keaton	Active	Get a Colon Cancer Test	A Screen for Life message from	{Keyword:Jimmy Smits}. View here.	Active	Search Only	0.75	875	5	0.57%	\$0.45	\$2.24	1.7	0.03%
SFL Celebrity	diane keaton	Active	Screen for Life	A Screen for Life message from	{Keyword:Jimmy Smits}. View here.	Active	Search Only	0.75	1,175	8	0.68%	\$0.37	\$2.93	1.7	0.04%
SFL Celebrity	jimmy smits	Active	Colon Cancer Screening	A Screen for Life message from	{Keyword:Jimmy Smits}. View here.	Active	Search Only	0.75	86	2	2.33%	\$0.50	\$1.00	1	0.01%
SFL Celebrity	jimmy smits	Active	Get a Colon Cancer Test	A Screen for Life message from	{Keyword:Jimmy Smits}. View here.	Active	Search Only	0.75	166	5	3.01%	\$0.46	\$2.30	1	0.03%
SFL Celebrity	jimmy smits	Active	Screen for Life	A Screen for Life message from	{Keyword:Jimmy Smits}. View here.	Active	Search Only	0.75	224	4	1.79%	\$0.45	\$1.80	1	0.02%
SFL Celebrity	morgan freeman	Inactive for	Colon Cancer Screening	A Screen for Life message from	{Keyword:Jimmy Smits}. View here.	Active	Search Only	0.75	385	2	0.52%	\$0.38	\$0.76	1.7	0.01%
SFL Celebrity	morgan freeman	Inactive for	Get a Colon Cancer Test	A Screen for Life message from	{Keyword:Jimmy Smits}. View here.	Active	Search Only	0.75	673	1	0.15%	\$0.50	\$0.50	1.7	0.01%
SFL Celebrity	morgan freeman	Inactive for	Screen for Life	A Screen for Life message from	{Keyword:Jimmy Smits}. View here.	Active	Search Only	0.75	1,036	6	0.58%	\$0.40	\$2.37	1.7	0.03%
SFL Couric	Total - content targeting		Colon Cancer Screening	A Screen for Life message from	Katie Couric. View here.	Active	Content Only		15,364	31	0.20%	\$0.44	\$13.74	2.9	0.19%
SFL Couric	Total - content targeting		Get a Colon Cancer Test	A Screen for Life message from	Katie Couric. View here.	Active	Content Only		14,460	20	0.14%	\$0.44	\$8.80	3.1	0.12%
SFL Couric	Total - content targeting		Screen for Life	A Screen for Life message from	Katie Couric. View here.	Active	Content Only		23,067	39	0.17%	\$0.44	\$17.00	3.1	0.23%
SFL Couric	couric katie	Inactive for	Colon Cancer Screening	A Screen for Life message from	Katie Couric. View here.	Active	Search Only	0.75	345	2	0.58%	\$0.50	\$1.00	1.6	0.01%
SFL Couric	couric katie	Inactive for	Get a Colon Cancer Test	A Screen for Life message from	Katie Couric. View here.	Active	Search Only	0.75	306	4	1.31%	\$0.36	\$1.43	1.7	0.02%
SFL Couric	couric katie	Inactive for	Screen for Life	A Screen for Life message from	Katie Couric. View here.	Active	Search Only	0.75	375	5	1.33%	\$0.11	\$0.53	1.7	0.01%
SFL Couric	katie couric	Inactive for	Colon Cancer Screening	A Screen for Life message from	Katie Couric. View here.	Active	Search Only	0.75	982	2	0.20%	\$0.27	\$0.54	2.1	0.01%
SFL Couric	katie couric	Inactive for	Get a Colon Cancer Test	A Screen for Life message from	Katie Couric. View here.	Active	Search Only	0.75	1,160	3	0.26%	\$0.30	\$0.89	2.2	0.01%
SFL Couric	katie couric	Inactive for	Screen for Life	A Screen for Life message from	Katie Couric. View here.	Active	Search Only	0.75	1,311	8	0.61%	\$0.37	\$2.96	2	0.04%
SFL Couric	katie couric cancer	Active	Colon Cancer Screening	A Screen for Life message from	Katie Couric. View here.	Active	Search Only	0.75	14	1	7.14%	\$0.40	\$0.40	1	0.01%
SFL Couric	katie couric cancer	Active	Get a Colon Cancer Test	A Screen for Life message from	Katie Couric. View here.	Active	Search Only	0.75	15	0	0.00%	\$0.00	\$0.00	1	0.00%
SFL Couric	katie couric cancer	Active	Screen for Life	A Screen for Life message from	Katie Couric. View here.	Active	Search Only	0.75	46	0	0.00%	\$0.00	\$0.00	1.1	0.00%
SFL Couric	katie couric colon	Active	Colon Cancer Screening	A Screen for Life message from	Katie Couric. View here.	Active	Search Only	0.75	13	0	0.00%	\$0.00	\$0.00	1.1	0.00%
SFL Couric	katie couric colon	Active	Get a Colon Cancer Test	A Screen for Life message from	Katie Couric. View here.	Active	Search Only	0.75	21	0	0.00%	\$0.00	\$0.00	1.1	0.00%
SFL Couric	katie couric colon	Active	Screen for Life	A Screen for Life message from	Katie Couric. View here.	Active	Search Only	0.75	15	0	0.00%	\$0.00	\$0.00	1.1	0.00%
SFL Couric	katie couric colon cancer	Inactive for	Colon Cancer Screening	A Screen for Life message from	Katie Couric. View here.	Active	Search Only	0.75	24	0	0.00%	\$0.00	\$0.00	3.3	0.00%

SFL Couric	katie couric colon cancer	Inactive for	Get a Colon Cancer Test	A Screen for Life message from	Katie Couric. View here.	Active	Search Only	0.75	32	0	0.00%	\$0.00	\$0.00	3.8	0.00%
SFL Couric	katie couric colon cancer	Inactive for	Screen for Life	A Screen for Life message from	Katie Couric. View here.	Active	Search Only	0.75	55	1	1.82%	\$0.50	\$0.50	3.9	0.01%
SFL Couric	katie couric colonoscopy	Active	Colon Cancer Screening	A Screen for Life message from	Katie Couric. View here.	Active	Search Only	0.75	2	0	0.00%	\$0.00	\$0.00	1	0.00%
SFL Couric	katie couric colonoscopy	Active	Get a Colon Cancer Test	A Screen for Life message from	Katie Couric. View here.	Active	Search Only	0.75	3	0	0.00%	\$0.00	\$0.00	1.3	0.00%
Statistics	Total - content targeting		Colon Cancer Statistics	It's the #2 cancer killer in the	U.S. Get the Facts.	Active	Content Only		14,003	2	0.01%	\$0.52	\$1.03	8.8	0.01%
Statistics	Total - content targeting		Colon Cancer Statistics	Both men and women get	colon cancer. Learn more.	Active	Content Only		7,241	0	0.00%	\$0.00	\$0.00	7.4	0.00%
Statistics	Total - content targeting		Colorectal Cancer	It's the #2 cancer killer in	the U.S. Get the Facts.	Active	Content Only		3,593	2	0.06%	\$0.48	\$0.95	6.3	0.01%
Statistics	colon cancer data	Active	Colon Cancer Statistics	It's the #2 cancer killer in the	U.S. Get the Facts.	Active	Search Only	0.75	3	0	0.00%	\$0.00	\$0.00	6	0.00%
Statistics	colon cancer rate	Active	Colon Cancer Statistics	It's the #2 cancer killer in the	U.S. Get the Facts.	Active	Search Only	0.75	109	6	5.50%	\$0.55	\$3.28	2.9	0.04%
Statistics	colon cancer rate	Active	Colon Cancer Statistics	Both men and women get	colon cancer. Learn more.	Active	Search Only	0.75	29	1	3.45%	\$0.05	\$0.05	3.1	0.00%
Statistics	colon cancer rate	Active	Colorectal Cancer	It's the #2 cancer killer in	the U.S. Get the Facts.	Active	Search Only	0.75	10	0	0.00%	\$0.00	\$0.00	2.9	0.00%
Statistics	colon cancer rates	Active	Colon Cancer Statistics	It's the #2 cancer killer in the	U.S. Get the Facts.	Active	Search Only	0.75	66	1	1.52%	\$0.45	\$0.45	3.7	0.01%
Statistics	colon cancer rates	Active	Colon Cancer Statistics	Both men and women get	colon cancer. Learn more.	Active	Search Only	0.75	22	2	9.09%	\$0.33	\$0.66	4.2	0.01%
Statistics	colon cancer rates	Active	Colorectal Cancer	It's the #2 cancer killer in	the U.S. Get the Facts.	Active	Search Only	0.75	5	0	0.00%	\$0.00	\$0.00	2.4	0.00%
Statistics	colon cancer risk	Deleted	Colon Cancer Statistics	It's the #2 cancer killer in the	U.S. Get the Facts.	Active	Search Only		154	10	6.49%	\$0.45	\$4.48	3.8	0.06%
Statistics	colon cancer risk	Deleted	Colon Cancer Statistics	Both men and women get	colon cancer. Learn more.	Active	Search Only		146	4	2.74%	\$0.46	\$1.85	3.4	0.03%
Statistics	colon cancer risk	Deleted	Colorectal Cancer	It's the #2 cancer killer in	the U.S. Get the Facts.	Active	Search Only		67	0	0.00%	\$0.00	\$0.00	3.3	0.00%
Statistics	colon cancer risks	Deleted	Colon Cancer Statistics	It's the #2 cancer killer in the	U.S. Get the Facts.	Active	Search Only		33	1	3.03%	\$0.48	\$0.48	4.1	0.01%
Statistics	colon cancer risks	Deleted	Colon Cancer Statistics	Both men and women get	colon cancer. Learn more.	Active	Search Only		30	0	0.00%	\$0.00	\$0.00	3.5	0.00%
Statistics	colon cancer risks	Deleted	Colorectal Cancer	It's the #2 cancer killer in	the U.S. Get the Facts.	Active	Search Only		12	0	0.00%	\$0.00	\$0.00	3	0.00%
Statistics	colon cancer statistics	Active	Colon Cancer Statistics	It's the #2 cancer killer in the	U.S. Get the Facts.	Active	Search Only	0.75	1,613	96	5.95%	\$0.45	\$43.42	2.2	0.60%
Statistics	colon cancer statistics	Active	Colon Cancer Statistics	Both men and women get	colon cancer. Learn more.	Active	Search Only	0.75	1,188	54	4.55%	\$0.45	\$24.19	2.2	0.33%
Statistics	colon cancer statistics	Active	Colorectal Cancer	It's the #2 cancer killer in	the U.S. Get the Facts.	Active	Search Only	0.75	521	17	3.26%	\$0.35	\$6.01	2.1	0.08%
Statistics	colorectal cancer rate	Active	Colon Cancer Statistics	It's the #2 cancer killer in the	U.S. Get the Facts.	Active	Search Only	0.75	10	0	0.00%	\$0.00	\$0.00	2.2	0.00%
Statistics	colorectal cancer rate	Active	Colon Cancer Statistics	Both men and women get	colon cancer. Learn more.	Active	Search Only	0.75	4	0	0.00%	\$0.00	\$0.00	2.5	0.00%
Statistics	colorectal cancer rates	Active	Colon Cancer Statistics	It's the #2 cancer killer in the	U.S. Get the Facts.	Active	Search Only	0.75	3	0	0.00%	\$0.00	\$0.00	2	0.00%
Statistics	colorectal cancer risk	Deleted	Colon Cancer Statistics	It's the #2 cancer killer in the	U.S. Get the Facts.	Active	Search Only		38	0	0.00%	\$0.00	\$0.00	2.5	0.00%
Statistics	colorectal cancer risk	Deleted	Colon Cancer Statistics	Both men and women get	colon cancer. Learn more.	Active	Search Only		48	0	0.00%	\$0.00	\$0.00	1.8	0.00%
Statistics	colorectal cancer risk	Deleted	Colorectal Cancer	It's the #2 cancer killer in	the U.S. Get the Facts.	Active	Search Only		16	0	0.00%	\$0.00	\$0.00	2	0.00%
Statistics	colorectal cancer risks	Deleted	Colon Cancer Statistics	It's the #2 cancer killer in the	U.S. Get the Facts.	Active	Search Only		3	0	0.00%	\$0.00	\$0.00	3	0.00%
Statistics	colorectal cancer risks	Deleted	Colon Cancer Statistics	Both men and women get	colon cancer. Learn more.	Active	Search Only		2	0	0.00%	\$0.00	\$0.00	1.5	0.00%
Statistics	colorectal cancer risks	Deleted	Colorectal Cancer	It's the #2 cancer killer in	the U.S. Get the Facts.	Active	Search Only		3	0	0.00%	\$0.00	\$0.00	1.3	0.00%
Statistics	colorectal cancer statistics	Active	Colon Cancer Statistics	It's the #2 cancer killer in the	U.S. Get the Facts.	Active	Search Only	0.75	134	22	16.42%	\$0.35	\$7.64	1.9	0.10%
Statistics	colorectal cancer statistics	Active	Colon Cancer Statistics	Both men and women get	colon cancer. Learn more.	Active	Search Only	0.75	106	5	4.72%	\$0.34	\$1.69	2	0.02%
Statistics	colorectal cancer statistics	Active	Colorectal Cancer	It's the #2 cancer killer in	the U.S. Get the Facts.	Active	Search Only	0.75	53	3	5.66%	\$0.29	\$0.86	1.6	0.01%
Symptoms	Total - content targeting		Colon Cancer Signs	What are the symptoms of	colon cancer? Find out.	Deleted	Content Only		298,358	2044	0.69%	\$0.40	\$814.91	2.6	11.18%
Symptoms	Total - content targeting		Colon Cancer Symptoms	What are the symptoms of	colon cancer? Find out.	Deleted	Content Only		267,507	1684	0.63%	\$0.40	\$681.45	2.6	9.35%
Symptoms	Total - content targeting		Colorectal Polyps	What are the symptoms of	colon cancer? Find out.	Deleted	Content Only		14,263	64	0.45%	\$0.40	\$25.91	3.3	0.36%
Symptoms	Total - content targeting		{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Content Only		88,150	594	0.67%	\$0.41	\$242.62	2.5	3.33%
Symptoms	Total - content targeting		{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Content Only		164,499	1113	0.68%	\$0.39	\$432.42	2.5	5.93%
Symptoms	Total - content targeting		{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Content Only		73,929	478	0.65%	\$0.40	\$190.50	2.4	2.61%
Symptoms	colon cancer signs	Active	Colon Cancer Signs	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	474	70	14.77%	\$0.58	\$40.90	3.3	0.56%
Symptoms	colon cancer signs	Active	Colon Cancer Symptoms	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	472	92	19.49%	\$0.58	\$53.68	2.1	0.74%
Symptoms	colon cancer signs	Active	Colorectal Polyps	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	14	0	0.00%	\$0.00	\$0.00	4.1	0.00%
Symptoms	colon cancer signs	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	97	14	14.43%	\$0.57	\$7.94	3.5	0.11%
Symptoms	colon cancer signs	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	161	24	14.91%	\$0.62	\$15.00	3.3	0.21%
Symptoms	colon cancer signs	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	83	11	13.25%	\$0.54	\$5.97	3.4	0.08%
Symptoms	colon cancer symptom	Active	Colon Cancer Signs	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	2,546	293	11.51%	\$0.53	\$154.13	2	2.11%
Symptoms	colon cancer symptom	Active	Colon Cancer Symptoms	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	1,659	144	8.68%	\$0.54	\$78.45	2.5	1.08%
Symptoms	colon cancer symptom	Active	Colorectal Polyps	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	66	2	3.03%	\$0.72	\$1.45	2	0.02%
Symptoms	colon cancer symptom	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	600	52	8.67%	\$0.53	\$27.41	2.3	0.38%
Symptoms	colon cancer symptom	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	977	94	9.62%	\$0.53	\$49.94	2.2	0.69%
Symptoms	colon cancer symptom	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	457	40	8.75%	\$0.57	\$22.94	2.4	0.31%
Symptoms	colon cancer symptoms	Active	Colon Cancer Signs	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	7,353	1241	16.88%	\$0.49	\$607.42	2.4	8.33%
Symptoms	colon cancer symptoms	Active	Colon Cancer Symptoms	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	7,054	1209	17.14%	\$0.49	\$594.76	2.2	8.16%
Symptoms	colon cancer symptoms	Active	Colorectal Polyps	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	421	23	5.46%	\$0.51	\$11.73	3.3	0.16%
Symptoms	colon cancer symptoms	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	1,119	212	18.95%	\$0.55	\$116.43	2.4	1.60%
Symptoms	colon cancer symptoms	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	2,083	393	18.87%	\$0.53	\$207.87	2.3	2.85%
Symptoms	colon cancer symptoms	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	919	175	19.04%	\$0.51	\$88.77	2.4	1.22%
Symptoms	colon polyps	Active	Colon Cancer Signs	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	2,432	148	6.09%	\$0.56	\$82.51	1.9	1.13%
Symptoms	colon polyps	Active	Colon Cancer Symptoms	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	2,170	106	4.88%	\$0.51	\$54.34	2	0.75%
Symptoms	colon polyps	Active	Colorectal Polyps	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	208	11	5.29%	\$0.55	\$6.00	1.8	0.08%
Symptoms	colon polyps	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	426	26	6.10%	\$0.56	\$14.54	1.9	0.20%
Symptoms	colon polyps	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	746	73	9.79%	\$0.56	\$40.65	1.8	0.56%
Symptoms	colon polyps	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	351	31	8.83%	\$0.52	\$16.03	1.9	0.22%
Symptoms	colorectal cancer polyps	Active	Colon Cancer Signs	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	32	0	0.00%	\$0.00	\$0.00	1.7	0.00%
Symptoms	colorectal cancer polyps	Active	Colon Cancer Symptoms	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	21	1	4.76%	\$0.12	\$0.12	1.8	0.00%
Symptoms	colorectal cancer polyps	Active	Colorectal Polyps	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	2	0	0.00%	\$0.00	\$0.00	2	0.00%
Symptoms	colorectal cancer polyps	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	6	0	0.00%	\$0.00	\$0.00	1.2	0.00%
Symptoms	colorectal cancer polyps	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	8	0	0.00%	\$0.00	\$0.00	1.6	0.00%
Symptoms	colorectal cancer polyps	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	9	0	0.00%	\$0.00	\$0.00	1.4	0.00%
Symptoms	colorectal cancer symptom	Active	Colon Cancer Signs	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	85	3	3.53%	\$0.36	\$1.09	1.5	0.01%

Symptoms	colorectal cancer symptom	Active	Colon Cancer Symptoms	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	74	7	9.46%	\$0.48	\$3.39	1.4	0.05%
Symptoms	colorectal cancer symptom	Active	Colorectal Polyps	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	3	0	0.00%	\$0.00	\$0.00	2.3	0.00%
Symptoms	colorectal cancer symptom	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	29	3	10.34%	\$0.64	\$1.93	1.9	0.03%
Symptoms	colorectal cancer symptom	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	49	3	6.12%	\$0.62	\$1.86	2.1	0.03%
Symptoms	colorectal cancer symptom	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	21	2	9.52%	\$0.53	\$1.06	2	0.01%
Symptoms	colorectal cancer symptoms	Active	Colon Cancer Signs	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	167	9	5.39%	\$0.51	\$4.61	2.3	0.06%
Symptoms	colorectal cancer symptoms	Active	Colon Cancer Symptoms	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	146	10	6.85%	\$0.47	\$4.70	2.2	0.06%
Symptoms	colorectal cancer symptoms	Active	Colorectal Polyps	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	17	0	0.00%	\$0.00	\$0.00	2.2	0.00%
Symptoms	colorectal cancer symptoms	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	32	2	6.25%	\$0.58	\$1.16	3.8	0.02%
Symptoms	colorectal cancer symptoms	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	41	0	0.00%	\$0.00	\$0.00	3.4	0.00%
Symptoms	colorectal cancer symptoms	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	25	2	8.00%	\$0.36	\$0.73	3.2	0.01%
Symptoms	colorectal polyps	Active	Colon Cancer Signs	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	43	0	0.00%	\$0.00	\$0.00	2.1	0.00%
Symptoms	colorectal polyps	Active	Colon Cancer Symptoms	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	44	0	0.00%	\$0.00	\$0.00	2.3	0.00%
Symptoms	colorectal polyps	Active	Colorectal Polyps	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	1	0	0.00%	\$0.00	\$0.00	2	0.00%
Symptoms	colorectal polyps	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	9	0	0.00%	\$0.00	\$0.00	2.1	0.00%
Symptoms	colorectal polyps	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	13	1	7.69%	\$0.60	\$0.60	2.2	0.01%
Symptoms	colorectal polyps	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	8	0	0.00%	\$0.00	\$0.00	2.1	0.00%
Symptoms	sign of colon cancer	Active	Colon Cancer Signs	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	55	5	9.09%	\$0.42	\$2.12	2.7	0.03%
Symptoms	sign of colon cancer	Active	Colon Cancer Symptoms	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	42	4	9.52%	\$0.44	\$1.75	2.8	0.02%
Symptoms	sign of colon cancer	Active	Colorectal Polyps	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	2	0	0.00%	\$0.00	\$0.00	1	0.00%
Symptoms	sign of colon cancer	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	15	1	6.67%	\$0.36	\$0.36	2.3	0.00%
Symptoms	sign of colon cancer	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	22	1	4.55%	\$0.33	\$0.33	2.7	0.00%
Symptoms	sign of colon cancer	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	23	2	8.70%	\$0.20	\$0.41	2.3	0.01%
Symptoms	signs of colon cancer	Active	Colon Cancer Signs	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	1,065	245	23.00%	\$0.46	\$112.81	1.7	1.55%
Symptoms	signs of colon cancer	Active	Colon Cancer Symptoms	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	1,103	252	22.85%	\$0.38	\$94.68	1.4	1.30%
Symptoms	signs of colon cancer	Active	Colorectal Polyps	What are the symptoms of	colon cancer? Find out.	Deleted	Search Only	0.75	76	3	3.95%	\$0.51	\$1.54	1.8	0.02%
Symptoms	signs of colon cancer	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	206	46	22.33%	\$0.48	\$22.18	1.7	0.30%
Symptoms	signs of colon cancer	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	375	99	26.40%	\$0.43	\$42.99	1.7	0.59%
Symptoms	signs of colon cancer	Active	{Keyword:Colon Cancer Symptoms}	What are the symptoms of	colon cancer? Find out.	Active	Search Only	0.75	141	33	23.40%	\$0.50	\$16.48	1.8	0.23%
Tests	Total - content targeting		Get a Colon Cancer Test	Are you at risk for colon	cancer? Find out.	Deleted	Content Only		54,219	228	0.42%	\$0.52	\$118.40	3.3	1.62%
Tests	Total - content targeting		Screening Saves Lives	A colon cancer screening test	can save your life! Learn More.	Deleted	Content Only		16,633	42	0.25%	\$0.50	\$21.07	3.4	0.29%
Tests	Total - content targeting		{Keyword:Colon Cancer Tests}	A colon cancer screening test	can save your life! Learn More.	Active	Content Only		35,591	176	0.49%	\$0.49	\$85.46	2.6	1.17%
Tests	Total - content targeting		{Keyword:Colon Cancer Tests}	Are you at risk for colon	cancer? Find out.	Active	Content Only		15,007	43	0.29%	\$0.53	\$22.89	2.3	0.31%
Tests	barium enema	Active	Get a Colon Cancer Test	Are you at risk for colon	cancer? Find out.	Deleted	Search Only	0.75	1,080	6	0.56%	\$0.37	\$2.20	1.1	0.03%
Tests	barium enema	Active	Screening Saves Lives	A colon cancer screening test	can save your life! Learn More.	Deleted	Search Only	0.75	414	1	0.24%	\$0.50	\$0.50	1.1	0.01%
Tests	barium enema	Active	{Keyword:Colon Cancer Tests}	A colon cancer screening test	can save your life! Learn More.	Active	Search Only	0.75	371	15	4.04%	\$0.24	\$3.67	1.1	0.05%
Tests	barium enema	Active	{Keyword:Colon Cancer Tests}	Are you at risk for colon	cancer? Find out.	Active	Search Only	0.75	111	4	3.60%	\$0.30	\$1.21	1	0.02%
Tests	colonoscopy	Active	Get a Colon Cancer Test	Are you at risk for colon	cancer? Find out.	Deleted	Search Only	0.75	18,136	304	1.68%	\$0.41	\$124.36	3.7	1.71%
Tests	colonoscopy	Active	Screening Saves Lives	A colon cancer screening test	can save your life! Learn More.	Deleted	Search Only	0.75	6,315	85	1.35%	\$0.38	\$32.51	3.9	0.45%
Tests	colonoscopy	Active	{Keyword:Colon Cancer Tests}	A colon cancer screening test	can save your life! Learn More.	Active	Search Only	0.75	6,377	345	5.41%	\$0.53	\$184.50	2.8	2.53%
Tests	colonoscopy	Active	{Keyword:Colon Cancer Tests}	Are you at risk for colon	cancer? Find out.	Active	Search Only	0.75	1,701	80	4.70%	\$0.57	\$45.37	2.7	0.62%
Tests	colonoscopy screening	Active	Get a Colon Cancer Test	Are you at risk for colon	cancer? Find out.	Deleted	Search Only	0.75	181	4	2.21%	\$0.30	\$1.21	1.5	0.02%
Tests	colonoscopy screening	Active	Screening Saves Lives	A colon cancer screening test	can save your life! Learn More.	Deleted	Search Only	0.75	92	9	9.78%	\$0.36	\$3.24	1.4	0.04%
Tests	colonoscopy screening	Active	{Keyword:Colon Cancer Tests}	A colon cancer screening test	can save your life! Learn More.	Active	Search Only	0.75	48	10	20.83%	\$0.32	\$3.25	1.4	0.04%
Tests	colonoscopy screening	Active	{Keyword:Colon Cancer Tests}	Are you at risk for colon	cancer? Find out.	Active	Search Only	0.75	15	0	0.00%	\$0.00	\$0.00	1.7	0.00%
Tests	colonoscopy test	Active	Get a Colon Cancer Test	Are you at risk for colon	cancer? Find out.	Deleted	Search Only	0.75	343	15	4.37%	\$0.47	\$7.10	1.9	0.10%
Tests	colonoscopy test	Active	Screening Saves Lives	A colon cancer screening test	can save your life! Learn More.	Deleted	Search Only	0.75	124	3	2.42%	\$0.44	\$1.32	2	0.02%
Tests	colonoscopy test	Active	{Keyword:Colon Cancer Tests}	A colon cancer screening test	can save your life! Learn More.	Active	Search Only	0.75	79	4	5.06%	\$0.44	\$1.77	2.2	0.02%
Tests	colonoscopy test	Active	{Keyword:Colon Cancer Tests}	Are you at risk for colon	cancer? Find out.	Active	Search Only	0.75	20	0	0.00%	\$0.00	\$0.00	2.5	0.00%
Tests	flexible sigmoidoscopy	Active	Get a Colon Cancer Test	Are you at risk for colon	cancer? Find out.	Deleted	Search Only	0.75	105	1	0.95%	\$0.66	\$0.66	2.6	0.01%
Tests	flexible sigmoidoscopy	Active	Screening Saves Lives	A colon cancer screening test	can save your life! Learn More.	Deleted	Search Only	0.75	53	0	0.00%	\$0.00	\$0.00	2.9	0.00%
Tests	flexible sigmoidoscopy	Active	{Keyword:Colon Cancer Tests}	A colon cancer screening test	can save your life! Learn More.	Active	Search Only	0.75	68	3	4.41%	\$0.50	\$1.50	2.4	0.02%
Tests	flexible sigmoidoscopy	Active	{Keyword:Colon Cancer Tests}	Are you at risk for colon	cancer? Find out.	Active	Search Only	0.75	21	0	0.00%	\$0.00	\$0.00	2.6	0.00%
Tests	stool test	Active	Get a Colon Cancer Test	Are you at risk for colon	cancer? Find out.	Deleted	Search Only	0.75	1,116	22	1.97%	\$0.42	\$9.31	2.4	0.13%
Tests	stool test	Active	Screening Saves Lives	A colon cancer screening test	can save your life! Learn More.	Deleted	Search Only	0.75	357	3	0.84%	\$0.27	\$0.82	2.5	0.01%
Tests	stool test	Active	{Keyword:Colon Cancer Tests}	A colon cancer screening test	can save your life! Learn More.	Active	Search Only	0.75	325	11	3.38%	\$0.37	\$4.05	2.7	0.06%
Tests	stool test	Active	{Keyword:Colon Cancer Tests}	Are you at risk for colon	cancer? Find out.	Active	Search Only	0.75	99	1	1.01%	\$0.73	\$0.73	2.4	0.01%
Colo Facts 1	Total - content targeting		{Keyword:Colon Cancer}	If you're 50 or older, get	screened. Learn More.	Active	Content Only		1,227	1	0.08%	\$0.70	\$0.70	3.7	0.01%
Colo Facts 1	Total - content targeting		{Keyword:Colon} Cancer Info	Colon Cancer screening	saves lives! Learn More.	Active	Content Only		587	1	0.17%	\$0.71	\$0.71	3.9	0.01%
Colo Facts 1	Total - content targeting		{Keyword:Colon} Cancer Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Content Only		866	5	0.58%	\$0.51	\$2.53	4	0.03%
Colo Facts 1	Total - content targeting		{Keyword:Colon} Cancer Facts	Early stage colon cancer may not	have symptoms. Learn More.	Active	Content Only		963	6	0.62%	\$0.47	\$2.84	3.9	0.04%
Colo Facts 1	colon	Active	{Keyword:Colon Cancer}	If you're 50 or older, get	screened. Learn More.	Active	Search Only	0.75	1,359	41	3.02%	\$0.52	\$21.41	4.1	0.29%
Colo Facts 1	colon	Active	{Keyword:Colon} Cancer Info	Colon Cancer screening	saves lives! Learn More.	Active	Search Only	0.75	1,306	18	1.38%	\$0.48	\$8.64	4.4	0.12%
Colo Facts 1	colon	Active	{Keyword:Colon} Cancer Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	2,166	46	2.12%	\$0.49	\$22.66	4.4	0.31%
Colo Facts 1	colon	Active	{Keyword:Colon} Cancer Facts	Early stage colon cancer may not	have symptoms. Learn More.	Active	Search Only	0.75	2,657	68	2.56%	\$0.51	\$34.97	4.3	0.48%
Colo Facts 1	colorectal	Active	{Keyword:Colon Cancer}	If you're 50 or older, get	screened. Learn More.	Active	Search Only	0.75	108	4	3.70%	\$0.34	\$1.38	1.6	0.02%
Colo Facts 1	colorectal	Active	{Keyword:Colon} Cancer Info	Colon Cancer screening	saves lives! Learn More.	Active	Search Only	0.75	31	1	3.23%	\$0.46	\$0.46	1.6	0.01%
Colo Facts 1	colorectal	Active	{Keyword:Colon} Cancer Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	81	2	2.47%	\$0.28	\$0.57	1.8	0.01%
Colo Facts 1	colorectal	Active	{Keyword:Colon} Cancer Facts	Early stage colon cancer may not	have symptoms. Learn More.	Active	Search Only	0.75	69	2	2.90%	\$0.57	\$1.14	1.9	0.02%
Colo Facts 2	Total - content targeting		{Keyword:Colon Cancer}	If you're 50 or older, get	screened. Learn More.	Active	Content Only		1,718	8	0.47%	\$0.51	\$4.09	4	0.06%
Colo Facts 2	Total - content targeting		Get {Keyword:Colon Cancer} Info	Colon Cancer screening	saves lives! Learn More.	Active	Content Only		1,538	2	0.13%	\$0.61	\$1.22	4	0.02%
Colo Facts 2	Total - content targeting		Get {Keyword:Colon Cancer} Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Content Only		2,243	4	0.18%	\$0.48	\$1.90	4	0.03%

Colo Facts 2	Total - content targeting		Get {Keyword:Colon Cancer} Facts	Early stage colon cancer may not	have symptoms. Learn More.	Active	Content Only		8,115	46	0.57%	\$0.55	\$25.47	4	0.35%
Colo Facts 2	bowel cancer	Active	{Keyword:Colon Cancer}	If you're 50 or older, get	screened. Learn More.	Active	Search Only	0.75	92	3	3.26%	\$0.43	\$1.28	2.6	0.02%
Colo Facts 2	bowel cancer	Active	Get {Keyword:Colon Cancer} Info	Colon Cancer screening	saves lives! Learn More.	Active	Search Only	0.75	60	1	1.67%	\$0.56	\$0.56	2.7	0.01%
Colo Facts 2	bowel cancer	Active	Get {Keyword:Colon Cancer} Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	101	3	2.97%	\$0.29	\$0.86	2.8	0.01%
Colo Facts 2	bowel cancer	Active	Get {Keyword:Colon Cancer} Facts	Early stage colon cancer may not	have symptoms. Learn More.	Active	Search Only	0.75	525	28	5.33%	\$0.38	\$10.56	2.8	0.14%
Colo Facts 2	colon cancer	Active	{Keyword:Colon Cancer}	If you're 50 or older, get	screened. Learn More.	Active	Search Only	0.75	634	6	0.95%	\$0.60	\$3.59	7.5	0.05%
Colo Facts 2	colon cancer	Active	Get {Keyword:Colon Cancer} Info	Colon Cancer screening	saves lives! Learn More.	Active	Search Only	0.75	612	4	0.65%	\$0.65	\$2.61	7.1	0.04%
Colo Facts 2	colon cancer	Active	Get {Keyword:Colon Cancer} Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	899	14	1.56%	\$0.61	\$8.52	7	0.12%
Colo Facts 2	colon cancer	Active	Get {Keyword:Colon Cancer} Facts	Early stage colon cancer may not	have symptoms. Learn More.	Active	Search Only	0.75	4,375	131	2.99%	\$0.55	\$71.61	7	0.98%
Colo Facts 2	rectal cancer	Active	{Keyword:Colon Cancer}	If you're 50 or older, get	screened. Learn More.	Active	Search Only	0.75	127	0	0.00%	\$0.00	\$0.00	4.6	0.00%
Colo Facts 2	rectal cancer	Active	Get {Keyword:Colon Cancer} Info	Colon Cancer screening	saves lives! Learn More.	Active	Search Only	0.75	109	2	1.83%	\$0.44	\$0.89	4.4	0.01%
Colo Facts 2	rectal cancer	Active	Get {Keyword:Colon Cancer} Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	180	4	2.22%	\$0.41	\$1.65	4.5	0.02%
Colo Facts 2	rectal cancer	Active	Get {Keyword:Colon Cancer} Facts	Early stage colon cancer may not	have symptoms. Learn More.	Active	Search Only	0.75	670	8	1.19%	\$0.50	\$3.98	4.9	0.05%
Colo Facts 3	Total - content targeting		{Keyword:Colon Cancer}	If you're 50 or older, get	screened. Learn More.	Active	Content Only		4,394	17	0.39%	\$0.45	\$7.66	3.8	0.11%
Colo Facts 3	Total - content targeting		{Keyword:Colon Cancer} Info	Colon Cancer screening	saves lives! Learn More.	Active	Content Only		4,109	12	0.29%	\$0.42	\$5.05	3.8	0.07%
Colo Facts 3	Total - content targeting		{Keyword:Colon Cancer} Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Content Only		4,773	17	0.36%	\$0.48	\$8.24	3.7	0.11%
Colo Facts 3	Total - content targeting		{Keyword:Colon Cancer} Facts	Early stage colon cancer may not	have symptoms. Learn More.	Active	Content Only		6,913	46	0.67%	\$0.48	\$21.95	3.7	0.30%
Colo Facts 3	cancer of the colon	Active	{Keyword:Colon Cancer}	If you're 50 or older, get	screened. Learn More.	Active	Search Only	0.75	137	1	0.73%	\$0.72	\$0.72	2.5	0.01%
Colo Facts 3	cancer of the colon	Active	{Keyword:Colon Cancer} Info	Colon Cancer screening	saves lives! Learn More.	Active	Search Only	0.75	118	3	2.54%	\$0.69	\$2.06	2.4	0.03%
Colo Facts 3	cancer of the colon	Active	{Keyword:Colon Cancer} Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	140	4	2.86%	\$0.26	\$1.06	2.7	0.01%
Colo Facts 3	cancer of the colon	Active	{Keyword:Colon Cancer} Facts	Early stage colon cancer may not	have symptoms. Learn More.	Active	Search Only	0.75	175	5	2.86%	\$0.47	\$2.35	2.6	0.03%
Colo Facts 3	colorectal cancer	Active	{Keyword:Colon Cancer}	If you're 50 or older, get	screened. Learn More.	Active	Search Only	0.75	176	2	1.14%	\$0.52	\$1.05	6.8	0.01%
Colo Facts 3	colorectal cancer	Active	{Keyword:Colon Cancer} Info	Colon Cancer screening	saves lives! Learn More.	Active	Search Only	0.75	168	1	0.60%	\$0.62	\$0.62	6.8	0.01%
Colo Facts 3	colorectal cancer	Active	{Keyword:Colon Cancer} Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	176	3	1.70%	\$0.58	\$1.75	6.8	0.02%
Colo Facts 3	colorectal cancer	Active	{Keyword:Colon Cancer} Facts	Early stage colon cancer may not	have symptoms. Learn More.	Active	Search Only	0.75	238	3	1.26%	\$0.61	\$1.84	7.2	0.03%
Colo Facts 3	colorectal cancer	Active	{Keyword:Colon Cancer}	If you're 50 or older, get	screened. Learn More.	Active	Search Only	0.75	169	9	5.33%	\$0.35	\$3.19	2.3	0.04%
Colo Facts 3	intestinal cancer	Active	{Keyword:Colon Cancer} Info	Colon Cancer screening	saves lives! Learn More.	Active	Search Only	0.75	152	10	6.58%	\$0.34	\$3.35	2	0.05%
Colo Facts 3	intestinal cancer	Active	{Keyword:Colon Cancer} Facts	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	179	13	7.26%	\$0.44	\$5.72	2.2	0.08%
Colo Facts 3	intestinal cancer	Active	{Keyword:Colon Cancer} Facts	Early stage colon cancer may not	have symptoms. Learn More.	Active	Search Only	0.75	279	12	4.30%	\$0.45	\$5.38	2.3	0.07%
Colo Facts 4	Total - content targeting		{Keyword:Colon Cancer}	If you're 50 or older, get	screened. Learn More.	Active	Content Only		3,757	7	0.19%	\$0.59	\$4.12	3.8	0.06%
Colo Facts 4	Total - content targeting		{Keyword:Colon Cancer}	Colon Cancer screening	saves lives! Learn More.	Active	Content Only		2,980	5	0.17%	\$0.60	\$2.98	3.7	0.04%
Colo Facts 4	Total - content targeting		{Keyword:Colon Cancer}	Get a free fact sheet on	colon cancer from the CDC.	Active	Content Only		3,637	9	0.25%	\$0.60	\$5.41	3.7	0.07%
Colo Facts 4	Total - content targeting		{Keyword:Colon Cancer}	Early stage colon cancer may not	have symptoms. Learn More.	Active	Content Only		4,136	13	0.31%	\$0.60	\$7.75	3.8	0.11%
Colo Facts 4	bowel cancer facts	Active	{Keyword:Colon Cancer}	If you're 50 or older, get	screened. Learn More.	Active	Search Only	0.75	6	1	16.67%	\$0.39	\$0.39	2	0.01%
Colo Facts 4	bowel cancer facts	Active	{Keyword:Colon Cancer}	Colon Cancer screening	saves lives! Learn More.	Active	Search Only	0.75	2	0	0.00%	\$0.00	\$0.00	2.5	0.00%
Colo Facts 4	bowel cancer facts	Active	{Keyword:Colon Cancer}	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	3	0	0.00%	\$0.00	\$0.00	2	0.00%
Colo Facts 4	bowel cancer facts	Active	{Keyword:Colon Cancer}	Early stage colon cancer may not	have symptoms. Learn More.	Active	Search Only	0.75	8	0	0.00%	\$0.00	\$0.00	3	0.00%
Colo Facts 4	colorectal cancer facts	Active	{Keyword:Colon Cancer}	If you're 50 or older, get	screened. Learn More.	Active	Search Only	0.75	1	0	0.00%	\$0.00	\$0.00	4	0.00%
Colo Facts 4	colorectal cancer facts	Active	{Keyword:Colon Cancer}	Colon Cancer screening	saves lives! Learn More.	Active	Search Only	0.75	2	0	0.00%	\$0.00	\$0.00	3.5	0.00%
Colo Facts 4	colorectal cancer facts	Active	{Keyword:Colon Cancer}	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	-	0	0.00%	\$0.00	\$0.00	0	0.00%
Colo Facts 4	colorectal cancer facts	Active	{Keyword:Colon Cancer}	Early stage colon cancer may not	have symptoms. Learn More.	Active	Search Only	0.75	1	0	0.00%	\$0.00	\$0.00	4	0.00%
Colo Facts 4	colorectal cancer info	Active	{Keyword:Colon Cancer}	Colon Cancer screening	saves lives! Learn More.	Active	Search Only	0.75	2	0	0.00%	\$0.00	\$0.00	4.5	0.00%
Colo Facts 4	colorectal cancer info	Active	{Keyword:Colon Cancer}	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	2	0	0.00%	\$0.00	\$0.00	5.5	0.00%
Colo Facts 4	colorectal cancer info	Active	{Keyword:Colon Cancer}	Early stage colon cancer may not	have symptoms. Learn More.	Active	Search Only	0.75	1	0	0.00%	\$0.00	\$0.00	5	0.00%
Colo Facts 4	colorectal cancer information	Active	{Keyword:Colon Cancer}	If you're 50 or older, get	screened. Learn More.	Active	Search Only	0.75	15	0	0.00%	\$0.00	\$0.00	5.3	0.00%
Colo Facts 4	colorectal cancer information	Active	{Keyword:Colon Cancer}	Colon Cancer screening	saves lives! Learn More.	Active	Search Only	0.75	6	0	0.00%	\$0.00	\$0.00	4.3	0.00%
Colo Facts 4	colorectal cancer information	Active	{Keyword:Colon Cancer}	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	12	0	0.00%	\$0.00	\$0.00	4.5	0.00%
Colo Facts 4	colorectal cancer information	Active	{Keyword:Colon Cancer}	Early stage colon cancer may not	have symptoms. Learn More.	Active	Search Only	0.75	16	0	0.00%	\$0.00	\$0.00	5.2	0.00%
Colo Facts 4	information on colon cancer	Active	{Keyword:Colon Cancer}	If you're 50 or older, get	screened. Learn More.	Active	Search Only	0.75	9	1	11.11%	\$0.44	\$0.44	6.3	0.01%
Colo Facts 4	information on colon cancer	Active	{Keyword:Colon Cancer}	Colon Cancer screening	saves lives! Learn More.	Active	Search Only	0.75	3	0	0.00%	\$0.00	\$0.00	6.3	0.00%
Colo Facts 4	information on colon cancer	Active	{Keyword:Colon Cancer}	Get a free fact sheet on	colon cancer from the CDC.	Active	Search Only	0.75	6	0	0.00%	\$0.00	\$0.00	7.8	0.00%
Colo Facts 4	information on colon cancer	Active	{Keyword:Colon Cancer}	Early stage colon cancer may not	have symptoms. Learn More.	Active	Search Only	0.75	4	0	0.00%	\$0.00	\$0.00	7.8	0.00%
Get Screened 1	Total - content targeting		Colon Cancer Screening	Screening saves lives!	Learn More.	Active	Content Only		4,261	6	0.14%	\$0.64	\$3.86	4.6	0.05%
Get Screened 1	Total - content targeting		Colon Cancer Screening	Learn how you can prevent	colon cancer.	Active	Content Only		4,112	8	0.19%	\$0.56	\$4.44	4.6	0.06%
Get Screened 1	Total - content targeting		Colon Cancer Screening	Are you at risk for colon	cancer? Find out.	Active	Content Only		4,153	9	0.22%	\$0.53	\$4.74	4.6	0.07%
Get Screened 1	Total - content targeting		Colon Cancer Screening	In its early stages, colon cancer	often has no symptoms. Learn More.	Active	Content Only		4,967	12	0.24%	\$0.66	\$7.97	4.6	0.11%
Get Screened 1	colon cancer screening	Active	Colon Cancer Screening	Screening saves lives!	Learn More.	Active	Search Only	0.75	86	8	9.30%	\$0.45	\$3.57	2.2	0.05%
Get Screened 1	colon cancer screening	Active	Colon Cancer Screening	Learn how you can prevent	colon cancer.	Active	Search Only	0.75	80	6	7.50%	\$0.36	\$2.19	2.4	0.03%
Get Screened 1	colon cancer screening	Active	Colon Cancer Screening	Are you at risk for colon	cancer? Find out.	Active	Search Only	0.75	79	7	8.86%	\$0.40	\$2.78	2.5	0.04%
Get Screened 1	colon cancer screening	Active	Colon Cancer Screening	In its early stages, colon cancer	often has no symptoms. Learn More.	Active	Search Only	0.75	119	10	8.40%	\$0.50	\$4.96	2.3	0.07%
Get Screened 2	Total - content targeting		Get a Colon Cancer Test	Screening finds colon cancer	early. Learn More.	Active	Content Only		1,151	0	0.00%	\$0.00	\$0.00	2.9	0.00%
Get Screened 2	Total - content targeting		Get a Colon Cancer Test	Find out how screening for colon	cancer may save your life.	Active	Content Only		1,482	1	0.07%	\$0.64	\$0.64	3.2	0.01%
Get Screened 2	Total - content targeting		Get a Colon Cancer Test	If you're 50 or older, get the	facts from CDC. Get Screened!	Active	Content Only		2,051	3	0.15%	\$0.46	\$1.39	2.7	0.02%
Get Screened 2	Total - content targeting		Get a Colon Cancer Test	It's the #2 cancer killer - it	doesn't have to be. Learn More.	Active	Content Only		1,086	0	0.00%	\$0.00	\$0.00	3.2	0.00%
Get Screened 2	colon cancer test	Active	Get a Colon Cancer Test	Screening finds colon cancer	early. Learn More.	Active	Search Only	0.75	64	0	0.00%	\$0.00	\$0.00	4.7	0.00%
Get Screened 2	colon cancer test	Active	Get a Colon Cancer Test	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.75	193	12	6.22%	\$0.60	\$7.17	4	0.10%
Get Screened 2	colon cancer test	Active	Get a Colon Cancer Test	If you're 50 or older, get the	facts from CDC. Get Screened!	Active	Search Only	0.75	142	4	2.82%	\$0.66	\$2.65	4	0.04%
Get Screened 2	colon cancer test	Active	Get a Colon Cancer Test	It's the #2 cancer killer - it	doesn't have to be. Learn More.	Active	Search Only	0.75	122	4	3.28%	\$0.56	\$2.22	3.9	0.03%
Get Screened 2	colon cancer tests	Active	Get a Colon Cancer Test	Screening finds colon cancer	early. Learn More.	Active	Search Only	0.75	4	0	0.00%	\$0.00	\$0.00	5	0.00%
Get Screened 2	colon cancer tests	Active	Get a Colon Cancer Test	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.75	17	1	5.88%	\$0.73	\$0.73	5.8	0.01%
Get Screened 2	colon cancer tests	Active	Get a Colon Cancer Test	If you're 50 or older, get the	facts from CDC. Get Screened!	Active	Search Only	0.75	9	0	0.00%	\$0.00	\$0.00	4.2	0.00%
Get Screened 2	colon cancer tests	Active	Get a Colon Cancer Test	It's the #2 cancer killer - it	doesn't have to be. Learn More.	Active	Search Only	0.75	9	0	0.00%	\$0.00	\$0.00	4.7	0.00%

Get Screened 3	Total - content targeting		Colorectal Cancer	Screening saves lives!	Learn More.	Active	Content Only		166	0	0.00%	\$0.00	\$0.00	3.2	0.00%
Get Screened 3	Total - content targeting		Colorectal Cancer	Find out how screening for colon	cancer may save your life.	Active	Content Only		240	0	0.00%	\$0.00	\$0.00	2.1	0.00%
Get Screened 3	Total - content targeting		Colorectal Cancer	Are you at risk for colon	cancer? Find out.	Active	Content Only		366	0	0.00%	\$0.00	\$0.00	2.1	0.00%
Get Screened 3	Total - content targeting		Colorectal Cancer	Screening finds colon cancer	early. Learn More.	Active	Content Only		259	0	0.00%	\$0.00	\$0.00	2.2	0.00%
Get Screened 3	Total - content targeting		Colorectal Cancer	Learn how you can prevent	colon cancer.	Active	Content Only		171	0	0.00%	\$0.00	\$0.00	2.7	0.00%
Get Screened 3	Total - content targeting		Colorectal Cancer	If you're 50 or older, get the	facts from CDC. Get Screened!	Active	Content Only		199	1	0.50%	\$0.45	\$0.45	3.1	0.01%
Get Screened 3	Total - content targeting		Colorectal Cancer	If you're 50 or older, get	the facts and get screened!	Active	Content Only		204	1	0.49%	\$0.68	\$0.68	2.4	0.01%
Get Screened 3	Total - content targeting		Colorectal Cancer	It's the #2 cancer killer - it	doesn't have to be. Learn More.	Active	Content Only		203	1	0.49%	\$0.68	\$0.68	2.6	0.01%
Get Screened 3	Total - content targeting		Colorectal Cancer	In its early stages, colon cancer	often has no symptoms. Learn More.	Active	Content Only		307	1	0.33%	\$0.67	\$0.67	2	0.01%
Get Screened 3	colorectal cancer screening	Active	Colorectal Cancer	Screening saves lives!	Learn More.	Active	Search Only	0.75	8	0	0.00%	\$0.00	\$0.00	3	0.00%
Get Screened 3	colorectal cancer screening	Active	Colorectal Cancer	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.75	7	0	0.00%	\$0.00	\$0.00	2.6	0.00%
Get Screened 3	colorectal cancer screening	Active	Colorectal Cancer	Are you at risk for colon	cancer? Find out.	Active	Search Only	0.75	8	0	0.00%	\$0.00	\$0.00	2.2	0.00%
Get Screened 3	colorectal cancer screening	Active	Colorectal Cancer	Screening finds colon cancer	early. Learn More.	Active	Search Only	0.75	15	1	6.67%	\$0.55	\$0.55	3.1	0.01%
Get Screened 3	colorectal cancer screening	Active	Colorectal Cancer	Learn how you can prevent	colon cancer.	Active	Search Only	0.75	4	0	0.00%	\$0.00	\$0.00	3.2	0.00%
Get Screened 3	colorectal cancer screening	Active	Colorectal Cancer	If you're 50 or older, get the	facts from CDC. Get Screened!	Active	Search Only	0.75	9	0	0.00%	\$0.00	\$0.00	3.2	0.00%
Get Screened 3	colorectal cancer screening	Active	Colorectal Cancer	If you're 50 or older, get	the facts and get screened!	Active	Search Only	0.75	7	0	0.00%	\$0.00	\$0.00	2.1	0.00%
Get Screened 3	colorectal cancer screening	Active	Colorectal Cancer	It's the #2 cancer killer - it	doesn't have to be. Learn More.	Active	Search Only	0.75	15	0	0.00%	\$0.00	\$0.00	2.8	0.00%
Get Screened 3	colorectal cancer screening	Active	Colorectal Cancer	In its early stages, colon cancer	often has no symptoms. Learn More.	Active	Search Only	0.75	8	0	0.00%	\$0.00	\$0.00	3	0.00%
Get Screened 4	Total - content targeting		Colon Cancer Screening	Screening saves lives!	Learn More.	Active	Content Only		1,260	2	0.16%	\$0.35	\$0.70	4.1	0.01%
Get Screened 4	Total - content targeting		Screening Saves Lives	Find out how screening for colon	cancer may save your life.	Active	Content Only		1,131	1	0.09%	\$0.73	\$0.73	4.1	0.01%
Get Screened 4	Total - content targeting		Colon Cancer Screening	Screening finds colon cancer	early. Learn More.	Active	Content Only		926	0	0.00%	\$0.00	\$0.00	4.2	0.00%
Get Screened 4	Total - content targeting		Screening Saves Lives	Learn how you can prevent	colon cancer.	Active	Content Only		945	0	0.00%	\$0.00	\$0.00	4.3	0.00%
Get Screened 4	Total - content targeting		Colon Cancer Screening	If you're 50 or older, get	the facts and get screened!	Active	Content Only		925	0	0.00%	\$0.00	\$0.00	4.1	0.00%
Get Screened 4	Total - content targeting		Screening Saves Lives	It's the #2 cancer killer - it	doesn't have to be. Learn More.	Active	Content Only		947	0	0.00%	\$0.00	\$0.00	4.3	0.00%
Get Screened 4	screening test	Active	Colon Cancer Screening	Screening saves lives!	Learn More.	Active	Search Only	0.75	13	0	0.00%	\$0.00	\$0.00	2.8	0.00%
Get Screened 4	screening test	Active	Screening Saves Lives	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.75	14	0	0.00%	\$0.00	\$0.00	3.8	0.00%
Get Screened 4	screening test	Active	Colon Cancer Screening	Screening finds colon cancer	early. Learn More.	Active	Search Only	0.75	8	0	0.00%	\$0.00	\$0.00	3.1	0.00%
Get Screened 4	screening test	Active	Screening Saves Lives	Learn how you can prevent	colon cancer.	Active	Search Only	0.75	13	0	0.00%	\$0.00	\$0.00	1.9	0.00%
Get Screened 4	screening test	Active	Colon Cancer Screening	If you're 50 or older, get	the facts and get screened!	Active	Search Only	0.75	10	0	0.00%	\$0.00	\$0.00	3.8	0.00%
Get Screened 4	screening test	Active	Screening Saves Lives	It's the #2 cancer killer - it	doesn't have to be. Learn More.	Active	Search Only	0.75	15	0	0.00%	\$0.00	\$0.00	2	0.00%
Get Screened 4	screening tests	Active	Colon Cancer Screening	Screening saves lives!	Learn More.	Active	Search Only	0.75	25	0	0.00%	\$0.00	\$0.00	1.6	0.00%
Get Screened 4	screening tests	Active	Screening Saves Lives	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.75	24	0	0.00%	\$0.00	\$0.00	2.2	0.00%
Get Screened 4	screening tests	Active	Colon Cancer Screening	Screening finds colon cancer	early. Learn More.	Active	Search Only	0.75	5	0	0.00%	\$0.00	\$0.00	1.6	0.00%
Get Screened 4	screening tests	Active	Screening Saves Lives	Learn how you can prevent	colon cancer.	Active	Search Only	0.75	15	0	0.00%	\$0.00	\$0.00	2.2	0.00%
Get Screened 4	screening tests	Active	Colon Cancer Screening	If you're 50 or older, get	the facts and get screened!	Active	Search Only	0.75	10	0	0.00%	\$0.00	\$0.00	1.2	0.00%
Get Screened 4	screening tests	Active	Screening Saves Lives	It's the #2 cancer killer - it	doesn't have to be. Learn More.	Active	Search Only	0.75	11	0	0.00%	\$0.00	\$0.00	2.4	0.00%
Get Screened 5	Total - content targeting		Health Screening	In its early stages, colon cancer	often has no symptoms. Learn More.	Active	Content Only		16,329	21	0.13%	\$0.40	\$8.31	2.9	0.11%
Get Screened 5	Total - content targeting		Health Screening	Are you at risk for colon	cancer? Find out.	Active	Content Only		24,775	44	0.18%	\$0.39	\$17.12	3.2	0.23%
Get Screened 5	Total - content targeting		Health Screening	If you're 50 or older, get the	facts from CDC. Get Screened!	Active	Content Only		42,487	65	0.15%	\$0.36	\$23.23	2.7	0.32%
Get Screened 5	health screening	Active	Health Screening	In its early stages, colon cancer	often has no symptoms. Learn More.	Active	Search Only	0.75	14	0	0.00%	\$0.00	\$0.00	8.6	0.00%
Get Screened 5	health screening	Active	Health Screening	Are you at risk for colon	cancer? Find out.	Active	Search Only	0.75	14	0	0.00%	\$0.00	\$0.00	8.4	0.00%
Get Screened 5	health screening	Active	Health Screening	If you're 50 or older, get the	facts from CDC. Get Screened!	Active	Search Only	0.75	33	3	9.09%	\$0.63	\$1.90	9.1	0.03%
Get Screened 6	Total - content targeting		Senior Health	Find out how screening for colon	cancer may save your life.	Active	Content Only		2,038	1	0.05%	\$0.60	\$0.60	3.7	0.01%
Get Screened 6	Total - content targeting		Senior Health	Are you at risk for colon	cancer? Find out.	Active	Content Only		2,935	5	0.17%	\$0.61	\$3.03	3.8	0.04%
Get Screened 6	Total - content targeting		Senior Health	Screening finds colon cancer	early. Learn More.	Active	Content Only		1,906	1	0.05%	\$0.73	\$0.73	3.7	0.01%
Get Screened 6	Total - content targeting		Senior Health	Learn how you can prevent	colon cancer.	Active	Content Only		2,576	3	0.12%	\$0.53	\$1.58	3.8	0.02%
Get Screened 6	Total - content targeting		Senior Health	Colon Cancer is the #2 cancer	killer - it doesn't have to be.	Active	Content Only		2,688	3	0.11%	\$0.58	\$1.75	3.7	0.02%
Get Screened 6	Total - content targeting		Senior Health	In its early stages, colon cancer	often has no symptoms. Learn More.	Active	Content Only		2,770	4	0.14%	\$0.67	\$2.68	3.8	0.04%
Get Screened 6	senior health	Active	Senior Health	Find out how screening for colon	cancer may save your life.	Active	Search Only	0.75	12	0	0.00%	\$0.00	\$0.00	16.1	0.00%
Get Screened 6	senior health	Active	Senior Health	Are you at risk for colon	cancer? Find out.	Active	Search Only	0.75	18	0	0.00%	\$0.00	\$0.00	16.4	0.00%
Get Screened 6	senior health	Active	Senior Health	Screening finds colon cancer	early. Learn More.	Active	Search Only	0.75	8	0	0.00%	\$0.00	\$0.00	14.9	0.00%
Get Screened 6	senior health	Active	Senior Health	Learn how you can prevent	colon cancer.	Active	Search Only	0.75	8	1	12.50%	\$0.75	\$0.75	14.1	0.01%
Get Screened 6	senior health	Active	Senior Health	Colon Cancer is the #2 cancer	killer - it doesn't have to be.	Active	Search Only	0.75	7	0	0.00%	\$0.00	\$0.00	13.7	0.00%
Get Screened 6	senior health	Active	Senior Health	In its early stages, colon cancer	often has no symptoms. Learn More.	Active	Search Only	0.75	6	0	0.00%	\$0.00	\$0.00	14.3	0.00%
Risk Factors	Total - content targeting		{Keyword:Colon Cancer Risk}	What are the risk factors of	colon cancer. Find out.	Active	Content Only		42,147	110	0.26%	\$0.57	\$62.65	4	0.86%
Risk Factors	colon cancer risk	Active	{Keyword:Colon Cancer Risk}	What are the risk factors of	colon cancer. Find out.	Active	Search Only	0.75	192	9	4.69%	\$0.57	\$5.12	3.5	0.07%
Risk Factors	colon cancer risks	Active	{Keyword:Colon Cancer Risk}	What are the risk factors of	colon cancer. Find out.	Active	Search Only	0.75	15	1	6.67%	\$0.64	\$0.64	4.8	0.01%
Risk Factors	colorectal cancer risk	Active	{Keyword:Colon Cancer Risk}	What are the risk factors of	colon cancer. Find out.	Active	Search Only	0.75	59	2	3.39%	\$0.36	\$0.72	1.8	0.01%
Risk Factors	colorectal cancer risks	Active	{Keyword:Colon Cancer Risk}	What are the risk factors of	colon cancer. Find out.	Active	Search Only	0.75	3	1	33.33%	\$0.61	\$0.61	1.7	0.01%
									1,737,135	15,875	0.91%	\$0.46	\$7,289.56	3.0	

Colorectal Cancer Yahoo Search Marketing Keyword Performance

Date Range -- Mar 12, 2007 to Apr 8, 2007

COLOR KEY:	0	0	0
	5-10%	<\$.30	5-10%
	>2,000	>10%	>100
		>\$.50	>10%

<SORT-1>	Keyword	Ad Group	Impressions	CTR	Clicks	CPC	Cost	Average Position	Pct of Total Cost
	barium enema	Tests	753	1.73%	13	\$0.11	\$ 1.39	1.0	0.02%
	bowel cancer	Colo Facts	477	3.77%	18	\$0.47	\$ 8.53	1.5	0.15%
	bowel cancer	Colo Facts 2	233	6.44%	15	\$0.41	\$ 6.17	1.2	0.11%
	[above two combined]		710	4.65%	33	\$0.45	\$ 14.70	1.4	0.26%
	bowel cancer facts	Colo Facts	2	0.00%	0	\$ -	\$ -	1.0	0.00%
	bowel cancer facts	Colo Facts 4	1	0.00%	0	\$ -	\$ -	1.0	0.00%
	[above two combined]		3	0.00%	0	\$ -	\$ -	1.0	0.00%
	cancer of the colon	Colo Facts	20,417	10.62%	2168	\$0.89	\$ 1,923.52	3.7	34.49%
	cancer of the colon	Colo Facts 3	9,726	7.46%	726	\$0.90	\$ 651.57	4.8	11.68%
	[above two combined]		30,143	9.60%	2894	\$0.89	\$ 2,575.09	4.1	46.17%
	colon	Colo Facts	22,245	1.83%	407	\$0.79	\$ 322.37	1.4	5.78%
	colon	Colo Facts 1	14,845	1.63%	242	\$0.80	\$ 194.45	1.6	3.49%
	[above two combined]		37,090	1.75%	649	\$0.80	\$ 516.82	1.4	9.27%
	colon cancer awareness month	Screen for Life	165	1.21%	2	\$0.55	\$ 1.09	2.0	0.02%
	colon cancer brochures	Screen for Life	9	0.00%	0	\$ -	\$ -	1.1	0.00%
	colon cancer education	Screen for Life	2	0.00%	0	\$ -	\$ -	1.0	0.00%
	colon cancer fact sheet	Screen for Life	3	0.00%	0	\$ -	\$ -	1.0	0.00%
	colon cancer prevention	Prevention	492	5.89%	29	\$0.57	\$ 16.54	1.4	0.30%
	colon cancer psa	Screen for Life	3	0.00%	0	\$ -	\$ -	3.0	0.00%
	colon cancer rates	Statistics	6	16.67%	1	\$0.19	\$ 0.19	1.0	0.00%
	colon cancer risk	Risk Factors	30	0.00%	0	\$ -	\$ -	1.0	0.00%
	colon cancer risks	Statistics	76	1.32%	1	\$0.43	\$ 0.43	1.1	0.01%
	colon cancer screening	Get Screened	446	9.42%	42	\$0.66	\$ 27.72	1.7	0.50%
	colon cancer screening	Get Screened 1	103	6.80%	7	\$0.38	\$ 2.65	1.3	0.05%
	[above two combined]		549	8.93%	49	\$0.62	\$ 30.37	1.6	0.54%
	colon cancer statistics	Statistics	164	6.10%	10	\$0.48	\$ 4.78	1.1	0.09%
	colon cancer symptoms	Symptoms	8,085	22.50%	1819	\$0.60	\$ 1,097.97	1.2	19.69%
	colon cancer test	Get Screened 2	600	0.83%	5	\$0.54	\$ 2.68	1.0	0.05%
	colon cancer tests	Get Screened	579	3.11%	18	\$0.61	\$ 10.90	1.6	0.20%
	[above two combined]		1,179	1.95%	23	\$0.59	\$ 13.58	1.3	0.24%
	colon cancer video	Screen for Life	5	0.00%	0	\$ -	\$ -	3.2	0.00%
	colon polyps	Symptoms	1,752	8.68%	152	\$0.27	\$ 41.14	1.0	0.74%
	colonoscopy	Tests	12,842	5.09%	654	\$0.42	\$ 274.34	1.1	4.92%
	colonoscopy screening	Tests	74	14.86%	11	\$0.28	\$ 3.10	1.0	0.06%
	colonoscopy test	Tests	90	3.33%	3	\$0.15	\$ 0.44	1.0	0.01%

colorectal	Colo Facts	345	1.16%	4	\$0.93	\$ 3.73	2.3	0.07%
colorectal	Colo Facts 1	145	2.07%	3	\$0.79	\$ 2.38	2.3	0.04%
[above two combined]		490	1.43%	7	\$0.87	\$ 6.11	2.3	0.11%
colorectal cancer	Colo Facts	2,256	4.12%	93	\$0.85	\$ 79.22	5.8	1.42%
colorectal cancer	Colo Facts 3	1,402	6.49%	91	\$0.79	\$ 72.06	5.3	1.29%
[above two combined]		3,658	5.03%	184	\$0.82	\$ 151.28	5.6	2.71%
colorectal cancer data	Statistics	1	0.00%	0		\$ -	1.0	0.00%
colorectal cancer education	Screen for Life	1	0.00%	0		\$ -	4.0	0.00%
colorectal cancer facts	Colo Facts	10	20.00%	2	\$0.59	\$ 1.18	1.0	0.02%
colorectal cancer facts	Colo Facts 4	10	0.00%	0		\$ -	1.0	0.00%
[above two combined]		20	10.00%	2	\$0.59	\$ 1.18	1.0	0.02%
colorectal cancer info	Colo Facts	2	0.00%	0		\$ -	4.0	0.00%
colorectal cancer info	Colo Facts 4	2	50.00%	1	\$0.71	\$ 0.71	2.0	0.01%
[above two combined]		4	25.00%	1	\$0.71	\$ 0.71	3.0	0.01%
colorectal cancer information	Colo Facts	27	0.00%	0		\$ -	4.0	0.00%
colorectal cancer information	Colo Facts 4	11	0.00%	0		\$ -	2.6	0.00%
[above two combined]		38	0.00%	0		\$ -	3.6	0.00%
colorectal cancer polyps	Symptoms	22	0.00%	0		\$ -	1.1	0.00%
colorectal cancer prevention	Prevention	41	4.88%	2	\$0.75	\$ 1.50	2.9	0.03%
colorectal cancer psa	Screen for Life	1	0.00%	0		\$ -	4.0	0.00%
colorectal cancer rates	Statistics	2	0.00%	0		\$ -	1.0	0.00%
colorectal cancer risk	Risk Factors	17	5.88%	1	\$0.93	\$ 0.93	1.0	0.02%
colorectal cancer risks	Statistics	61	1.64%	1	\$0.55	\$ 0.55	2.2	0.01%
[above two combined]		78	2.56%	2	\$0.74	\$ 1.48	1.9	0.03%
colorectal cancer screening	Get Screened	180	0.56%	1	\$0.97	\$ 0.97	2.7	0.02%
colorectal cancer screening	Get Screened 3	41	0.00%	0		\$ -	1.6	0.00%
[above two combined]		221	0.45%	1	\$0.97	\$ 0.97	2.5	0.02%
colorectal cancer statistics	Statistics	41	2.44%	1	\$0.19	\$ 0.19	1.6	0.00%
colorectal cancer symptoms	Symptoms	533	15.01%	80	\$0.71	\$ 56.84	2.0	1.02%
colorectal cancer video	Screen for Life	1	0.00%	0		\$ -	3.0	0.00%
colorectal polyps	Symptoms	95	3.16%	3	\$0.55	\$ 1.66	1.3	0.03%
diane keaton	SFL Celebrity	6,833	0.37%	25	\$0.57	\$ 14.15	1.3	0.25%
flexible sigmoidoscopy	Tests	275	7.27%	20	\$0.25	\$ 4.98	1.0	0.09%
health screening	Get Screened	1,795	1.23%	22	\$0.76	\$ 16.80	1.9	0.30%
health screening	Get Screened 5	546	2.56%	14	\$0.64	\$ 9.00	2.2	0.16%
[above two combined]		2,341	1.54%	36	\$0.72	\$ 25.80	2.0	0.46%
information on colon cancer	Colo Facts	228	6.14%	14	\$0.66	\$ 9.27	3.6	0.17%
information on colon cancer	Colo Facts 4	115	12.17%	14	\$0.72	\$ 10.05	2.4	0.18%
[above two combined]		343	8.16%	28	\$0.69	\$ 19.32	3.2	0.35%
intestinal cancer	Colo Facts	293	2.39%	7	\$0.26	\$ 1.85	1.1	0.03%
intestinal cancer	Colo Facts 3	114	7.89%	9	\$0.24	\$ 2.16	1.0	0.04%
[above two combined]		407	3.93%	16	\$0.25	\$ 4.01	1.1	0.07%

jimmy smits	SFL Celebrity	806	2.23%	18	\$0.24	\$ 4.34	1.2	0.08%
katie couric	SFL Couric	1,246	0.16%	2	\$0.22	\$ 0.43	1.1	0.01%
katie couric cancer	SFL Couric	29	3.45%	1	\$0.10	\$ 0.10	1.0	0.00%
katie couric colon	SFL Couric	13	7.69%	1	\$0.10	\$ 0.10	1.0	0.00%
katie couric colon cancer	SFL Couric	116	6.90%	8	\$0.56	\$ 4.45	1.2	0.08%
morgan freeman	SFL Celebrity	4,485	0.31%	14	\$0.47	\$ 6.51	1.2	0.12%
rectal cancer	Colo Facts	1,938	5.78%	112	\$0.72	\$ 80.99	2.8	1.45%
rectal cancer	Colo Facts 2	1,100	11.45%	126	\$0.76	\$ 95.89	2.2	1.72%
[above two combined]		3,038	7.83%	238	\$0.74	\$ 176.88	2.6	3.17%
screen for life	Screen for Life	287	1.05%	3	\$0.15	\$ 0.46	1.0	0.01%
screening test	Get Screened 4	56	0.00%	0		\$ -	1.0	0.00%
screening tests	Get Screened	128	0.78%	1	\$0.64	\$ 0.64	1.3	0.01%
[above two combined]		184	0.54%	1	\$0.64	\$ 0.64	1.2	0.01%
senior health	Get Screened	355	0.00%	0		\$ -	2.5	0.00%
senior health	Get Screened 6	3,519	0.06%	2	\$0.72	\$ 1.44	1.6	0.03%
[above two combined]		3,874	0.05%	2	\$0.72	\$ 1.44	1.7	0.03%
sign of colon cancer	Symptoms	4,601	24.30%	1118	\$0.44	\$ 497.35	1.2	8.92%
stool test	Tests	262	1.91%	5	\$0.52	\$ 2.60	1.4	0.05%
Totals		128612	6.3%	8162	\$ 0.68	\$ 5,577.45	2.1	