

JULY 2019 SEO OVERVIEW

Notable **items**:

1. Site traffic increased overall by 97% MoM owing to paid campaigns
2. Establishment of a regular rhythm of regular content calendar and amplification campaigns is underway -- tutors have been contacted about creating more content
3. Concluded that social pushes should be limited to Facebook, Instagram and LinkedIn to start.

Tasks **completed**:

1. Blogs 1 and 2 created, optimized, loaded & published
2. Updated site crawl data + site audit
3. Updated keyword analysis
4. Yelp ad campaign setup complete
5. Facebook ad campaign setup complete
6. LinkedIn ad campaign setup complete
7. Executed initial heatmap analysis + rec's
8. SEO pacing report implemented in Google Data Studio

Open action items:

1. Optimize Schema markup via SchemaApp
2. Complete Google My Business review
3. Conduct site speed audit & make appropriate image compressions, etc. in Squarespace

Planned action items:

2. Conduct sitemap / crawl audit in Search Console
3. Assemble a short list of prioritized keywords / key topics for targeting and tracking over the next 3 months

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

ORGANIC SESSIONS

339.0

This month

326.0

Last month

4.3K

Last 12 months

ORGANIC PAGEVIEWS

1.0K

This month

1.0K

Last month

13.1K

Last 12 months

ORGANIC BOUNCE RATE

37.5%

This month

35.6%

Last month

36.3%

Last 12 months

ORGANIC PAGES / SESSION

3.1

This month

3.2

Last month

3.0

Last 12 months

ORGANIC TIME ON PAGE

01:11

This month

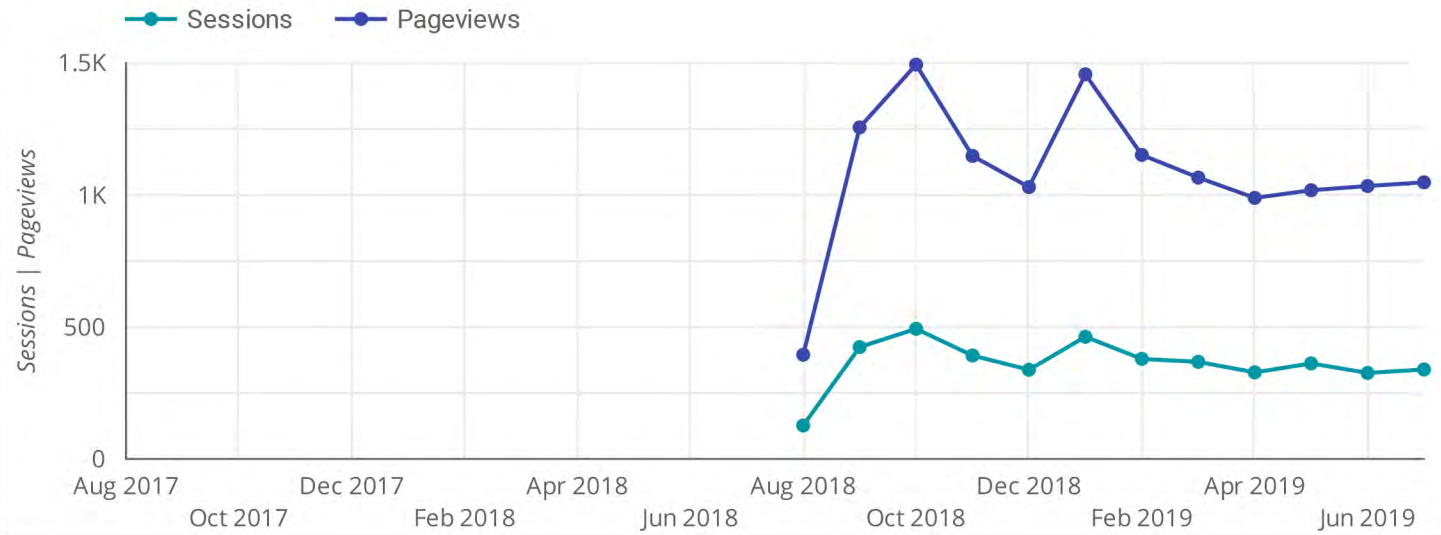
01:25

Last month

01:12

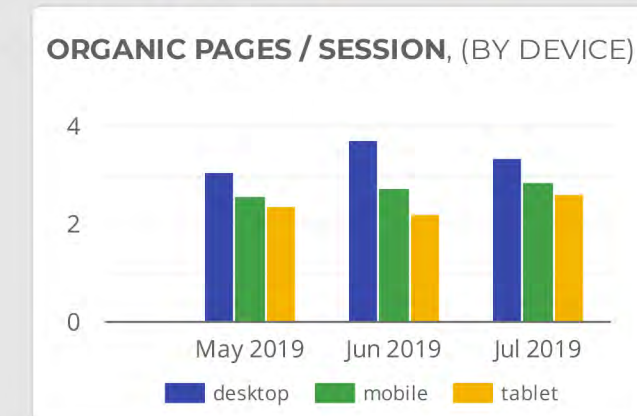
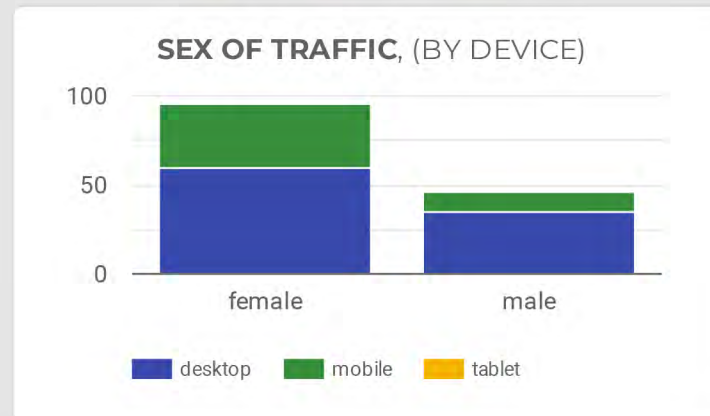
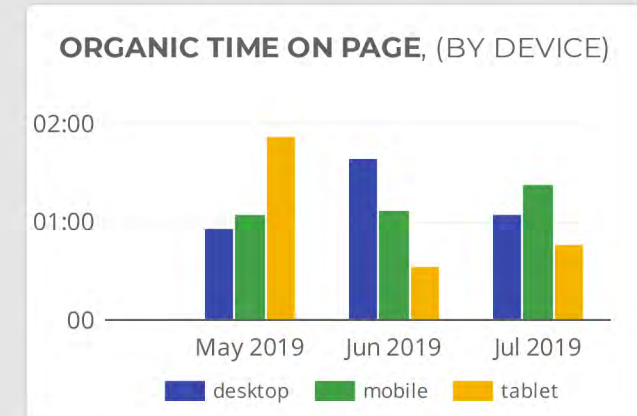
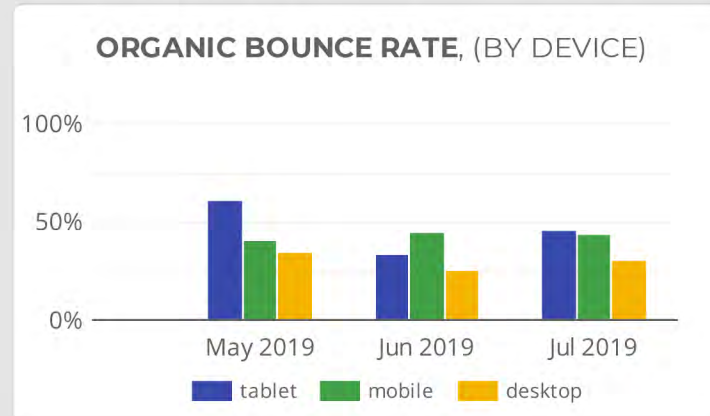
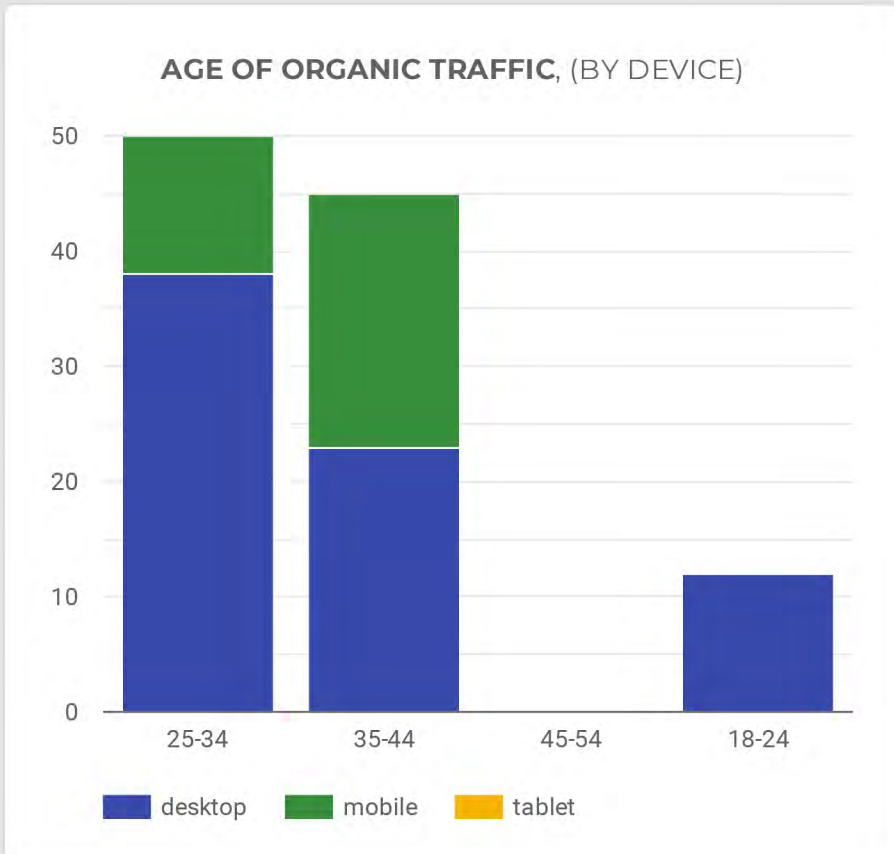
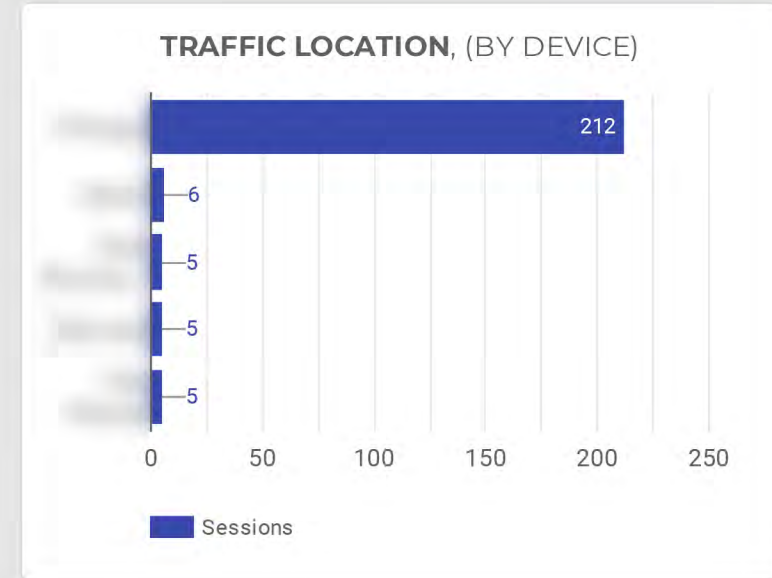
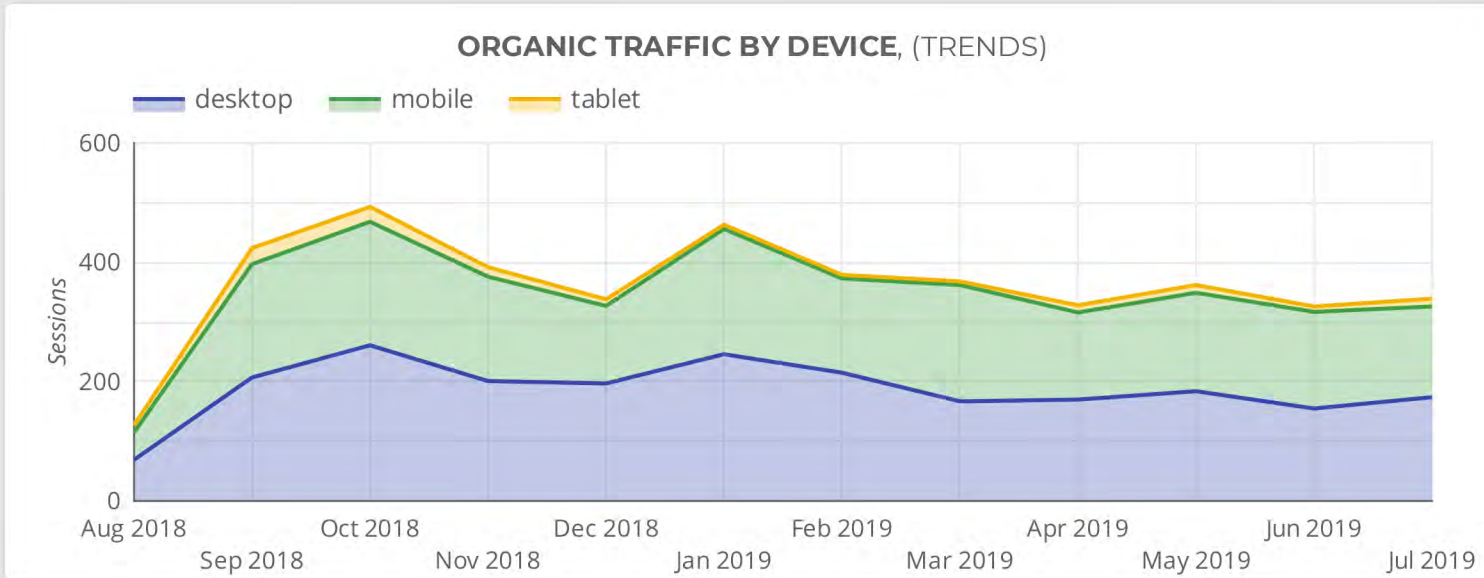
Last 12 months

ORGANIC SESSIONS BY MONTH, (LONG TERM TRENDS)



Landing Page	Sessions	% Δ	Bounce Rate	% Δ	Avg. Time on Page	% Δ
	228	-	32%	-	00:01:07	-
	29	-	48%	-	00:01:00	-
	24	-	67%	-	00:01:10	-
	13	-	31%	-	00:02:15	-
	10	-	50%	-	00:00:53	-
	7	-	86%	-	null	-
	5	-	20%	-	00:00:26	-
	4	-	50%	-	00:13:22	-
	3	-	33%	-	00:00:19	-
	3	-	0%	-	00:00:28	-
Grand total	339	-	37%	-	00:01:11	-

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



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
	228	-	32.46%	-	3.35	-	00:01:07	-
	29	-	48.28%	-	2.45	-	00:01:00	-
	24	-	66.67%	-	1.96	-	00:01:10	-
	13	-	30.77%	-	2.92	-	00:02:15	-
	10	-	50%	-	2.3	-	00:00:53	-
	7	-	85.71%	-	1	-	null	-
	5	-	20%	-	3.8	-	00:00:26	-
	4	-	50%	-	1.5	-	00:13:22	-
	3	-	33.33%	-	1.67	-	00:00:19	-
	3	-	0%	-	7	-	00:00:28	-

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Landing Page	URL CTR	% Δ
	1.61%	-
	0.87%	-
	0.63%	-
	0.41%	-
	0.38%	-
	0.37%	-
	0.37%	-
	0.35%	-
	0.34%	-
	0.2%	-
Grand total	0.3%	-

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Landing Page	Sessions	% Δ	Ecommerce Conversion Rate	% Δ
	228	-	0%	-
	29	-	0%	-
	24	-	0%	-
	13	-	0%	-
	10	-	0%	-
	7	-	0%	-
	5	-	0%	-
	4	-	0%	-
	3	-	0%	-
	3	-	0%	-
Grand total	339	-	0%	-

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CHANNEL COMPARISON - HOW DOES ORGANIC STACK UP? ■ ■

TRAFFIC BY CHANNEL (Month-over-Month)

Default Channel Grouping	Sessions ▾	% Δ	Bounce Rate	% Δ	Pages / Session	% Δ	Avg. Time on Page	% Δ
Organic Search	339	4.0% ↑	37.46%	5.3% ↑	3.09	-2.5% ↓	00:01:11	-16.5% ↓
Paid Search	308	-	84.42%	-	1.31	-	00:01:33	-
Direct	233	56.4% ↑	71.24%	1.1% ↑	1.95	-14.9% ↓	00:01:10	-15.3% ↓
Social	127	182.2% ↑	73.23%	199.6% ↑	1.68	-41.0% ↓	00:01:10	19.2% ↑
Referral	25	177.8% ↑	48%	8.0% ↑	3.72	39.5% ↑	00:01:55	151.6% ↑

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CONVERSIONS BY CHANNEL (Month-over-Month)

Default Channel Grouping	Goal Completions ▾	% Δ	Goal Conversion Rate	% Δ
Organic Search	21	-16.0% ↓	6.19%	-19.2% ↓
Paid Search	19	-	6.17%	-
Direct	7	40.0% ↑	3%	-10.5% ↓
Social	6	-33.3% ↓	4.72%	-76.4% ↓
Referral	0	-100.0% ↓	0%	-100.0% ↓

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ORGANIC LEADS - HOW MANY LEADS WERE GENERATED FROM ORGANIC SEARCH? 🍷

GOAL COMPLETIONS FROM ORGANIC SEARCH



GOAL COMPLETIONS FROM ALL ONLINE CHANNELS



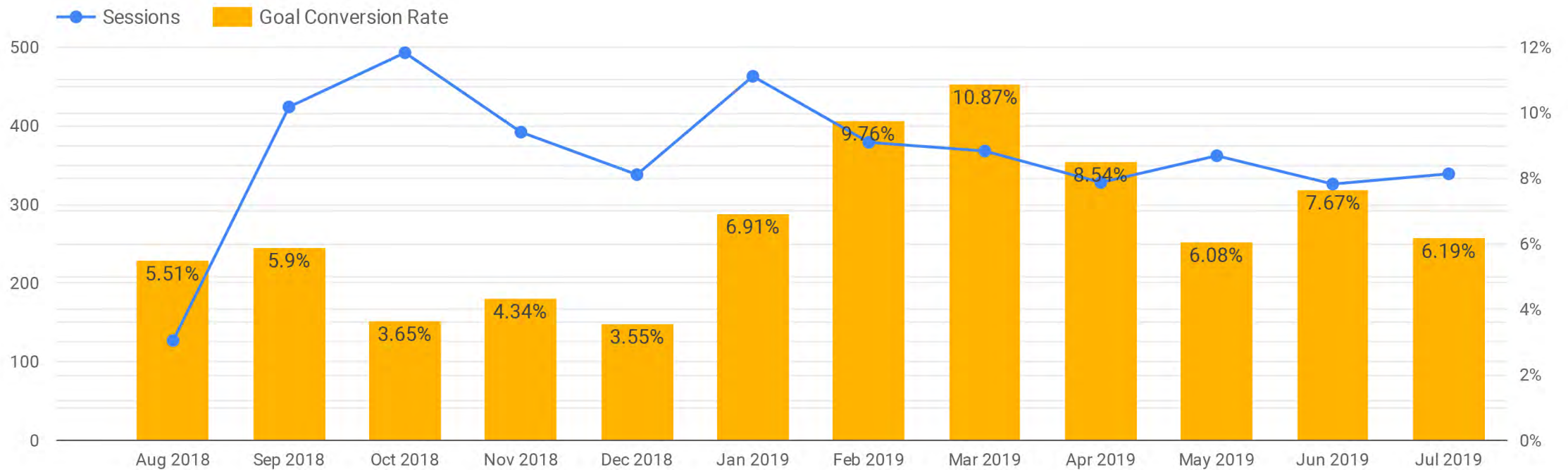
GOAL CONVERSION % FROM ORGANIC SEARCH



GOAL CONVERSION % FROM ALL ONLINE CHANNELS



ORGANIC SESSIONS BY MONTH, (LONG TERM TRENDS)

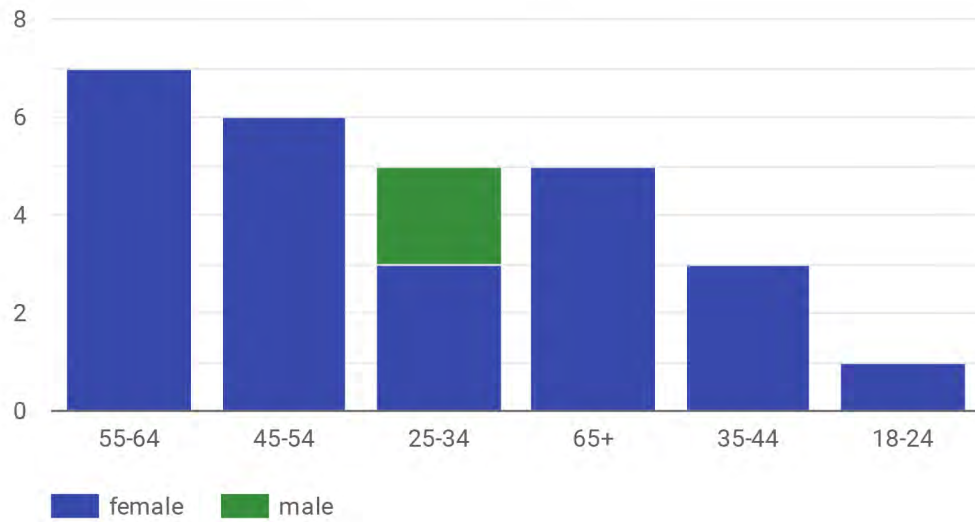


ORGANIC LEADS - WHERE IS ORGANIC SEARCH CONVERTING? 🍷

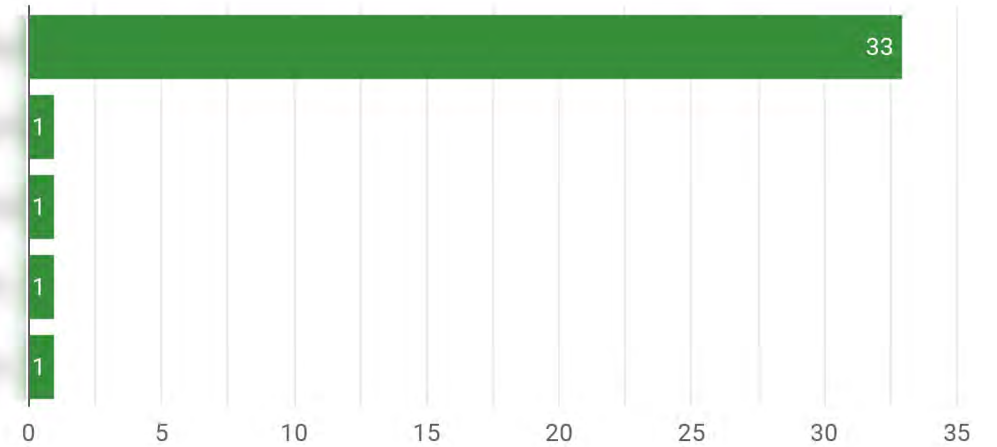
Landing Page	Goal Completions	Goal Conversion Rate	Sessions	Bounce Rate	Pages / Session	Avg. Time on Page
	21	6.16%	341	85.92%	1.24	00:01:50
	18	4.24%	425	43.29%	3.03	00:01:07
	3	15.79%	19	63.16%	1.79	00:00:51
	2	6.9%	29	48.28%	2.45	00:01:00
	2	40%	5	20%	3.8	00:00:26
	1	100%	1	0%	1	null
	1	100%	1	0%	2	00:02:06
	1	14.29%	7	85.71%	1	null
	1	100%	1	0%	2	00:02:44
	1	25%	4	75%	2.25	00:01:22
	1	100%	1	0%	8	00:00:59
	1	100%	1	0%	2	00:16:06
	0	0%	1	0%	10	00:01:20
	0	0%	1	100%	1	null
	0	0%	1	100%	1	null
	0	0%	1	0%	5	00:00:43
	0	0%	1	0%	3	00:01:52
	0	0%	1	100%	1	null
	0	0%	1	100%	1	null
	0	0%	1	100%	1	null
Grand total	53	5.14%	1,032	63.76%	2.15	00:01:15

ORGANIC LEADS - WHO IS CONVERTING ON YOUR SITE? 🍷

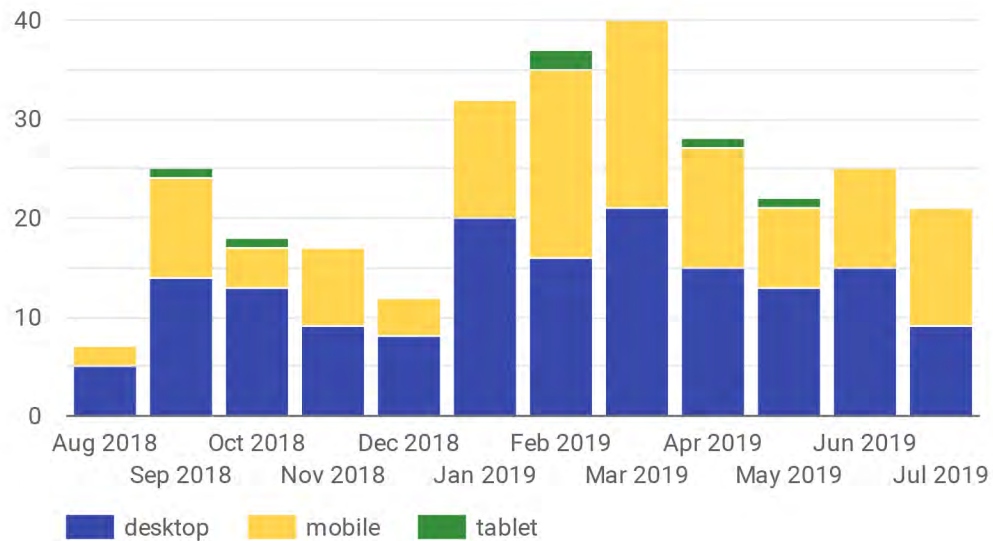
LEADS BY AGE & GENDER



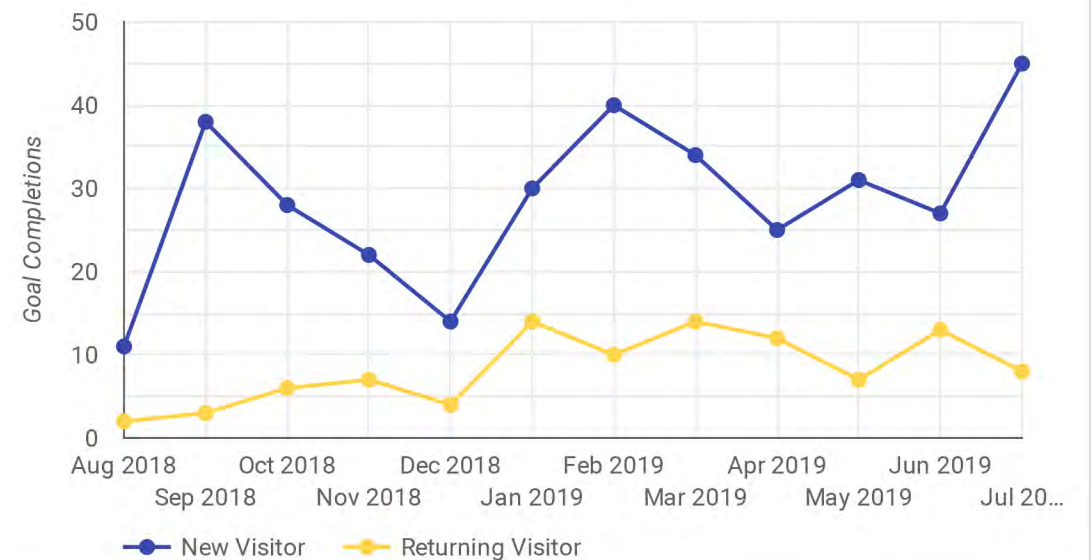
LEADS BY LOCATION



LEADS BY DEVICE TYPE

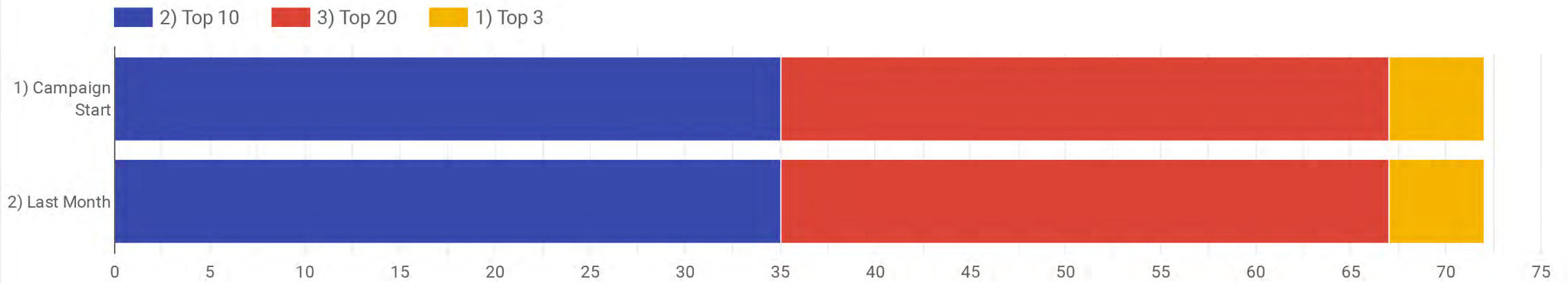


LEADS BY NEW VS RETURNING USERS

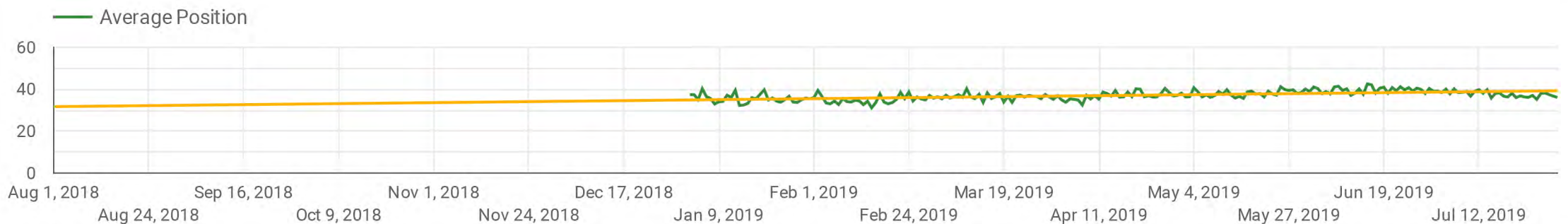
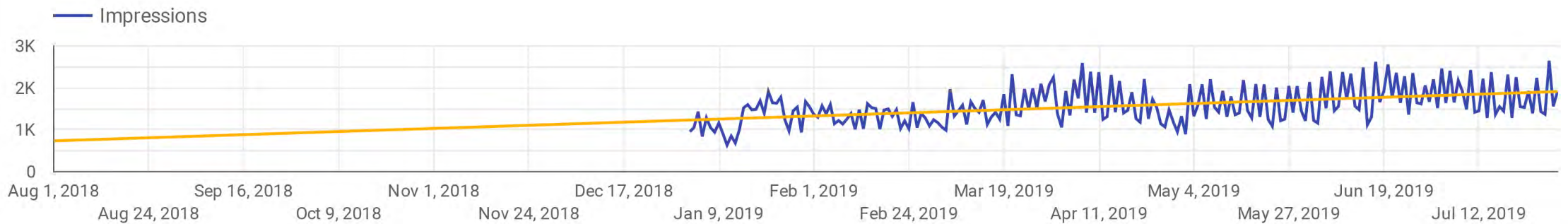


KEYWORD VISIBILITY - HOW LARGE IS YOUR ORGANIC FOOTPRINT?

KEYWORD VISIBILITY (Data from Monthly Keyword Tracking Sheet)



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

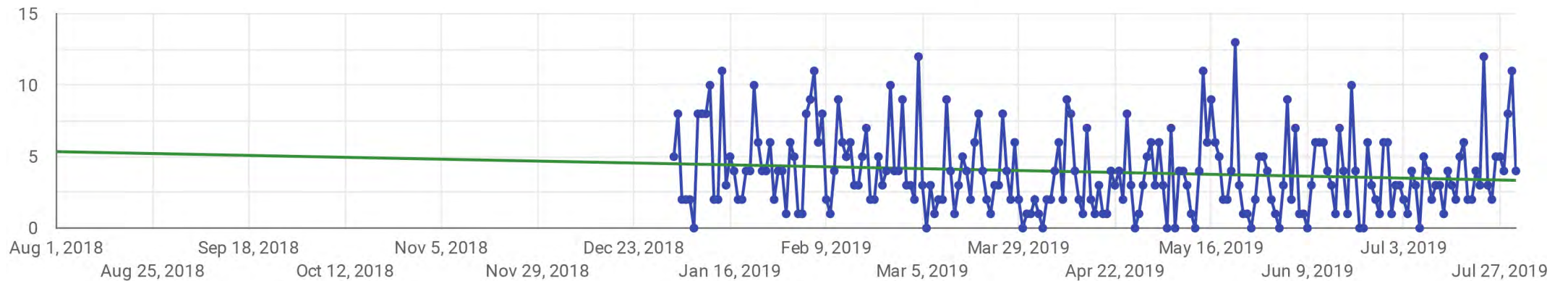


KEYWORD PERFORMANCE - HOW WELL IS YOUR SITE "RANKING"? 🏆

KEYWORD RANKINGS (Data from Monthly Keyword Tracking Sheet)

Keyword	1) Campaign Start		2) Last Month	
	Average Position	Search Volume	Average Position	Search Volume
	23	3K	23	3K
	49	1.8K	49	1.8K
	16	1.4K	16	1.4K
	66	1.4K	66	1.4K
	31	800	31	800
	9	600	9	600
	61	600	61	600
	66	600	66	600
	15	500	15	500
	57	500	57	500

NON-BRANDED QUERIES - CLICKS FROM GOOGLE



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

TARGET KEYWORD RANKINGS (Data from Monthly Keyword Tracking Sheet)

Keyword	1) Campaign Start		2) Last Month	
	Average Position	Search Volume	Average Position	Search Volume
	23	3K	23	3K
	9	600	9	600
	6	400	6	400
	14	250	14	250
	9	200	9	200
	9	200	9	200
	11	200	11	200
	10	200	10	200
	11	100	11	100
	10	100	10	100
	14	80	14	80
	10	70	10	70
	8	50	8	50
	10	40	10	40
	13	40	13	40
	6	20	6	20
	8	20	8	20
	8	20	8	20

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

TARGET PAGE AGGREGATE RANKINGS (Data from Monthly Keyword Tracking Sheet)

Url	Period / Average Position / Search Volume			
	1) Campaign Start		2) Last Month	
	Average Position	Search Volume	Average Position	Search Volume
[Blurred]	42	15.4K	42	15.4K
[Blurred]	22	2.8K	22	2.8K
[Blurred]	59	1.3K	59	1.3K
[Blurred]	57	950	57	950
[Blurred]	39	570	39	570
[Blurred]	45	380	45	380
[Blurred]	50	310	50	310
[Blurred]	25	280	25	280
[Blurred]	91	90	91	90

LIVE LINKS AND CONTENT - WHAT WENT LIVE THIS MONTH?  + 

1

Links Landed
This Month

112

Live Links
Landed To
Date

This month, we landed a total of 1 links.

To date, we've landed a total of 112 live links.
(477 total)

We'll start regular linkbuilding campaigns in August now that we have some viable blog content in the works.

2

Content Published
This Month

2

Content Published
To Date

This month, we published 2 new pieces of content, and began the process of assigning new content to tutors for the Content Calendar.

To date, we've published a total of 2 pieces of content.