



SEO Report

June/July 2019

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Web Development + Online Marketing

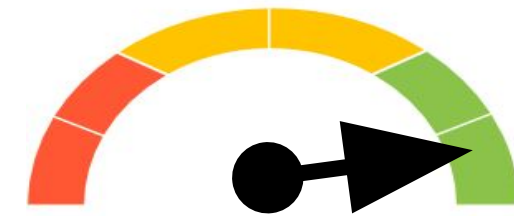
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SEO OVERVIEW:
EXCELLENT



2,183

Number of **sessions** to
your webpage

5,665

Number of **pageviews**
to your website

1,935

Number of **users** to
your website

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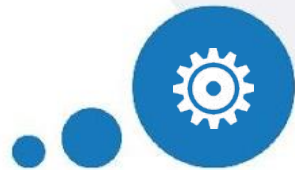
TOP **3** NOTABLES

1



Organic search traffic increased by +7%

2



The '2 gallon bottles' increased in revenue by +100% in Google organic traffic.

3



Social search traffic increased by +23%

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THIS MONTH

TOP 3 SEO ACTIONS



Optimized blog posts and pages to increase keyword rankings.



Re-submit URL links of optimized pages to Google



Created/Scheduled social posts and shared links on social bookmarking sites

DID YOU KNOW?

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Search Engine Optimization (SEO) is based on the fundamentals of proper design and intelligent marketing practices, yet is a constantly evolving industry. There is an ever changing wealth of tools offered and niches that can be tapped to market your site and boost sales. Extima takes a comprehensive approach that builds a strong foundation, analyzes the results of our actions and continuously seeks new avenues to promote your site. Our practices result in long term search traffic that converts to sales and increases exposure for your business.



THIS MONTH

DETAILED **SEO REPORT**

This month, Google Organic sources brought in the most traffic, with Social sources bringing in the second greatest amount of traffic. The majority of keywords remain on pages 1 and 2 of Google searches. Organic search traffic increased by +7% and Social search traffic increased by +23%. Overall sessions to the site came to +2,183.

e-Commerce revenue performance is showing revenue in different search channels. We saw the '2 gallon bottles' increase revenue by +100% in Google organic traffic.

We focused on SEO and social media content and created social branded graphics to further engage potential users. To increase organic traffic in Google searches, we will continue to add and optimize fresh content, blog posts and articles.

During this month, we optimized, shared, and promoted products and blog articles on different social channels to increase brand awareness. As a result, we received 614 clicks that led to your site out of 10,819 people who saw these promotional posts. 77.9% of these clicks came from women using a mobile device. We fixed technical issues that were related to non-redirected pages and broken links from older blog posts and re-submitted links to Google in order to help increase search rankings.

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NEXT MONTH

WHAT ARE THE **NEXT STEPS?**

Next month, we will focus on optimizing product pages with more organic keywords. The goal is to gain as many organic keywords related to the “sports equipment deodorizer” category as possible. We will continue to create social content and distribute to different social channels.

We will continue to monitor and fix technical issues on the site such as Broken Links, Soft 404 Errors, Missing Alt Tags, Broken Images, Sitemap issues and anything else that comes up. We conducted analytical performance research for products ranking close to page one to help us going forward. As always, we will monitor site activity and Google Search Console for website errors.

We will also work towards implementing core pages into the keyword campaign as these will have more Page Authority than the products pages. Page Authority is a score (on a 100-point scale) that predicts how well a specific page will rank on search engines. It is based off of data from the global web indexes, link counts and dozens of other factors. We hope to increase your page and domain rank as the SEO campaign continues.

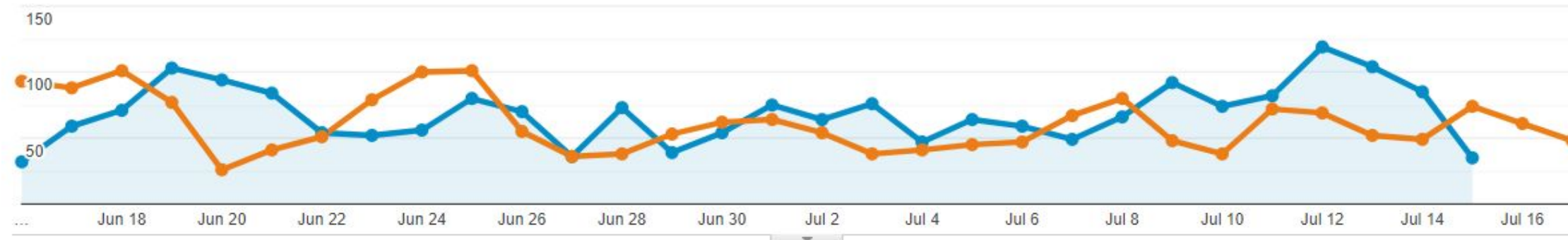
We will build more local links to ensure a solid web presence and boost exposure. Local links will help boost your local search rankings, improve your domain authority, and ultimately, send you valuable traffic. Our goal is to build at least five strong online business profiles a month.



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Jun 16, 2019 - Jul 15, 2019: ● Users

May 15, 2019 - Jun 15, 2019: ● Users



Users

6.67%

1,935 vs 1,814



New Users

5.49%

1,865 vs 1,768



Sessions

7.43%

2,183 vs 2,032



Number of Sessions per User

0.71%

1.13 vs 1.12



Pageviews

54.28%

5,665 vs 3,672



Pages / Session

43.60%

2.60 vs 1.81



Avg. Session Duration

-19.41%

00:00:54 vs 00:01:06



Bounce Rate

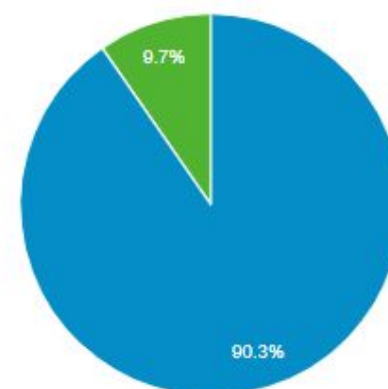
-51.48%

36.51% vs 75.25%

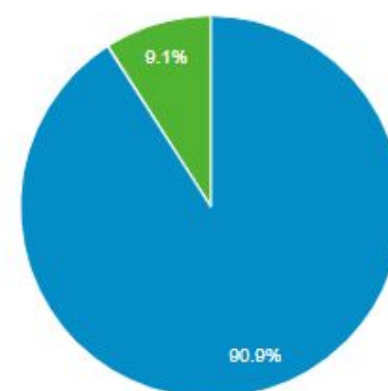


■ New Visitor ■ Returning Visitor

Jun 16, 2019 - Jul 15, 2019



May 15, 2019 - Jun 15, 2019



SESSIONS

Measures change in the number of times a user has actively engaged with your website since last month.

USERS

Measures change in the number of users that have had at least one session since last month.

PAGEVIEWS

Measures change in the number of pages viewed since last month.

PAGES / SESSION

Measures change in the average number of pages viewed per session since last month.

AVG. SESSION DURATION

Measures change in the average length of a session.

BOUNCE RATE

Measures change in the percentage of single-page visits since last month (visits in which a person left your site from the entrance page without interacting with the page).

% NEW SESSION:

Measures change in the percentage of first time visits.

Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	6.73% ↑ 1,936 vs 1,814	5.54% ↑ 1,866 vs 1,768	7.48% ↑ 2,184 vs 2,032	51.50% ↓ 36.49% vs 75.25%	43.59% ↑ 2.59 vs 1.81	19.45% ↓ 00:00:53 vs 00:01:06	81.18% ↑ 1.69% vs 0.94%	94.74% ↑ 37 vs 19	71.00% ↑ \$3,776.37 vs \$2,208.38
1. Organic Search									
Jun 16, 2019 - Jul 15, 2019	1,100 (56.50%)	1,076 (57.66%)	1,260 (57.69%)	40.24%	2.69	00:01:04	1.35%	17 (45.95%)	\$945.99 (25.05%)
May 15, 2019 - Jun 15, 2019	1,025 (56.23%)	1,010 (57.13%)	1,160 (57.09%)	71.90%	1.92	00:01:14	1.12%	13 (68.42%)	\$915.25 (41.44%)
% Change	7.32%	6.53%	8.62%	-44.03%	40.19%	-13.12%	20.39%	30.77%	3.36%
2. Social									
Jun 16, 2019 - Jul 15, 2019	600 (30.82%)	559 (29.96%)	615 (28.16%)	27.48%	1.89	00:00:10	0.16%	1 (2.70%)	\$26.99 (0.71%)
May 15, 2019 - Jun 15, 2019	486 (26.66%)	464 (26.24%)	498 (24.51%)	91.16%	1.17	00:00:15	0.20%	1 (5.26%)	\$20.99 (0.95%)
% Change	23.46%	20.47%	23.49%	-69.86%	61.67%	-32.58%	-19.02%	0.00%	28.59%
3. Direct									
Jun 16, 2019 - Jul 15, 2019	168 (8.63%)	163 (8.74%)	208 (9.52%)	38.46%	3.30	00:01:24	5.29%	11 (29.73%)	\$2,041.87 (54.07%)
May 15, 2019 - Jun 15, 2019	215 (11.79%)	210 (11.88%)	252 (12.40%)	70.24%	2.16	00:01:30	1.19%	3 (15.79%)	\$648.19 (29.35%)
% Change	-21.86%	-22.38%	-17.46%	-45.24%	52.78%	-7.22%	344.23%	266.67%	215.01%
4. Email									
Jun 16, 2019 - Jul 15, 2019	39 (2.00%)	35 (1.88%)	57 (2.61%)	40.35%	5.05	00:02:23	8.77%	5 (13.51%)	\$671.55 (17.78%)
May 15, 2019 - Jun 15, 2019	56 (3.07%)	51 (2.88%)	78 (3.84%)	53.85%	2.85	00:02:23	1.28%	1 (5.26%)	\$304.95 (13.81%)
% Change	-30.36%	-31.37%	-26.92%	-25.06%	77.52%	-0.18%	584.21%	400.00%	120.22%

Revenue & Conversion Rate

Revenue

71.00%

\$3,776.37 vs \$2,208.38



Ecommerce Conversion Rate

81.10%

1.69% vs 0.94%



Transactions

Transactions

94.74%

37 vs 19



Avg. Order Value

-12.19%

\$102.06 vs \$116.23



Marketing

Campaigns

400.00% Transactions

5 vs 1

120.22% Revenue

\$671.55 vs \$304.95

-55.96% Avg. Order Value

\$134.31 vs \$304.95

Internal Promotion

0.00% Impressions

0 vs 0

Order Coupon Code

58.33% Transactions

19 vs 12

38.32% Revenue

\$1,393.55 vs \$1,007.47

-12.64% Avg. Order Value

\$73.34 vs \$83.96

Affiliation

31.58% Transactions

25 vs 19

20.30% Revenue

\$2,656.70 vs \$2,208.38

-8.57% Avg. Order Value

\$106.27 vs \$116.23

Top Sellers

Product

Product Category (Enhanced Ecommerce)

Product Brand

Product

Product Revenue % Product Revenue

1. 1 Gallon Bottle

Jun 16, 2019 - Jul 15, 2019

\$822.46 22.67%

May 15, 2019 - Jun 15, 2019

\$401.93 19.53%

% Change

104.63% **16.10%**

2. Athlete Package Case

Jun 16, 2019 - Jul 15, 2019

\$640.00 17.64%

May 15, 2019 - Jun 15, 2019

\$0.00 0.00%

% Change

100.00% **100.00%**

3. Family Pack

Jun 16, 2019 - Jul 15, 2019

\$479.94 13.23%






May 15, 2019 - Jun 15, 2019

\$159.98 7.77%

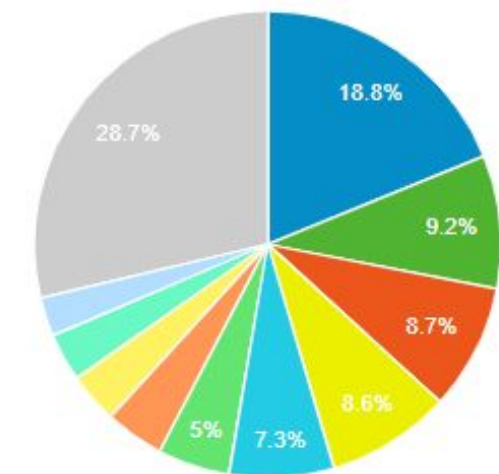
% Change

200.00% **70.22%**

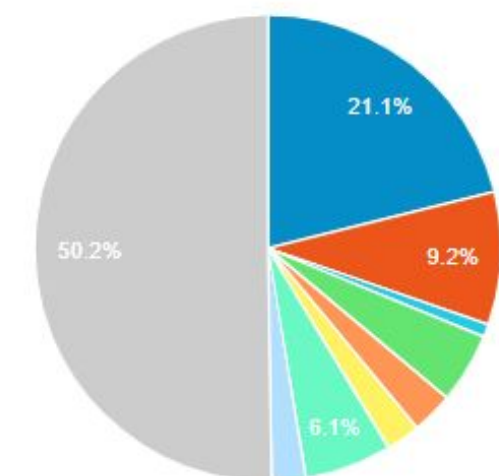
Product ?	Source / Medium ?	Sales Performance						Shopping Behavior	
		Product Revenue ? ↓	Unique Purchases ?	Quantity ?	Avg. Price ?	Avg. QTY ?	Product Refund Amount ?	Cart-to-Detail Rate ?	Buy-to-Detail Rate ?
		76.24% ▲ \$3,627.77 vs \$2,058.38	100.00% ▲ 42 vs 21	28.89% ▲ 58 vs 45	36.74% ▲ \$62.55 vs \$45.74	35.56% ▼ 1.38 vs 2.14	0.00% \$0.00 vs \$0.00	23.38% ▼ 34.27% vs 44.72%	12.59% ▲ 14.69% vs 13.04%
1. Athlete Package Case	(direct) / (none)								
Jun 16, 2019 - Jul 15, 2019		\$640.00 (17.64%)	2 (4.76%)	4 (6.90%)	\$160.00	2.00	\$0.00 (0.00%)	233.33%	33.33%
May 15, 2019 - Jun 15, 2019		\$0.00 (0.00%)	0 (0.00%)	0 (0.00%)	\$0.00	0.00	\$0.00 (0.00%)	0.00%	0.00%
% Change		∞%	∞%	∞%	∞%	∞%	0.00%	∞%	∞%
2. 1 Gal Bottle Case	SF Contact Export 2019 / email								
Jun 16, 2019 - Jul 15, 2019		\$478.38 (13.19%)	2 (4.76%)	2 (3.45%)	\$239.19	1.00	\$0.00 (0.00%)	180.00%	40.00%
May 15, 2019 - Jun 15, 2019		\$0.00 (0.00%)	0 (0.00%)	0 (0.00%)	\$0.00	0.00	\$0.00 (0.00%)	66.67%	0.00%
% Change		∞%	∞%	∞%	∞%	∞%	0.00%	170.00%	∞%
3. 1 Gallon Bottle	(direct) / (none)								
Jun 16, 2019 - Jul 15, 2019		\$467.92 (12.90%)	5 (11.90%)	8 (13.79%)	\$58.49	1.60	\$0.00 (0.00%)	38.89%	27.78%
May 15, 2019 - Jun 15, 2019		\$59.99 (2.91%)	1 (4.76%)	1 (2.22%)	\$59.99	1.00	\$0.00 (0.00%)	50.00%	25.00%
% Change		680.00%	400.00%	700.00%	-2.50%	60.00%	0.00%	-22.22%	11.11%
4. 24oz Bottle Case	(direct) / (none)								
Jun 16, 2019 - Jul 15, 2019		\$360.00 (9.92%)	1 (2.38%)	3 (5.17%)	\$120.00	3.00	\$0.00 (0.00%)	0.00%	0.00%
May 15, 2019 - Jun 15, 2019		\$0.00 (0.00%)	0 (0.00%)	0 (0.00%)	\$0.00	0.00	\$0.00 (0.00%)	0.00%	0.00%
% Change		∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%
5. 1 Gallon Bottle	google / organic								
Jun 16, 2019 - Jul 15, 2019		\$303.55 (8.37%)	5 (11.90%)	5 (8.62%)	\$60.71	1.00	\$0.00 (0.00%)	27.78%	13.89%
May 15, 2019 - Jun 15, 2019		\$101.98 (4.95%)	1 (4.76%)	2 (4.44%)	\$50.99	2.00	\$0.00 (0.00%)	45.45%	9.09%
% Change		197.66%	400.00%	150.00%	19.06%	-50.00%	0.00%	-38.89%	52.78%

Landing Page	Sessions	Sessions	Contribution to total: Sessions
	7.73% ▲ 2,189 vs 2,032	7.73% ▲ 2,189 vs 2,032	
1. ■ / 			<p>Jun 16, 2019 - Jul 15, 2019</p> <p>May 15, 2019 - Jun 15, 2019</p>
	412	18.82%	
	429	21.11%	
2. ■ /truth-about-summer-parasites/ 			<p>Jun 16, 2019 - Jul 15, 2019</p> <p>May 15, 2019 - Jun 15, 2019</p>
	202	9.23%	
	0	0.00%	
3. ■ /how-to-clean-your-peloton/ 			<p>Jun 16, 2019 - Jul 15, 2019</p> <p>May 15, 2019 - Jun 15, 2019</p>
	191	8.73%	
	187	9.20%	
4. ■ /where-germs-lurk-on-airplanes/ 			<p>Jun 16, 2019 - Jul 15, 2019</p> <p>May 15, 2019 - Jun 15, 2019</p>
	189	8.63%	
	0	0.00%	
5. ■ /wipe-down-gym-equipment/ 			<p>Jun 16, 2019 - Jul 15, 2019</p> <p>May 15, 2019 - Jun 15, 2019</p>
	159	7.26%	
	18	0.89%	

Jun 16, 2019 - Jul 15, 2019



May 15, 2019 - Jun 15, 2019



Social Network	Sessions	% Sessions
1. Facebook		
Jun 16, 2019 - Jul 15, 2019	594	<div></div> 96.59%
May 15, 2019 - Jun 15, 2019	466	<div></div> 93.57%
% Change	27.47%	3.22%
2. Instagram		
Jun 16, 2019 - Jul 15, 2019	13	<div></div> 2.11%
May 15, 2019 - Jun 15, 2019	17	<div></div> 3.41%
% Change	-23.53%	-38.08%
3. Pinterest		
Jun 16, 2019 - Jul 15, 2019	8	<div></div> 1.30%
May 15, 2019 - Jun 15, 2019	13	<div></div> 2.61%
% Change	-38.46%	-50.17%
4. Instagram Stories		
Jun 16, 2019 - Jul 15, 2019	0	<div></div> 0.00%
May 15, 2019 - Jun 15, 2019	1	<div></div> 0.20%
% Change	-100.00%	-100.00%

Facebook

Facebook is a social networking site that makes it easy for you to connect and share with your family and friends online.

Twitter

Twitter is an online news and social networking service where users post and interact with "tweets".

Instagram

Instagram is a social networking app made for sharing photos and videos from a smartphone.

Reddit

Reddit is an American social news aggregation, web content rating, and discussion website.

StumbleUpon

StumbleUpon is a discovery engine that finds and recommends web content to its users.

GOOGLE & BING KEYWORD RANKINGS

Domain	Keyword				1 Day	7 Days	30 Days	Life
cleargear.com	 first responder equipment antibacterial spray	1	1	1	-	-	-	↑ 3
cleargear.com	 baseball deodorizer spray	2	1	1	↑ 2	↑ 2	-	↑ 4
cleargear.com	 antibacterial spray for sports equipment	3	-	2	↑ 1	-	-	↑ 5
cleargear.com	 athletic gear disinfectant	3	1	1	-	-	-	↓ 2
cleargear.com	 disinfectant spray for sports equipment	3	3	4	-	↑ 1	-	↑ 2
cleargear.com	 sports protective gear spray	3	5	2	-	-	-	↑ 1
cleargear.com	 sports equipment deodorizer	9	-	-	↓ 1	↓ 1	↓ 1	↑ 4
cleargear.com	 fitness center antibacterial spray	16	-	-	↓ 6	↓ 6	↓ 2	↑ 22

Statistics	May	Jun	July	Comments
Google Index	277	237	182	Google Index is the number of links currently indexed in Google's database.
Marketing Grade	84%	84%	79%	Market Grader uses a blend of different variables, including site performance, Mobile design, SEO, and Security.
Ranking Keywords	121	126	98	Home Page Rank shows how strong a backlink profile is relative to your home page.
Domain Rank	21/100	21/100	20/100	Domain Rank shows how strong a backlink profile is relative to your whole site.
Linking Root Domains	77	80	69	Total number of websites linking back to your website.
Total Links	5.9k	5.9k	5k	Total number of links driving traffic to your site. We will continue a campaign to aggressively acquire more links.
Alexa Rank	9.5M	10.9M	7.03M	Alexa measures relative traffic levels. A low rank suggests high traffic levels and an important website.

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Thank You.

