



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

06/16/2015

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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.

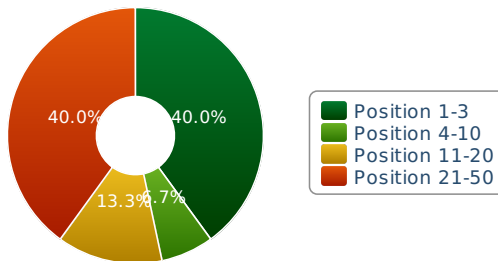
Primary Domain Keyword Rank Performance (05/31/2015)

KEYWORD PERFORMANCE

Keyword Change

Daily	3 ▲ Went up	5 ▼ Went
Weekly	4 ▲ Went up	5 ▼ Went
Monthly	3 ▲ Went up	8 ▼ Went
Overall	8 ▲ Went up	4 ▼ Went

Keyword Positions









Gain & Loss

1st	5 Positions	2 ▲ Overall
2nd	0 Positions	-
3rd	1 Positions	1 ▲ Overall
Top 10	7 Positions	4 ▲ Overall







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Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.	+	+	f	in	+	+
/2015/01/02/mobile-trends-2015/	mobile technology trends	61	1	1	-	▲ +60 (61)	210	247	4,198	2,509	2,313	100	4
/	mashable	1	1	1	N/A	-	201,000	6.7M	201,147	16,029	0	15,348	30,926
/category/social-media/	social media trends	14	6	17	▼ -8 (9)	▼ -3 (14)	2,900	169	179	1,131	145	5	54
/	leading news source	25	8	28	▼ -17 (11)	▼ -3 (25)	10	6.7M	201,147	16,029	0	15,348	30,926
/category/tech/	technology news	44	17	33	▼ -4 (29)	▲ +11 (44)	60,500	79	89	434	9	0	36

 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	247	4,198	2,509	2,313	100	4
/	mashable	1	1	1	N/A	-	201,000	6.7M	201,147	16,029	0	15,348	30,926
/category/social-media/	social media trends	15	7	17	▲ +9 (26)	▼ -2 (15)	2,900	169	179	1,131	145	5	54
/	leading news source	25	5	29	▼ -7 (22)	▼ -4 (25)	10	6.7M	201,147	16,029	0	15,348	30,926
/category/tech/	technology news	37	17	32	▼ -3 (29)	▲ +5 (37)	60,500	79	89	434	9	0	36

 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	6.7M	201,147	16,029	0	15,348	30,926
/2015/01/02/mobile-trends-2015/	mobile technology trends	72	1	3	▼ -2 (1)	▲ +69 (72)	210	247	4,198	2,509	2,313	100	4
/category/social-media/	social media trends	12	5	8	▲ +1 (9)	▲ +4 (12)	2,900	169	179	1,131	145	5	54
/	leading news source	41	8	39	▼ -25 (14)	▲ +2 (41)	10	6.7M	201,147	16,029	0	15,348	30,926
/category/tech/	technology news	61	18	43	▼ -15 (28)	▲ +18 (61)	60,500	79	89	434	9	0	36

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)













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SE	Landing Page	Rank 1-3	Rank 4-10	Rank 11-20	Rank 21-50	Rank 50+									Social Traffic
	/2015/01/02/mobile-trends-2015/	1	0	0	0	0	247	4,198	2,509	2,313	100	4	1,651	78	N/A
	/	1	0	0	1	0	6.7M	201,147	16,029	0	15,348	30,926	2,655,473	94	N/A
	/2007/10/29/igoogle-news-gadget/	0	0	0	0	1	0	0	0	0	0	0	N/A	N/A	N/A
	/category/social-media/	0	0	1	0	0	169	179	1,131	145	5	54	3,430	85	N/A
	/category/tech/	0	0	0	2	1	79	89	434	9	0	36	1,130	83	N/A
	Summary for Pages Not Ranked	0	0	0	0	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

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SE	Landing Page	Rank 1-3	Rank 4-10	Rank 11-20	Rank 21-50	Rank 50+									Social Traffic
	/2015/01/02/mobile-trends-2015/	1	0	0	0	0	247	4,198	2,509	2,313	100	4	1,651	78	N/A
	/	1	0	0	1	0	6.7M	201,147	16,029	0	15,348	30,926	2,655,473	94	N/A
	/category/social-media/	0	1	0	0	0	169	179	1,131	145	5	54	3,430	85	N/A
	/category/tech/	0	0	0	2	2	79	89	434	9	0	36	1,130	83	N/A
	Summary for Pages Not Ranked	0	0	0	0	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

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SE	Landing Page	Rank 1-3	Rank 4-10	Rank 11-20	Rank 21-50	Rank 50+									Social Traffic
	/2015/01/02/mobile-trends-2015/	1	0	0	0	0	247	4,198	2,509	2,313	100	4	1,651	78	N/A
	/	1	0	0	1	0	6.7M	201,147	16,029	0	15,348	30,926	2,655,473	94	N/A
	/category/social-media/	0	0	1	0	0	169	179	1,131	145	5	54	3,430	85	N/A
	/category/tech/	0	0	0	2	2	79	89	434	9	0	36	1,130	83	N/A



Summary for Pages Not Ranked

0

0

0

0

0

N/A

N/A

N/A

N/A

N/A

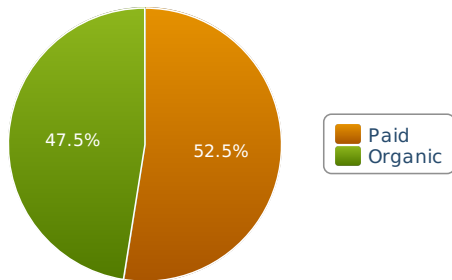
N/A

N/A

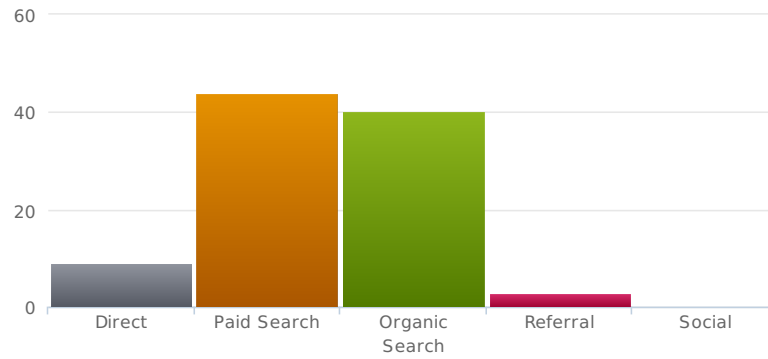
N/A

N/A

Paid vs. Organic Traffic



Traffic by Source



Traffic Volume by Source

