



SEO & Marketing Report: Rank & Traffic (Monthly Overview)

06/15/2015

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Keyword Rank Performance

This report provides a complete overview of your primary domain's keyword rank performance including:

Landing Page - the page on which the keyword ranked highest.

Baseline is the first rank recorded after the keyword was added to the rank tracking system.

Best Rank displays the highest rank a keyword has achieved since it was first tracked for the primary domain. Compare the best rank with current Rank and Baseline to gain rank insights.

Rank is the position the keyword scored in the search engine results on the last day of last month.

Monthly displays the monthly change in keyword rank position.

Overall Change is the difference between Baseline and current Rank.

Vol. displays the broad number of global searches in a month for the keyword.

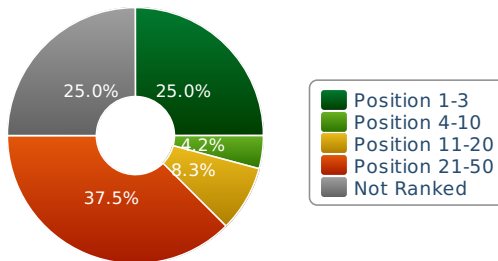
Primary Domain Keyword Rank Performance (05/31/2015)

KEYWORD PERFORMANCE

Keyword Change

Daily	8 ▲ Went up	8 ▼ Went
Weekly	8 ▲ Went up	11 ▼ Went
Monthly	9 ▲ Went up	10 ▼ Went
Overall	13 ▲ Went up	13 ▼ Went

Keyword Positions



Gain & Loss

1st	5 Positions	2 ▲ Overall
2nd	0 Positions	-
3rd	1 Positions	1 ▲ Overall
Top 10	7 Positions	1 ▲ Overall

Google USA (google.com) | mashable.com

Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.
/2015/01/02/mobile-trends-2015/	mobile technology trends	61	1	1	-	▲ +60 (61)	210
/	mashable	1	1	1	N/A	-	201,000
/category/social-media/	social media trends	14	6	17	▼ -8 (9)	▼ -3 (14)	2,900
/	leading news source	25	8	28	▼ -17 (11)	▼ -3 (25)	10
/category/tech/	technology news	44	17	33	▼ -4 (29)	▲ +11 (44)	60,500
/category/tech/	mobile technology news	91	24	34	▲ +66 (100)	▲ +57 (91)	720
/category/tech/	latest technology news	70	55	126	▲ +29 (155)	▼ -56 (70)	8,100

/2007/10/29/igoogle-news-gadget/	gadget news	342	93	312	N/A	▲ +30 (342)	6,600
	tech gadgets	4	4	500+	▼ ? (92)	▼ ? (4)	2,400
	mobile technology	306	272	500+	N/A	▼ ? (306)	8,100

 Google Mobile (google.com) | mashable.com








Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.
/2015/01/02/mobile-trends-2015/	mobile technology trends	60	1	1	▲ +1 (2)	▲ +59 (60)	210
/	mashable	1	1	1	N/A	-	201,000
/category/social-media/	social media trends	15	7	17	▲ +9 (26)	▼ -2 (15)	2,900
/	leading news source	25	5	29	▼ -7 (22)	▼ -4 (25)	10
/category/tech/	technology news	37	17	32	▼ -3 (29)	▲ +5 (37)	60,500
/category/tech/	mobile technology news	67	27	41	▲ +50 (91)	▲ +26 (67)	720
/category/tech/	tech gadgets	4	4	86	▲ +1 (87)	▼ -82 (4)	2,400
/category/tech/	latest technology news	63	57	111	N/A	▼ -48 (63)	8,100
	gadget news	110	77	500+	N/A	▼ ? (110)	6,600
	mobile technology	N/A	N/A	500+	N/A	N/A	8,100

 Google (Global) (google.com) | mashable.com








Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.
/	mashable	1	1	1	N/A	-	201,000
/2015/01/02/mobile-trends-2015/	mobile technology trends	72	1	3	▼ -2 (1)	▲ +69 (72)	210
/category/social-media/	social media trends	12	5	8	▲ +1 (9)	▲ +4 (12)	2,900
/	leading news source	41	8	39	▼ -25 (14)	▲ +2 (41)	10
/category/tech/	technology news	61	18	43	▼ -15 (28)	▲ +18 (61)	60,500
/category/tech/	mobile technology news	81	29	44	▲ +50 (94)	▲ +37 (81)	720
/category/tech/	latest technology news	79	28	111	▲ +43 (154)	▼ -32 (79)	8,100
/category/tech/	mobile technology	298	94	155	N/A	▲ +143 (298)	8,100
	tech gadgets	8	8	500+	▼ ? (93)	▼ ? (8)	2,400
	gadget news	342	72	500+	N/A	▼ ? (342)	6,600

Monthly Snapshot: Average Rank Progress

 Google USA (google.com) | mashable.com

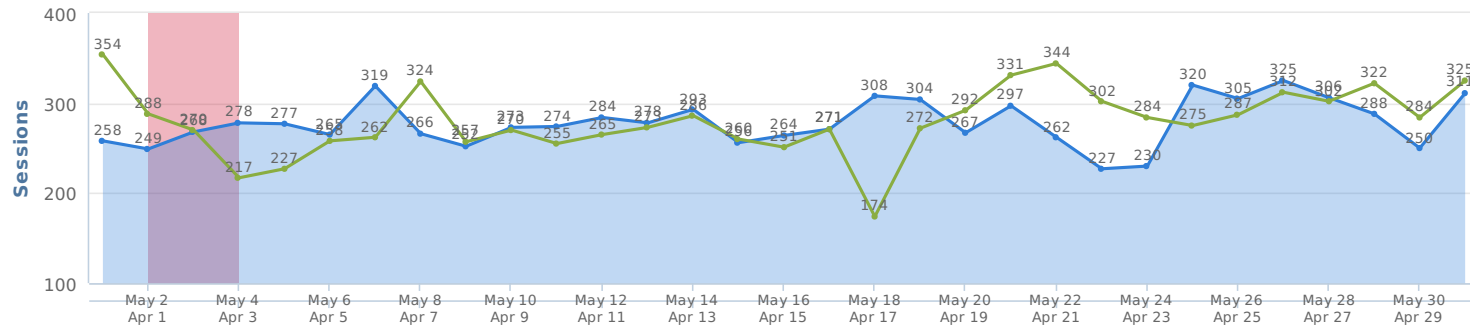
SE	URL	Keyword	Vol.	Dec 2014	Jan 2015	Feb 2015	Mar 2015	Apr 2015	May 2015	Change
	mashable.com	mobile technology trends	210	336	54	1	1	1	1	▲ (+336)
	mashable.com	leading news source	10	36	34	34	25	19	25	▲ (+12)
	mashable.com	technology news	60,500	31	39	37	33	32	31	▲ (+1)
	mashable.com	mobile technology news	720	N/A	N/A	N/A	N/A	87	92	▼ (-5)
	mashable.com	social media trends	2,900	9	8	9	9	9	16	▼ (-7)
	mashable.com	latest technology news	8,100	N/A	N/A	N/A	N/A	89	106	▼ (-16)
	mashable.com	tech gadgets	2,400	35	41	22	24	48	92	▼ (-57)

 Google Mobile (google.com) | mashable.com

SE	URL	Keyword	Vol.	Dec 2014	Jan 2015	Feb 2015	Mar 2015	Apr 2015	May 2015	Change
	mashable.com	leading news source	10	37	35	35	25	21	24	▲ (+13)
	mashable.com	mobile technology news	720	N/A	N/A	N/A	N/A	80	77	▲ (+3)
	mashable.com	technology news	60,500	30	39	38	34	32	30	▲ (+1)
	mashable.com	mobile technology trends	210	N/A	11	1	1	1	1	N/A
	mashable.com	latest technology news	8,100	N/A	N/A	N/A	N/A	83	88	▼ (-4)
	mashable.com	social media trends	2,900	11	12	13	12	16	18	▼ (-7)
	mashable.com	tech gadgets	2,400	36	41	23	25	48	84	▼ (-48)

Search Traffic Overview (05/01/2015 - 05/31/2015)

May 01, 2015 - May 31, 2015
 compared to: Mar 31, 2015 - Apr 30, 2015



Traffic Overview

Visits
8,625
 Previous: **8,694** ▼ (-0.79%)

Users
7,616
 Previous: **7,726** ▼ (-1.42%)

Page Views
14,881
 Previous: **14,721** ▲ (+1.09%)

Pages/Session
1.73
 Previous: **1.69** ▲ (+1.90%)

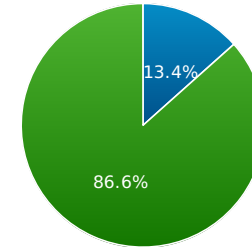
Avg. Time on Site
0:01:11
 Previous: **0:01:08** ▲ (+4.11%)

Bounce Rate
76.14%
 Previous: **76.54%** ▲ (+0.52%)

New Users
86.59%
 Previous: **87.06%** ▼ (-0.55%)

Goal Completions
1,433
 Previous: **1,441** ▼ (-0.56%)

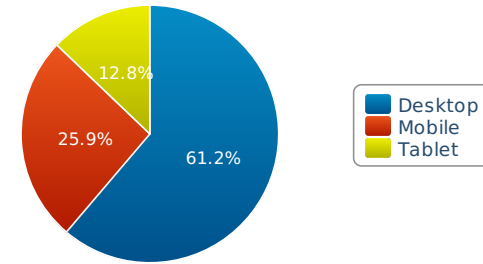
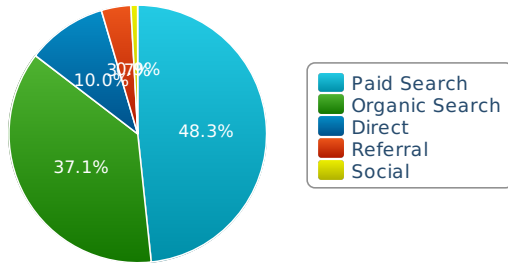
Goal Conversion
16.61%
 Previous: **16.57%** ▲ (+0.24%)



■ Returning Visitor
 ■ New Visitor

Top Channels

Device Overview



AdWords

Cost	Impressions	Ad Clicks	CTR	CPC
758.17	267,435	4,137	1.55	0.18

Search Traffic Overview (cont.) In order to provide you with a real life example, the Site and Search Referral table is being displayed as an image with customer identifiable data be blurred. The template is set to display the top 10 referrals, but can be modified to display up to 50 results for each site referrals and search keywords.

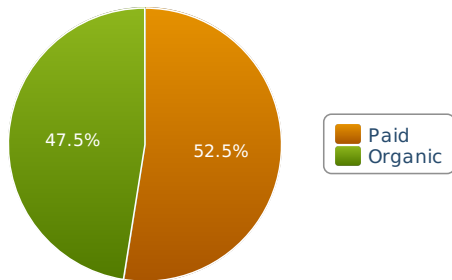
87 Site Referrals

Top Referrers		
↕ Source	↕ %	↳ Visits
google	76.69%	6,609
(direct)	10.20%	879
yahoo	6.15%	530
bing	2.46%	212
[blurred]	0.64%	55
[blurred]	0.38%	33
[blurred]	0.23%	20
[blurred]	0.22%	19
[blurred]	0.21%	18
[blurred]	0.19%	16

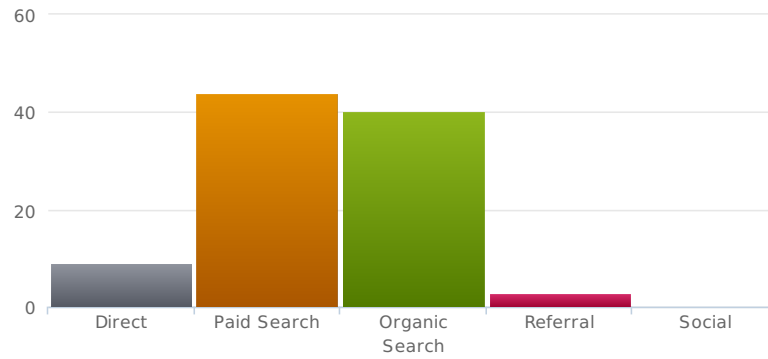
1026 Search Referrals

Top Keywords		
↕ Keyword	↕ %	↳ Visits
(not provided)	30.97%	2284
[blurred]	3.68%	271
[blurred]	2.03%	150
[blurred]	1.71%	126
[blurred]	1.57%	116
[blurred]	1.18%	87
[blurred]	1.15%	85
[blurred]	1.10%	81
[blurred]	1.07%	79
[blurred]	0.90%	66

Paid vs. Organic Traffic



Traffic by Source



Traffic Volume by Source

