

## SUMMARY + INSIGHTS

## MONTHLY OVERVIEW

This is a good space to add a monthly summary. This is a good space to add a monthly summary. This is a good space to add a monthly summary. This is a good space to add a monthly summary. This is a good space to add a monthly summary. This is a good space to add a monthly summary. This is a good space to add a monthly summary.

### Notable **items**:

1. Keyword rankings improved 34% month over month
2. Organic traffic increased 49% month over month
3. Featured snippet for keyword "how to bake a cake"

### Tasks **completed**:

1. Completed sitemap overhaul
2. Completed sitemap overhaul
3. Completed sitemap overhaul
4. Completed sitemap overhaul

### **Open** action items:

1. Need to update sitemap
2. Need to update sitemap
3. Need to update sitemap

### **Planned** action items:

1. Need to update sitemap
2. Need to update sitemap
3. Need to update sitemap

Nov 1, 2018 - Nov 30, 2018

ORGANIC TRAFFIC OVERVIEW ... HOW IS MY ORGANIC TRAFFIC TRENDING?

ORGANIC SESSIONS

14.4K

This month

14.0K

Last month

12.0K

Last year

ORGANIC PAGEVIEWS

20.8K

This month

20.5K

Last month

49.9K

Last year

ORGANIC BOUNCE RATE

72.5%

This month

73.2%

Last month

53.9%

Last year

ORGANIC PAGES / SESSION

1.4

This month

1.5

Last month

4.2

Last year

ORGANIC TIME ON PAGE

03:26

This month

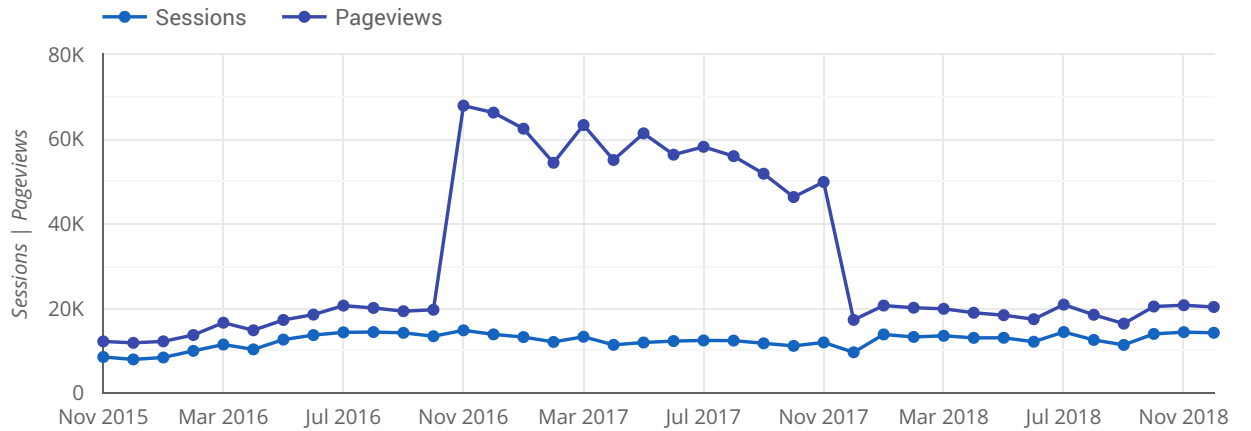
03:11

Last month

53

Last year

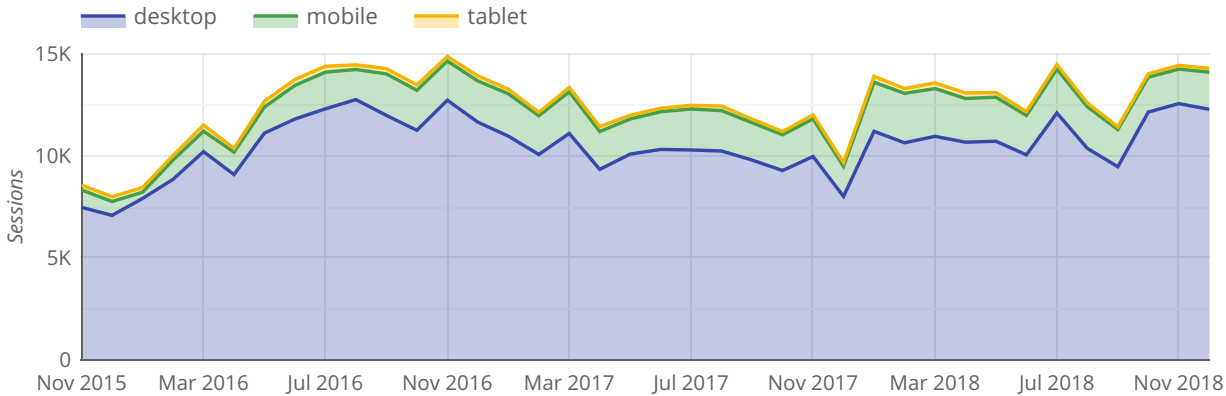
ORGANIC SESSIONS BY MONTH, (LONG TERM TRENDS)



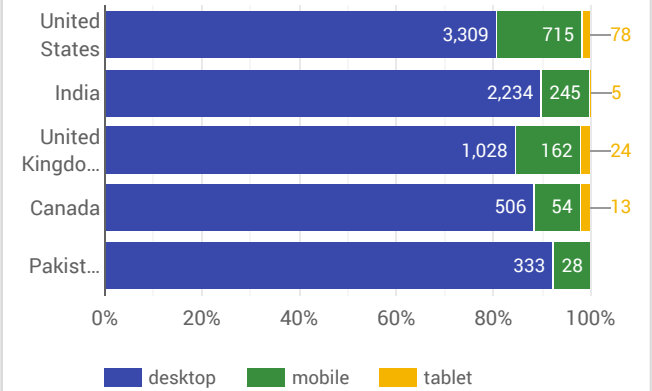
Landing Page	Sessions	% Δ	Bounce Rate	% Δ	Avg. Time on Page	% Δ
/google-index/	2,171	-	67.66%	-	00:06:56	-
/creating-goals-out-of-events-in-google-analyt...	1,143	224.7% ↑	89.41%	74.9% ↑	00:05:59	499....
/step-step-guide-get-youtube-video-transcrip...	940	-27.8% ↓	88.09%	23.5% ↑	00:06:09	344....
/seo-report/	743	-	55.59%	-	00:02:23	-
/	642	-1.1% ↓	38.32%	71.5% ↑	00:01:53	285....
/ultimate-list-free-seo-analysis-tools/	617	510.9% ↑	66.77%	-16.7% ↓	00:09:21	815....
/seo-proposal/	599	2.6% ↑	65.11%	36.3% ↑	00:04:25	277....
/grow-your-snapchat-following/	582	34.4% ↑	84.02%	14.0% ↑	00:06:32	354....
/youtube-seo/	542	-79.9% ↓	85.06%	45.2% ↑	00:05:22	412....
/how-to-perform-a-technical-seo-audit/	498	3.3% ↑	77.71%	110.4% ↑	00:07:36	778....
<b>Grand total</b>	<b>14,425</b>	<b>20.2% ↑</b>	<b>72.45%</b>	<b>34.4% ↑</b>	<b>00:03:26</b>	<b>288....</b>

**ORGANIC TRAFFIC BREAKDOWN - HOW DOES MOBILE AFFECT ORGANIC TRAFFIC PERFORMANCE?**

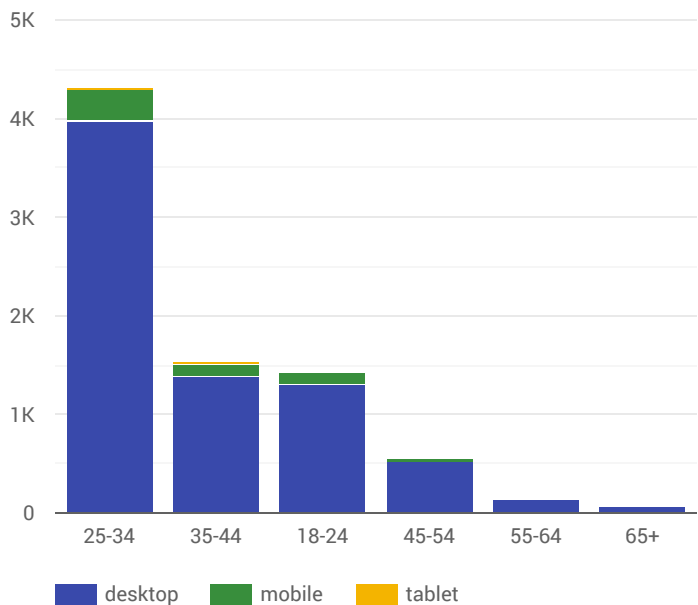
**ORGANIC TRAFFIC BY DEVICE, (TRENDS)**



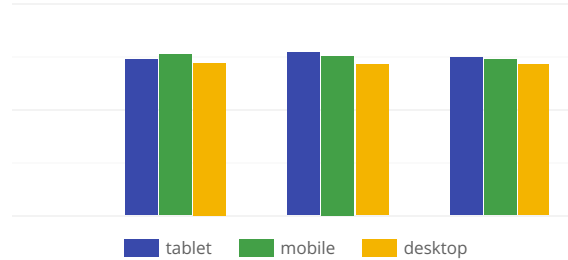
**TRAFFIC LOCATION, (BY DEVICE)**



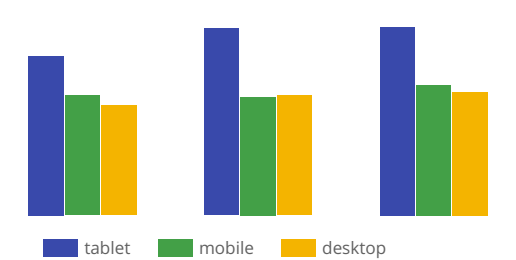
**AGE OF ORGANIC TRAFFIC, (BY DEVICE)**



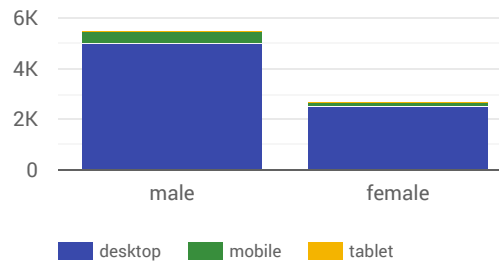
**ORGANIC BOUNCE RATE, (BY DEVICE)**



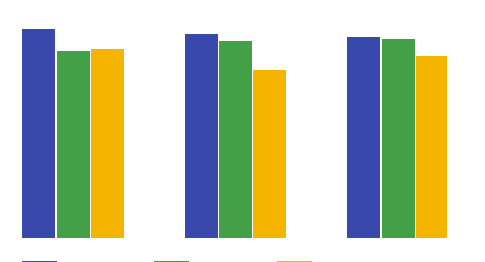
**ORGANIC TIME ON PAGE, (BY DEVICE)**



**SEX OF TRAFFIC, (BY DEVICE)**



**ORGANIC PAGES / SESSION, (BY DEVICE)**



Nov 1, 2018 - Nov 30, 2018

**ORGANIC LANDING PAGES - WHAT ARE YOUR BEST (AND WORST) PAGES FROM ORGANIC SEARCH?**  

Landing Page	Sessions	% Δ	Bounce Rate	% Δ	Pages / Session	% Δ	Avg. Time on Page	% Δ
/google-index/	2,171	-	67.66%	-	1.22	-	00:06:56	-
/creating-goals-out-of-events-in-google-analytics/	1,143	224.7% ↑	89.41%	74.9% ↑	1.12	-65.1% ↓	00:05:59	499.4% ↑
/step-step-guide-get-youtube-video-transcripts/	940	-27.8% ↓	88.09%	23.5% ↑	1.07	-38.6% ↓	00:06:09	344.3% ↑
/seo-report/	743	-	55.59%	-	1.93	-	00:02:23	-
/	642	-1.1% ↓	38.32%	71.5% ↑	3.04	-67.6% ↓	00:01:53	285.8% ↑
/ultimate-list-free-seo-analysis-tools/	617	510.9% ↑	66.77%	-16.7% ↓	1.26	-36.2% ↓	00:09:21	815.4% ↑
/seo-proposal/	599	2.6% ↑	65.11%	36.3% ↑	1.3	-61.3% ↓	00:04:25	277.0% ↑
/grow-your-snapchat-following/	582	34.4% ↑	84.02%	14.0% ↑	1.14	-36.2% ↓	00:06:32	354.4% ↑
/youtube-seo/	542	-79.9% ↓	85.06%	45.2% ↑	1.18	-62.2% ↓	00:05:22	412.9% ↑
/how-to-perform-a-technical-seo-audit/	498	3.3% ↑	77.71%	110.4% ↑	1.34	-83.7% ↓	00:07:36	778.7% ↑

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Landing Page	URL CTR	% Δ
https://webris.org/link-tip-3-how-to-get-links-indexed-in-google/	11.94%	226.1% ↑
https://webris.org/link-building-strategies-that-work/#How_do_I_find_...	11.11%	-
https://webris.org/link-building-strategies-that-work/#What_does_a_s...	7.14%	-
https://webris.org/seo-proposal/	5.23%	-10.5% ↓
https://webris.org/link-building-strategies-that-work/#How_do_I_find_...	5%	-
https://webris.org/creating-goals-out-of-events-in-google-analytics/	4.36%	46.6% ↑
https://webris.org/6-strategies-to-improve-your-crossfit-marketing-eff...	4.26%	-42.5% ↓
https://webris.org/how-to-create-web-analytics-measurement-plan/	3.53%	-40.4% ↓
https://webris.org/grow-your-snapchat-following/	3.41%	-0.3% ↓
https://webris.org/blog/	3.16%	22.3% ↑
<b>Grand total</b>	<b>0.46%</b>	<b>-64.6% ↓</b>

Landing Page	Sessions	% Δ	Goal Conversion Rate	% Δ
/google-index/	2,171	-	0.28%	-
/creating-goals-out-of-events-in-google-anal...	1,143	224.7% ↑	0%	-100.0% ↓
/step-step-guide-get-youtube-video-transcri...	940	-27.8% ↓	0%	-
/seo-report/	743	-	0.67%	-
/	642	-1.1% ↓	7.17%	481.3% ↑
/ultimate-list-free-seo-analysis-tools/	617	510.9% ↑	1.13%	-
/seo-proposal/	599	2.6% ↑	0.5%	-
/grow-your-snapchat-following/	582	34.4% ↑	0%	-
/youtube-seo/	542	-79.9% ↓	0.18%	-44.9% ↓
/how-to-perform-a-technical-seo-audit/	498	3.3% ↑	0.8%	287.1% ↑
<b>Grand total</b>	<b>14,425</b>	<b>20.2% ↑</b>	<b>1.37%</b>	<b>345.2% ↑</b>

Dec 1, 2018 - Dec 31, 2018

**ORGANIC REVENUE - HOW MUCH MONEY ARE YOU MAKING FROM ORGANIC SEARCH?** 💰

REVENUE FROM **ORGANIC SEARCH**

\$14.29K

This month

\$6.09K

Last month

\$3.39K

Last year

REVENUE FROM **ALL ONLINE CHANNELS**

\$17.03K

This month

\$10.17K

Last month

\$12.84K

Last year

ECOM CONVERSION % FROM **ORGANIC SEARCH**

0.10%

This month

0.08%

Last month

0.25%

Last year

ECOM CONVERSION % FROM **ALL ONLINE CHANNELS**

0.09%

This month

0.12%

Last month

0.56%

Last year

UNIQUE PURCHASES FROM **ORGANIC SEARCH**

14

This month

12

Last month

24

Last year

UNIQUE PURCHASES FROM **ALL ONLINE CHANNELS**

19

This month

26

Last month

107

Last year

AVG ORDER VALUE (AOV) FROM **ORGANIC SEARCH**

\$1,020

This month

\$507

Last month

\$141

Last year

AVG ORDER VALUE (AOV) FROM **ALL ONLINE CHANNELS**

\$896

This month

\$391

Last month

\$120

Last year

REVENUE PER USER FROM **ORGANIC SEARCH**

\$1.22

This month

\$0.51

Last month

\$0.44

Last year

REVENUE PER USER FROM **ALL ONLINE CHANNELS**

\$1.03

This month

\$0.61

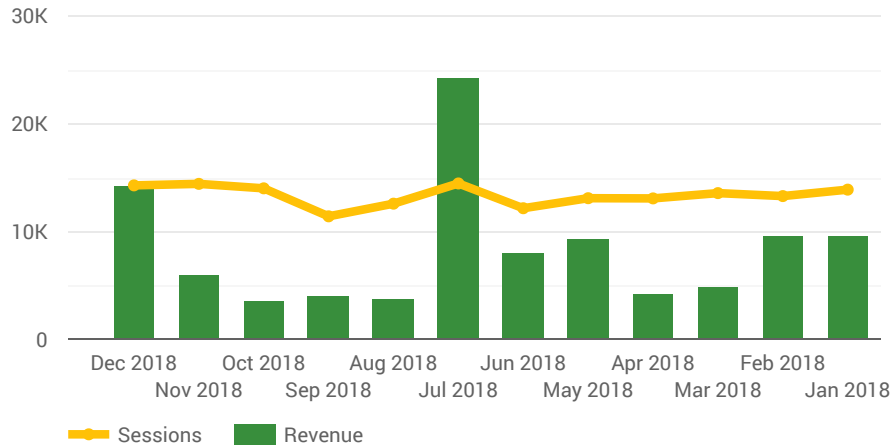
Last month

\$0.96

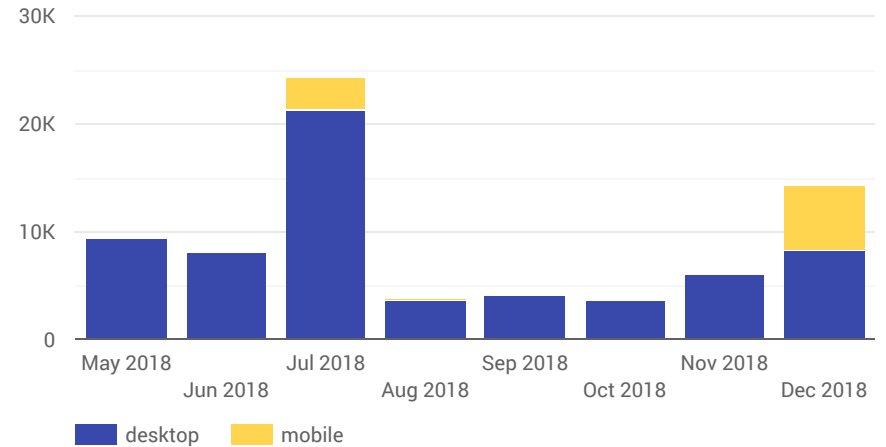
Last year

**ORGANIC REVENUE - HOW IS ORGANIC SEARCH IMPACTING TOP LINE?** 💰

**ORGANIC REVENUE x ORGANIC SESSIONS**



**PURCHASES BY DEVICE TYPE**



Landing Page	Revenue ...	Unique ...	Reven...	Ecomm...
/	\$6,695	5	\$12.51	0.72%
/training/seo-seminar/thank-you/	\$2,999	1	\$2,999	100%
/tools/project-management/	\$1,698	2	\$28.3	2.53%
/membership-account/membership...	\$849	1	\$849	100%
/guide-to-scaling-link-building/	\$849	1	\$15.72	1.35%
/membership-account/membership...	\$499	1	\$124.75	25%
/tools/	\$499	1	\$8.32	1.22%
/membership-account/membership...	\$99	1	\$99	100%
/tools/seo-reporting-tool/	\$99	1	\$0.72	0.66%
/user/hellomarketec?feature=em-co...	\$0	0	\$0	0%
<b>Grand total</b>	<b>\$14,286</b>	<b>14</b>	<b>\$1.22</b>	<b>0.1%</b>



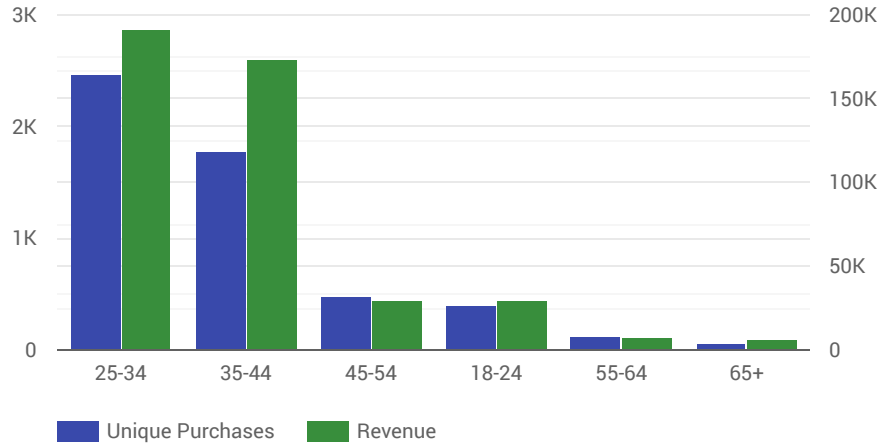
**User Configuration Error**

This data source was improperly configured.

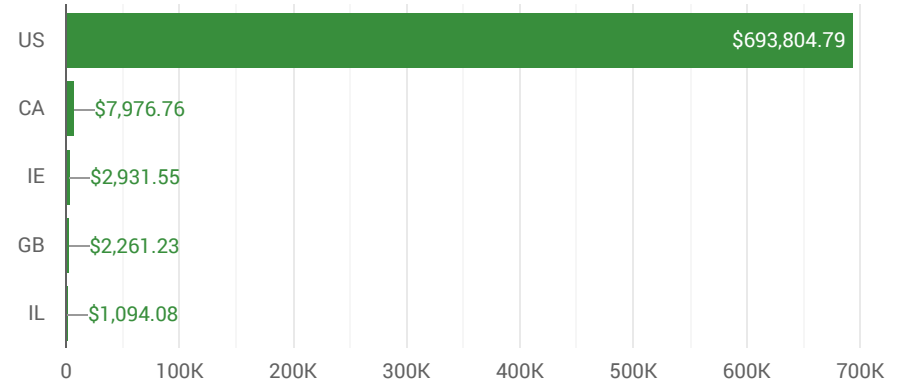
[See Details](#)

**ORGANIC REVENUE - WHO IS PURCHASING FROM YOUR SITE? 💰**

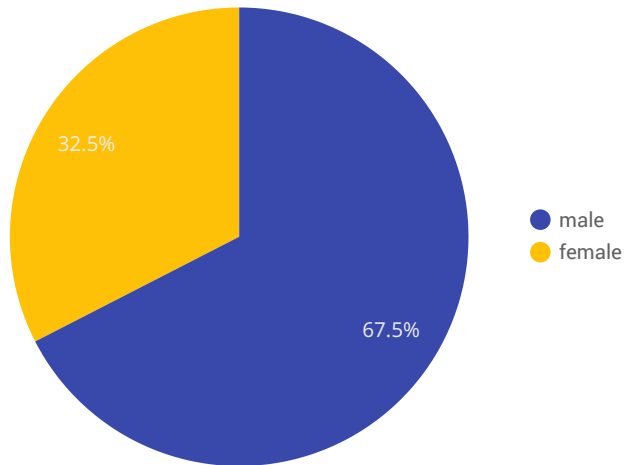
**PURCHASES AND REVENUE BY AGE**



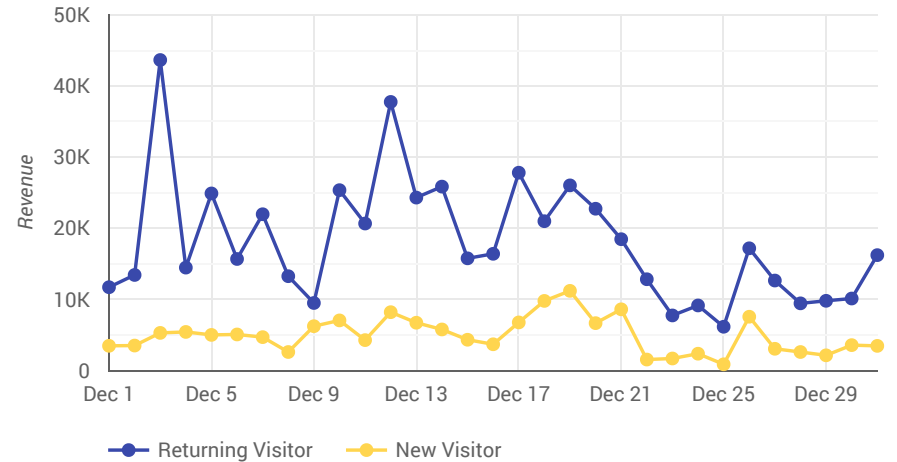
**REVENUE BY LOCATION**



**ORGANIC REVENUE BY GENDER**



**REVENUE BY NEW VS RETURNING USERS**



**ORGANIC LEADS - HOW MUCH MONEY ARE YOU MAKING FROM ORGANIC SEARCH? 💰**

**GOAL COMPLETIONS FROM ORGANIC SEARCH**

200

This month

198

Last month

217

Last year

**GOAL COMPLETIONS FROM ALL ONLINE CHANNELS**

610

This month

568

Last month

675

Last year

**GOAL CONVERSION % FROM ORGANIC SEARCH**

1.40%

This month

1.37%

Last month

2.24%

Last year

**GOAL CONVERSION % FROM ALL ONLINE CHANNELS**

2.80%

This month

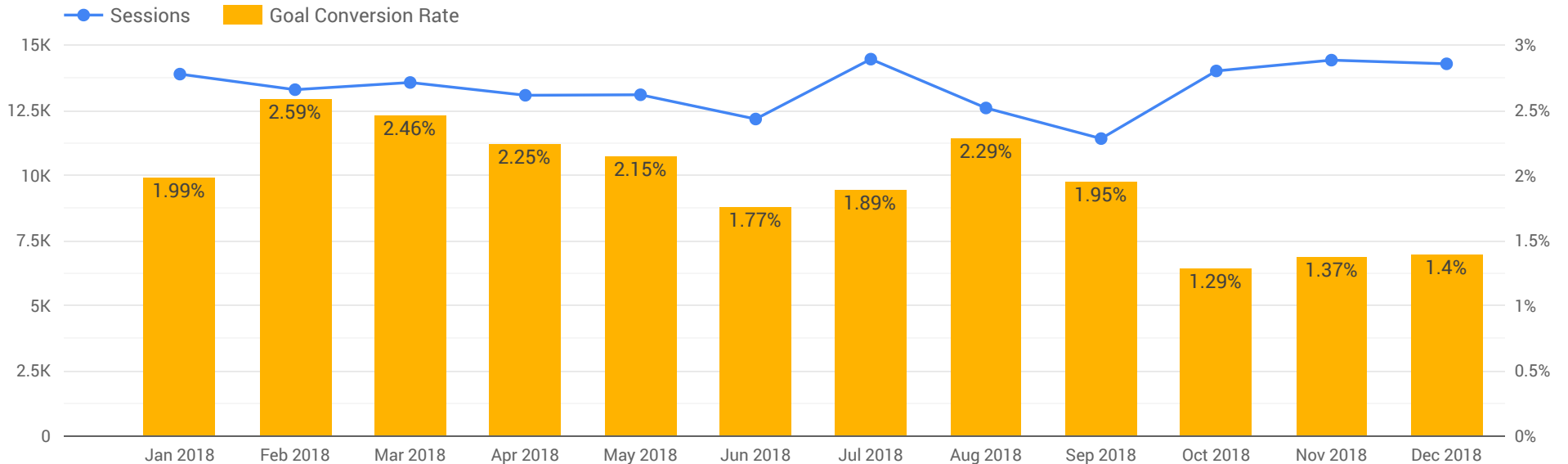
2.61%

Last month

3.55%

Last year

**ORGANIC SESSIONS BY MONTH, (LONG TERM TRENDS)**





Dec 1, 2018 - Dec 31, 2018

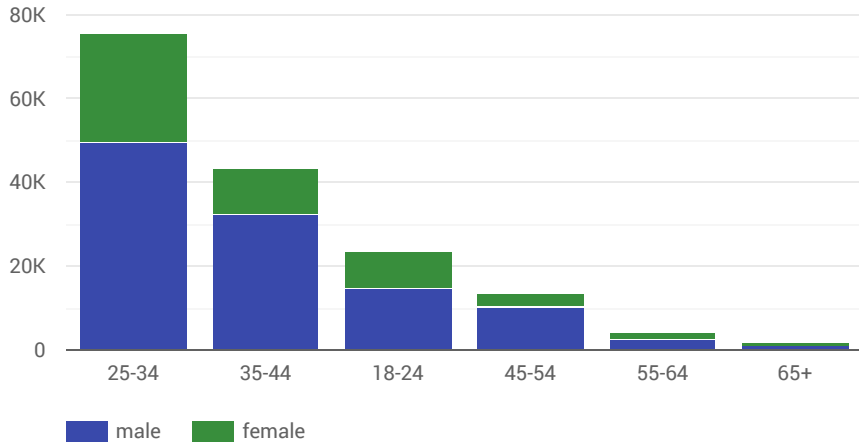
**ORGANIC LEADS - HOW IS ORGANIC SEARCH IMPACTING TOP LINE? 💰**

Landing Page	Goal Completions	Goal Conversion Rate	Sessions	Bounce Rate	Pages / Session	Avg. Time on Page
/	62	8.95%	693	34.63%	3.49	00:01:48
/content-audit/	21	21%	100	66%	1.71	00:02:59
/keyword-tracking/	17	34.69%	49	30.61%	1.88	00:01:32
/training/white-hat-link-building/	15	17.05%	88	51.14%	2.18	00:03:28
/seo-report/	11	1.53%	719	57.16%	1.93	00:02:12
/google-index/	7	0.23%	3,075	70.08%	1.13	00:11:22
(not set)	6	5%	120	0%	0	null
/tools/	5	6.1%	82	34.15%	3.11	00:01:52
/tools/seo-reporting-tool/	4	2.65%	151	68.87%	1.71	00:02:33
/how-to-create-website-silos-for-seo/	4	0.96%	415	89.64%	1.23	00:04:12
/intro-to-seo/	3	2.91%	103	82.52%	1.44	00:04:34
/tools/project-management/	3	3.8%	79	73.42%	1.78	00:02:42
/services/web-design/	3	4.69%	64	50%	2.25	00:01:16
/blog-seo-how-to-optimize-your-blog-for-google/	2	6.67%	30	53.33%	1.8	00:05:05
/roi-ppc-campaign-free-template/	2	3.17%	63	77.78%	1.59	00:02:12
/membership-account/membership-checkout/?level=5	2	28.57%	7	42.86%	1.86	00:01:48
/training/seo-seminar/thank-you/	2	200%	1	0%	13	00:00:24
/locations/miami-seo/	2	2.06%	97	49.48%	2.05	00:01:40
/locations/dc-seo/	2	12.5%	16	25%	2.69	00:02:00
/locations/san-fran-seo/	2	33.33%	6	33.33%	1.83	00:02:37
<b>Grand total</b>	<b>200</b>	<b>1.4%</b>	<b>14,284</b>	<b>72.26%</b>	<b>1.43</b>	<b>00:03:35</b>

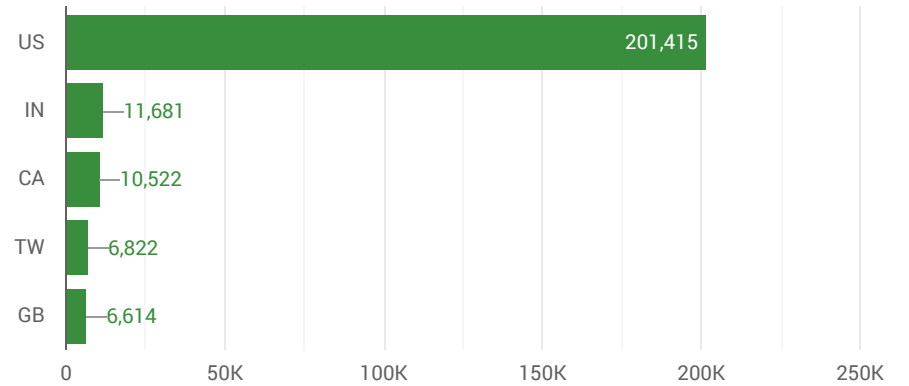
Dec 1, 2018 - Dec 31, 2018

### ORGANIC LEADS - WHO IS CONVERTING ON YOUR SITE? 💰

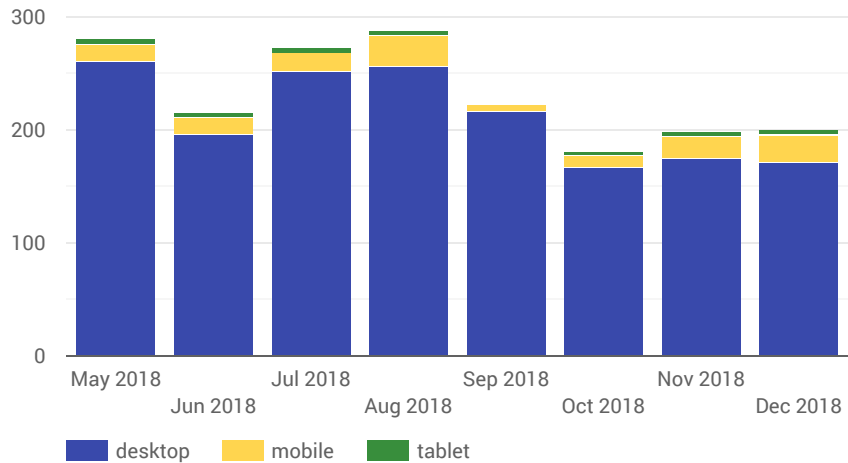
#### LEADS BY AGE & GENDER



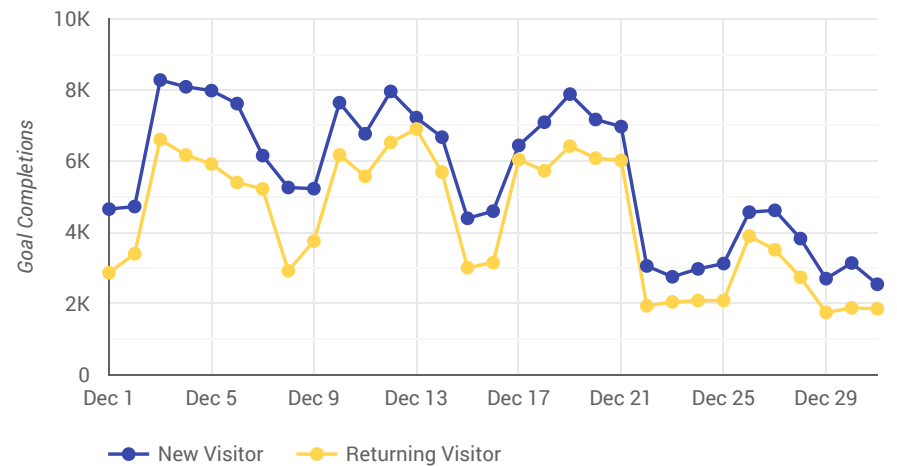
#### LEADS BY LOCATION



#### LEADS BY DEVICE TYPE



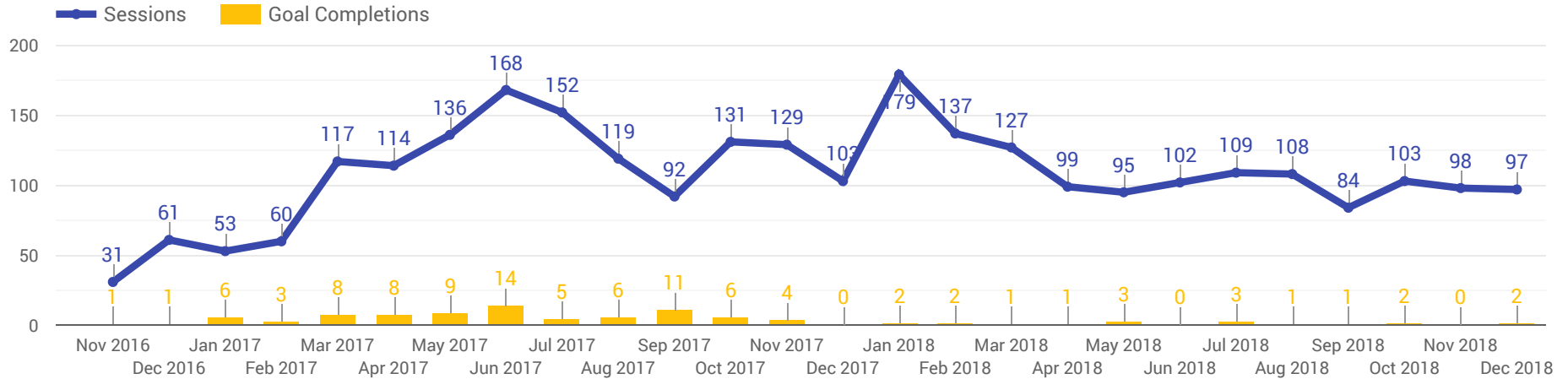
#### LEADS BY NEW VS RETURNING VISITORS



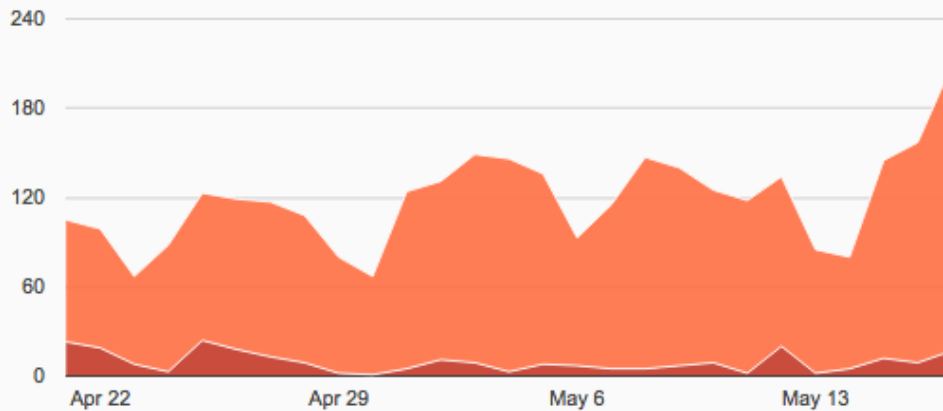
Dec 1, 2018 - Dec 31, 2018

### LOCAL PERFORMANCE - HOW ARE YOU PERFORMING IN YOUR CITY? 🌴

ORGANIC TRAFFIC - MIAMI LOCATION - <http://webris.org/locations/miami-seo/>

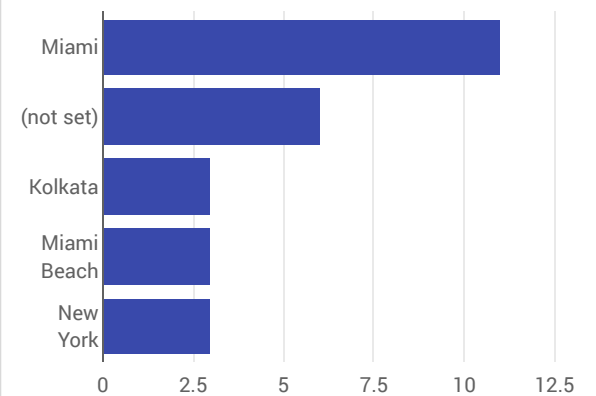


Total views 3.21K



- Listing on Search 2.95K
- Listing on Maps 256

ORGANIC SESSIONS (BY LOCATION)



View full report in Google My Business by [clicking here](#).

Dec 1, 2018 - Dec 31, 2018

# KEYWORD VISIBILITY - HOW LARGE IS YOUR ORGANIC FOOTPRINT? 🦶

## KEYWORD VISIBILITY (Data from Ahrefs)

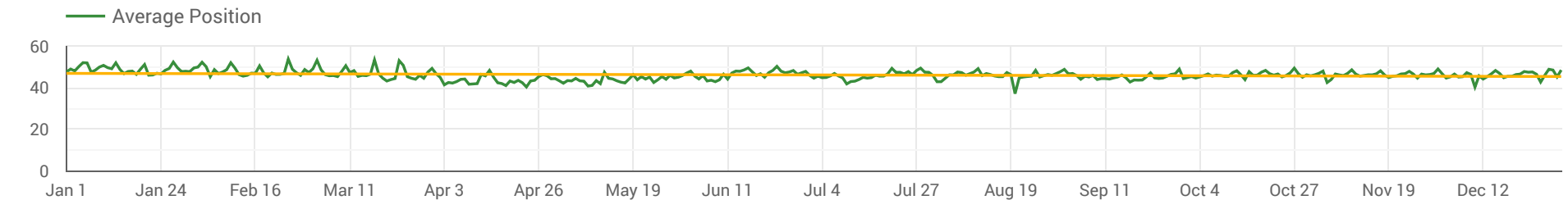
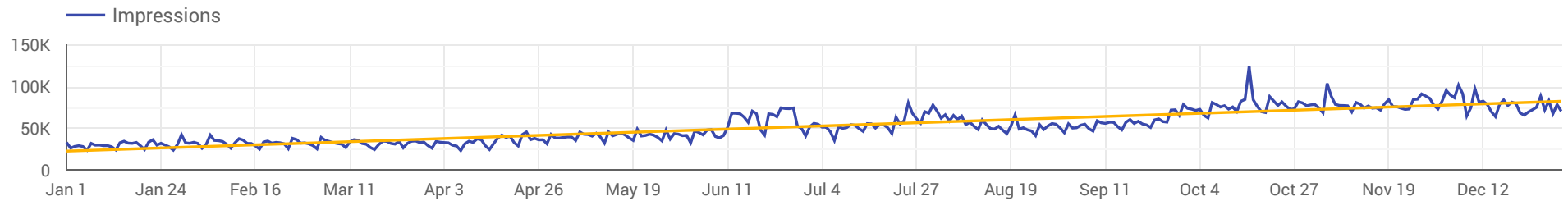
Organic keywords | 14,943



Organic keywords | 14,943



## IMPRESSIONS & AVG POSITION IN GOOGLE (Data from Google Search Console)



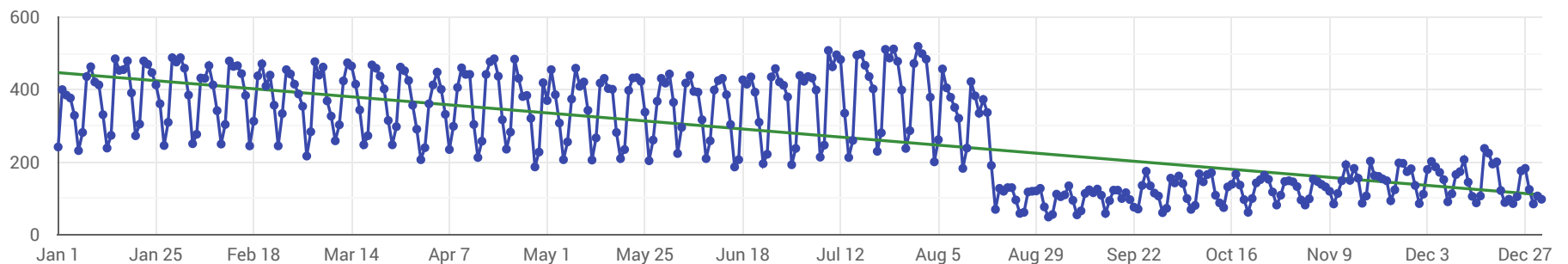
**KEYWORD PERFORMANCE - HOW WELL IS YOUR SITE "RANKING"?** 🏆

KEYWORD RANKINGS (Data from SOURCE)

URL	Keyword	Month 2 Position	Month 3 Position	Month 4 Position	Month 5 Position	Month 6 Position	Month 7 Position	Month 8 Position	Month 9 Position	Volume
<a href="https://webris.org/ultima...">https://webris.org/ultima...</a>	seo tools	9	7	2	2	1	3	4	9	12,000
<a href="https://webris.org/local-s...">https://webris.org/local-s...</a>	local seo	7	5	1	3	4	3	8	9	6,000
<a href="https://webris.org/googl...">https://webris.org/googl...</a>	google url submit	10	7	6	2	3	9	6	10	4,100
<a href="https://webris.org/impro...">https://webris.org/impro...</a>	avvo rating	3	1	5	6	3	1	5	2	3,800
<a href="https://webris.org/googl...">https://webris.org/googl...</a>	google index	9	10	9	2	8	3	2	9	3,700
<a href="https://webris.org/ultima...">https://webris.org/ultima...</a>	free seo tools	9	10	6	4	6	8	9	2	2,900
<a href="https://webris.org/list-mi...">https://webris.org/list-mi...</a>	networking events n...	1	4	9	10	1	10	10	9	2,700
<a href="https://webris.org/ultima...">https://webris.org/ultima...</a>	seo analysis	5	7	5	4	3	3	2	7	2,500
<a href="https://webris.org/step-s...">https://webris.org/step-s...</a>	youtube transcription	1	3	5	4	3	3	5	7	2,000
<a href="https://webris.org/ultima...">https://webris.org/ultima...</a>	best seo tools	6	1	8	9	9	1	1	4	1,900

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NON-BRANDED QUERIES - CLICKS FROM GOOGLE



Dec 1, 2018 - Dec 31, 2018

**TARGET KEYWORD PERFORMANCE - HOW WELL ARE SPECIFIC KEYWORDS "RANKING"?** 🏆

TARGET KEYWORD RANKINGS (Data from SOURCE)

URL	Keyword	Month 2 Position	Month 3 Position	Month 4 Position	Month 5 Position	Month 6 Position	Month 7 Position	Month 8 Position	Month 9 Position	Volume
<a href="https://webris.org/grow-...">https://webris.org/grow-...</a>	Miami SEO	8	4	8	1	1	2	1	7	600
<a href="https://webris.org/seo-pr...">https://webris.org/seo-pr...</a>	google indexed sites	9	2	5	10	6	7	6	1	250
<a href="https://webris.org/seo-pr...">https://webris.org/seo-pr...</a>	best free seo tools	8	5	1	10	6	7	6	8	250
<a href="https://webris.org/seo-pr...">https://webris.org/seo-pr...</a>	seo report template	3	3	3	7	4	7	2	6	250
<a href="https://webris.org/googl...">https://webris.org/googl...</a>	boston seo company	4	7	5	8	10	8	6	5	150
<a href="https://webris.org/youtu...">https://webris.org/youtu...</a>	Miami SEO Company	4	2	2	1	7	1	8	3	100
<a href="https://webris.org/googl...">https://webris.org/googl...</a>	lawyer seo	8	10	5	7	2	4	8	1	50
<a href="https://webris.org/list-mi...">https://webris.org/list-mi...</a>	miami seo experts	2	9	4	4	5	10	2	8	50
<a href="https://webris.org/buy-b...">https://webris.org/buy-b...</a>	seo proposal template	8	10	9	8	6	3	4	1	40
<a href="https://webris.org/creati...">https://webris.org/creati...</a>	facebook advertising ...	8	5	10	1	4	2	4	7	30

Dec 1, 2018 - Dec 31, 2018

## TARGET PAGE PERFORMANCE - HOW WELL ARE SPECIFIC PAGES "RANKING"? 🏆

### TARGET PAGE AGGREGATE RANKINGS (Data from SOURCE)

URL	Avg Month 2 Position	Avg Month 3 Position	Avg Month 4 Position	Avg Month 5 Position	Avg Month 6 Position	Avg Month 7 Position	Avg Month 8 Position	Avg Month 1 Position
<a href="https://webris.org/grow-youtube-channel/">https://webris.org/grow-youtube-channel/</a>	8	4	8	1	1	2	1	21
<a href="https://webris.org/youtube-seo/">https://webris.org/youtube-seo/</a>	4	2	2	1	7	1	8	13
<a href="https://webris.org/google-index/">https://webris.org/google-index/</a>	8	10	5	7	2	4	8	10
<a href="https://webris.org/list-miamis-best-business-net...">https://webris.org/list-miamis-best-business-net...</a>	2	9	4	4	5	10	2	10
<a href="https://webris.org/buy-backlinks/">https://webris.org/buy-backlinks/</a>	8	10	9	8	6	3	4	9
<a href="https://webris.org/google-index/">https://webris.org/google-index/</a>	4	7	5	8	10	8	6	8
<a href="https://webris.org/creating-goals-out-of-events-i...">https://webris.org/creating-goals-out-of-events-i...</a>	8	5	10	1	4	2	4	8
<a href="https://webris.org/creating-goals-out-of-events-i...">https://webris.org/creating-goals-out-of-events-i...</a>	10	3	8	4	6	9	3	7
<a href="https://webris.org/ultimate-list-free-seo-analysis...">https://webris.org/ultimate-list-free-seo-analysis...</a>	9	8	8	8	10	1	1	6
<a href="https://webris.org/50-digital-marketing-kpis-anal...">https://webris.org/50-digital-marketing-kpis-anal...</a>	7	3	2	5	3	10	9	6

**LIVE LINKS AND CONTENT - WHAT WENT LIVE THIS MONTH?** 📅 + 🔗

0

Links Landed  
This Month

0

Links Landed  
To Date

This month, we landed a total of 0 links.

To date, we've landed a total of 0 links.

You can review each link in detail, by [clicking this link here.](#)

0

Content Published  
This Month

0

Content Published  
To Date

This month, we published 0 new pieces of content, with the other one waiting approval in drafts.

To date, we've published a total of 0 pieces of content.

You can review each live article, by [clicking this link here.](#)