



Enterprise Brand Visibility, Rank & Traffic (Monthly)

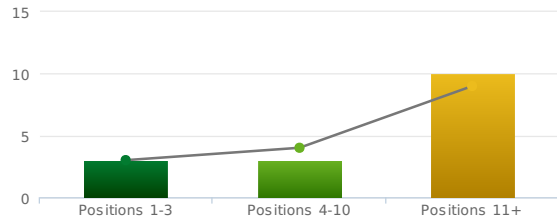
06/18/2015

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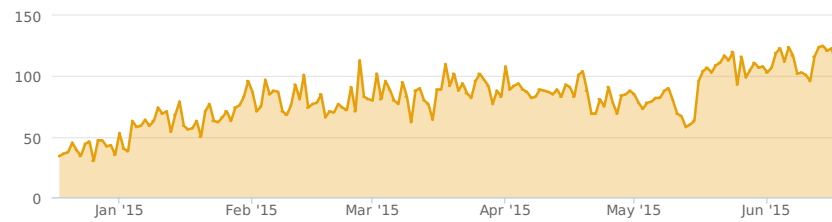
Brand Visibility Report

Showing results for Google USA

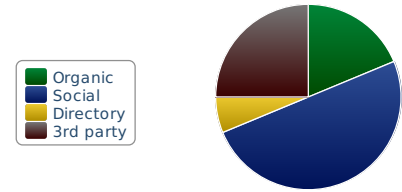
Positions Distribution



Visibility



Result Page Type



| Keyword | Top 20 Positions | Total Positions | Page 1 Coverage | | | |
|----------|--------------------------|-----------------|-----------------|-------------|---|-----|
| mashable | 1 Organic | 14 | 50% | | | |
| | 3 3rd Party | | | | | |
| | 7 Social | | | | | |
| | 8 Social | | | | | |
| | 9 Social | | | | | |
| | 11 Social | | | | | |
| | 12 3rd Party | | | | | |
| | 13 3rd Party | | | | | |
| | 14 Social | | | | | |
| | 15 Social | | | | | |
| | 16 Directory | | | | | |
| | 17 Social | | | | | |
| | 18 3rd Party | | | | | |
| | 19 Social | | | | | |
| | mobile technology trends | | | 1 Organic | 1 | 10% |
| | social media trends | | | 16 Organic | 1 | 0% |

This Brand Visibility report features:

Positions Distribution Chart that provides the total (for all keywords in the campaign) number of times any of your brand pages rank in the top 20 search engine results on the day the report is run. The dark gray line represents the baseline number of times brand pages ranked in the top 20 on the day we began tracking the Brand URLs.

Visibility Graph displays the trend of your brand's visibility across all tracked search engines for the previous 6 months. This is based on the position of ranking keywords and average search volume.

Results Page Type pie chart provides a graphic representation of the number of the brand top 20 search results by type - Organic, Maps, Social pages, Apps, Directory listings and 3rd party (e.g., reviews, news, etc.)

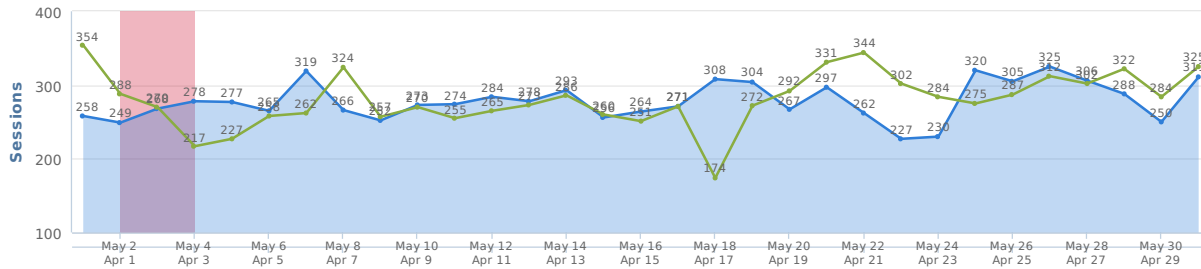
In the **Top 20 Positions** column, the numbers represent Rank position and the icons are the logo corresponding to the site URL, followed by the type (e.g., Maps, Organic, Directory, Social, 3rd party).

The **Total Positions** column is the total number of positions each keyword scored in the Top 20 search results.

Page 1 Coverage represents the percentage of brand appearance on Page 1 search engine results.

A **SERP Snapshot** that displays the actual Top 20 search engine results for each keyword is available when you log in to your Dashboard to view this Brand Visibility report and click the discovery screen icon corresponding to any keyword.

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%

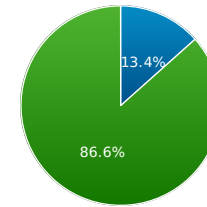
Previous: **87.06%** ▼ (-0.55%)

Goal Completions
1,433

Previous: **1,441** ▼ (-0.56%)

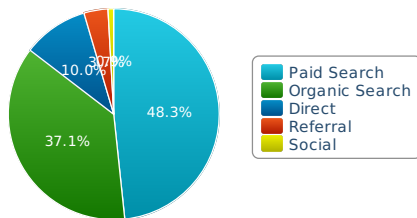
Goal Conversion
16.61%

Previous: **16.57%** ▲ (+0.24%)

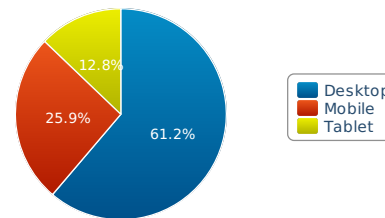


Returning Visitor
 New Visitor

Top Channels



Device Overview



AdWords

Cost
758.17

Impressions
267,435

Ad Clicks
4,137

CTR
1.55

CPC
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 |

Marketing Keyword Performance Indicators

Jun 01, 2013 - May 31, 2015

| # | Year | Month | Mobile Traffic | | | | | Organic Traffic | | | | | Paid Traffic | | | | | Referral Traffic | | | | |
|--------------|------|-----------|----------------|---------------|----------------|--------------|------------------|------------------|-----------|------------|---------------|------------------|----------------|----------------|------------------|---------------|------------------|------------------|-----------|------------|---------------|--------------------|
| | | | Sessions | Ad Clicks | Ad Cost | Completions | Revenue | Sessions | Ad Clicks | Ad Cost | Completions | Revenue | Sessions | Ad Clicks | Ad Cost | Completions | Revenue | Sessions | Ad Clicks | Ad Cost | Completions | Revenue |
| 6 | 2013 | June | 64,703 | 2,004 | \$874 | 591 | \$19,018 | 212,632 | 0 | \$0 | 2,525 | \$146,235 | 173,408 | 172,312 | \$165,785 | 3,169 | \$188,115 | 73,021 | 0 | \$0 | 3,489 | \$215,309 |
| 7 | 2013 | July | 106,639 | 2,298 | \$1,195 | 1,163 | \$35,467 | 248,372 | 0 | \$0 | 2,049 | \$107,200 | 122,046 | 183,054 | \$175,321 | 2,287 | \$130,771 | 148,042 | 0 | \$0 | 7,568 | \$339,031 |
| 8 | 2013 | August | 91,733 | 2,365 | \$1,296 | 938 | \$31,082 | 234,547 | 0 | \$0 | 2,459 | \$135,106 | 111,281 | 145,946 | \$126,568 | 2,370 | \$131,941 | 89,161 | 0 | \$0 | 2,985 | \$166,893 |
| 9 | 2013 | September | 73,018 | 2,178 | \$1,221 | 1,008 | \$32,851 | 163,134 | 0 | \$0 | 1,875 | \$91,961 | 108,678 | 116,489 | \$118,985 | 2,313 | \$134,014 | 64,933 | 0 | \$0 | 3,074 | \$178,772 |
| 10 | 2013 | October | 68,815 | 2,246 | \$1,207 | 1,019 | \$31,822 | 149,032 | 0 | \$0 | 1,809 | \$82,594 | 129,343 | 133,037 | \$116,120 | 2,748 | \$151,580 | 60,454 | 0 | \$0 | 2,225 | \$122,554 |
| 11 | 2013 | November | 56,496 | 1,928 | \$962 | 889 | \$27,508 | 126,594 | 0 | \$0 | 1,453 | \$63,421 | 81,825 | 83,338 | \$86,695 | 1,892 | \$99,212 | 50,892 | 0 | \$0 | 2,115 | \$82,494 |
| 12 | 2013 | December | 54,988 | 2,132 | \$1,104 | 894 | \$33,305 | 108,600 | 0 | \$0 | 1,197 | \$51,569 | 62,976 | 64,837 | \$65,833 | 1,515 | \$81,248 | 46,466 | 0 | \$0 | 1,633 | \$70,190 |
| Total | | | 516,392 | 15,151 | \$7,859 | 6,502 | \$211,053 | 1,242,911 | 0 | \$0 | 13,367 | \$678,086 | 789,557 | 899,013 | \$855,307 | 16,294 | \$916,881 | 532,969 | 0 | \$0 | 23,089 | \$1,175,243 |

| # | Year | Month | Mobile Traffic | | | | | Organic Traffic | | | | | Paid Traffic | | | | | Referral Traffic | | | | |
|--------------|------|-----------|----------------|---------------|-----------------|--------------|------------------|------------------|-----------|------------|---------------|------------------|----------------|------------------|--------------------|---------------|--------------------|------------------|-----------|------------|---------------|------------------|
| | | | Sessions | Ad Clicks | Ad Cost | Completions | Revenue | Sessions | Ad Clicks | Ad Cost | Completions | Revenue | Sessions | Ad Clicks | Ad Cost | Completions | Revenue | Sessions | Ad Clicks | Ad Cost | Completions | Revenue |
| 1 | 2014 | January | 84,462 | 3,788 | \$1,478 | 996 | \$33,293 | 148,387 | 0 | \$0 | 1,503 | \$62,797 | 124,386 | 129,564 | \$125,427 | 2,209 | \$117,725 | 71,085 | 0 | \$0 | 2,175 | \$70,487 |
| 2 | 2014 | February | 49,427 | 8,640 | \$2,160 | 602 | \$17,592 | 128,869 | 0 | \$0 | 1,245 | \$54,555 | 75,290 | 81,674 | \$65,397 | 1,343 | \$75,728 | 60,328 | 0 | \$0 | 1,892 | \$54,002 |
| 3 | 2014 | March | 8,053 | 9,818 | \$3,737 | 84 | \$2,024 | 118,788 | 0 | \$0 | 1,240 | \$63,011 | 102,057 | 110,251 | \$102,000 | 2,076 | \$111,379 | 168,434 | 0 | \$0 | 2,261 | \$81,645 |
| 4 | 2014 | April | 8,373 | 3,255 | \$2,248 | 90 | \$1,431 | 113,726 | 0 | \$0 | 1,215 | \$61,435 | 95,508 | 95,587 | \$95,012 | 1,924 | \$107,221 | 231,100 | 0 | \$0 | 3,422 | \$111,405 |
| 5 | 2014 | May | 7,879 | 3,357 | \$2,450 | 113 | \$2,730 | 112,232 | 0 | \$0 | 1,148 | \$53,497 | 76,701 | 75,924 | \$76,593 | 1,563 | \$87,229 | 112,463 | 0 | \$0 | 2,848 | \$89,030 |
| 6 | 2014 | June | 12,836 | 3,176 | \$2,467 | 187 | \$6,189 | 116,064 | 0 | \$0 | 1,158 | \$54,086 | 76,817 | 78,801 | \$95,152 | 1,432 | \$126,267 | 287,187 | 0 | \$0 | 2,397 | \$86,212 |
| 7 | 2014 | July | 20,052 | 5,767 | \$4,406 | 300 | \$9,539 | 123,642 | 0 | \$0 | 1,167 | \$59,505 | 77,602 | 82,500 | \$90,340 | 1,527 | \$120,273 | 442,561 | 0 | \$0 | 2,098 | \$141,970 |
| 8 | 2014 | August | 16,245 | 9,005 | \$6,468 | 299 | \$10,494 | 115,623 | 0 | \$0 | 989 | \$48,171 | 78,668 | 87,614 | \$95,432 | 1,331 | \$77,189 | 360,456 | 0 | \$0 | 1,839 | \$102,667 |
| 9 | 2014 | September | 13,440 | 6,010 | \$3,475 | 219 | \$5,513 | 106,837 | 0 | \$0 | 1,130 | \$56,343 | 76,183 | 84,007 | \$91,159 | 1,341 | \$73,489 | 325,052 | 0 | \$0 | 1,680 | \$59,609 |
| 10 | 2014 | October | 13,174 | 5,244 | \$2,209 | 228 | \$4,852 | 92,887 | 0 | \$0 | 1,045 | \$49,452 | 73,393 | 80,984 | \$88,915 | 1,410 | \$70,289 | 160,101 | 0 | \$0 | 1,945 | \$57,537 |
| 11 | 2014 | November | 11,620 | 4,419 | \$3,641 | 236 | \$7,407 | 79,864 | 0 | \$0 | 986 | \$44,181 | 53,782 | 58,973 | \$62,733 | 1,147 | \$52,798 | 59,725 | 0 | \$0 | 1,450 | \$32,803 |
| 12 | 2014 | December | 20,697 | 3,514 | \$1,488 | 320 | \$9,982 | 59,141 | 0 | \$0 | 655 | \$26,511 | 40,439 | 43,419 | \$45,328 | 914 | \$46,220 | 46,744 | 0 | \$0 | 1,388 | \$35,084 |
| Total | | | 266,258 | 65,993 | \$36,227 | 3,674 | \$111,046 | 1,316,060 | 0 | \$0 | 13,481 | \$633,544 | 950,826 | 1,009,298 | \$1,033,488 | 18,217 | \$1,065,807 | 2,325,236 | 0 | \$0 | 25,395 | \$922,451 |

| # | Year | Month | Mobile Traffic | | | | | Organic Traffic | | | | | Paid Traffic | | | | | Referral Traffic | | | | |
|--------------|------|----------|----------------|----------------|-----------------|--------------|-----------------|-----------------|-----------|------------|--------------|------------------|----------------|----------------|------------------|--------------|------------------|------------------|-----------|------------|---------------|------------------|
| | | | Sessions | Ad Clicks | Ad Cost | Completions | Revenue | Sessions | Ad Clicks | Ad Cost | Completions | Revenue | Sessions | Ad Clicks | Ad Cost | Completions | Revenue | Sessions | Ad Clicks | Ad Cost | Completions | Revenue |
| 1 | 2015 | January | 17,192 | 5,420 | \$2,842 | 361 | \$8,948 | 74,086 | 0 | \$0 | 708 | \$27,013 | 60,113 | 73,824 | \$55,038 | 960 | \$46,849 | 58,057 | 0 | \$0 | 1,753 | \$44,779 |
| 2 | 2015 | February | 104,894 | 110,958 | \$17,490 | 1,937 | \$22,215 | 72,680 | 0 | \$0 | 850 | \$20,755 | 148,688 | 294,497 | \$185,790 | 1,727 | \$46,420 | 78,545 | 0 | \$0 | 2,208 | \$26,690 |
| 3 | 2015 | March | 33,652 | 91,672 | \$6,537 | 755 | \$24,456 | 79,611 | 0 | \$0 | 881 | \$38,555 | 109,115 | 229,831 | \$138,715 | 1,561 | \$85,020 | 70,198 | 0 | \$0 | 2,422 | \$67,228 |
| 4 | 2015 | April | 18,235 | 93,823 | \$4,110 | 322 | \$8,644 | 70,155 | 0 | \$0 | 726 | \$35,801 | 60,078 | 171,673 | \$65,509 | 947 | \$60,556 | 60,619 | 0 | \$0 | 1,853 | \$47,062 |
| 5 | 2015 | May | 26,317 | 78,227 | \$3,899 | 598 | \$16,646 | 72,288 | 0 | \$0 | 735 | \$44,842 | 47,510 | 133,867 | \$47,329 | 987 | \$78,943 | 57,712 | 0 | \$0 | 1,892 | \$55,733 |
| Total | | | 200,290 | 380,100 | \$34,878 | 3,973 | \$80,909 | 368,820 | 0 | \$0 | 3,900 | \$166,966 | 425,504 | 903,692 | \$492,381 | 6,182 | \$317,788 | 325,131 | 0 | \$0 | 10,128 | \$241,492 |

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 | 7 ▲ Went up | 6 ▼ Went |
| Weekly | 7 ▲ Went up | 8 ▼ Went |
| Monthly | 8 ▲ Went up | 8 ▼ Went |
| Overall | 11 ▲ Went up | 7 ▼ Went |

Keyword Positions

| | |
|----------------|-------|
| Position 1-3 | 20.0% |
| Position 4-10 | 6.7% |
| Position 11-20 | 13.3% |
| Position 21-50 | 60.0% |

Gain & Loss

| | | |
|--------|-----------------------|-----------------------|
| 1st | 2 Positions | 2 ▲ Overall |
| 2nd | 0 Positions | - |
| 3rd | 1 Positions | 1 ▲ Overall |
| Top 10 | 4 Positions | 4 ▲ 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 |
| /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 |

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 |
| /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 | 25 | 41 | ▲ +50 (91) | ▲ +26 (67) | 720 |

| | | | | | | | |
|-----------------|------------------------|----|----|-----|-----|------------|-------|
| /category/tech/ | latest technology news | 63 | 53 | 111 | N/A | ▼ -48 (63) | 8,100 |
|-----------------|------------------------|----|----|-----|-----|------------|-------|

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

| Landing Page | Keyword | Baseline | Best Rank | Rank | Monthly | Overall Change | Vol. |
|---------------------------------|--------------------------|----------|-----------|------|-------------|----------------|--------|
| /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 | 24 | 44 | ▲ +50 (94) | ▲ +37 (81) | 720 |
| /category/tech/ | latest technology news | 79 | 28 | 111 | ▲ +43 (154) | ▼ -32 (79) | 8,100 |

Landing Page Performance

This report provides an analysis of keyword rank distribution, social signals and backlink metrics for the best ranking landing pages.

| Rank Performance > Landing Page Performance (05/31/2015) | | | | | | | | | | | | | | | |
|--|----------------------------------|----------|-----------|------------|------------|----------|------------|------------|--------------------|--------------|---------------|----------------|--------|-----------------------|-----------|
| Google USA (google.com) mashable.com | | | | | | | | | | | | | | | |
| SE | Landing Page | Rank 1-3 | Rank 4-10 | Rank 11-20 | Rank 21-50 | Rank 50+ | Total Vol. | | | | | | | | |
| | /2015/01/02/mobile-trends-2015/ | 1 | 0 | 0 | 0 | 0 | 210 | 247 ▲ (+3) | 4,198 ▲ (+9) | 2,509 ▲ (+6) | 2,313 ▲ (+29) | 100 | 4 | 1,651 ▲ (+18) | 78 ▼ (-1) |
| | / | 1 | 0 | 0 | 1 | 0 | 201,010 | 6.7M | 201,147 ▲ (+1,353) | 16,029 | 0 | 15,348 ▲ (+77) | 30,926 | 2,655,473 ▲ (+34,937) | 94 ▼ (-1) |
| | /2007/10/29/igoogle-news-gadget/ | 0 | 0 | 0 | 0 | 1 | 6,600 | 0 | 0 | 0 | 0 | 0 | 0 | N/A | N/A |
| | /category/social-media/ | 0 | 0 | 1 | 0 | 0 | 2,900 | 169 | 179 | 1,131 ▲ (+2) | 145 ▲ (+6) | 5 | 54 | 3,430 ▼ (-255) | 85 ▼ (-2) |
| | /category/tech/ | 0 | 0 | 0 | 2 ▲ (+1) | 1 ▼ (-2) | 69,320 | 79 ▼ (-1) | 89 | 434 ▲ (+3) | 9 | 0 | 36 | 1,130 ▲ (+55) | 83 ▼ (-3) |
| | Summary for Pages Not Ranked | 0 | 0 | 0 | 0 | 0 | 10,500 | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| Google Mobile (google.com) mashable.com | | | | | | | | | | | | | | | |
| SE | Landing Page | Rank 1-3 | Rank 4-10 | Rank 11-20 | Rank 21-50 | Rank 50+ | Total Vol. | | | | | | | | |
| | /2015/01/02/mobile-trends-2015/ | 1 | 0 | 0 | 0 | 0 | 210 | 247 ▲ (+3) | 4,198 ▲ (+9) | 2,509 ▲ (+6) | 2,313 ▲ (+29) | 100 | 4 | 1,651 ▲ (+18) | 78 ▼ (-1) |
| | / | 1 | 0 | 0 | 1 | 0 | 201,010 | 6.7M | 201,147 ▲ (+1,353) | 16,029 | 0 | 15,348 ▲ (+77) | 30,926 | 2,655,473 ▲ (+34,937) | 94 ▼ (-1) |
| | /category/social-media/ | 0 | 0 | 1 | 0 | 0 | 2,900 | 169 | 179 | 1,131 ▲ (+2) | 145 ▲ (+6) | 5 | 54 | 3,430 ▼ (-255) | 85 ▼ (-2) |
| | /category/tech/ | 0 | 0 | 0 | 2 ▲ (+1) | 2 | 71,720 | 79 ▼ (-1) | 89 | 434 ▲ (+3) | 9 | 0 | 36 | 1,130 ▲ (+55) | 83 ▼ (-3) |
| | Summary for Pages Not Ranked | 0 | 0 | 0 | 0 | 0 | 14,700 | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| Google (Global) (google.com) mashable.com | | | | | | | | | | | | | | | |
| SE | Landing Page | Rank 1-3 | Rank 4-10 | Rank 11-20 | Rank 21-50 | Rank 50+ | Total Vol. | | | | | | | | |
| | /2015/01/02/mobile-trends-2015/ | 1 | 0 | 0 | 0 | 0 | 210 | 247 ▲ (+3) | 4,198 ▲ (+9) | 2,509 ▲ (+6) | 2,313 ▲ (+29) | 100 | 4 | 1,651 ▲ (+18) | 78 ▼ (-1) |
| | / | 1 | 0 | 0 | 1 | 0 | 201,010 | 6.7M | 201,147 ▲ (+1,353) | 16,029 | 0 | 15,348 ▲ (+77) | 30,926 | 2,655,473 ▲ (+34,937) | 94 ▼ (-1) |
| | /category/social-media/ | 0 | 1 | 0 | 0 | 0 | 2,900 | 169 | 179 | 1,131 ▲ (+2) | 145 ▲ (+6) | 5 | 54 | 3,430 ▼ (-255) | 85 ▼ (-2) |
| | /category/tech/ | 0 | 0 | 0 | 2 ▲ (+1) | 2 ▼ (-1) | 77,420 | 79 ▼ (-1) | 89 | 434 ▲ (+3) | 9 | 0 | 36 | 1,130 ▲ (+55) | 83 ▼ (-3) |
| | Summary for Pages Not Ranked | 0 | 0 | 0 | 0 | 0 | 9,000 | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |

Competition Analysis

Compare competitor's baseline rank, best rank and current rank for your keywords, along with monthly and overall rank change and keyword search volume.

| Primary Domain vs. Competitor Rankings (05/31/2015) | | | | | | | | | | | | | | | |
|---|-------------------------------------|--------------------------|----------|-----------|------|------------|----------------|--------|------|---------|--------|--------|--------|---------|--|
| Google USA (google.com) technology news | | | | | | | | | | | | | | | |
| URL | Landing Page | Keyword | Baseline | Best Rank | Rank | Monthly | Overall Change | Vol. | + | t | f | in | p | u | |
| www.cnet.com | /news/ | technology news | 1 | 1 | 1 | - | - | 60,500 | 9.2k | 61,894 | 29,748 | 8,692 | 1 | 1 | |
| www.pcmag.com | /news | technology news | 15 | 11 | 13 | - | ▲+2 (15) | 60,500 | 12 | 31 | 12 | 3 | 7 | 37 | |
| www.wired.com | / | technology news | 11 | 7 | 15 | ▼-1 (14) | ▼-4 (11) | 60,500 | 3.5M | 891,805 | 94,961 | 22,741 | 3,890 | 160,388 | |
| www.zdnet.com | / | technology news | 4 | 3 | 26 | ▼-3 (23) | ▼-22 (4) | 60,500 | 15k | 50,674 | 3,649 | 556 | 27 | 159,184 | |
| mashable.com | /category/tech/ | technology news | 44 | 17 | 33 | ▼-4 (29) | ▲+11 (44) | 60,500 | 79 | 89 | 434 | 9 | 0 | 36 | |
| www.engadget.com | / | technology news | 21 | 18 | 39 | ▼-7 (32) | ▼-18 (21) | 60,500 | 3.1M | 210,847 | 27,320 | 3,336 | 25,019 | 752,004 | |
| Google USA (google.com) tech gadgets | | | | | | | | | | | | | | | |
| URL | Landing Page | Keyword | Baseline | Best Rank | Rank | Monthly | Overall Change | Vol. | + | t | f | in | p | u | |
| www.cnet.com | /pictures/all-the-cool-new-gadge... | tech gadgets | 36 | 9 | 28 | ▲+16 (44) | ▲+8 (36) | 2,400 | 65 | 154 | 1,586 | 149 | 1 | 0 | |
| www.engadget.com | / | tech gadgets | 19 | 13 | 29 | ▼-13 (16) | ▼-10 (19) | 2,400 | 3.1M | 210,847 | 27,320 | 3,336 | 25,019 | 752,004 | |
| video.wired.com | /watch/battle-damage-36-tech-gad... | tech gadgets | 1 | 1 | 50 | ▼-11 (39) | ▼-49 (1) | 2,400 | 0 | 11 | 6 | 0 | 0 | 0 | |
| www.pcmag.com | /slideshow/story/323830/12-gadge... | tech gadgets | 179 | 18 | 96 | N/A | ▲+83 (179) | 2,400 | 17 | 58 | 363 | 5 | 0 | 106 | |
| www.zdnet.com | /pictures/19-essential-tech-gadg... | tech gadgets | 29 | 14 | 195 | N/A | ▼-166 (29) | 2,400 | 5 | 2 | 1 | 0 | 0 | 0 | |
| mashable.com | | tech gadgets | 4 | 4 | 500+ | ▼? (92) | ▼? (4) | 2,400 | N/A | N/A | N/A | N/A | N/A | N/A | |
| Google USA (google.com) mobile technology trends | | | | | | | | | | | | | | | |
| URL | Landing Page | Keyword | Baseline | Best Rank | Rank | Monthly | Overall Change | Vol. | + | t | f | in | p | u | |
| mashable.com | /2015/01/02/mobile-trends-2015/ | mobile technology trends | 61 | 1 | 1 | - | ▲+60 (61) | 210 | 247 | 4,198 | 2,509 | 2,313 | 100 | 4 | |
| www.zdnet.com | /article/the-big-five-it-trends-... | mobile technology trends | 27 | 17 | 96 | ▲+22 (118) | ▼-69 (27) | 210 | 258 | 11 | 11 | 20 | 0 | 0 | |
| insights.wired.com | /profiles/blogs/e-commerce-2015-... | mobile technology trends | 98 | 98 | 115 | N/A | ▼-17 (98) | 210 | 1 | 6 | 0 | 13 | 0 | 0 | |
| cnet.com | | mobile technology trends | 395 | 372 | 500+ | N/A | ▼? (395) | 210 | N/A | N/A | N/A | N/A | N/A | N/A | |
| engadget.com | | mobile technology trends | N/A | N/A | 500+ | N/A | N/A | 210 | N/A | N/A | N/A | N/A | N/A | N/A | |
| pcmag.com | | mobile technology trends | N/A | N/A | 500+ | N/A | N/A | 210 | N/A | N/A | N/A | N/A | N/A | N/A | |

🇺🇸 Google USA (google.com) | leading news source

| URL | Landing Page | Keyword | Baseline | Best Rank | Rank | Monthly | Overall Change | Vol. | + | 🐦 | f | in | 📌 | 📺 |
|---------------|--------------|---------------------|----------|-----------|------|-----------|----------------|------|------|---------|--------|--------|--------|---------|
| 🌐 | 🌐 | 🌐 | = | = | = | = | = | = | = | = | = | = | = | = |
| mashable.com | / | leading news source | 25 | 8 | 28 | ▼-17 (11) | ▼-3 (25) | 10 | 6.7M | 201,147 | 16,029 | 0 | 15,348 | 30,926 |
| www.wired.com | / | leading news source | 119 | 58 | 85 | ▲+8 (93) | ▲+34 (119) | 10 | 3.5M | 891,805 | 94,961 | 22,741 | 3,890 | 160,388 |
| cnet.com | | leading news source | 88 | 88 | 500+ | N/A | ▼? (88) | 10 | N/A | N/A | N/A | N/A | N/A | N/A |
| zdnet.com | | leading news source | 76 | 76 | 500+ | N/A | ▼? (76) | 10 | N/A | N/A | N/A | N/A | N/A | N/A |
| engadget.com | | leading news source | N/A | N/A | 500+ | N/A | N/A | 10 | N/A | N/A | N/A | N/A | N/A | N/A |
| pcmag.com | | leading news source | N/A | N/A | 500+ | N/A | N/A | 10 | N/A | N/A | N/A | N/A | N/A | N/A |

🇺🇸 Google USA (google.com) | mobile technology news

| URL | Landing Page | Keyword | Baseline | Best Rank | Rank | Monthly | Overall Change | Vol. | + | 🐦 | f | in | 📌 | 📺 |
|------------------|-------------------|------------------------|----------|-----------|------|------------|----------------|------|------|---------|--------|-------|--------|---------|
| 🌐 | 🌐 | 🌐 | = | = | = | = | = | = | = | = | = | = | = | = |
| www.cnet.com | 🔗 /topics/mobile/ | mobile technology news | 2 | 1 | 2 | - | - | 720 | 11 | 2 | 18 | 0 | 0 | 1 |
| mashable.com | /category/tech/ | mobile technology news | 91 | 24 | 34 | ▲+66 (100) | ▲+57 (91) | 720 | 79 | 89 | 434 | 9 | 0 | 36 |
| www.zdnet.com | / | mobile technology news | 66 | 48 | 57 | ▲+2 (59) | ▲+9 (66) | 720 | 15k | 50,674 | 3,649 | 556 | 27 | 159,184 |
| www.engadget.com | / | mobile technology news | 70 | 49 | 63 | ▼-3 (60) | ▲+7 (70) | 720 | 3.1M | 210,847 | 27,320 | 3,336 | 25,019 | 752,004 |
| wired.com | | mobile technology news | 205 | 142 | 500+ | N/A | ▼? (205) | 720 | N/A | N/A | N/A | N/A | N/A | N/A |
| pcmag.com | | mobile technology news | 95 | 95 | 500+ | N/A | ▼? (95) | 720 | N/A | N/A | N/A | N/A | N/A | N/A |

🇺🇸 Google Mobile (google.com) | technology news

| URL | Landing Page | Keyword | Baseline | Best Rank | Rank | Monthly | Overall Change | Vol. | + | 🐦 | f | in | 📌 | 📺 |
|------------------|-----------------|-----------------|----------|-----------|------|-----------|----------------|--------|------|---------|--------|--------|--------|---------|
| 🌐 | 🌐 | 🌐 | = | = | = | = | = | = | = | = | = | = | = | = |
| www.cnet.com | /news/ | technology news | 1 | 1 | 2 | ▼-1 (1) | ▼-1 (1) | 60,500 | 9.2k | 61,894 | 29,748 | 8,692 | 1 | 1 |
| www.wired.com | / | technology news | 11 | 7 | 14 | ▼-4 (10) | ▼-3 (11) | 60,500 | 3.5M | 891,805 | 94,961 | 22,741 | 3,890 | 160,388 |
| www.pcmag.com | /news | technology news | 15 | 11 | 15 | ▼-4 (11) | - | 60,500 | 12 | 31 | 12 | 3 | 7 | 37 |
| www.zdnet.com | / | technology news | 5 | 3 | 28 | ▼-11 (17) | ▼-23 (5) | 60,500 | 15k | 50,674 | 3,649 | 556 | 27 | 159,184 |
| mashable.com | /category/tech/ | technology news | 37 | 17 | 32 | ▼-3 (29) | ▲+5 (37) | 60,500 | 79 | 89 | 434 | 9 | 0 | 36 |
| www.engadget.com | / | technology news | 22 | 18 | 38 | ▼-7 (31) | ▼-16 (22) | 60,500 | 3.1M | 210,847 | 27,320 | 3,336 | 25,019 | 752,004 |

🇺🇸 Google Mobile (google.com) | tech gadgets

| URL | Landing Page | Keyword | Baseline | Best Rank | Rank | Monthly | Overall Change | Vol. | + | 🐦 | f | in | 📌 | 📺 |
|------------------|-------------------------------------|--------------|----------|-----------|------|-----------|----------------|-------|------|---------|--------|-------|--------|---------|
| 🌐 | 🌐 | 🌐 | = | = | = | = | = | = | = | = | = | = | = | = |
| www.engadget.com | / | tech gadgets | 20 | 12 | 26 | ▼-10 (16) | ▼-6 (20) | 2,400 | 3.1M | 210,847 | 27,320 | 3,336 | 25,019 | 752,004 |
| www.cnet.com | /pictures/all-the-cool-new-gadge... | tech gadgets | 37 | 8 | 29 | ▲+16 (45) | ▲+8 (37) | 2,400 | 65 | 154 | 1,586 | 149 | 1 | 0 |
| video.wired.com | /watch/battle-damage-36-tech-gad... | tech gadgets | 82 | 19 | 50 | ▼-9 (41) | ▲+32 (82) | 2,400 | 0 | 11 | 6 | 0 | 0 | 0 |

| | | | | | | | | | | | | | | |
|------------------|------------------------------------|--------------|----|----|------|-----------|------------|-------|-----|-----|-----|-----|-----|-----|
| mashable.com | /category/tech/ | tech gadgets | 4 | 4 | 86 | ▲ +1 (87) | ▼ -82 (4) | 2,400 | 79 | 89 | 434 | 9 | 0 | 36 |
| mobile.pcmag.com | /galleries/44693-12-gadgets-you... | tech gadgets | 18 | 16 | 93 | N/A | ▼ -75 (18) | 2,400 | 0 | 0 | 0 | 0 | 0 | 0 |
| zdnet.com | | tech gadgets | 31 | 14 | 500+ | N/A | ▼ ? (31) | 2,400 | N/A | N/A | N/A | N/A | N/A | N/A |

Google Mobile (google.com) | mobile technology trends

| URL | Landing Page | Keyword | Baseline | Best Rank | Rank | Monthly | Overall Change | Vol. | + | t | f | in | p | u |
|--------------------|-------------------------------------|--------------------------|----------|-----------|------|-------------|----------------|------|-----|-------|-------|-------|-----|-----|
| | | | = | = | = | = | = | = | = | = | = | = | = | = |
| mashable.com | /2015/01/02/mobile-trends-2015/ | mobile technology trends | 60 | 1 | 1 | ▲ +1 (2) | ▲ +59 (60) | 210 | 247 | 4,198 | 2,509 | 2,313 | 100 | 4 |
| www.zdnet.com | /article/the-big-five-it-trends-... | mobile technology trends | 27 | 17 | 82 | ▲ +26 (108) | ▼ -55 (27) | 210 | 258 | 11 | 11 | 20 | 0 | 0 |
| insights.wired.com | /m/blogpost?id=6544125:BlogPost:... | mobile technology trends | 118 | 90 | 92 | N/A | ▲ +26 (118) | 210 | 0 | 0 | 0 | 0 | 0 | 0 |
| cnet.com | | mobile technology trends | N/A | N/A | 500+ | N/A | N/A | 210 | N/A | N/A | N/A | N/A | N/A | N/A |
| engadget.com | | mobile technology trends | N/A | N/A | 500+ | N/A | N/A | 210 | N/A | N/A | N/A | N/A | N/A | N/A |
| pcmag.com | | mobile technology trends | N/A | N/A | 500+ | N/A | N/A | 210 | N/A | N/A | N/A | N/A | N/A | N/A |

Google Mobile (google.com) | leading news source

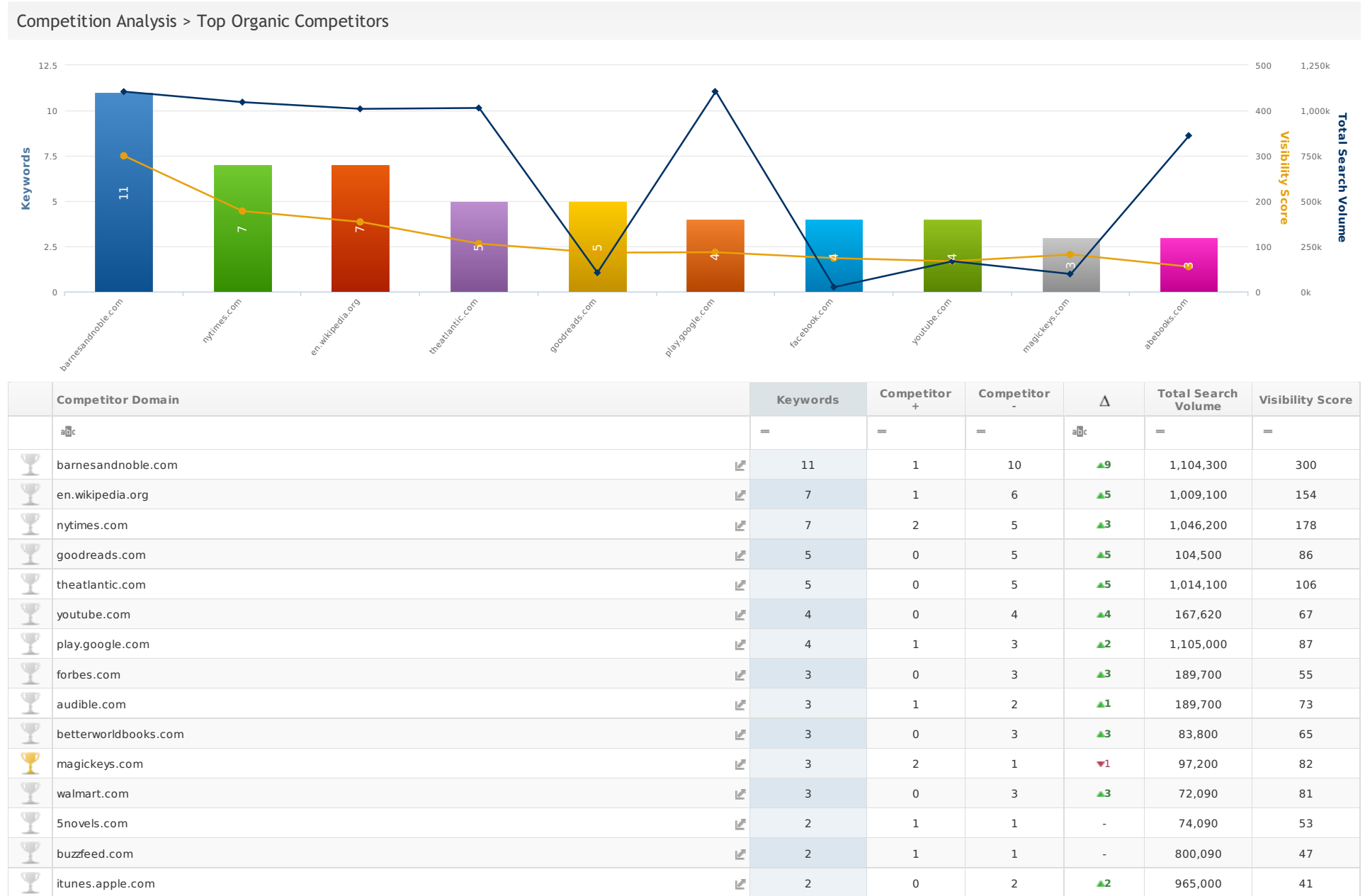
| URL | Landing Page | Keyword | Baseline | Best Rank | Rank | Monthly | Overall Change | Vol. | + | t | f | in | p | u |
|---------------|--------------|---------------------|----------|-----------|------|------------|----------------|------|------|---------|--------|--------|--------|---------|
| | | | = | = | = | = | = | = | = | = | = | = | = | = |
| mashable.com | / | leading news source | 25 | 5 | 29 | ▼ -7 (22) | ▼ -4 (25) | 10 | 6.7M | 201,147 | 16,029 | 0 | 15,348 | 30,926 |
| www.wired.com | / | leading news source | 70 | 51 | 64 | ▲ +33 (97) | ▲ +6 (70) | 10 | 3.5M | 891,805 | 94,961 | 22,741 | 3,890 | 160,388 |
| cnet.com | | leading news source | 98 | 98 | 500+ | N/A | ▼ ? (98) | 10 | N/A | N/A | N/A | N/A | N/A | N/A |
| zdnet.com | | leading news source | 75 | 75 | 500+ | N/A | ▼ ? (75) | 10 | N/A | N/A | N/A | N/A | N/A | N/A |
| engadget.com | | leading news source | N/A | N/A | 500+ | N/A | N/A | 10 | N/A | N/A | N/A | N/A | N/A | N/A |
| pcmag.com | | leading news source | N/A | N/A | 500+ | N/A | N/A | 10 | N/A | N/A | N/A | N/A | N/A | N/A |




Google Mobile (google.com) | mobile technology news

| URL | Landing Page | Keyword | Baseline | Best Rank | Rank | Monthly | Overall Change | Vol. | + | t | f | in | p | u |
|------------------|-----------------|------------------------|----------|-----------|------|------------|----------------|------|------|---------|--------|-------|--------|---------|
| | | | = | = | = | = | = | = | = | = | = | = | = | = |
| www.cnet.com | /topics/mobile/ | mobile technology news | 2 | 1 | 2 | - | - | 720 | 11 | 2 | 18 | 0 | 0 | 1 |
| mashable.com | /category/tech/ | mobile technology news | 67 | 25 | 41 | ▲ +50 (91) | ▲ +26 (67) | 720 | 79 | 89 | 434 | 9 | 0 | 36 |
| www.engadget.com | / | mobile technology news | 62 | 46 | 51 | ▲ +11 (62) | ▲ +11 (62) | 720 | 3.1M | 210,847 | 27,320 | 3,336 | 25,019 | 752,004 |
| www.zdnet.com | / | mobile technology news | 54 | 47 | 54 | ▲ +6 (60) | - | 720 | 15k | 50,674 | 3,649 | 556 | 27 | 159,184 |
| wired.com | | mobile technology news | N/A | N/A | 500+ | N/A | N/A | 720 | N/A | N/A | N/A | N/A | N/A | N/A |
| pcmag.com | | mobile technology news | 98 | 98 | 500+ | N/A | ▼ ? (98) | 720 | N/A | N/A | N/A | N/A | N/A | N/A |

Top Organic Competitors

This report highlights the number of campaign keywords for which competitors are ranked in the top 20 organic search engine results, along with the number of tracked keywords for which the competitor's domain is ranking higher and/or lower than the your primary domain. Total Search Volume and Visibility Score are included to help provide additional insights.



| | | | | | | | |
|---|---|---|---|---|----|---------|----|
|  audiobooks.com |  | 2 | 1 | 1 | - | 174,900 | 50 |
|  blurb.com |  | 2 | 1 | 1 | - | 22,410 | 45 |
|  childrensbooksforever.com |  | 2 | 1 | 1 | - | 23,200 | 39 |
|  huffingtonpost.com |  | 1 | 0 | 1 | ▲1 | 90 | 27 |
|  ranker.com |  | 1 | 1 | 0 | ▼1 | 90 | 29 |
|  gutenberg.org |  | 1 | 0 | 1 | ▲1 | 165,000 | 11 |
|  audiobooks.org |  | 1 | 0 | 1 | ▲1 | 165,000 | 12 |
|  help.overdrive.com |  | 1 | 0 | 1 | ▲1 | 165,000 | 14 |
|  librivox.org |  | 1 | 0 | 1 | ▲1 | 165,000 | 15 |
|  openculture.com |  | 1 | 0 | 1 | ▲1 | 165,000 | 25 |
|  bbc.com |  | 1 | 0 | 1 | ▲1 | 22,200 | 13 |
|  time.com |  | 1 | 0 | 1 | ▲1 | 22,200 | 14 |
|  childrensbookbank.org |  | 1 | 0 | 1 | ▲1 | 22,200 | 15 |
|  harpercollins.com |  | 1 | 0 | 1 | ▲1 | 22,200 | 19 |
|  slate.com |  | 1 | 0 | 1 | ▲1 | 22,200 | 22 |
|  cbcbooks.org |  | 1 | 0 | 1 | ▲1 | 22,200 | 24 |
|  scholastic.com |  | 1 | 0 | 1 | ▲1 | 22,200 | 25 |
|  nypl.org |  | 1 | 0 | 1 | ▲1 | 22,200 | 28 |
|  chapters.indigo.ca |  | 1 | 0 | 1 | ▲1 | 110 | 11 |
|  support.apple.com |  | 1 | 0 | 1 | ▲1 | 110 | 12 |
|  the-digital-reader.com |  | 1 | 0 | 1 | ▲1 | 110 | 13 |
|  waterstones.com |  | 1 | 0 | 1 | ▲1 | 110 | 14 |
|  support.oreilly.com |  | 1 | 0 | 1 | ▲1 | 110 | 15 |
|  gigaom.com |  | 1 | 0 | 1 | ▲1 | 110 | 16 |
|  enthrill.com |  | 1 | 0 | 1 | ▲1 | 110 | 17 |
|  bookworld.com.au |  | 1 | 0 | 1 | ▲1 | 110 | 18 |
|  goodereader.com |  | 1 | 0 | 1 | ▲1 | 110 | 19 |
|  whsmith.co.uk |  | 1 | 0 | 1 | ▲1 | 110 | 20 |
|  livrada.com |  | 1 | 0 | 1 | ▲1 | 110 | 21 |
|  articles.chicagotribune.com |  | 1 | 0 | 1 | ▲1 | 110 | 22 |
|  thebookdesigner.com |  | 1 | 0 | 1 | ▲1 | 110 | 23 |
|  kobo.com |  | 1 | 0 | 1 | ▲1 | 110 | 25 |
|  kobobooks.com |  | 1 | 0 | 1 | ▲1 | 110 | 26 |
|  cnet.com |  | 1 | 0 | 1 | ▲1 | 110 | 27 |
|  ebooks.com |  | 1 | 1 | 0 | ▼1 | 110 | 30 |

