

WEBSITE PERFORMANCE

Overall KPI's

New Users	Sessions	Pageviews	Bounce Rate
25,640	29.8K	112.2K	1.9%
↑ 4.4%	↑ 2.8%	↑ 5.8%	↑ 33.4%

GOOGLE ADS

Overall KPI's

Clicks	Impressions	Conversions	Avg. CPC	Cost	Cost / conv.
6K	576K	291	\$1.02	\$6.38K	\$21.93
↓ -0.7%	↑ 16.7%	↑ 4.2%	↑ 8.6%	↑ 7.8%	↑ 3.5%

Product Revenue

\$38,940.27

↑ 15.3%

Product Revenue per Purchase

\$42.93

↓ -1.1%

Source / Medium	Sessions
1. google / organic	18,472
2. google / cpc	6,246
3. (direct) / (none)	2,747
4. drip / email	778
5. americanpregnancy.org ...	249
6. bing / organic	169
7. duckduckgo / organic	125
Grand total	29,839

CHANNEL PERFORMANCE CUMULATIVE

Where traffic is initiated last month

Organic Search Paid Search Direct Referral Email (Other) Social

20K

17.5K

15K

12.5K

10K

7.5K

5K

2.5K

0

Sessions

May 1, 2023 May 3, 2023 May 5, 2023 May 7, 2023 May 9, 2023 May 11, 2023 May 13, 2023 May 15, 2023 May 17, 2023 May 19, 2023 May 21, 2023 May 23, 2023 May 25, 2023 May 27, 2023 May 29, 2023 May 31, 2023
 May 2, 2023 May 4, 2023 May 6, 2023 May 8, 2023 May 10, 2023 May 12, 2023 May 14, 2023 May 16, 2023 May 18, 2023 May 20, 2023 May 22, 2023 May 24, 2023 May 26, 2023 May 28, 2023 May 30, 2023

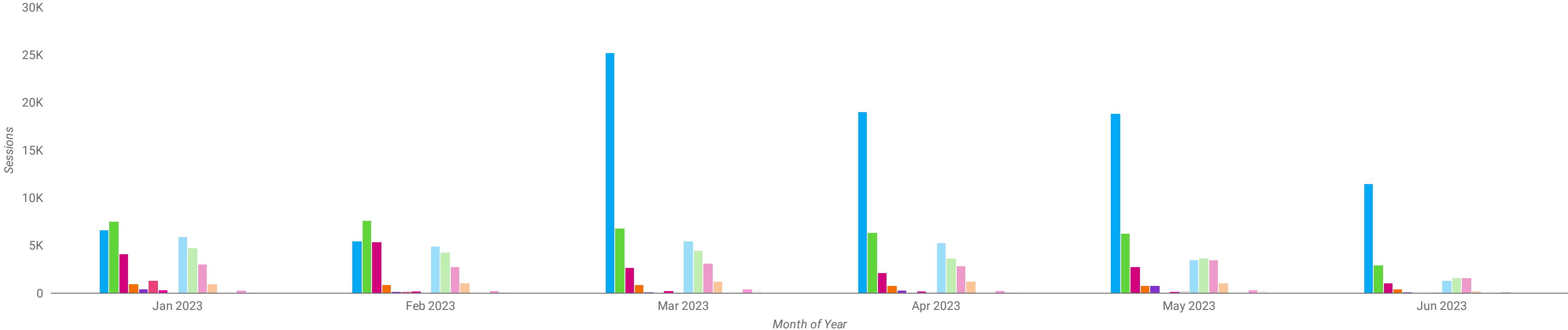
CHANNEL PERFORMANCE

Where traffic is initiated last month

Default Channel Grouping	Sessions ▾	% Δ	Users	% Δ	New Users	% Δ	Pageviews	% Δ	Pages / Session	% Δ	Avg. Time on Page	% Δ	Bounce Rate	% Δ	Product Revenue	% Δ
1. Organic Search	18,845	-1.3% ↓	18,031	4.2% ↑	17,453	3.0% ↑	61,441	-1.2% ↓	3.26	0.0% ↑	00:00:43	-5.8% ↓	2.39%	24.8% ↑	\$5,238.15	-27.7% ↓
2. Paid Search	6,246	-2.7% ↓	4,991	-4.1% ↓	4,760	-3.9% ↓	24,665	-2.8% ↓	3.95	-0.1% ↓	00:00:26	3.1% ↑	0.16%	28.5% ↑	\$12,289.61	-9.7% ↓
3. Direct	2,747	26.8% ↑	2,211	19.9% ↑	2,147	20.1% ↑	14,789	34.0% ↑	5.38	5.7% ↑	00:00:27	13.4% ↑	1.57%	-5.8% ↓	\$8,841.96	33.7% ↑
4. Referral	824	-2.1% ↓	553	-7.8% ↓	449	-9.5% ↓	4,228	0.3% ↑	5.13	2.5% ↑	00:00:50	42.6% ↑	0.24%	104.4% ↑	\$3,965.04	-7.0% ↓
5. Email	821	181.2% ↑	599	161.6% ↑	525	177.8% ↑	6,080	156.4% ↑	7.41	-8.8% ↓	00:00:31	-1.6% ↓	0.12%	-	\$8,545.53	347.5% ↑
6. (Other)	235	770.4% ↑	212	821.7% ↑	211	904.8% ↑	634	939.3% ↑	2.7	19.4% ↑	00:00:24	165.7% ↑	25.53%	129.8% ↑	\$0	-
7. Social	121	-37.0% ↓	115	-38.2% ↓	110	-37.5% ↓	375	-52.8% ↓	3.1	-25.1% ↓	00:00:13	-39.6% ↓	0.83%	-	\$59.98	-57.1% ↓
Grand total	29,839	2.8% ↑	26,205	5.4% ↑	25,640	4.4% ↑	112,212	5.8% ↑	3.76	2.9% ↑	00:00:36	-2.3% ↓	1.9%	33.4% ↑	\$38,940.27	15.3% ↑

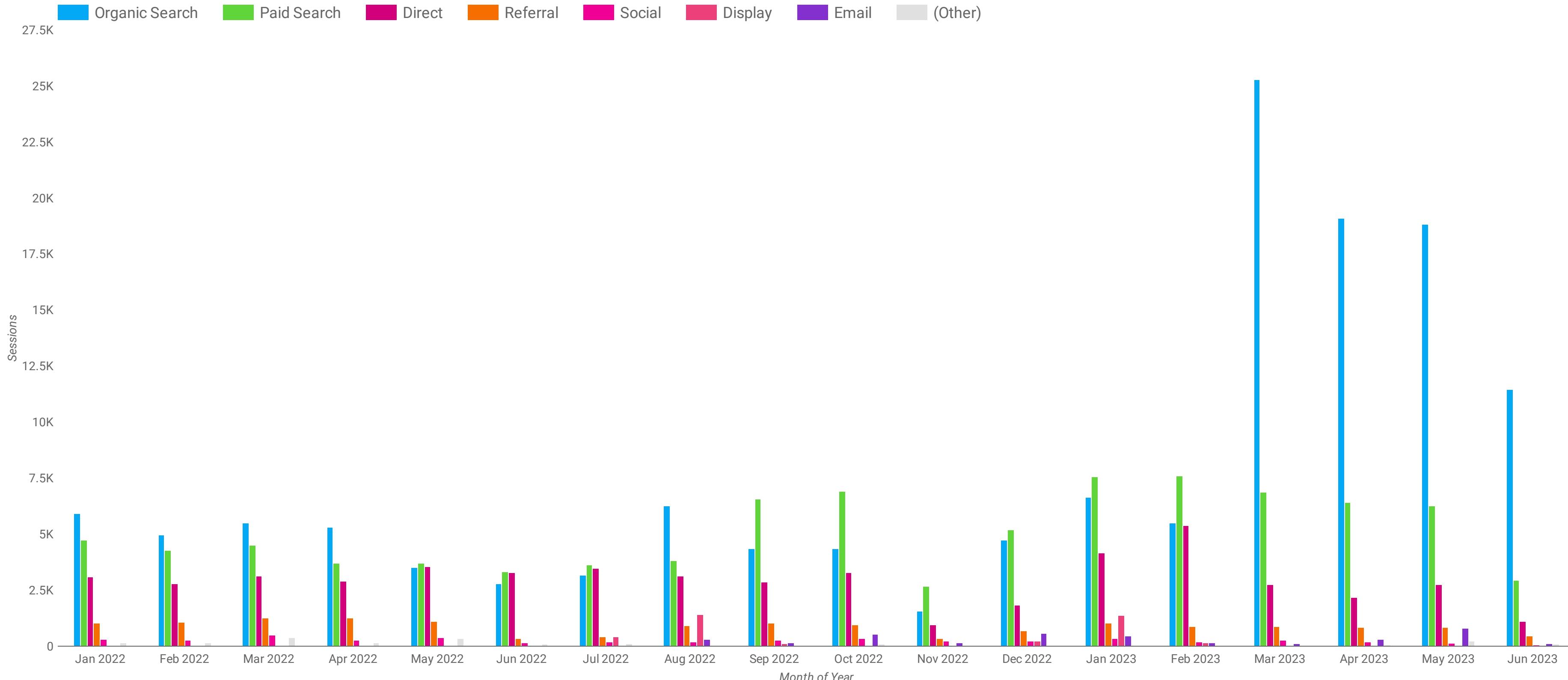
CHANNEL PERFORMANCE

Monthly comparison



CHANNEL PERFORMANCE

Where traffic is initiated last month



SOCIAL OVERVIEW

Where traffic is initiated last month

Social Network	Sessions	Avg. Session Duration	Pageviews	Pages / Session	Avg. Time on Page	Bounce Rate	% Exit	Product Revenue
1. Facebook	52.54%	00:00:29	179	2.89	00:00:15	1.61%	34.64%	\$35.99
2. Pinterest	25.42%	00:00:11	64	2.13	00:00:10	0%	46.88%	\$0
3. reddit	11.02%	00:00:26	46	3.54	00:00:10	0%	28.26%	\$0
4. Instagram Stories	5.08%	00:01:01	30	5	00:00:15	0%	20%	\$23.99
5. Yelp	4.24%	00:00:13	20	4	00:00:04	0%	25%	\$0
6. YouTube	0.85%	00:00:55	6	6	00:00:11	0%	16.67%	\$0
Grand total	100%	00:00:26	351	2.97	00:00:13	0.85%	33.62%	\$59.98

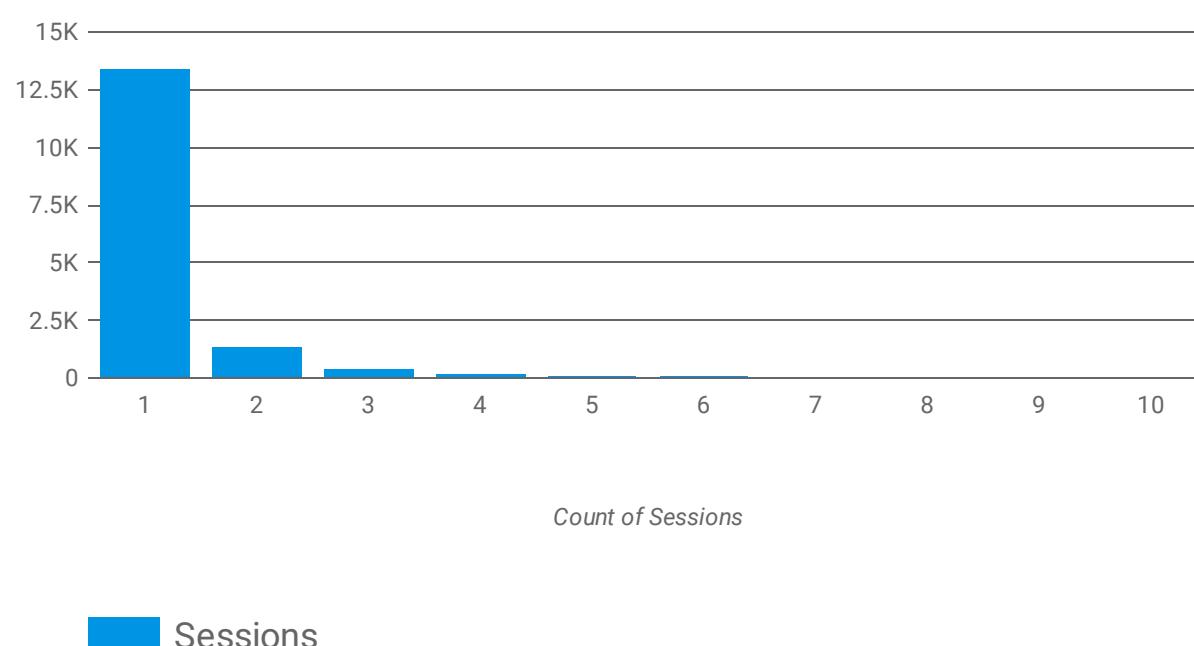
REFERRAL OVERVIEW

Where traffic is initiated last month

Source / Medium	Sessions	Percent of Total Sessions
1. google / organic	18,472	61.91%
2. google / cpc	6,246	20.93%
3. (direct) / (none)	2,747	9.21%
4. drip / email	778	2.61%
5. americanpregnancy.org / referral	249	0.83%
6. bing / organic	169	0.57%
7. duckduckgo / organic	125	0.42%
8. linktree_admin_share / (not set)	115	0.39%
9. social posts / instagram	115	0.39%
10. safecatch.knoji.com / referral	97	0.33%
Grand total	29,839	100.00%

VISITOR LOYALTY

How many visitors are returning



REFERRAL PERFORMANCE

Where traffic is initiated

Full Referrer	Sessions ▾	Users	New Users	Avg. Session Duration	Pageviews	Pages / Session	Avg. Time on Page	Bounce Rate	% Exit	Product Revenue
1. google	24,718	22,478	21,914	00:01:32	83,417	3.37	00:00:38	1.86%	29.61%	\$16,018.73
2. (direct)	2,747	2,211	2,147	00:02:02	14,789	5.38	00:00:27	1.57%	18.55%	\$8,841.96
3. drip	778	575	505	00:03:20	5,772	7.42	00:00:31	0%	13.48%	\$8,220.62
4. americanpregnancy.org/	249	161	157	00:02:45	828	3.33	00:01:11	0%	30.07%	\$23.99
5. bing	169	143	135	00:03:19	1,285	7.6	00:00:30	1.18%	13.15%	\$555.42
6. duckduckgo	125	107	104	00:02:14	810	6.48	00:00:24	0%	15.43%	\$668.4
7. linktree_admin_share	115	113	114	00:00:13	139	1.21	00:01:04	52.17%	82.73%	\$0
8. social posts	115	95	94	00:01:09	475	4.13	00:00:22	0%	24.21%	\$0
9. yahoo	65	58	50	00:03:28	506	7.78	00:00:30	0%	12.85%	\$232.43
1... secure.helpscout.net/	51	1	0	00:14:51	452	8.86	00:01:53	0%	11.28%	\$0
1... safecatch.knoji.com/promo-codes/	46	29	2	00:02:28	270	5.87	00:00:30	0%	16.67%	\$1,312.35
1... yotpo	44	28	21	00:03:29	318	7.23	00:00:33	2.27%	13.84%	\$324.91
1... unboundwellness.com/	36	36	35	00:00:13	94	2.61	00:00:08	0%	38.3%	\$0
1... safecatch.knoji.com/	33	30	7	00:05:43	352	10.67	00:00:35	0%	9.38%	\$1,485.04
1... m.facebook.com/	32	31	31	00:00:32	92	2.88	00:00:17	0%	34.78%	\$35.99
1... pinterest.com/	29	25	24	00:00:12	62	2.14	00:00:10	0%	46.77%	\$0
1... seafoodwatch.org/	27	24	21	00:02:06	124	4.59	00:00:35	0%	21.77%	\$0
1... secure.gethealthie.com/	26	7	6	00:00:02	54	2.08	00:00:02	0%	48.15%	\$0
1... tastingtable.com/	18	17	17	00:00:55	88	4.89	00:00:14	0%	20.45%	\$58.98
2... analytics.google.com/	14	1	0	00:08:59	136	9.71	00:01:01	0%	10.29%	\$0
2... reddit.com/	13	12	11	00:00:26	46	3.54	00:00:10	0%	28.26%	\$0
2... safecatch.knoji.com/promo-codes/-...	13	11	0	00:04:01	114	8.77	00:00:31	0%	11.4%	\$161.97
2... whole30.com/	13	12	12	00:04:09	92	7.08	00:00:39	0%	14.13%	\$64.78
2... msn.com/	12	12	12	00:03:16	94	7.83	00:00:28	0%	12.77%	\$95.97
2... exhibitor.expoeast.com/ee23/Public...	12	12	11	00:01:24	37	3.08	00:00:40	8.33%	32.43%	\$0
Grand total	29,839	26,205	25,640	00:01:41	112,212	3.76	00:00:36	1.9%	26.57%	\$38,940.27

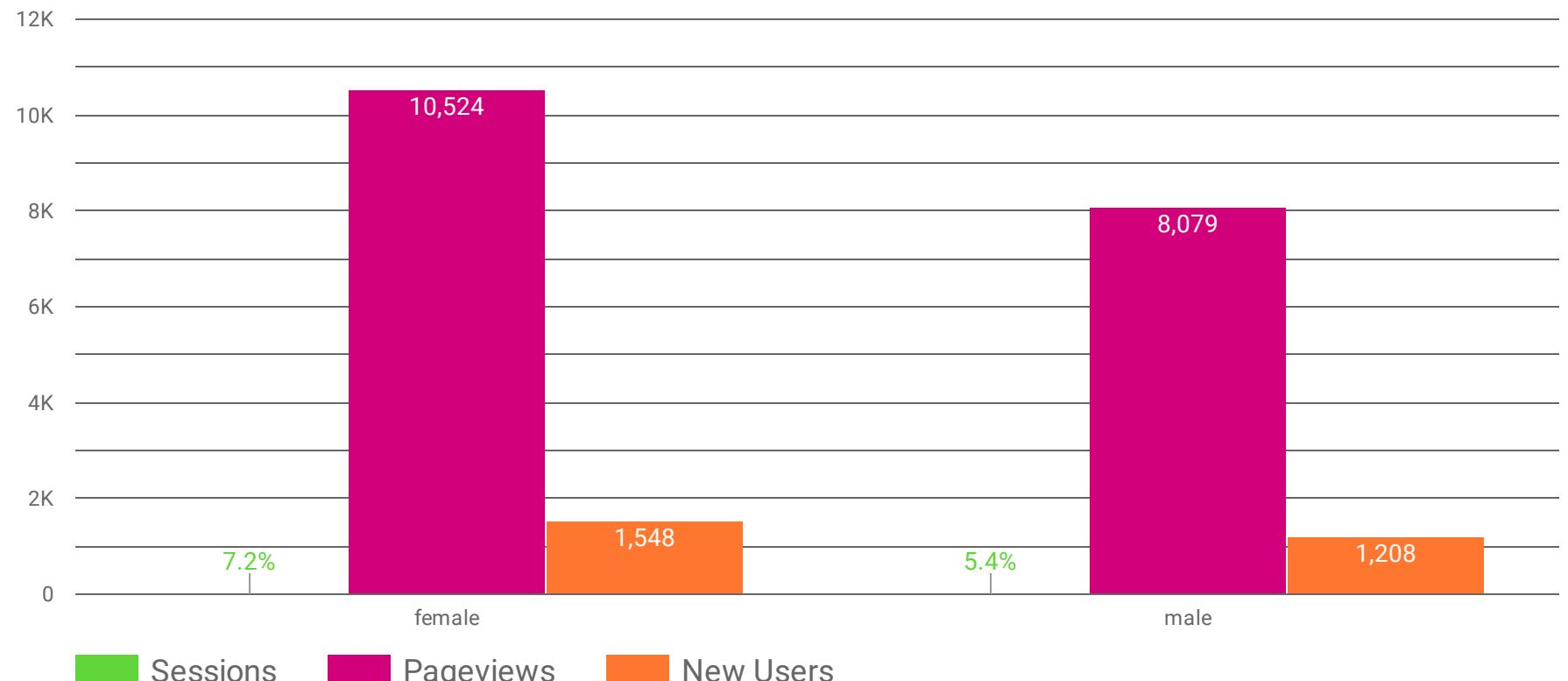
AGE & GENDER BREAKDOWN

General website statistics

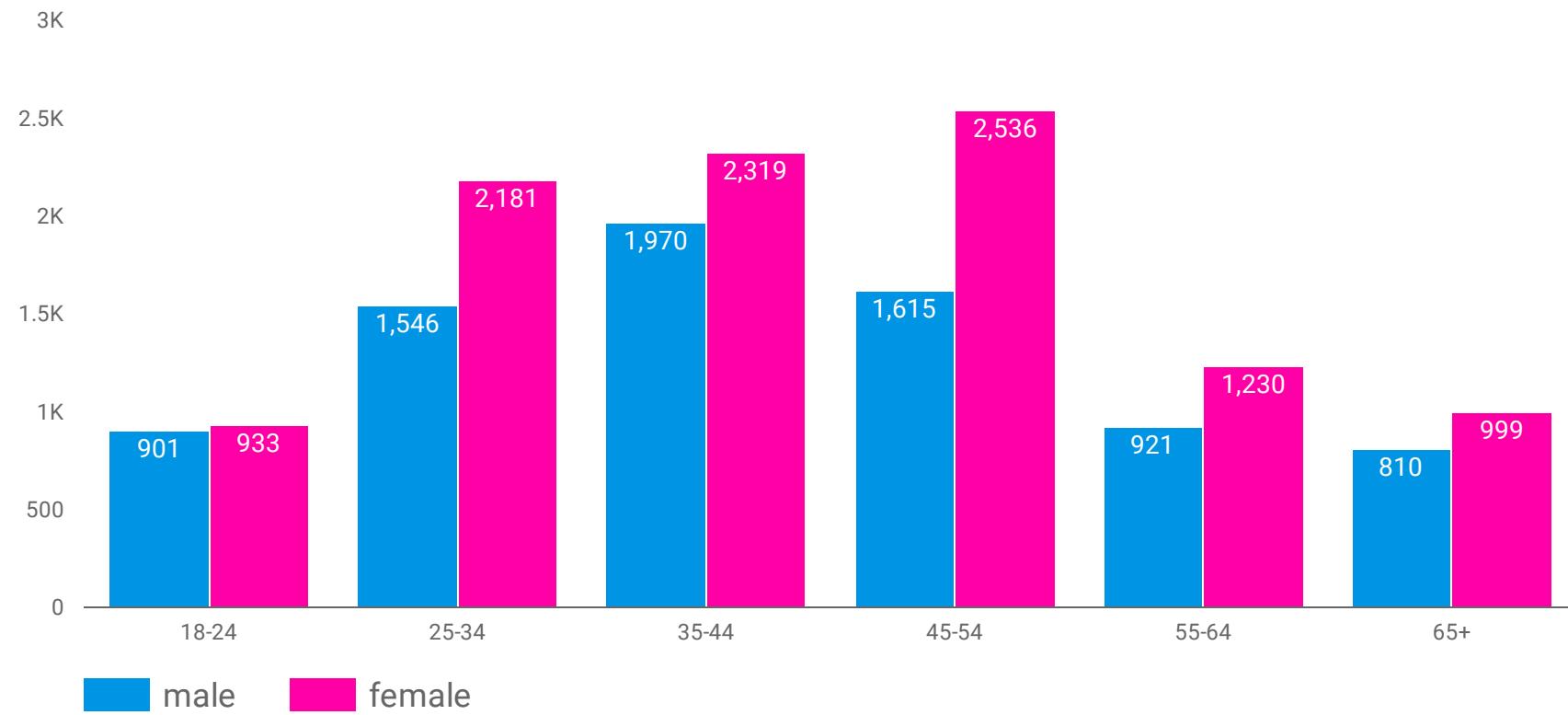
	Age	Gender	Sessions	Avg. Session Duration	Pageviews	Pages / Session	Avg. Time on Page	Bounce Rate	% Exit
1.	45-54	female	1.51%	00:02:20	2,536	5.61	00:00:30	0.22%	17.82%
2.	25-34	female	1.5%	00:01:37	2,181	4.86	00:00:25	0.22%	20.59%
3.	35-44	female	1.5%	00:02:51	2,319	5.16	00:00:41	0.67%	19.32%
4.	35-44	male	1.13%	00:02:06	1,970	5.85	00:00:26	0.89%	17.06%
5.	25-34	male	1.07%	00:02:35	1,546	4.85	00:00:40	0.63%	20.63%
6.	45-54	male	0.92%	00:02:17	1,615	5.85	00:00:28	0.36%	17.09%
7.	55-64	female	0.89%	00:01:54	1,230	4.64	00:00:31	0.75%	21.54%
8.	65+	female	0.77%	00:01:27	999	4.36	00:00:25	0.44%	22.92%
9.	18-24	male	0.74%	00:02:08	901	4.1	00:00:41	0%	24.42%
10.	18-24	female	0.71%	00:01:17	933	4.38	00:00:22	0%	22.72%

SESSIONS BY GENDER

Goal: Engaged Users

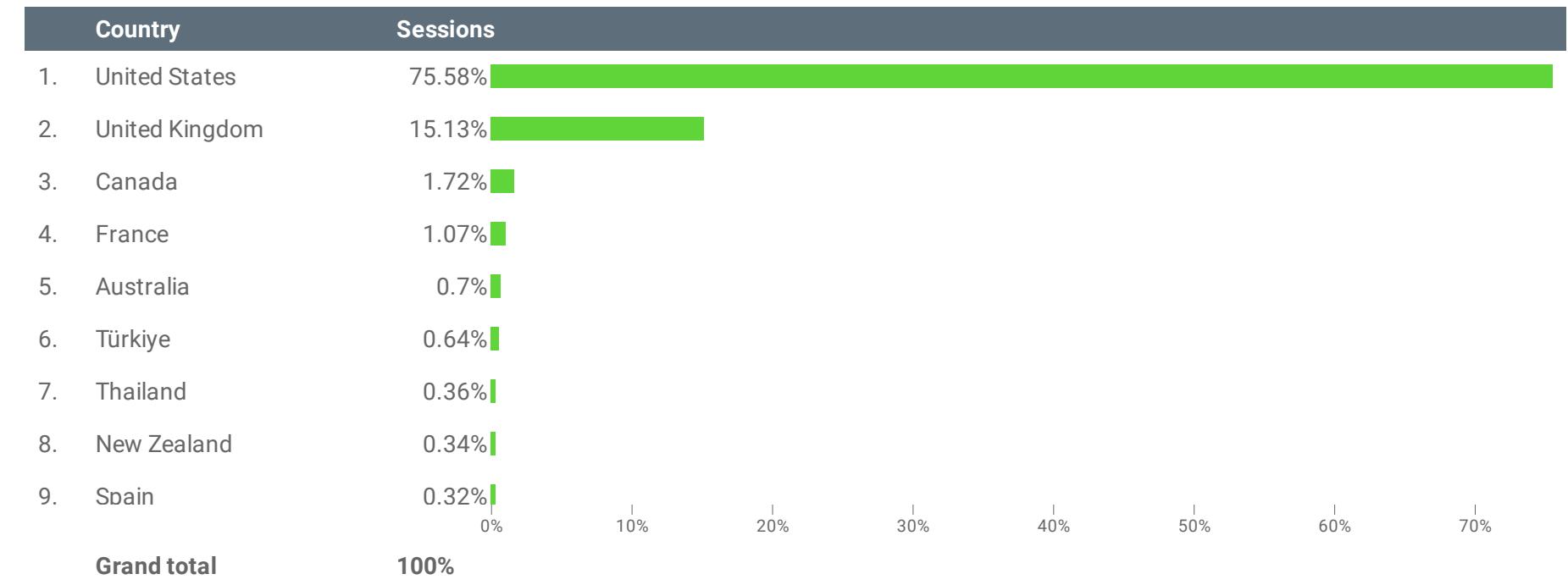
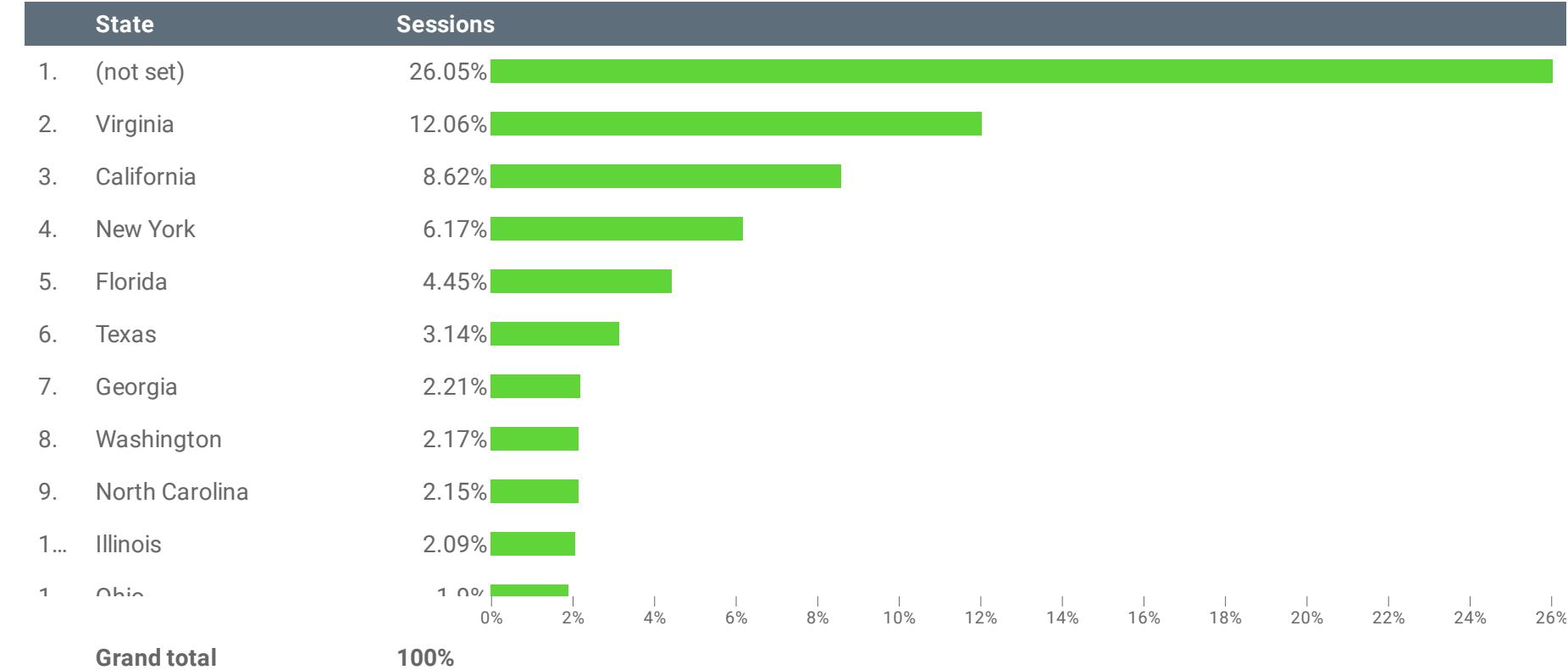
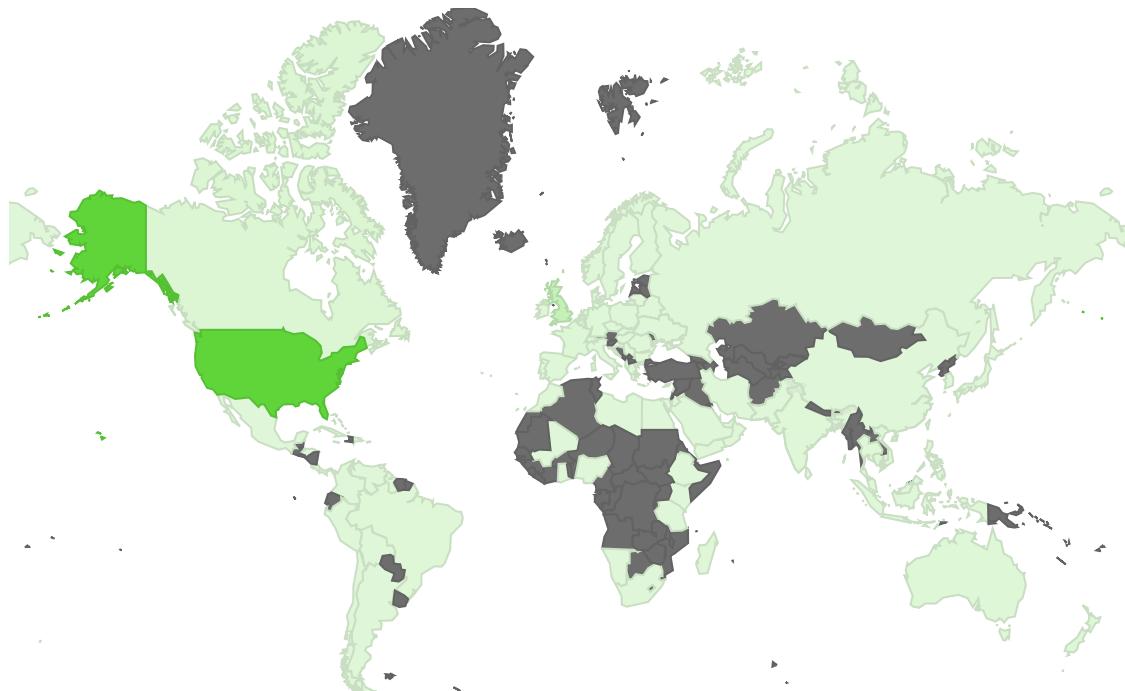
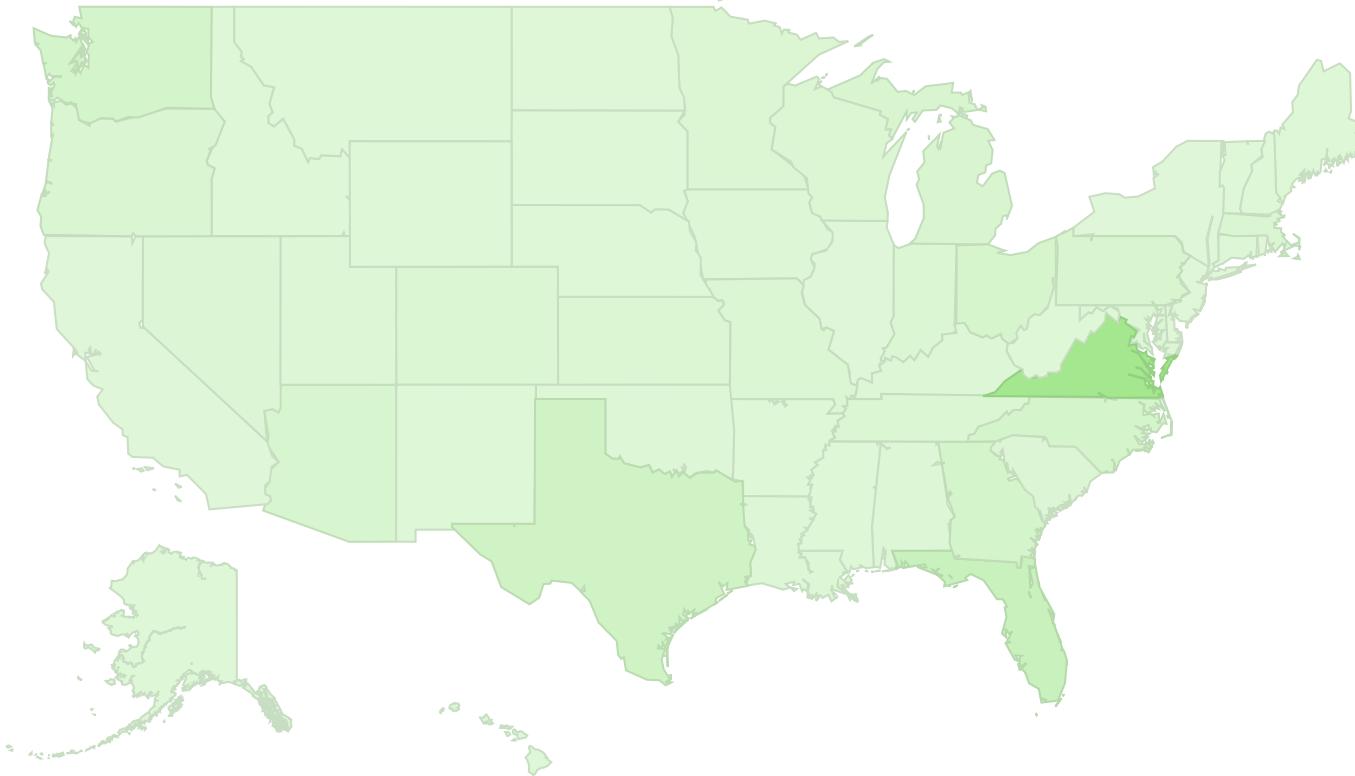
**AGE & GENDER SESSIONS**

User Engagement



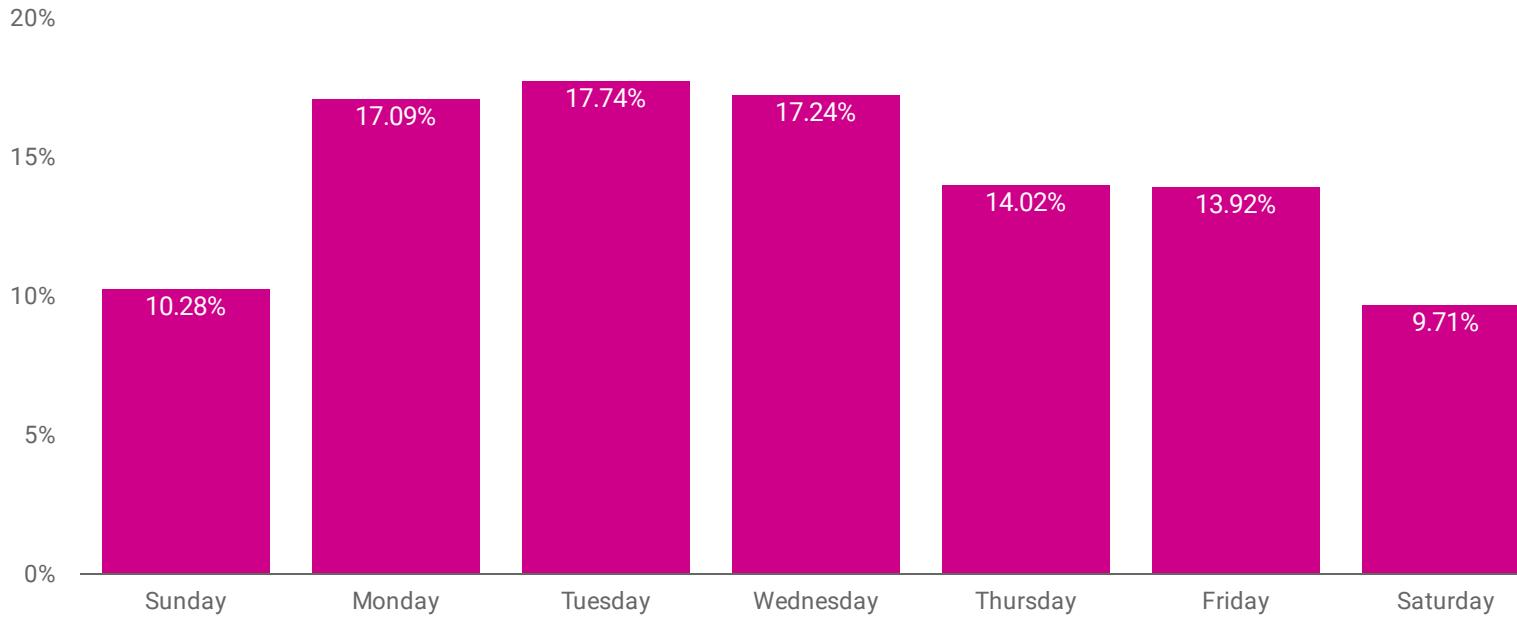
GEOGRAPHICAL OVERVIEW

Goal: Determine where to allocate resources for most ROI

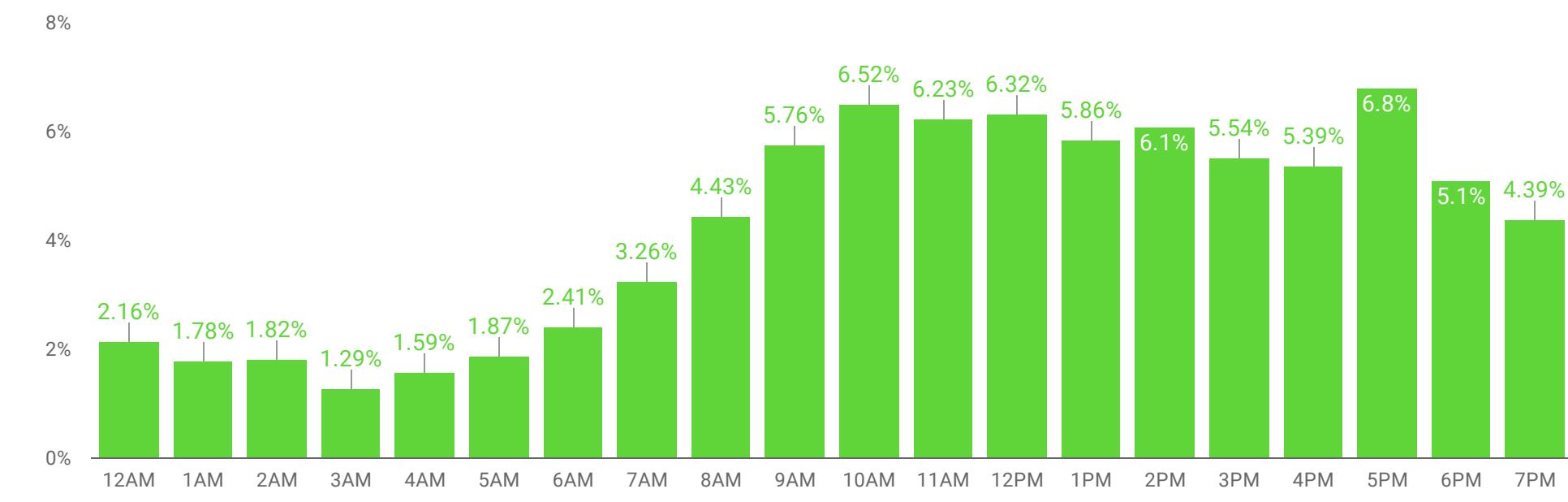


DAY OF THE WEEK

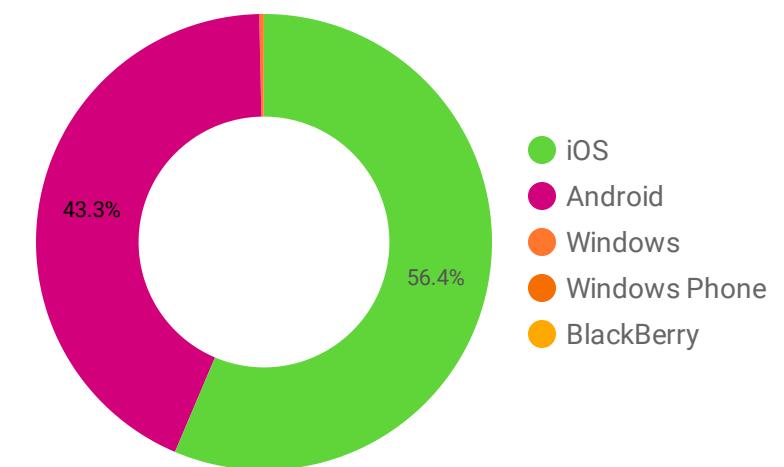
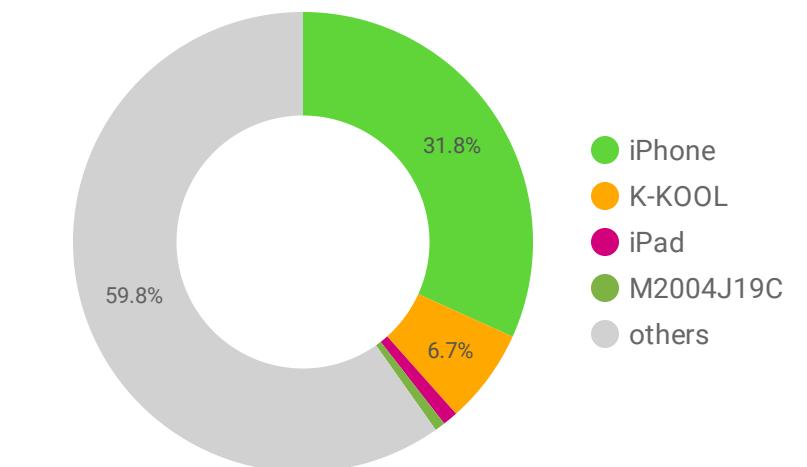
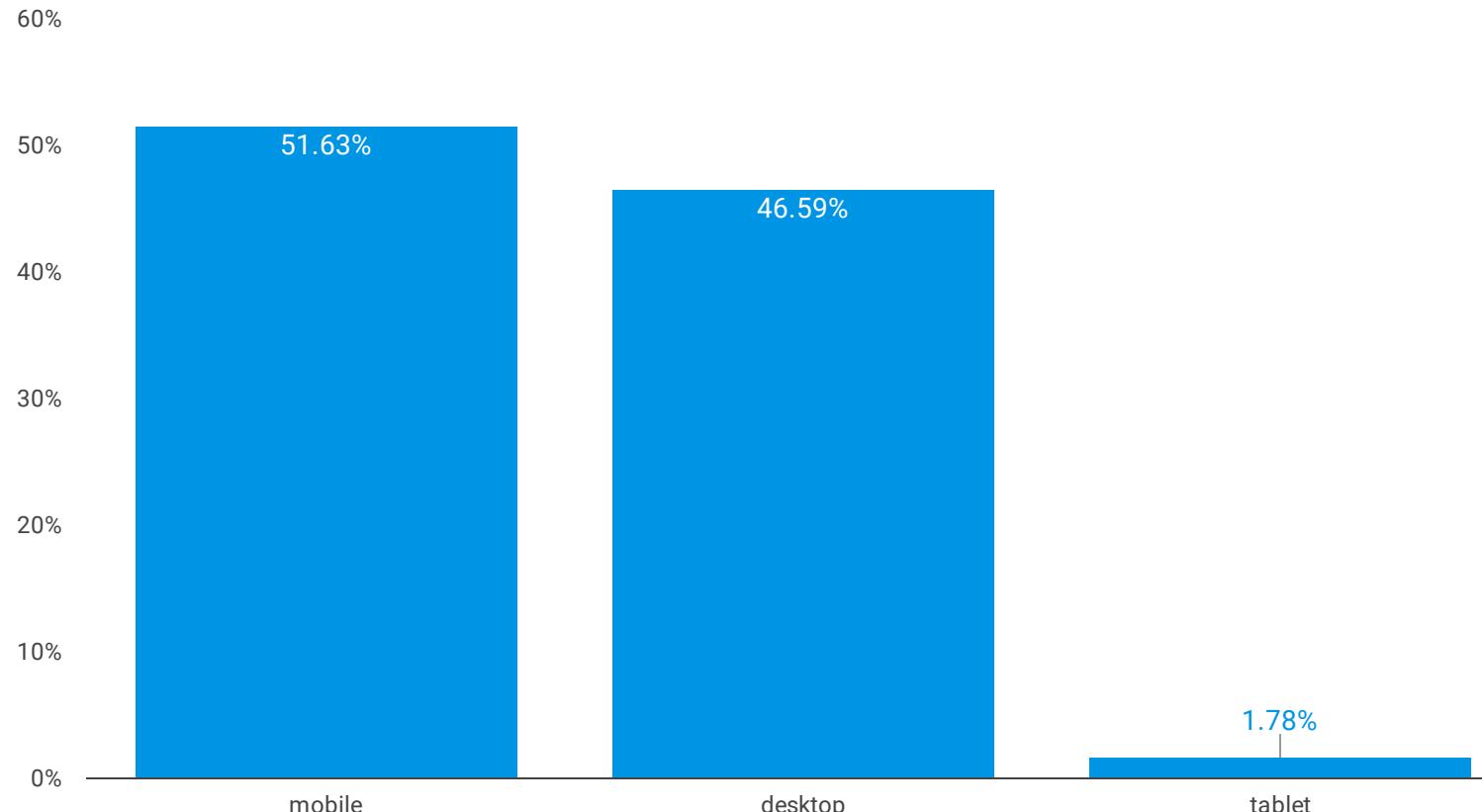
Daily traffic breakdown

**HOUR OF THE DAY**

Daily traffic breakdown

**DEVICE OVERVIEW**

Goal: Determine most common devices, operating systems and display resolutions to uncover UX and QA opportunities



PAGE PERFORMANCE

Where traffic is landing

Page Title	Page	Sessions	% Δ	Avg. Session Duration	% Δ	Entrances / Pageviews	% Δ	Entrances	% Δ
1. Safe Catch Canned Tuna, Salmon, Sardines, & Mackerel	/	59.68%	564.2% ⬆️	00:01:48	-22.2% ⬇️	70.75%	-1.0% ⬇️	17,805	1,568.7% ⬆️
2. Safe Catch Elite Canned Tuna - The Lowest Mercury of A...	/buy-safe-catch-tuna/elite-wild-tuna/	3.65%	-61.8% ⬇️	00:01:09	-29.8% ⬇️	22.72%	-64.4% ⬇️	1,097	-3.5% ⬇️
3. Safe Catch Elite Canned Tuna - The Lowest Mercury of A...	/buy-safe-catch-tuna/elite-wild-tuna/?utm_adgroup=&gad=1	2.83%	-	00:01:06	-	47.71%	-	844	-
4. Buy Safe Catch Tuna Online - Every Fish is Mercury Tested	/buy-safe-catch-tuna/	2.16%	-77.7% ⬇️	00:02:45	-8.1% ⬇️	9.11%	-75.1% ⬇️	625	-45.7% ⬇️
5. Safe Catch Elite Canned Tuna - The Lowest Mercury of A...	/buy-safe-catch-tuna/elite-wild-tuna/?attribute_choose-a-size=6+Pack++5oz+cans&gad=1	2.13%	-	00:01:14	-	45.32%	-	635	-
6. Safe Catch Alaskan Wild Pink Salmon - No Salt Added	/buy-safe-catch-tuna/wild-pacific-pink-salmon-no-salt-added/?gad=1	1.94%	-	00:01:14	-	46.73%	-	578	-
7. Safe Catch Ahi - SafeCatch	/buy-safe-catch-tuna/wild-ahi-yellowfin-tuna/?gad=1	1.82%	-	00:00:38	-	47.97%	-	543	-
8. Buy Safe Catch Tuna Online - Every Fish is Mercury Tested	/buy-safe-catch-tuna/?utm_adgroup=&gad=1	1.73%	-	00:01:45	-	44.54%	-	514	-
9. Buy Safe Catch Tuna Online - Every Fish is Mercury Tested	/buy-safe-catch-tuna/?gad=1	1.29%	-	00:02:12	-	45.17%	-	383	-
1... Safe Catch Ahi - SafeCatch	/buy-safe-catch-tuna/wild-ahi-yellowfin-tuna/	1.28%	-80.5% ⬇️	00:01:15	2.2% ⬆️	25.31%	-65.2% ⬇️	384	-50.7% ⬇️
1... Wild Alaska Pink Salmon, No Salt Added (12 Pack) Pouch	/buy-safe-catch-tuna/wild-pacific-pink-salmon-no-salt-added-pouch/?gad=1	0.93%	-	00:01:10	-	47.26%	-	276	-
1... Safe Catch Wild Sardines in Water - 12 pack	/buy-safe-catch-tuna/sardines-in-water-skinless-boneless/?attribute_choose-a-size=6+Pa...	0.89%	-	00:00:59	-	46.35%	-	267	-
1... Benefits of Eating Canned Salmon - Safe Catch	/blog/benefits-of-eating-canned-salmon/	0.87%	-	00:00:22	-	49.24%	-	259	-
1... Elite Single Serving Pouch	/buy-safe-catch-tuna/elite-wild-tuna-pouch/?gad=1	0.76%	-	00:00:54	-	47.99%	-	227	-
1... Safe Catch Alaskan Wild Pink Salmon	/buy-safe-catch-tuna/wild-pacific-pink-salmon/	0.6%	-86.8% ⬇️	00:01:23	16.1% ⬆️	19.61%	-71.5% ⬇️	180	-66.5% ⬇️
1... Safe Catch Elite Canned Tuna - The Lowest Mercury of A...	/buy-safe-catch-tuna/elite-wild-tuna/?gad=1	0.58%	-	00:02:21	-	45.97%	-	171	-
1... Find Safe Catch Tuna at a Store Near You - Safe Catch	/safe-catch-store-finder/	0.57%	-86.3% ⬇️	00:00:50	-32.2% ⬇️	12.7%	-75.7% ⬇️	170	-65.7% ⬇️
1... Find Safe Catch Tuna at a Store Near You - Safe Catch	/safe-catch-store-finder/?utm_adgroup=&gad=1	0.56%	-	00:00:45	-	44.21%	-	168	-
1... Ahi, Wild Yellowfin Tuna Single Serving Pouch - SafeCatch	/buy-safe-catch-tuna/wild-ahi-yellowfin-tuna-pouch/?gad=1	0.53%	-	00:01:15	-	42.78%	-	157	-
2... Safe Catch Reaction to EPA & FDA Mercury Advice	/blog/safe-catch-reacts-fda-epa-mercury-advice/	0.48%	-42.1% ⬇️	00:00:35	-6.0% ⬇️	45.86%	-50.9% ⬇️	144	45.5% ⬆️
2... Safe Catch Albacore - SafeCatch	/buy-safe-catch-tuna/wild-albacore-tuna/?attribute_choose-a-size=6+Pack++5oz+cans&...	0.42%	-	00:01:00	-	45.9%	-	123	-
2... Safe Catch Alaskan Wild Pink Salmon - No Salt Added	/buy-safe-catch-tuna/wild-pacific-pink-salmon-no-salt-added/	0.38%	-81.4% ⬇️	00:01:35	14.9% ⬆️	13.06%	-75.2% ⬇️	111	-54.1% ⬇️
2... Wild Alaska Pink Salmon, Original (12 Pack) Pouch - Safe...	/buy-safe-catch-tuna/wild-pacific-pink-salmon-pouch/?gad=1	0.37%	-	00:01:56	-	45.87%	-	111	-
2... Tuna for Pregnant Women	/tuna-pregnant-women/	0.37%	-57.1% ⬇️	00:00:50	63.7% ⬆️	45.83%	-48.3% ⬇️	110	7.8% ⬆️

PRODUCT PAGE PERFORMANCE

Where traffic is landing

Destination Page	Session s	% Δ	Avg. Session Duration	% Δ	Pageviews	% Δ	Pages / Session	% Δ	Avg. Time on Page	% Δ	Bounce Rate	% Δ	% Exit	% Δ
1. /buy-safe-catch-tuna/elite-wild-tuna/	1,086	2.2% ⬆	00:01:09	-11.9% ⏴	4,828	9.3% ⬆	4.45	7.0% ⬆	00:00:29	-2.3% ⏴	0.28%	-26.6% ⏴	26.59%	-0.2% ⏴
2. /buy-safe-catch-tuna/elite-wild-tuna/?utm_adgroup=&gad=1	844	120.4% ⬆	00:01:06	-15.9% ⏴	1,769	123.6% ⬆	2.1	1.5% ⬆	00:00:16	-20.3% ⏴	0%	-	32.5%	-2.6% ⏴
3. /buy-safe-catch-tuna/elite-wild-tuna/?attribute_choose-a-size=6+Pack+-+5oz+cans&gad=1	633	190.4% ⬆	00:01:14	38.8% ⬆	1,401	190.1% ⬆	2.21	-0.1% ⏴	00:00:34	25.9% ⬆	0.16%	-65.6% ⏴	37.83%	-7.2% ⏴
4. /buy-safe-catch-tuna/	626	-18.4% ⏴	00:02:35	0.8% ⬆	6,873	13.0% ⬆	10.98	38.4% ⬆	00:00:27	17.3% ⬆	0.16%	22.5% ⬆	15.52%	7.1% ⬆
5. /buy-safe-catch-tuna/?utm_adgroup=&gad=1	514	158.3% ⬆	00:01:46	4.1% ⬆	1,154	164.7% ⬆	2.25	2.5% ⬆	00:00:18	-14.5% ⏴	0.19%	-	24.35%	7.2% ⬆
6. /buy-safe-catch-tuna/wild-ahi-yellowfin-tuna/?gad=1	436	62.1% ⬆	00:00:36	-1.7% ⏴	1,132	99.6% ⬆	2.6	23.2% ⬆	00:00:17	-13.2% ⏴	0.23%	-	43.46%	0.2% ⬆
7. /buy-safe-catch-tuna/wild-pacific-pink-salmon-no-salt-added/?gad=1	411	57.5% ⬆	00:01:10	-23.2% ⏴	1,237	117.4% ⬆	3.01	38.1% ⬆	00:00:17	17.8% ⬆	0%	-	32.26%	10.6% ⬆
8. /buy-safe-catch-tuna/?gad=1	383	74.9% ⬆	00:02:12	21.1% ⬆	848	78.9% ⬆	2.21	2.3% ⬆	00:00:23	-9.1% ⏴	0%	-	20.52%	-9.1% ⏴
9. /buy-safe-catch-tuna/sardines-in-water-skinless-boneless/?attribute_choose-a-size=6+Packs+-+4.4oz+tins&gad=1	267	242.3% ⬆	00:00:59	-13.7% ⏴	576	251.2% ⬆	2.16	2.6% ⬆	00:00:32	20.9% ⬆	0%	-	41.15%	-3.6% ⏴
1... /buy-safe-catch-tuna/wild-pacific-pink-salmon-no-salt-added-pouch/?gad=1	181	217.5% ⬆	00:01:20	-43.0% ⏴	584	363.5% ⬆	3.23	46.0% ⬆	00:00:26	-32.6% ⏴	0.55%	-	39.21%	0.8% ⬆
1... /buy-safe-catch-tuna/elite-wild-tuna/?gad=1	171	3,320.0...	00:02:21	-77.6% ⏴	372	3,620.0...	2.18	8.8% ⬆	00:00:24	-28.1% ⏴	0%	-	24.46%	144.6% ⬆
1... /buy-safe-catch-tuna/elite-wild-tuna-pouch/?gad=1	164	69.1% ⬆	00:01:04	186.0% ⬆	475	139.9% ⬆	2.9	41.9% ⬆	00:00:24	152.2% ⬆	0%	-	39.79%	-0.3% ⏴
1... /buy-safe-catch-tuna/wild-albacore-tuna/?attribute_choose-a-size=6+Pack+-+5oz+cans&gad=1	123	296.8% ⬆	00:01:00	41.2% ⬆	268	282.9% ⬆	2.18	-3.5% ⏴	00:00:27	72.8% ⬆	0%	-	38.43%	17.0% ⬆
1... /buy-safe-catch-tuna/wild-ahi-yellowfin-tuna-pouch/?gad=1	109	47.3% ⬆	00:01:17	117.2% ⬆	367	132.3% ⬆	3.37	57.7% ⬆	00:00:16	24.3% ⬆	0%	-	34.88%	-8.2% ⏴
1... /buy-safe-catch-tuna/wild-albacore-tuna-no-salt-added/	107	2.9% ⬆	00:00:54	16.5% ⬆	969	20.5% ⬆	9.06	17.1% ⬆	00:00:24	-26.4% ⏴	0%	-100.0% ⏴	17.85%	-8.6% ⏴
1... /buy-safe-catch-tuna/wild-ahi-yellowfin-tuna/	100	-47.1% ⏴	00:01:23	196.5% ⬆	1,517	-33.3% ⏴	15.17	26.0% ⬆	00:00:30	47.7% ⬆	3%	-	29.6%	-17.3% ⏴
1... /buy-safe-catch-tuna/sardines-in-extra-virgin-olive-oil-skinless-boneless/?attribute_choose-a-size=6+Pack+-+4.4oz+tins&gad=1	88	114.6% ⬆	00:01:20	98.1% ⬆	186	97.9% ⬆	2.11	-7.8% ⏴	00:00:28	38.7% ⬆	0%	-	38.71%	1.1% ⬆
1... /buy-safe-catch-tuna/wild-pacific-pink-salmon/?gad=1	84	35.5% ⬆	00:00:46	7.8% ⬆	223	67.7% ⬆	2.65	23.8% ⬆	00:00:09	-53.0% ⏴	1.19%	-26.2% ⏴	39.91%	-3.5% ⏴
1... /buy-safe-catch-tuna/wild-albacore-tuna/	82	-7.9% ⏴	00:02:43	95.2% ⬆	742	17.4% ⬆	9.05	27.4% ⬆	00:00:41	30.7% ⬆	0%	-	16.44%	-23.6% ⏴
2... /buy-safe-catch-tuna/sardines-in-extra-virgin-olive-oil-skinless-boneless/	80	-3.6% ⏴	00:01:38	-31.8% ⏴	583	-4.4% ⏴	7.29	-0.8% ⏴	00:00:26	-8.6% ⏴	1.25%	-	15.95%	-6.4% ⏴
2... /buy-safe-catch-tuna/wild-pacific-pink-salmon-pouch/?gad=1	77	51.0% ⬆	00:02:37	248.8% ⬆	242	112.3% ⬆	3.14	40.6% ⬆	00:00:49	373.5% ⬆	0%	-	36.78%	-0.2% ⏴
2... /buy-safe-catch-tuna/wild-albacore-tuna-no-salt-added/?attribute_choose-a-size=6+Pack+-+5oz+cans&gad=1	72	200.0% ⬆	00:01:22	-3.0% ⏴	158	172.4% ⬆	2.19	-9.2% ⏴	00:00:38	34.6% ⬆	0%	-	39.87%	15.6% ⬆
2... /buy-safe-catch-tuna/elite-wild-tuna/?attribute_choose-a-size=6+Pack++5oz+cans	67	-84.8% ⏴	00:01:04	-13.7% ⏴	149	-84.2% ⏴	2.22	3.9% ⬆	00:00:14	-32.0% ⏴	1.49%	-	37.58%	-3.3% ⏴
2... /buy-safe-catch-tuna/?jsf=epro-products&tax=product-fish-type:4045	62	-	00:03:17	-	287	298.6% ⬆	4.63	-	00:00:19	-10.7% ⏴	0%	-	19.16%	589.9% ⬆
2... /buy-safe-catch-tuna/wild-mackerel-in-olive-oil-skinless-boneless/	62	-4.6% ⏴	00:02:40	-10.2% ⏴	517	-5.1% ⏴	8.34	-0.5% ⏴	00:00:30	-13.1% ⏴	0%	-	18.96%	20.1% ⬆

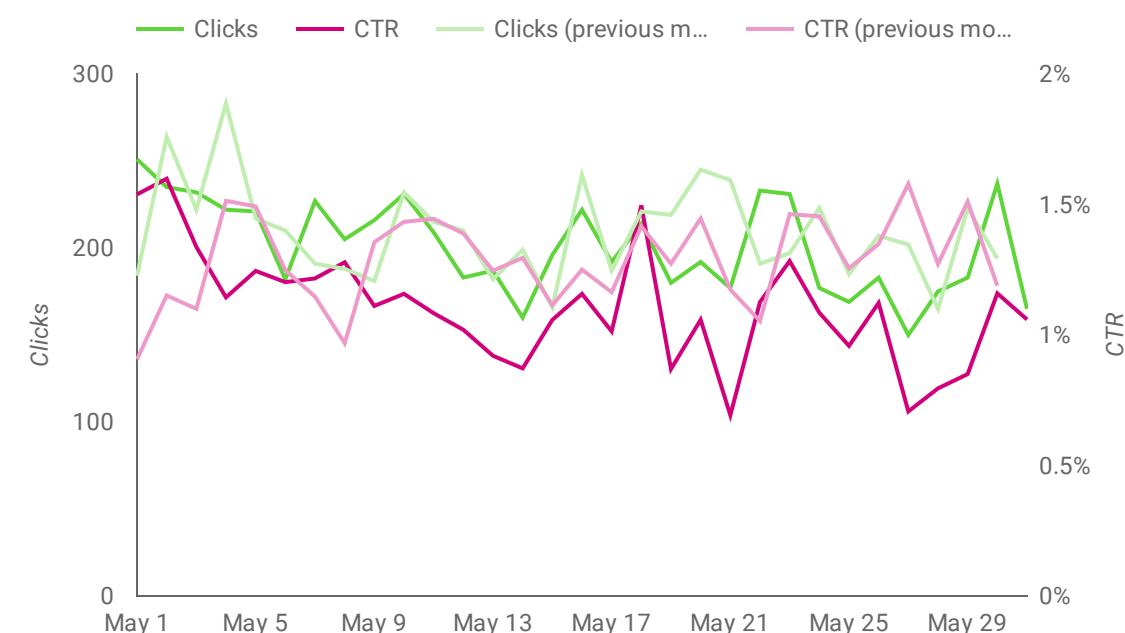
Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks **6.2K**
-0.7%

CTR **1.1%**
-14.9%

Impressions **575.6K**
+ 16.7%



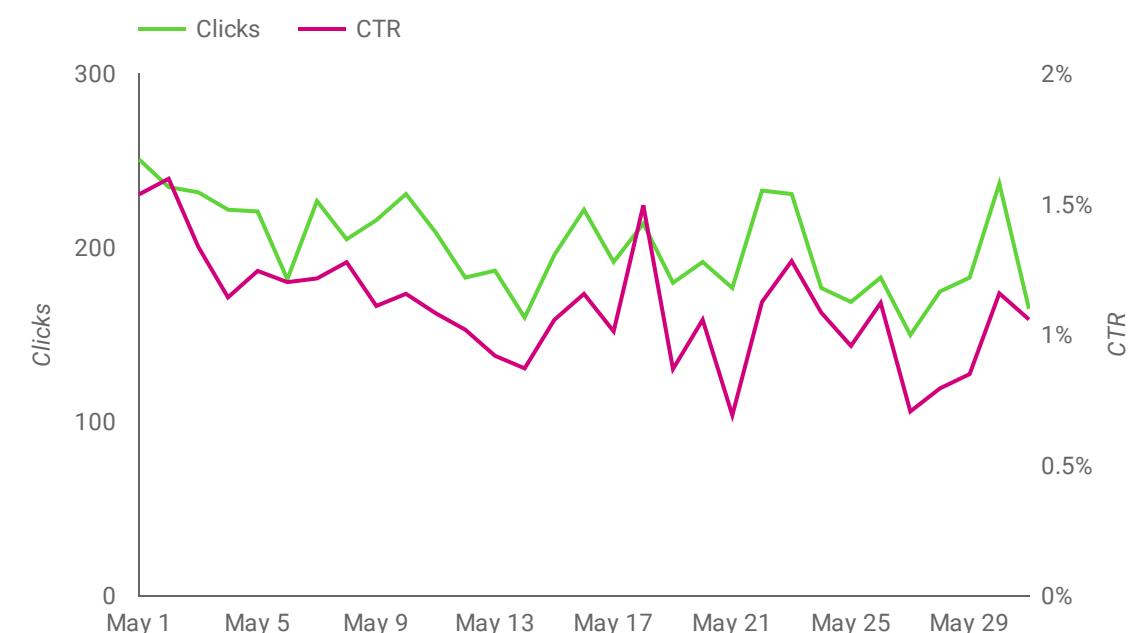
Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

Conversions **291.0**
+ 4.2%

Click conversion rate **4.3%**
+ 9.8%

Conv. value / click **\$2.59**
+ 7.4%



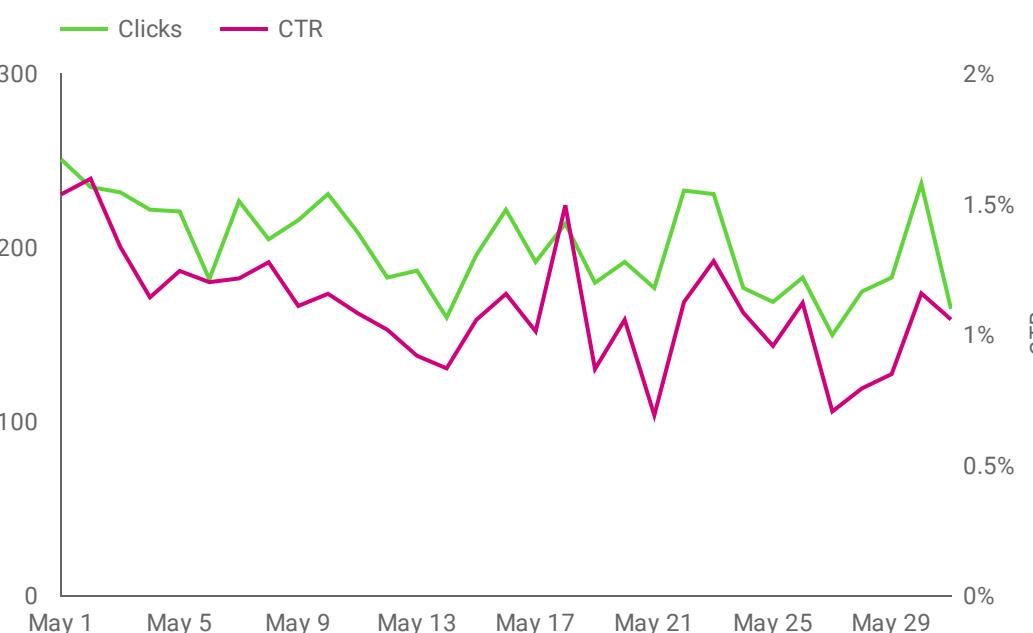
Cost Per Click

by Cost, CPC, and CPM

Cost **\$6.38K**
+ 7.8%

Avg. Cost **\$0.94**
+ 13.6%

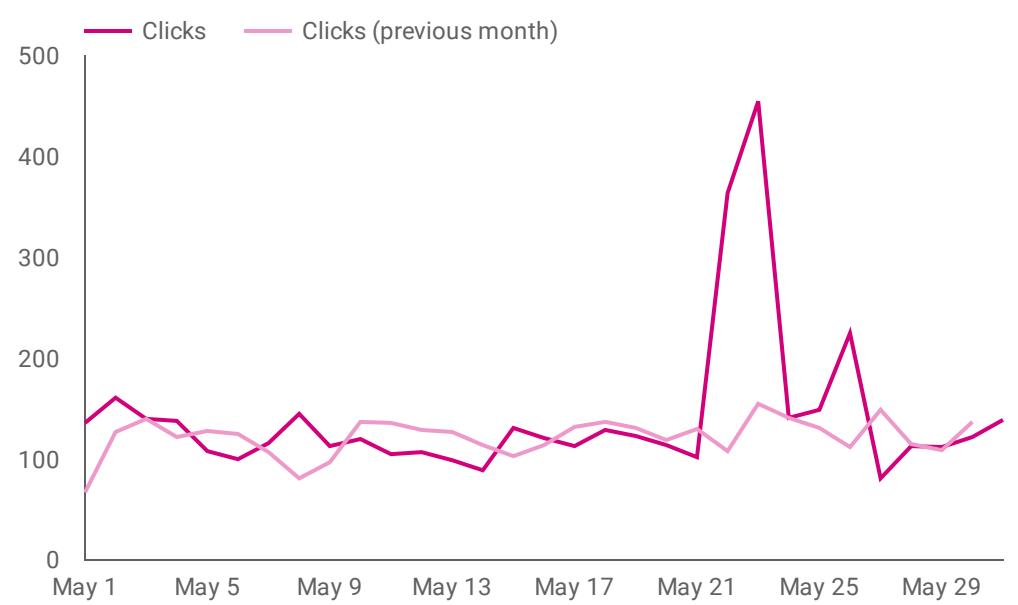
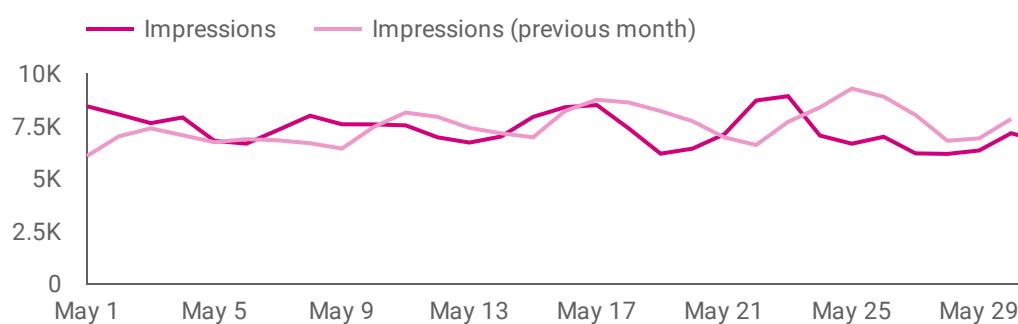
Cost / conv. **\$21.93**
+ 3.5%



Top Campaigns

by CTR, Avg. CPC, and Cost / Conv.

Campaign	CTR ▾	Cost
Search Sustainability Max Conversion Value	17.79%	\$907.42
Search Tuna Max Conversion Value	16.66%	\$911.07
Search Brands Max Conversion Value	13.85%	\$912
Search Salmon Max Conversion Value	9.73%	\$903.76
Search Mercury Max Conversion Value	9.07%	\$463.82
Grand total	1.08%	\$6,383.11



Query	Impressions	Δ	Clicks	% Δ	Site CTR	Δ	Average Position	Δ
salmon calories	6,342	-1,816 🔴	1,263	50.0% 🟢	0.05%	0.02% 🟢	9.02	-0.44 🔴
safe catch tuna	4,506	1,263 🟢	1,263	52.5% 🟢	15.16%	1.34% 🟢	1.01	0 🟢
tuna packets	3,186	506 🟢	506	0.0%	0.09%	-0.02% 🔴	10.8	-1.5 🔴
is canned salmon healthy	2,423	-174 🔴	174	71.0% 🟢	2.19%	0.99% 🟢	4.06	-1.89 🔴
salmon benefits	1,934	1,014 🟢	1,014	150.0% 🟢	0.26%	0.04% 🟢	12.29	-8.17 🔴
safe catch	1,802	881 🟢	881	131.7% 🟢	26.36%	4.1% 🟢	1.03	-0.01 🔴
tuna	1,739	269 🟢	269	-	0.06%	0.06% 🟢	47.29	-9.23 🔴
safe	1,593	90 🟢	90	-	0%	0%	54.11	4.25 🟢
calories in salmon	1,310	-1,408 🔴	1,408	-100.0% 🔴	0%	-0.07% 🔴	9.8	0.25 🟢
gray maynard	1,170	-209 🔴	209	-	0%	0%	2.29	0.21 🟢
tuna can	1,133	379 🟢	379	0.0%	0.09%	-0.04% 🔴	20.67	-8.32 🔴
tuna pouch	1,107	-354 🔴	354	-80.0% 🔴	0.09%	-0.25% 🔴	10.03	0.96 🟢
melissa urban	1,084	-1,160 🔴	1,160	-	0%	0%	3.58	1.56 🟢
is canned salmon good for you	1,045	-35 🔴	35	42.9% 🟢	0.96%	0.31% 🟢	5.46	-2.02 🔴
skipjack tuna mercury	1,043	68 🟢	68	-45.5% 🔴	0.58%	-0.55% 🔴	4.83	0.09 🟢
salmon protein content	866	-226 🔴	226	-	0%	0%	9.99	0.17 🟢
wild tuna	779	97 🟢	97	-	0.13%	0.13% 🟢	10.04	-1.18 🔴
wild caught tuna	770	73 🟢	73	200.0% 🟢	0.39%	0.25% 🟢	5.04	-0.36 🔴
low mercury tuna	764	31 🟢	31	75.0% 🟢	2.75%	1.11% 🟢	3.57	0.67 🟢
tuna calories	761	-268 🔴	268	-	0%	0%	25.51	2.26 🟢
pink salmon	715	116 🟢	116	-	0%	0%	34.56	-0.86 🔴
tuna pouches	713	81 🟢	81	-50.0% 🔴	0.14%	-0.18% 🔴	10.07	0.17 🟢
msc certification	710	212 🟢	212	-	0.14%	0.14% 🟢	9.4	-2.14 🔴
sardines	675	83 🟢	83	-	0%	0%	23.27	15.8 🟢
albacore	660	122 🟢	122	-	0.3%	0.3% 🟢	34.57	-0.62 🔴
safe catch elite tuna	603	87 🟢	87	11.8% 🟢	9.45%	-0.43% 🔴	1.07	0 🟢
canned salmon nutrition	588	-19 🔴	19	50.0% 🟢	1.02%	0.36% 🟢	7.8	0.3 🟢
canned salmon recipes	573	-365 🔴	365	-71.4% 🔴	0.35%	-0.4% 🔴	58.07	25.3 🟢
sardines in water	543	239 🟢	239	-	0.18%	0.18% 🟢	15.59	-5.08 🔴
yellowfin tuna	525	-10 🔴	10	-	0.19%	0.19% 🟢	35.89	-6.77 🔴

Query	Impressions	Δ	Average Position	Δ	Clicks	Δ	Site CTR	Δ
salmon calories	6,342	-1,816 ⚡	9.02	-0.44 ⚡	3	1 🚀	0.05%	0.02% 🚀
safe catch tuna	4,506	1,263 🚀	1.01	0 🚀	683	235 🚀	15.16%	1.34% 🚀
tuna packets	3,186	506 🚀	10.8	-1.5 ⚡	3	0	0.09%	-0.02% ⚡
is canned salmon healthy	2,423	-174 ⚡	4.06	-1.89 ⚡	53	22 🚀	2.19%	0.99% 🚀
salmon benefits	1,934	1,014 🚀	12.29	-8.17 ⚡	5	3 🚀	0.26%	0.04% 🚀
safe catch	1,802	881 🚀	1.03	-0.01 ⚡	475	270 🚀	26.36%	4.1% 🚀
tuna	1,739	269 🚀	47.29	-9.23 ⚡	1	1 🚀	0.06%	0.06% 🚀
safe	1,593	90 🚀	54.11	4.25 🚀	0	0	0%	0%
calories in salmon	1,310	-1,408 ⚡	9.8	0.25 🚀	0	-2 ⚡	0%	-0.07% ⚡
gray maynard	1,170	-209 ⚡	2.29	0.21 🚀	0	0	0%	0%
tuna can	1,133	379 🚀	20.67	-8.32 ⚡	1	0	0.09%	-0.04% ⚡
tuna pouch	1,107	-354 ⚡	10.03	0.96 🚀	1	-4 ⚡	0.09%	-0.25% ⚡
melissa urban	1,084	-1,160 ⚡	3.58	1.56 🚀	0	0	0%	0%
is canned salmon good for you	1,045	-35 ⚡	5.46	-2.02 ⚡	10	3 🚀	0.96%	0.31% 🚀
skipjack tuna mercury	1,043	68 🚀	4.83	0.09 🚀	6	-5 ⚡	0.58%	-0.55% ⚡
salmon protein content	866	-226 ⚡	9.99	0.17 🚀	0	0	0%	0%
wild tuna	779	97 🚀	10.04	-1.18 ⚡	1	1 🚀	0.13%	0.13% 🚀
wild caught tuna	770	73 🚀	5.04	-0.36 ⚡	3	2 🚀	0.39%	0.25% 🚀
low mercury tuna	764	31 🚀	3.57	0.67 🚀	21	9 🚀	2.75%	1.11% 🚀
tuna calories	761	-268 ⚡	25.51	2.26 🚀	0	0	0%	0%
pink salmon	715	116 🚀	34.56	-0.86 ⚡	0	0	0%	0%
tuna pouches	713	81 🚀	10.07	0.17 🚀	1	-1 ⚡	0.14%	-0.18% ⚡
msc certification	710	212 🚀	9.4	-2.14 ⚡	1	1 🚀	0.14%	0.14% 🚀
sardines	675	83 🚀	23.27	15.8 🚀	0	0	0%	0%
albacore	660	122 🚀	34.57	-0.62 ⚡	2	2 🚀	0.3%	0.3% 🚀
safe catch elite tuna	603	87 🚀	1.07	0 🚀	57	6 🚀	9.45%	-0.43% ⚡
canned salmon nutrition	588	-19 ⚡	7.8	0.3 🚀	6	2 🚀	1.02%	0.36% 🚀
canned salmon recipes	573	-365 ⚡	58.07	25.3 🚀	2	-5 ⚡	0.35%	-0.4% ⚡
sardines in water	543	239 🚀	15.59	-5.08 ⚡	1	1 🚀	0.18%	0.18% 🚀
yellowfin tuna	525	-10 ⚡	25.90	-6.77 ⚡	1	1 🚀	0.10%	0.10% 🚀

REFERRING DOMAINS

Created last month

Domain Authority of referring domain backlinks added spread across a range. While increasing the number of referring domains is important, the quality of those domains is also a key component of building search engine domain authority.

The highest DA score for an added referring domain was 42

The lowest DA score for an added referring domain was 15

Backlinks	Domain Authority	Measured by
1. https://prestopizza.com.au/incredible-facts-about-yellowfin-tuna/	20	moz
2. https://www.theboweryboys.com.au/incredible-facts-about-yellowfin-tuna/	29	moz
3. https://www.freemantlecottages.com.au/incredible-facts-about-yellowfin-tuna/	24	moz
4. https://natures-slimtea.com.au/incredible-facts-about-yellowfin-tuna/	21	moz
5. https://excellentwebworld.com.au/incredible-facts-about-yellowfin-tuna/	21	moz
6. https://www.outlookhill.com.au/incredible-facts-about-yellowfin-tuna/	22	moz
7. https://www.hendrixandharlow.com.au/incredible-facts-about-yellowfin-tuna/	24	moz
8. https://www.cocokitten.com.au/incredible-facts-about-yellowfin-tuna/	19	moz
9. https://www.sashadebretton.com.au/incredible-facts-about-yellowfin-tuna/	15	moz
10. https://chillinghambushtucker.com.au/incredible-facts-about-yellowfin-tuna/	18	moz
11. https://gustoso.com.au/incredible-facts-about-yellowfin-tuna/	15	semrush
12. https://thirteensteps.com.au/incredible-facts-about-yellowfin-tuna/	22	moz
13. https://satforum.biz/incredible-facts-about-yellowfin-tuna/	19	moz
14. https://wsfki.com/incredible-facts-about-yellowfin-tuna/	16	moz
15. https://theartofberlin.com/incredible-facts-about-yellowfin-tuna/	16	semrush
16. https://sozbg.rs/incredible-facts-about-yellowfin-tuna/	20	moz
17. https://rvc.rs/incredible-facts-about-yellowfin-tuna/	20	moz
18. https://nofm.rs/incredible-facts-about-yellowfin-tuna/	22	moz
19. https://renewablelogic.com.au/incredible-facts-about-yellowfin-tuna/	15	moz
20. https://smed-palanka.rs/incredible-facts-about-yellowfin-tuna/	24	moz
21. https://cardecode.rs/incredible-facts-about-yellowfin-tuna/	20	moz
22. https://hotelholidaymontecatini.com/incredible-facts-about-yellowfin-tuna/	18	moz
23. https://laverrhier.com/incredible-facts-about-yellowfin-tuna/	17	semrush
24. https://www.fmsk.me/incredible-facts-about-yellowfin-tuna/	42	ahrefs
25. https://apartman-beograd.in.rs/incredible-facts-about-yellowfin-tuna/	18	semrush
26. https://www.cookiesandry.com.au/incredible-facts-about-yellowfin-tuna/	17	semrush
27. https://www.wandifulproduce.com.au/incredible-facts-about-yellowfin-tuna/	21	moz
28. https://prdkyogle.com.au/incredible-facts-about-yellowfin-tuna/	15	semrush
29. https://greenpoppy.com.au/incredible-facts-about-yellowfin-tuna/	22	moz
30. https://a1asbestos.com.au/incredible-facts-about-yellowfin-tuna/	16	semrush

CONTENT EFFORTS

New content ideas

In order to get better reputation in eyes of Google and reach higher rankings we need to add new content each month. Therefore, in the last month we researched 5 new content ideas.

- 1... The Nutritional Comparison: Fresh vs Canned Fish
- 2... The Importance of Eating Safe and Healthy Seafood
- 3... The Nutritional Benefits of Mackerel in Olive Oil: Why it's a Healthy Choice
- 4... The Environmental Impact of Canned Tuna: How to Make a Sustainable Tuna Choice
- 5... Low-Mercury Fish: A Guide to Making Safe Seafood Choices

Key Takeaways

Last month's highlights

SEO is a methodical strategy over time, yet we can proudly say excellent results were achieved during the previous month of our SEO journey together.

1. Referring Domains & Pages Quality - 30 unique high-quality backlinks have been created
2. Technical SEO - Quality Control Audit of Google Search Console with no errors reported
3. Content Research - we researched 5 new content ideas
4. New Keywords - 394 new keywords and phrases have started to gain ranking
5. Existing Keyword Rankings - Safe Catch has improved Google positions for 1,950 keywords

NEXT MONTH'S GOALS & IDEAS

Plans for next month

Keep the Momentum Rolling

We are proud to say that we achieved some outstanding results last month!

To continue in that vein, here are the main things we'll be focusing on for next month:

1. SEO Outreach - We will pitch premium TIER 1 websites for PR releases with a Domain Authority Rating of 90 or higher, which is very high.
2. Content Optimization. We strongly suggest that you write at least two blog posts a month, since frequent blogging enhances SEO quality by positioning your website as a relevant answer to your customers' questions. If you decide to write articles, we will optimize them in the best possible way.
3. Backlink Generation - We will generate at least 30 high quality backlinks from reputable websites.

	At	Client Name	Project Na...	Actual Hours ▾
1.	20230601224627	Mobile Moviegoing	MMG - Cine...	100
2.	20230601224402	Georgia Mama Care	GMC - Maint...	48
3.	20230601230056	BabyLiveAdvice	BLA - Mainte...	46
4.	20230605141013	Safe Catch	SC - Mainten...	43
5.	20230601231735	Kinder's	KIN - Mainte...	39
6.	20230404192456	Edesen	ED - New Cli...	38
7.	20230601223700	Singing Pastures	SP - Social	33
8.	20230404190218	Edesen	ED - Project ...	33
9.	20230601223942	American Pregnancy Association	APA - Mainte...	30
10.	20230601225218	Singer Portals	SVD - MAZ F...	28
11.	20230601224115	BabyLiveAdvice	BLA - Client ...	28
12.	20230601225228	Singer Portals	SVD - Punch...	25
13.	20230417153312	Edesen	ED - Account...	24
14.	20230601225039	Singing Pastures	SP - Weekly ...	23
15.	20230404190148	Edesen	ED - Monthly...	22
16.	20230404194907	Edesen	ED - Marketi...	20
17.	20230601224502	Georgia Mama Care	GMC - Platfo...	18
18.	20230404190118	Edesen	ED - Mainten...	18
19.	20230404185923	Edesen	ED - Best Pra...	16
20.	20230601225126	Singer Portals	SVD - Litslin...	13
21.	20230404172401	Mobile Moviegoing	MMG - Platf...	13
22.	20230503222439	BabyLiveAdvice	BLA - Paid S...	12
23.	20230601224805	Pure Cravings	PC - Mainten...	12