

Digital Marketing Audit

Sitemap & Robots.txt

← → ↻ altum.com/robots.txt

User-agent: *

Disallow: /wp-admin/

Allow: /wp-admin/admin-ajax.php

Sitemap: https://altum.com/wp-sitemap.xml

Robot.Txt & XML sitemap is implemented correctly

← → ↻ altum.com/wp-sitemap.xml

XML Sitemap

This XML Sitemap is generated by WordPress to make your content more visible for search engines.

[Learn more about XML sitemaps.](#)

Number of URLs in this XML Sitemap: 7.

URL

<https://altum.com/wp-sitemap-posts-post-1.xml>

<https://altum.com/wp-sitemap-posts-page-1.xml>

https://altum.com/wp-sitemap-posts-careers_items-1.xml

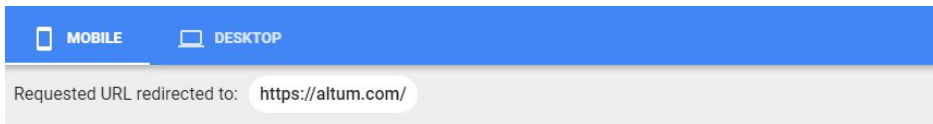
<https://altum.com/wp-sitemap-taxonomies-category-1.xml>

https://altum.com/wp-sitemap-taxonomies-post_tag-1.xml

https://altum.com/wp-sitemap-taxonomies-careers_categories-1.xml

<https://altum.com/wp-sitemap-users-1.xml>

Page Speed Performance

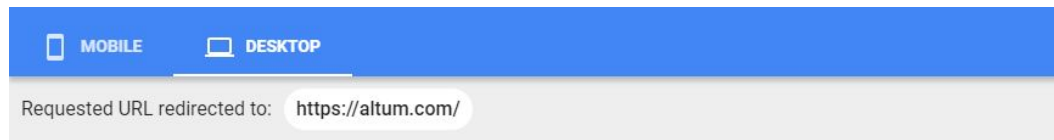


<https://altum.com/>

0-49 50-89 90-100 ⓘ

Mobile speed needs to be improved.
Low mobile load time impacts SEO and
User Experience

Desktop speed is fairly average.
There is room for improvement.



<https://altum.com/>

0-49 50-89 90-100 ⓘ

Meta Tags - Altum

```
COMMON
doctype <!DOCTYPE html>
html lang en-US
canonical WARNING not defined TIP
head title Altum (6 characters)
description This is open. (13 characters) INFO description too short (<50 characters)
```

Title & Description Tags are irrelevant

```
WARNING H1 should be 20-70 characters (13 characters) TIP
h1 This is Open. (13 characters)
h2 This is ProposalCentral. (24 characters)
h2 Empower the Entire Funding Process (34 characters)
h2 Connect the Research Community (30 characters)
h2 Extend the Impact (17 characters)
h2 Request a Demo (14 characters)
```

WARNING 6 images (out of 6) with missing ALT attribute **TIP**

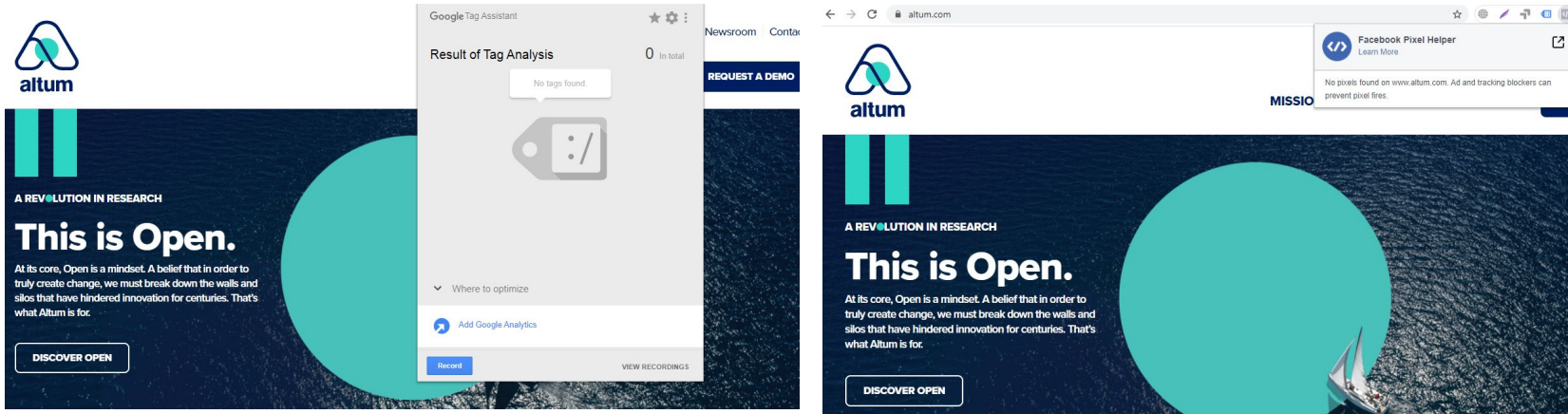
INFO 6 images (out of 6) with missing TITLE attribute **TIP**

INFO 6 images (out of 6) with missing LOADING attribute **TIP**

SRC	SIZE	LOADING	ALT	TITLE
https://altum.com/wp-content/uploads/2020/08/device.png	1108x912 (1.0MP)			
https://altum.com/wp-content/uploads/2020/05/integrations.svg	52x52			
https://altum.com/wp-content/uploads/2020/05/community.svg	50x49			
https://altum.com/wp-content/uploads/2020/05/heart.svg	55x56			
https://altum.com/wp-content/uploads/2020/05/microscope.svg	203x321			
https://altum.com/wp-content/uploads/2020/05/altum-logo.svg	142x159			

Proper utilisation of tags in images should be done to improve rankings

Meta Tags



We cannot find Google Analytics or Facebook Pixel Code installed on Website.

A Search Overview Trend Over 1 Year

Authority Score 49 SEMrush Domain ... 736.5K ↓	Organic Search Traffic 1.4K -7.3% Keywords 85 ↓	Paid Search Traffic Data was not found. If this is your domain, you can get all the necessary data on its keyword rankings. Go to Position Tracking	Backlinks 10.1K Referring Domains 976	Display Advertising 1 Publishers 6
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Organic Paid

Keywords by Country

US	85
IN	10
CA	8
UK	8
AU	7
Other	70


Traffic Trend

Notes | 1M 6M 1Y 2Y All time

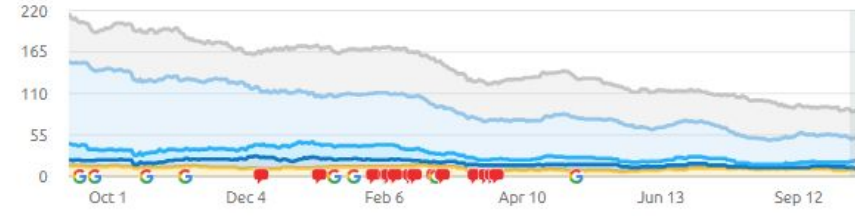


Organic Traffic Paid Traffic

SERP Features

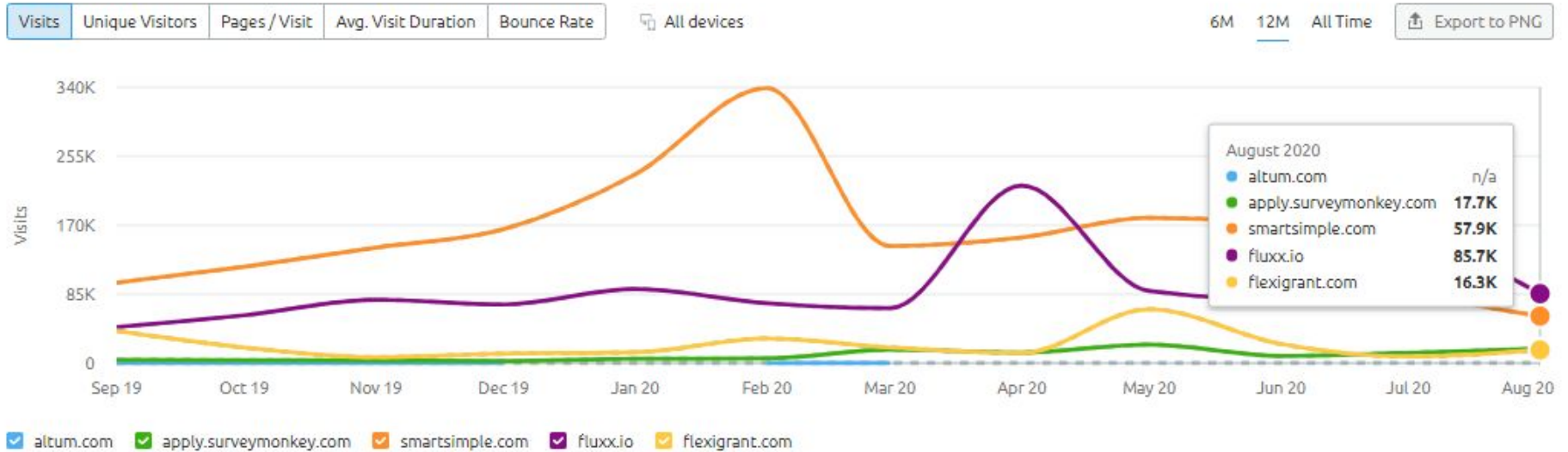


Keywords Trend



Top 3 4-10 11-20 21-50 51-100

Trend Over Last Year Core Competitors



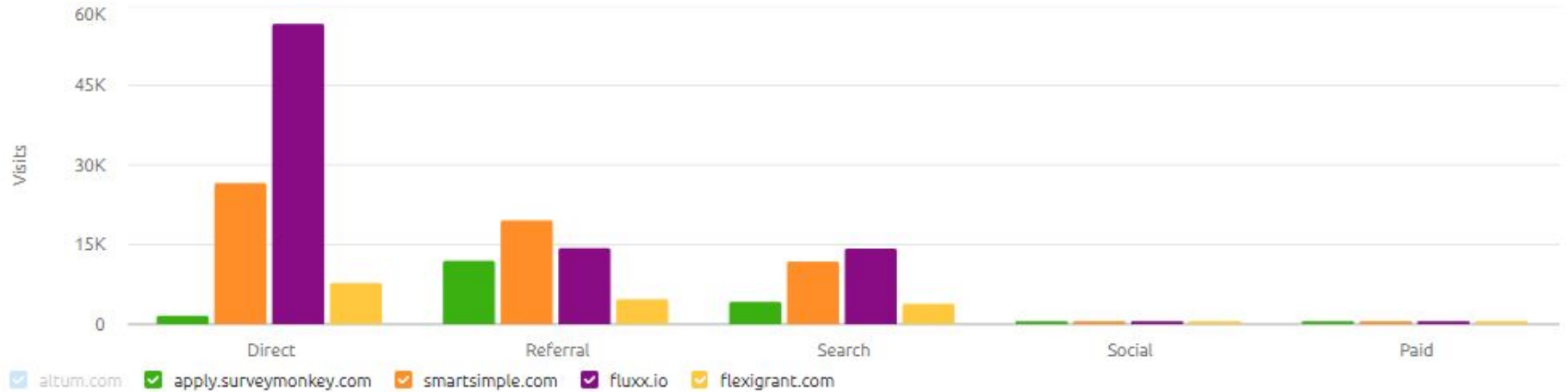
Extremely low share in traffic with comparison to all their competitors.

Traffic Sources

Traffic Sources *i*

Export to PNG

All devices | Aug 2020



Less share of traffic from all the major sources as compared to competitors.

Fluxx.io & Smart Simple are the one with most traffic.

Altum - Organic Keywords Trends

Keyword	Position	Search Volume	Keyword Difficulty	CPC	Competition
altum	1	1600	59.06	\$5.63	0.06
altum grants management	1	30	66.33	\$0.00	0.07
altum company	1	20	67.18	\$0.00	0.05
altum easygrants	1	20	60.3	\$0.00	0
altum	2	1600	59.06	\$5.63	0.06
altum proposal central	2	140	73.43	\$0.00	0
proposal central altum	2	40	73.21	\$0.00	0
altum company	2	20	67.18	\$0.00	0.05
altum easygrants	2	20	60.3	\$0.00	0
altum ltd	6	20	44.37	\$0.00	0
altum leadership group	9	20	47.08	\$0.00	0
proposal central	10	5400	73.86	\$0.00	0
altum health careers	11	90	64.83	\$0.00	0
easygrants	13	590	54.12	\$0.93	0.32
altum foundation	18	30	54.28	\$0.00	0
in altum program	19	40	50.89	\$0.00	0
in altum program	20	40	50.89	\$0.00	0

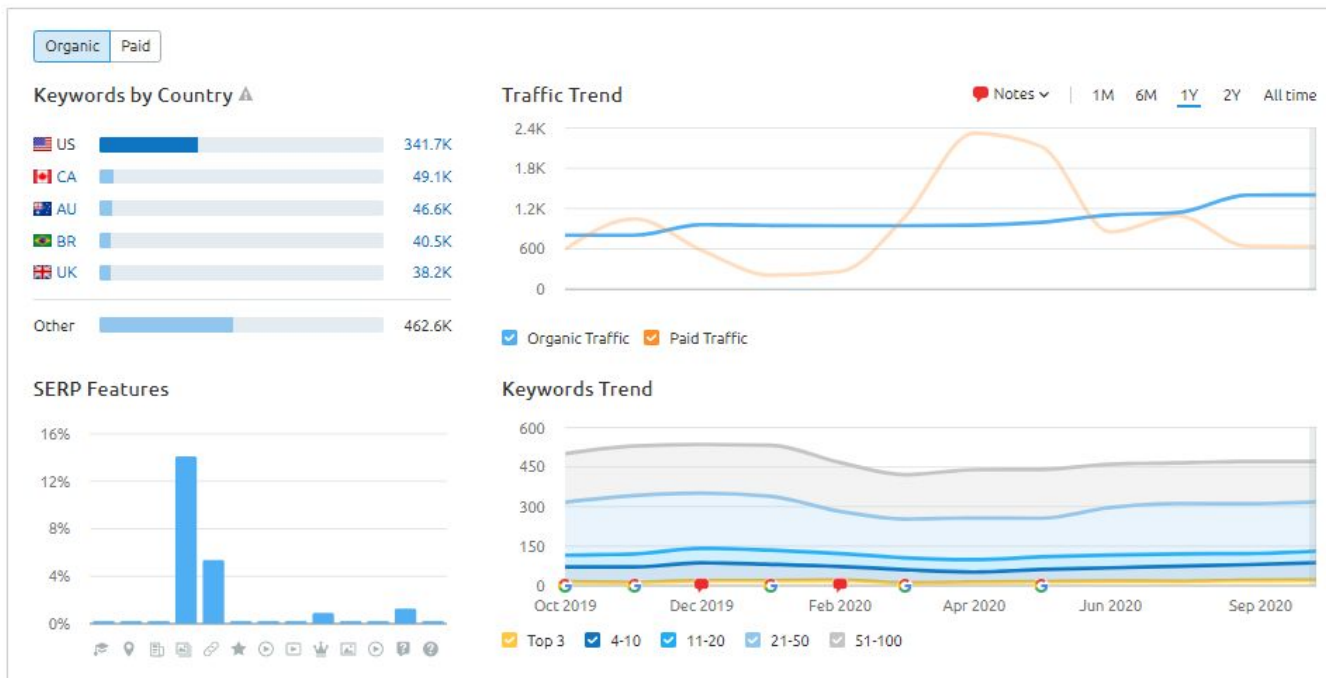
Altum is ranking on top 10 SERPs on 90% of Brand keywords.

COMPETITOR ANALYSIS

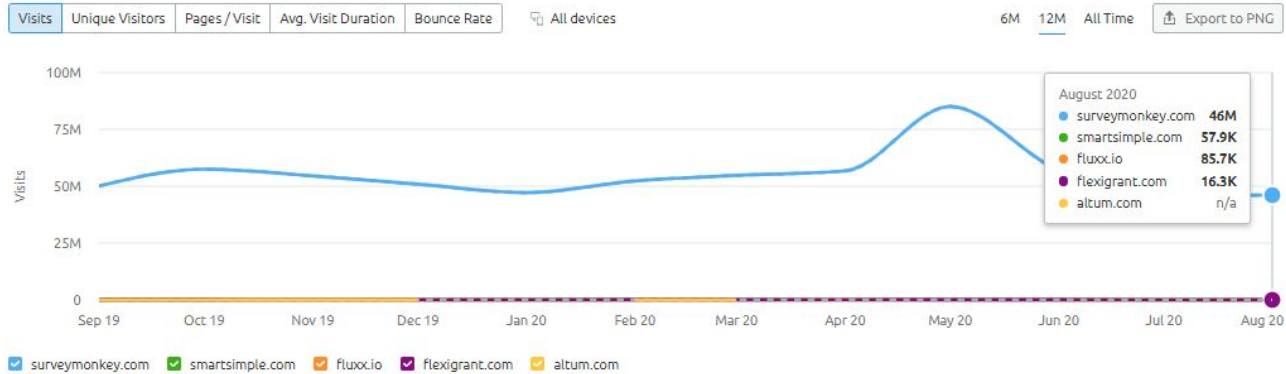
Competitors View - Survey Monkey

Competitors View - Survey Monkey

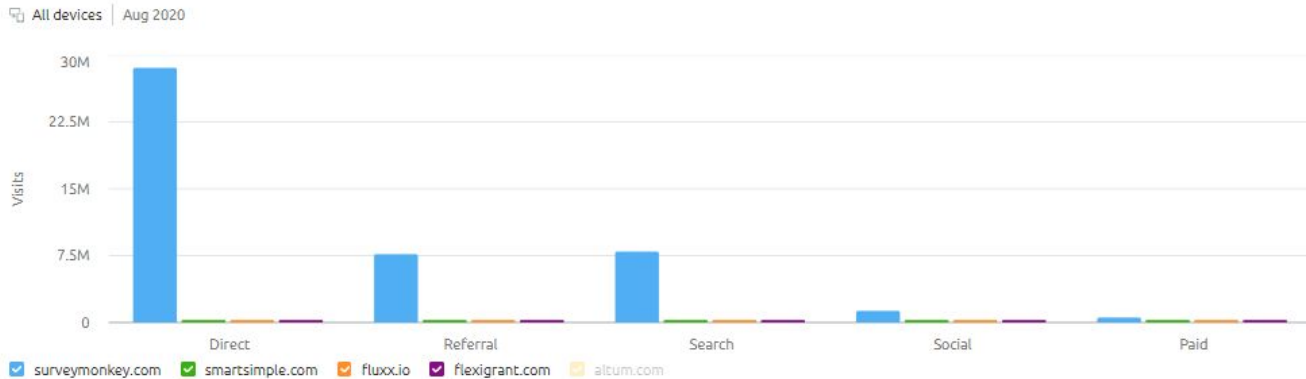
Authority Score 85 <small>SEMrush Domain Rank 3.5K ↓</small>	Organic Search Traffic 1.4K <small>0%</small> <small>Keywords 471</small>	Paid Search Traffic 637 <small>-0.6%</small> <small>Keywords 136 ↓</small>	Backlinks 21.5K <small>Referring Domains 505</small>	Display Advertising ▲ 13.3K <small>Publishers 31.4K</small>
Engagement Metrics 📄 ▲ August 2020		<small>Pages/Visits 3 ↓ Avg. Visit Duration 07:22 ↓ Bounce Rate 48.93% ↓ Show all</small>		



Competitors View - Survey Monkey



Traffic Sources



Competitors Top Organic Keywords - Survey Monkey



Keyword	Position	Search Volume	Keyword Difficulty	CPC	Competition
survey monkey apply	1	1300	70.92	\$10.65	0.25
surveymonkey webinar	1	30	72.7	\$14.90	0.19
sm apply	1	140	54.21	\$7.88	0.1
manage online applications	1	40	78.13	\$0.00	0
survey monkey apply login	1	40	68.22	\$10.96	0.14
survey monkey apply account	1	20	70.79	\$11.20	0.15
application monkey	1	40	74.93	\$0.00	0
online application system software	2	30	57.5	\$0.00	0.03
manage online applications	2	40	78.13	\$0.00	0
surveymonkey demo	2	50	76.82	\$14.90	0.14
survey monkey apply login	2	40	68.22	\$10.96	0.14
application monkey	2	40	74.93	\$0.00	0
survey monkey demo	2	50	69.74	\$14.92	0.22
scholarship application and management portal	2	40	63.94	\$0.00	0
scholarship marketing strategy	2	70	59.87	\$0.00	0.14
smapply	3	210	56.33	\$0.00	0

Survey Monkey is ranking on **55% Brand keywords** and **45% industry keywords** which have a very high search volume.

Competitor View - Smart Simple

Competitors View - Smart Simple

Authority Score 56 SEMrush Domain ... 328.1K ↑	Organic Search Traffic 4.2K +2.5% Keywords 6.5K ↓	Paid Search Traffic Data was not found. If this is your domain, you can get all the necessary data on its keyword rankings. Go to Position Tracking	Backlinks 60.7K Referring Domains 1.8K	Display Advertising 43 Publishers 32
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Organic Paid

Keywords by Country

US	6.5K
CA	1.5K
IN	1.1K
AU	952
UK	787
Other	10K

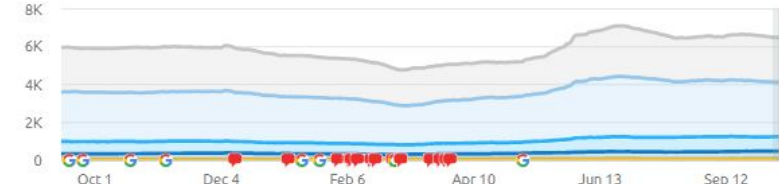
Traffic Trend

Notes | 1M 6M 1Y 2Y All time



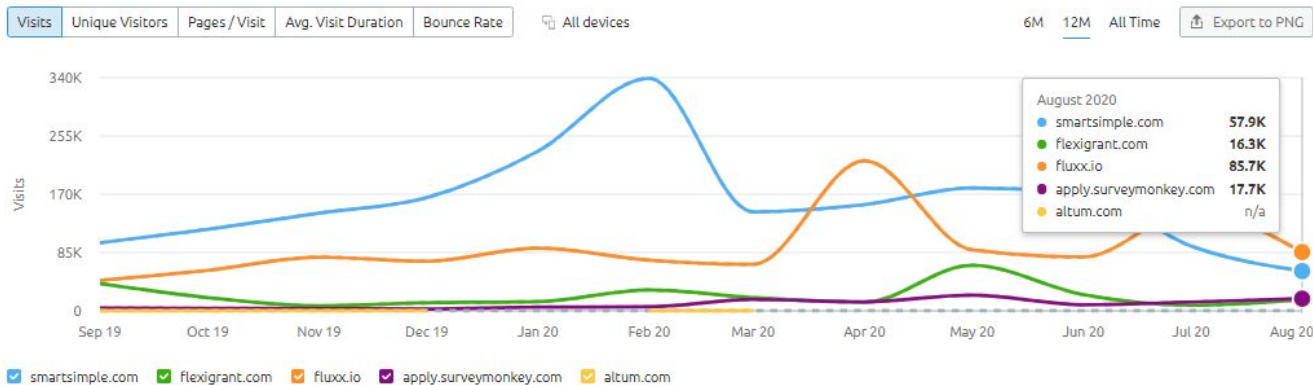
Organic Traffic Paid Traffic

Keywords Trend



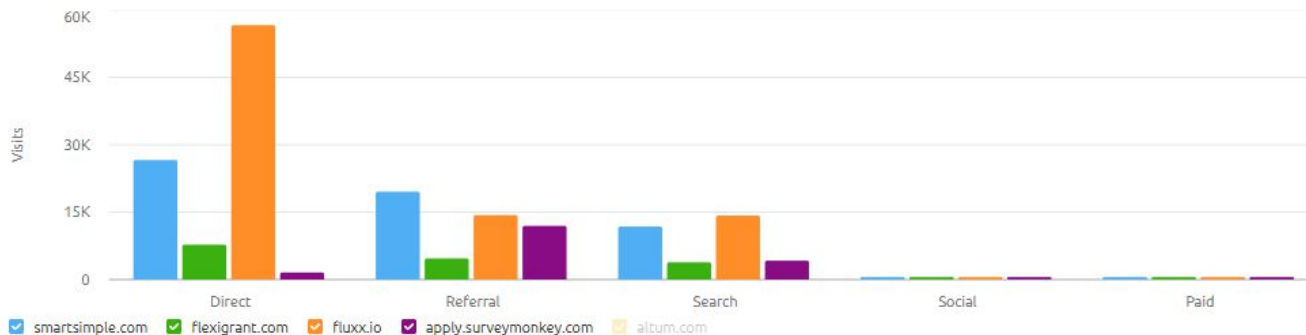
Top 3 4-10 11-20 21-50 51-100

Competitors View - Smart Simple



Traffic Sources

All devices Aug 2020



Competitors Top Organic Keywords - Smart Simple



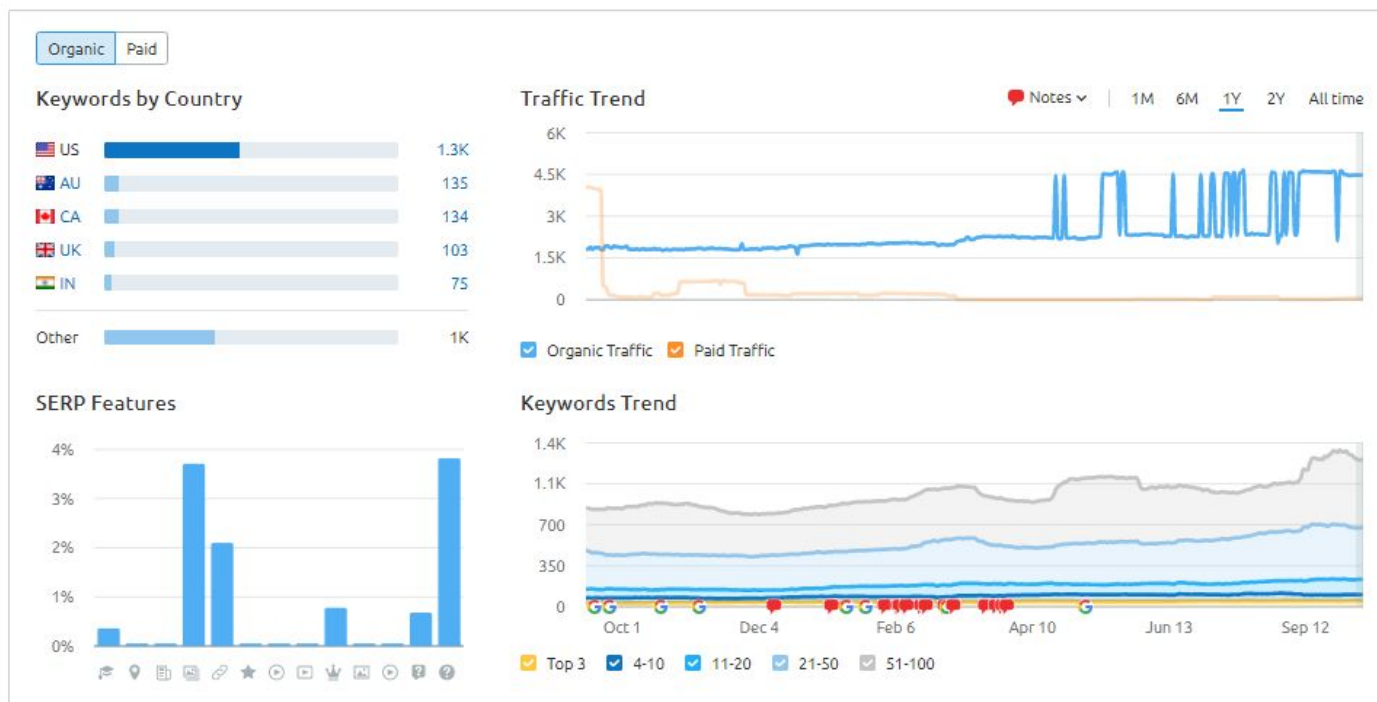
Keyword	Position	Search Volume	Keyword Difficulty	CPC	Competition
grant central	1	480	78.92	\$0.00	0
smartsimple login	1	210	51.73	\$0.00	0
ymca grants	1	140	66.46	\$0.78	0.1
smartsimple scholarship	1	70	57.01	\$0.00	0
smartsimple wiki	1	50	56.7	\$0.00	0
smart simple wiki	1	30	54.34	\$0.00	0
smartsimple software	1	30	87.15	\$0.00	0.05
smart simple grants	1	30	64.21	\$0.00	0.08
software for corporate giving	2	30	60.15	\$0.00	0.07
idb scholarship form	3	30	60.58	\$0.00	0
delta dental access to care grant	3	30	65.47	\$0.00	0.02
misc internship	4	90	54.78	\$0.00	0
herb kohl foundation grants	4	70	57.94	\$0.00	0
herrold and vernon smart simple	4	70	60.86	\$0.00	0
scholar management system	4	70	61.87	\$0.00	0
isdb application	4	70	56.78	\$0.00	0
smartsimple scholarship	4	70	57.01	\$0.00	0

Smart Simple is ranking on **40% Brand keywords** and **60% Generic keywords** which do have a very high search volume.

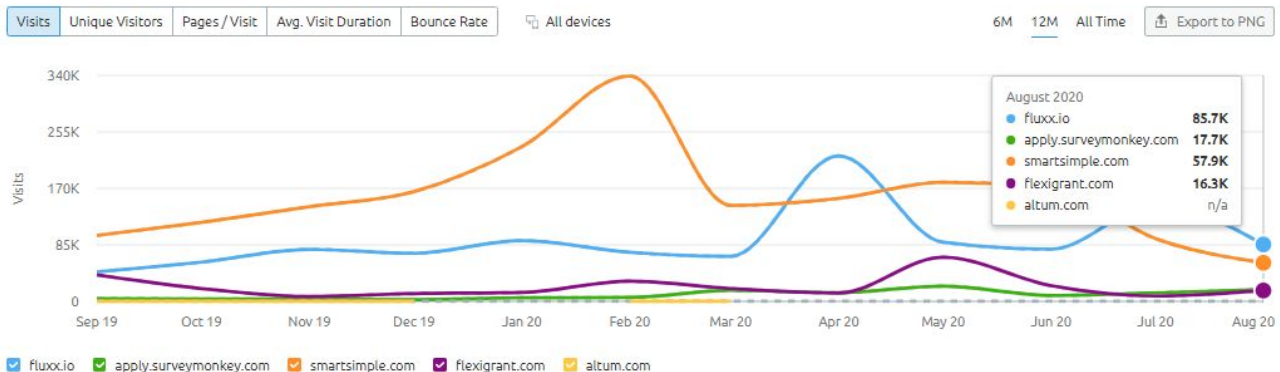
Competitor View - Fluxx

Competitors View - Fluxx

Authority Score 53 SEMrush Domain ... 311.3K ↑	Organic Search Traffic 4.5K +72% Keywords 1.3K ↓	Paid Search Traffic 61 +125% Keywords 17 ↑	Backlinks 1.4M Referring Domains 1.4K	Display Advertising 19 Publishers 1.3K
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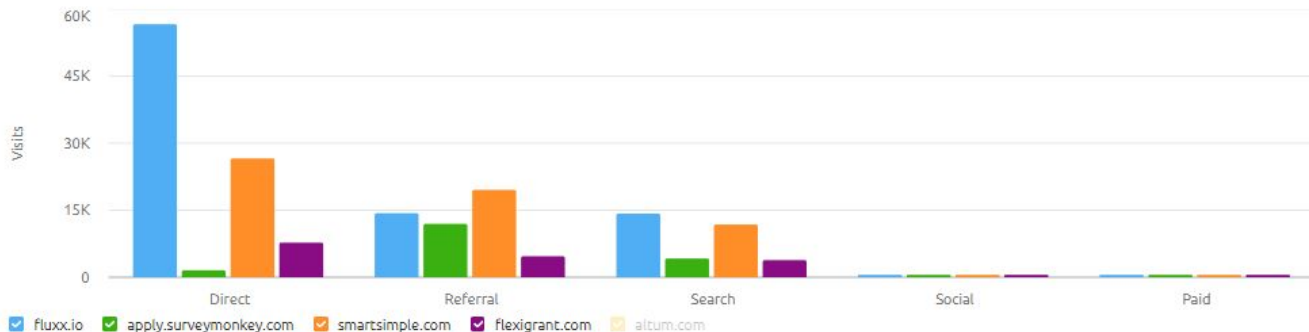
Competitors View - Fluxx



Traffic Sources

[All devices](#) | [Aug 2020](#)

[Export to PNG](#)



Competitors Top Organic Keywords - Fluxx

Keyword	Position	Search Volume	Keyword Difficulty	CPC	Competition
fluxx	1	6600	80.08	0.34	0.46
fluxx grantseeker	1	210	69.2	5.16	0.11
fluxx grant management	1	210	76.2	7.58	0.4
fluxx labs	1	140	84.03	2.47	0.08
fluxx login	1	170	60.55	0	0
fluxx online grants management	1	90	66.93	0	0.33
fluxx account	1	70	63.23	0	0
fluxx careers	1	90	68.53	0	0
www fluxx	1	50	73.52	0	0
grantseeker	2	260	67.2	1.16	0.13
fluxx database	1	40	69.58	0	0
https jaffeawards fluxx io	1	70	62.64	0	0
grantseeker login	1	30	62.32	0	0
fluxx software for grantmakers	1	30	71.53	0	0.25
fluxx software	1	30	78.72	2.83	0.19
grantseeker	3	260	67.2	1.16	0.13
fluxx grant park	1	50	56.29	0	0
https elca fluxx io	1	50	57.56	0	0
lls fluxx io lls research portal	1	50	57.61	0	0.01
australia council grants login	1	50	48.17	0	0
fluxx login	2	170	60.55	0	0

Fluxx is ranking on **85% Brand keywords** and **15% Generic keywords**.

Competitor View - Flexi-Grant

Competitors View - Flexi-Grant

<p>Authority Score</p> <p>48</p> <p>SEMrush Domain Rank 2.6M ↓</p>	<p>Organic Search Traffic</p> <p>205 <small>0%</small></p> <p>Keywords 324 ↑</p>	<p>Paid Search Traffic</p> <p>Data was not found. If this is your domain, you can get all the necessary data on its keyword rankings.</p> <p>Go to Position Tracking</p>	<p>Backlinks</p> <p>360.4K</p> <p>Referring Domains 818</p>	<p>Display Advertising</p> <p>31</p> <p>Publishers 45</p>
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Organic
Paid

Keywords by Country

UK	589
US	324
AU	65
IN	63
CA	52
Other	687


Traffic Trend

Notes | 1M 6M 1Y 2Y All time

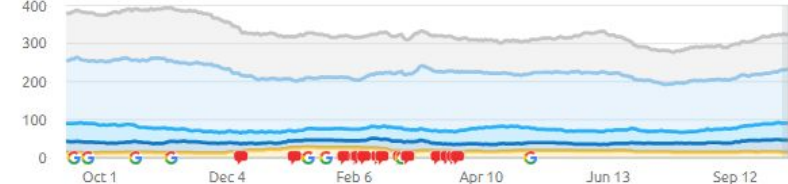


Organic Traffic Paid Traffic

SERP Features

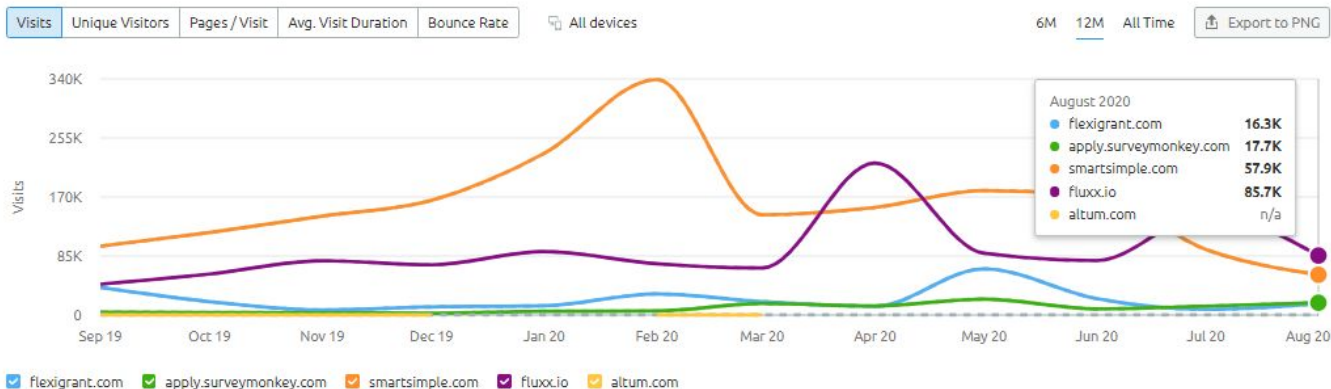


Keywords Trend



Top 3 4-10 11-20 21-50 51-100

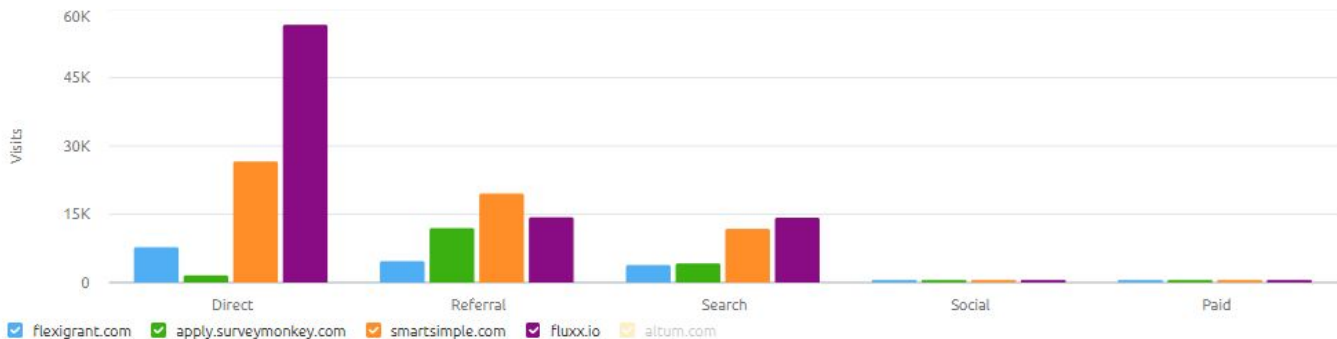
Competitors View - Flexi-Grant



Traffic Sources

All devices Aug 2020

Export to PNG



Competitors Top Organic Keywords - Flexi-Grant



Keyword	Position	Search Volume	Keyword Difficulty	CPC	Competition
ba flexi grant	1	30	63.49	0	0
british academy flexi grant system	1	30	64.53	0	0
ams flexi grant	1	30	59.46	0	0
vicars relief fund grant application form	1	50	39.14	0	0
vicars relief fund login	1	50	50.9	0	0
vrf fund	1	40	48.9	0	0
vicars relief fund grant application form	2	50	39.14	0	0
vicars relief fund login	2	50	50.9	0	0
vrf fund	2	40	48.9	0	0
flexi grant login	4	70	68.37	0	0
flexi grant login	5	70	68.37	0	0
1851 fellowship	5	50	57.68	0	0
flexigrant	3	30	69.27	0	0.01
flexigrant	4	30	69.27	0	0.01
iwt grant	60	30	56.75	0	0
prs momentum fund	13	40	61.59	0	0.05
bes grants	18	50	60.79	0	0.01

Flexi-Grant is ranking on **80% Generic keywords** and **20% Brand keywords**.

Growth Quadrant - Organic Competitors | Top 10

Aug 2019 - Aug 2020

Top 10 Top 20

6M 1Y OoO YoY



These are the Top 10 Direct Organic Competitors.

Growth Quadrant - Industry Competitors | Top 10

Aug 2019 - Aug 2020

Top 10 Top 20

6M 1Y OoO YoY




These are the Top 10 Direct Industry based Competitors

Search Review

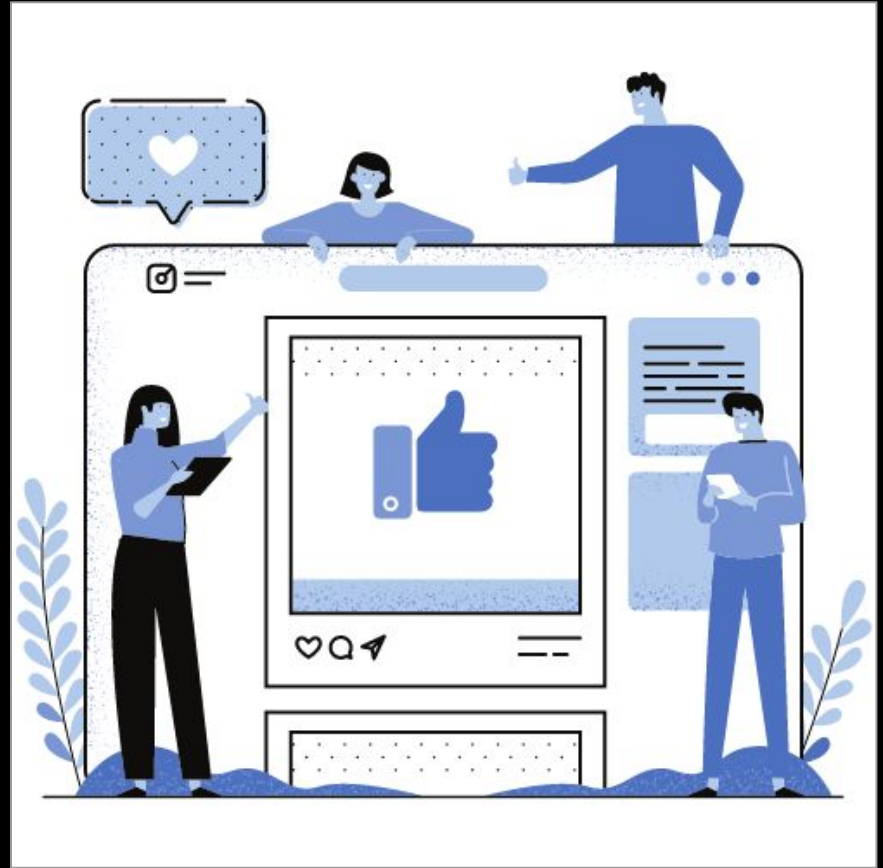


Backlinks Comparison

Domain/URL	Backlinks ⓘ	Referring Domains ⓘ	Referring IPs ⓘ	Authority Score ⓘ
 altum.com	10.1K	976	1.1K	49 ∨
 apply.surveymonkey.com	21.5K	505	888	 85 ∨
 smartsimple.com	60.7K	 1.8K	1.7K	56 ∨
 fluxx.io	 1.4M	1.4K	 1.8K	53 ∨
 flexigrant.com	360K	818	944	48 ∨

Altum has low number of backlinks, referring domain which leads to low Domain authority Score and low organic traffic.

Keyword Gap

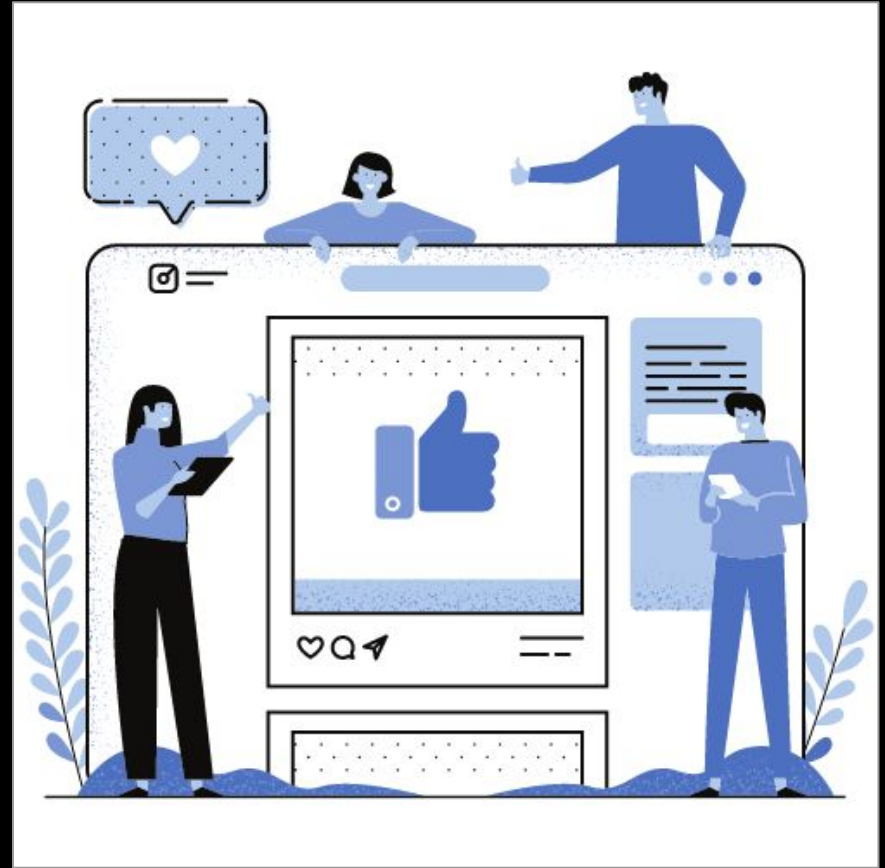


Untapped Organic Keywords Gap

Keyword	altum.com	digital-science.com	smartsimple.com	fluxx.io	flexigrant.com	Search Volume	Keyword Difficulty	CPC	Competition
cal grant login	0	0	47	0	0	6600	94.55	\$0.00	0
free grants	0	0	0	41	0	3600	76.39	\$0.64	0.91
grant management	0	0	52	0	0	1900	60.92	\$9.30	0.35
grants management system	0	0	38	23	0	1300	70.93	\$25.34	0.74
grants portal	0	0	72	49	0	1300	73.24	\$4.54	0.02
ford foundation grants	0	0	0	32	0	1000	62.96	\$1.55	0.07
william t grant foundation	0	0	52	0	0	1000	69.96	\$0.00	0
grant solutions login	0	0	0	67	0	880	63.89	\$0.00	0
peak grantmaking	0	0	32	0	0	880	63.37	\$17.04	0.03
smart grant	0	0	54	0	0	880	67.91	\$1.44	0.21
what are 4 types of grants	0	0	0	24	0	880	73.6	\$0.94	0.36
grant management software	0	0	0	15	0	590	69.62	\$32.52	0.87
grantbook	0	0	0	16	0	590	72.88	\$1.60	0.77
grant central	0	0	1	0	0	480	78.92	\$0.00	0
grants manager jobs	0	0	0	83	0	480	76.83	\$3.60	0.06
california arts council grants	0	0	19	0	0	390	68	\$0.71	0.03
capacity building grants	0	0	0	11	0	390	49.03	\$2.54	0.23
grant tracker	0	29	0	0	0	390	58.27	\$6.28	0.11
knight foundation grants	0	0	0	26	0	390	69.04	\$1.79	0.03
mass cultural council grants	0	0	79	0	0	390	63.02	\$0.00	0.01
petco foundation grants	0	0	0	15	0	390	72.79	\$1.83	0.07
coca cola grants	0	0	10	0	0	320	64.36	\$1.91	0.07
kresge foundation grants	0	0	0	39	0	320	65.07	\$2.51	0.05
petco grants	0	0	0	18	0	320	77.25	\$1.66	0.08
grant grant	0	0	0	0	75	260	82.75	\$0.94	0.03
grantseeker	0	0	0	2	0	260	67.2	\$1.16	0.13

Above are pool of keywords that neither Altum, but most of our competitors are ranking upon.

Social Review



Altum Social Media Ads

Altum Social Media Ads



Altum is currently not running any Social Media Ads on Facebook, Twitter or LinkedIn

Competitor View - Survey Monkey

Survey Monkey Landing Page



SurveyMonkey is providing resources and discounts to help organizations manage during the COVID-19 crisis. [Click here to learn more.](#)

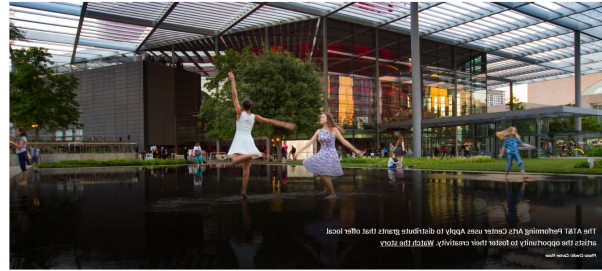
Apply

How it works • Solutions • Customers • Pricing • Resources • Watch a demo [LOGIN](#)

Make amazing happen

Streamline how you collect and review applications for grants, scholarships, awards and other programs. Simplify applications, automate workflows, and select your best candidates, faster.

[See how it works](#) [Watch a demo](#)



TRUSTED BY LEADING ORGANIZATIONS AROUND THE WORLD

HARVARD UNIVERSITY BRITISH COLUMBIA ASSOCIATION THE GIVING KITCHEN aspire Make Community Foundations

More mission, less process

Seamlessly collect and review applications

Use branded, online portals to easily collect applications, coordinate reviews, and capture the feedback you need to make decisions and drive your mission forward. Create a process that's polished and painless.

Spend your time focusing on what matters most

Integrate SurveyMonkey Apply into the way you work, automate the repetitive, time-consuming tasks in your application and review process, and free up your time for the things that matter most.

Work with a true partner

You're passionate about your mission - the people you work with should be too. Our entire team, from engineering to support, is dedicated to your success. Take advantage of free onboarding, unlimited support, and helpful training resources.

The Summit Foundation
for the Arts

Our scholarship application process used to be overly cumbersome, but with SurveyMonkey Apply, it's incredibly simple for applicants and reviewers, and our staff has saved a ton of time.

Program Officer, The Summit Foundation
Megan Nuttelman

With SurveyMonkey Apply in place, applications have skyrocketed. The volume of completed scholarship applications increased by 200%, and we were able to utilize more funds than ever before.

Director of Financial Aid and Awards, University of Ottawa
Norward Seguin

We've improved our application and nomination experience, reduced administrative workloads, and created a faster, more efficient review process for all of our programs.

Associate Executive Director, UMass Amherst Alumni Association
Deb Goodkind

SurveyMonkey Apply made it easy to collect thousands of applications and manage our entire review process. We wouldn't have been able to facilitate the Community Fund for Canada's 150th Grant Program without it.

Community Foundations of Canada
Laurel Cartton

Meet our solutions

<p>Grants</p> <p>Spend less time on administration, and more on mission. Streamline your grant application and review processes.</p> <p>Learn more</p>	<p>Scholarships</p> <p>Increase fund utilization and empower staff and students. Simplify scholarship applications and reviews.</p> <p>Learn more</p>	<p>Fellowships</p> <p>Spark innovation. Easily collect applications and make decisions on fellowship candidates.</p> <p>Learn more</p>	<p>Program Admissions</p> <p>Create a seamless application experience and make better, faster decisions on candidates.</p> <p>Learn more</p>
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Talk to us

Want to learn how SurveyMonkey Apply can help your organization? Interested in seeing a demo? Fill out the form below and we'll get in touch!

First name*

Last name*

Email*

Phone number*

Company*

Job title

Organization Type
Please Select

[Contact us](#)

Competitor View - Smart Simple

Smart Simple Social Media Ads



Smart Simple is currently not running any Social Media Ads on Facebook, Twitter or LinkedIn

Competitor View - Fluxx

Fluxx Social Media Ads



Fluxx.io is currently not running any Social Media Ads on Facebook & Twitter.

Fluxx LinkedIn Ads



Fluxx
5,585 followers
Promoted

Corporations give back to their communities in many ways, but what's the best approach for your organization? Download this guide to learn more: ...see more



Strategy in Corporate Philanthropy

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LIVE WEBINAR

4 Keys to Successful
Storytelling in
Philanthropy



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LIVE WEBINAR

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Best Practices for Measuring Impact



JESSE BALL
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LIVE WEBINAR WITH THE WINTHROP ROCKEFELLER FOUNDATION

4 Keys to Successful Storytelling in Philanthropy with the Winthrop Rockefeller Foundation

December 6, 2016 @ [9:00 a.m. PST / 12:00 p.m. EST](#)

Numbers alone can't fuel strategic insights and action in grantmaking. Often, it's the stories that come **with** the data that are the most compelling.

How can you use storytelling to amplify the impact of your grantmaking? In this live webinar, Brad Cameron-Cooper of Winthrop Rockefeller Foundation will show you how.

Register now to learn the 4 keys to successful storytelling in philanthropy:

- How to develop a shared vision for your foundation's story
- How to build capacity and tell the most complete story possible
- Why it's important to tell your story (and for your audience to hear it)

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- How to learn from experience and perfect your approach

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BRAD CAMERON-COOPER

Communications and Knowledge Management Associate, Winthrop Rockefeller Foundation
Brad Cameron-Cooper is the Communications and Knowledge Management Associate at the Winthrop Rockefeller Foundation, where he ensures that data collection, analysis, and sharing reflects strategic alignment. Previously, Brad has worked for UK-based Limited Resource Teacher Training and Teach for America. He's also served as Communications Director for The Disruption Department, an organization that provides engineering and design learning opportunities.



DAVID GOODMAN

Director of Impact, Fluxx

David Goodman, Ph.D., is the Director of Impact at Fluxx, a grants management technology company. In his role, he engages with both grantmakers and nonprofits to find ways to better use data, metrics, and research to help them achieve greater impact and sustainability. David has served as the Director of Evaluation and Learning at the Houston Endowment, the Managing Director of Data Governance at Teach for America, and as Researcher at Edvance Research & Research Specialist at the Texas Education Agency.

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Harnessing the Power of Strategy in Corporate Philanthropy

Corporations give back to their communities in many ways: matching gifts, product donations, community grants, volunteerism, and more.

Determining the most strategic way for your company to approach corporate giving is challenging. Rallying employees behind a single cause can lead to greater impact, but without employee buy-in and alignment with your brand you likely won't see the results you want.



Download this whitepaper to learn:

- The different ways companies can participate in corporate philanthropy
- The difference between corporate giving programs and corporate foundations
- How to formulate a giving strategy that will create the most impact

Read the Whitepaper

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Hundreds of leading foundations are using Grantmaker



Competitor View - Flexi Grant

Flexi Grant Social Media Ads



Flexi Grant is currently not running any Social Media Ads on Facebook, Twitter & LinkedIn.

Display & Search Ads Review



Competitor View - Survey Monkey

Survey Monkey Search Ads



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Pre-screen incoming applications, send reminders, assign applications to reviewers & more. Configurable workflows, dashboard, and reporting. Implementation & support included. Top Application Manager. Industry Leading Support. Top Support. Easy-to-Use. Time-Saving.

Survey Monkey Paid Keywords Targeted

Keyword	Position	Search Volume	CPC	Competition	Keyword Difficulty
application software	1	8100	\$3.33	0.28	85.65
application software	2	8100	\$3.33	0.28	84.88
survey monkey apply	1	1300	\$10.65	0.25	70.92
application management services	1	720	\$10.24	0.29	61.46
application system	1	480	\$4.82	0.1	80.47
system software vs application software	1	260	\$0.00	0.01	74.36
application management software	1	170	\$11.96	0.34	67.59
application management system	1	170	\$20.62	0.36	76.4
application lifecycle management tools	1	170	\$6.02	0.48	74.44
online application system	1	170	\$3.66	0.34	77.39
system software and application software	1	110	\$6.93	0.06	79.35
grants management officer	1	90	\$10.48	0.29	79.32
application to application password management	1	90	\$0.00	0.14	60.19
apu online application system	1	90	\$0.00	0	66.45
application software ke prakar	1	70	\$0.00	0	48.51
utech online application system	1	70	\$0.00	0	56.37
nacte online application and verification system	1	70	\$0.00	0	50.73
secure application lifecycle management	1	70	\$0.00	0.21	73
portland state university online application system	1	70	\$0.00	0.5	80.45
solar system online application	1	70	\$0.00	0	74.22
grant making software	1	70	\$23.02	0.56	71.21
pest management alliance grant program	1	70	\$0.00	0	63.99
application of set theory in management	1	70	\$0.00	0.07	83.53
grant management edinburgh	1	70	\$0.00	0	65.87
application management interface	1	70	\$0.00	0.14	80.8
application lifecycle management video	1	70	\$0.00	0	76.96

These the number of keywords which being used in the Search Ads Campaigns by Survey Monkey on Google Ads. Mainly they are targeting Generic Keywords

Competitor View - Smart Simple

Smart Simple Display Ads

SmartSimple Software's Engage - Get a 2-hour CSR workshop

Claim your 2-hour workshop on CSR topics like SDGs, employee engagement & reporting impact



582 x 60

Elevate your Employee Giving - Get a 2-hour CSR workshop

Claim your 2-hour workshop on CSR topics like SDGs, employee engagement & reporting impact



728 x 90

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Integrate SDGs with your CSR - Elevate your Corporate Giving

Book a demo of SmartSimple Engage & get a 2-hour CSR workshop with 5 topics to choose from



728 x 90

Claim your 2-hour CSR workshop

When you schedule a demo of Engage – the only CSR management software integrated with SDGs



728 x 90

Smart Simple are using Text Display Ad

Competitor View - Fluxx

Fluxx Search Ads

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Fluxx - Official Site - Grants Management - fluxx.io

Our **Grants** Management Software is Automated, Highly Configurable & Easy to Use. Learn More. A Highly Configurable Software Platform that is Efficient, Effective, & Collaborative. Collaboration. Robust Configuration. Measure Impact. Unlimited Flexibility.
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Fluxx - Official Site - Fluxx Grant Management

Our **Grants Management** Software is Automated, Highly Configurable & Easy to Use. Learn More. Versatile Reporting. Cloud-Based Solution. Measure Impact. Collaboration. Unlimited Flexibility. Automation. Best-in-Class Features. Custom Views & Dashboards.

Contact Us

Ready To Get Started?
Have A Question? Contact us.

Technology & Grantmaking

4 Ways Technology is Changing
Grantmaking in Philanthropy -Webinar

Fluxx Case Studies

Learn How Top Foundations are Using
the Fluxx Platform to Do More!

GIFTS to Fluxx - Webinar

See how the Helmsley Trust
made this successful transition

Fluxx.io - Official Site - Grants
Management Software



www.fluxx.io/grants/management

Simplify and Automate Your Grants Management With Fluxx. See Our Solutions. Unlimited Flexibility. Custom Views & Dashboards. Versatile Reporting. Best-in-Class Features. Cloud-Based Solution. Collaboration. Automation. Robust Configuration. Measure Impact.

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Our Grants Management Software is Automated, Highly Configurable & Easy to Use. [Learn More](#)

Fluxx Display Ads

Grants Management System ⓘ

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Our Grants Management Software is Automated & Easy to Use. Free Trial

Fluxx.io [↗](#)

728 x 90

Save time on grant operations

Fluxx is the cloud platform that enables the end-to-end granting process for funders.



980 x 90

Grants Management System

A guide on how to manage your foundation's grant giving.

Fluxx.io [↗](#)

627 x 175

Fluxx is using HTML Ads
and Text Display Ads

Fluxx Paid Keywords Targeted

Keyword	Position	Search Volume	CPC	Competition	Keyword Difficulty
fluxx io	1	390	\$0.00	0.01	59.27
grantmaking	2	1000	\$4.26	0.12	60.32
fluxx grant management	1	210	\$7.58	0.4	76.2
fluxx online grants management	1	90	\$0.00	0.33	66.93
labs fluxx io	1	90	\$0.00	0	52.67
https jaffeawards fluxx io	1	70	\$0.00	0	58.88
fluxx grant park	1	50	\$0.00	0	56.29
www fluxx	1	50	\$0.00	0	73.52
lls fluxx io lls research portal	1	50	\$0.00	0.01	57.61
fluxx grant management	2	210	\$7.58	0.4	76.2
fluxx software	1	30	\$2.83	0.19	78.72
fluxx database	2	40	\$0.00	0	69.58
fluxx software for grantmakers	2	30	\$0.00	0.25	71.53

These the number of keywords which being used in the Search Ads Campaigns by Fluxx on Google Ads.

Mainly they are targeting Branded Keywords

Competitor View - Flexi Grant

Flexi Grant Search Ads



Grants Software - Flexi-Grant® 

 demo.flexigrant.com/grants-software

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Flexi-Grant® - Grant Management Software - FlexiGrant.com 

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Manage All Your Contacts And Applications From One Central Location.

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Flexi Grant Display Ads



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Grant Management Software
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**Grant Management
Software**

Flexi Grant are using HTML5 Display Ads

Flexi Grant Paid Keywords Targeted



Keyword	Position	Search Volume	CPC	Competition	Keyword Difficulty
grants gov uk	1	1900	\$0.78	0.13	83.71
charity grants and funding for individuals	1	320	\$2.87	0.4	59.81
apply for grants	2	1000	\$1.64	0.18	73.76
global green grant fund program	1	90	\$1.58	0.62	56.98
gef program	1	70	\$0.00	0	55.71
public money grant	1	70	\$0.00	0	79.65
grants for emergency response vehicles	1	70	\$0.00	0	58.3
foundation grant opportunities	1	70	\$0.00	0	58.55
sporting club grants program 2018	1	70	\$0.00	0	54.67
home care grant application form	1	70	\$0.00	0.11	75.57
support grant	1	50	\$1.00	0.03	81.77
grant asset management limited	2	90	\$0.00	0.48	63.92
grant management manual	2	70	\$0.00	0	61.39
grants management system comparison	4	70	\$0.00	1	62.15
grant management edinburgh	2	70	\$7.23	0.33	75.42

These the number of keywords which being used in the Search Ads Campaigns by Flexi Grants on Google Ads.

Mainly they are targeting Non Branded Keywords

Thank You