Monthly Domain Overview - [chipotle.com](http://chipotle.com/)

Organic Search (SEO)

[ORGANIC KEYWORDS](https://www.spyfu.com/seo/overview/domain?query=chipotle.com)

[14,645](https://www.spyfu.com/seo/overview/domain?query=chipotle.com)

[EST MONTHLY SEO CLICKS](https://www.spyfu.com/seo/overview/domain?query=chipotle.com)

[1.3M](https://www.spyfu.com/seo/overview/domain?query=chipotle.com)

[EST MONTHLY SEO CLICK VALUE: **$1M**](https://www.spyfu.com/seo/overview/domain?query=chipotle.com)

872

Keywords their top 2 competitors also rank for

11 YEARS 6 MOS

History of rankings we've collected

Inbound Clicks from Google - Organic vs. Paid

OrganicPaid0M1M2MDecJanFebMarAprMayJunJulAugSepOctNov

100%

Organic Clicks

Paid Search (AdWords)

[PAID KEYWORDS](https://www.spyfu.com/ppc/overview/domain?query=chipotle.com)

[1,276](https://www.spyfu.com/ppc/overview/domain?query=chipotle.com)

[EST MONTHLY PPC CLICKS](https://www.spyfu.com/ppc/overview/domain?query=chipotle.com)

[5.5k](https://www.spyfu.com/ppc/overview/domain?query=chipotle.com)

[EST MONTHLY ADWORDS BUDGET: **$7.3k**](https://www.spyfu.com/ppc/overview/domain?query=chipotle.com)

51

AdWords their top 2 competitors also buy

8 YEARS 11 MOS

of Adwords history: Every test they've run.

418

SEO Keywords

201

JUST MADE IT TO THE FIRST PAGE

JUST FELL OFF FIRST PAGE

**[Top 50 AdWords](https://www.spyfu.com/recon/wizard/ppc.aspx?domain=chipotle.com)**

[buy recommendations](https://www.spyfu.com/recon/wizard/ppc.aspx?domain=chipotle.com)

**[Worst performing keywords](https://www.spyfu.com/recon/wizard/ppc.aspx?domain=chipotle.com)**

[to negative match out](https://www.spyfu.com/recon/wizard/ppc.aspx?domain=chipotle.com)

Competition

Top Organic Competitors

panerabread.compizzahut.comsneakerjobs.comolivegarden.combarnesandnoble.jobs12345

[**VIEW ALL COMPETITORS**](https://www.spyfu.com/overview/domain?query=chipotle.com)

Top Paid Competitors

yankeecandlefundraising.comfundraisingzone.comdoublegood.comscentcofundraising.comshopwithscrip.com12345

[**VIEW ALL COMPETITORS**](https://www.spyfu.com/overview/domain?query=chipotle.com)

Competitor Shared Keywords

Shared Organic Keyword (Kombat)

chipotle.companerabread.compizzahut.com

https://www.spyfu.com/static/img/kombat/kombat_watermark.png

**Overall Market Research**

* KEYWORD UNIVERSE38,849Keywords any domain ranks for
* CORE STARTING KEYWORDS872Keywords all three rank for

**Recommendations for chipotle.com**

* WEAKNESS932Keywords both competitors rank for, but not chipotle.com
* EXCLUSIVE KEYWORDS11,252Competitors don't yet rank, but chipotle.com does

[**VIEW ALL**](https://www.spyfu.com/overview/domain?query=chipotle.com)

Shared Paid Keyword (Kombat)

chipotle.comyankeecandlefundraising.comfundraisingz...

https://www.spyfu.com/static/img/kombat/kombat_watermark.png

**Overall Market Research**

* KEYWORD UNIVERSE2,469Keywords any of the three domains buy
* CORE STARTING KEYWORDS51Keywords all three domains buy

**Recommendations for chipotle.com**

* BUY RECOMMENDATIONS49Keywords both competitors buy, but not chipotle.com
* EXCLUSIVE KEYWORDS1,034Keywords neither competitor buys, but chipotle.com does

[**VIEW ALL**](https://www.spyfu.com/overview/domain?query=chipotle.com)

Top Keywords

| **Rank** | **Organic Keywords** | **SEO Clicks Per Month** |  | |
| --- | --- | --- | --- | --- |
| 1 | [chipotles](https://www.spyfu.com/overview/domain?query=chipotle.com) | 367k |  | |
| 1 | [chipotle near me](https://www.spyfu.com/overview/domain?query=chipotle.com) | 27.1k |  | |
| 1 | [chipotle hours](https://www.spyfu.com/overview/domain?query=chipotle.com) | 22.1k |  | |
| 1 | [chipotle nutrition](https://www.spyfu.com/overview/domain?query=chipotle.com) | 14.8k |  | |
| 1 | [chipotle calories](https://www.spyfu.com/overview/domain?query=chipotle.com) | 5.43k |  | |
| [**VIEW ALL ORGANIC KEYWORDS**](https://www.spyfu.com/overview/domain?query=chipotle.com) | | | | |
| **Paid Keywords** | | **Cost Per Click** | **Monthly Cost** |  | |
| [catering services](https://www.spyfu.com/overview/domain?query=chipotle.com) | | $2.00 | $178.50 |  | |
| [food caterers](https://www.spyfu.com/overview/domain?query=chipotle.com) | | $1.73 | $8.40 |  | |
| [fundraising ideas for schools](https://www.spyfu.com/overview/domain?query=chipotle.com) | | $4.10 | $197.40 |  | |
| [food catering](https://www.spyfu.com/overview/domain?query=chipotle.com) | | $3.03 | $9.90 |  | |
| [event catering](https://www.spyfu.com/overview/domain?query=chipotle.com) | | $3.63 | $7.80 |  | |