



SEO PERFORMANCE REPORT

Prepared for

<https://www.cottonwooddentalgroup.com/>

11/09/2019





● Organic Keywords

103

-29.51%

Keywords

● Organic Traffic Growth

243

100%

Traffic

● Sample Backlinks

10Links

● Google Analytics Goals

0

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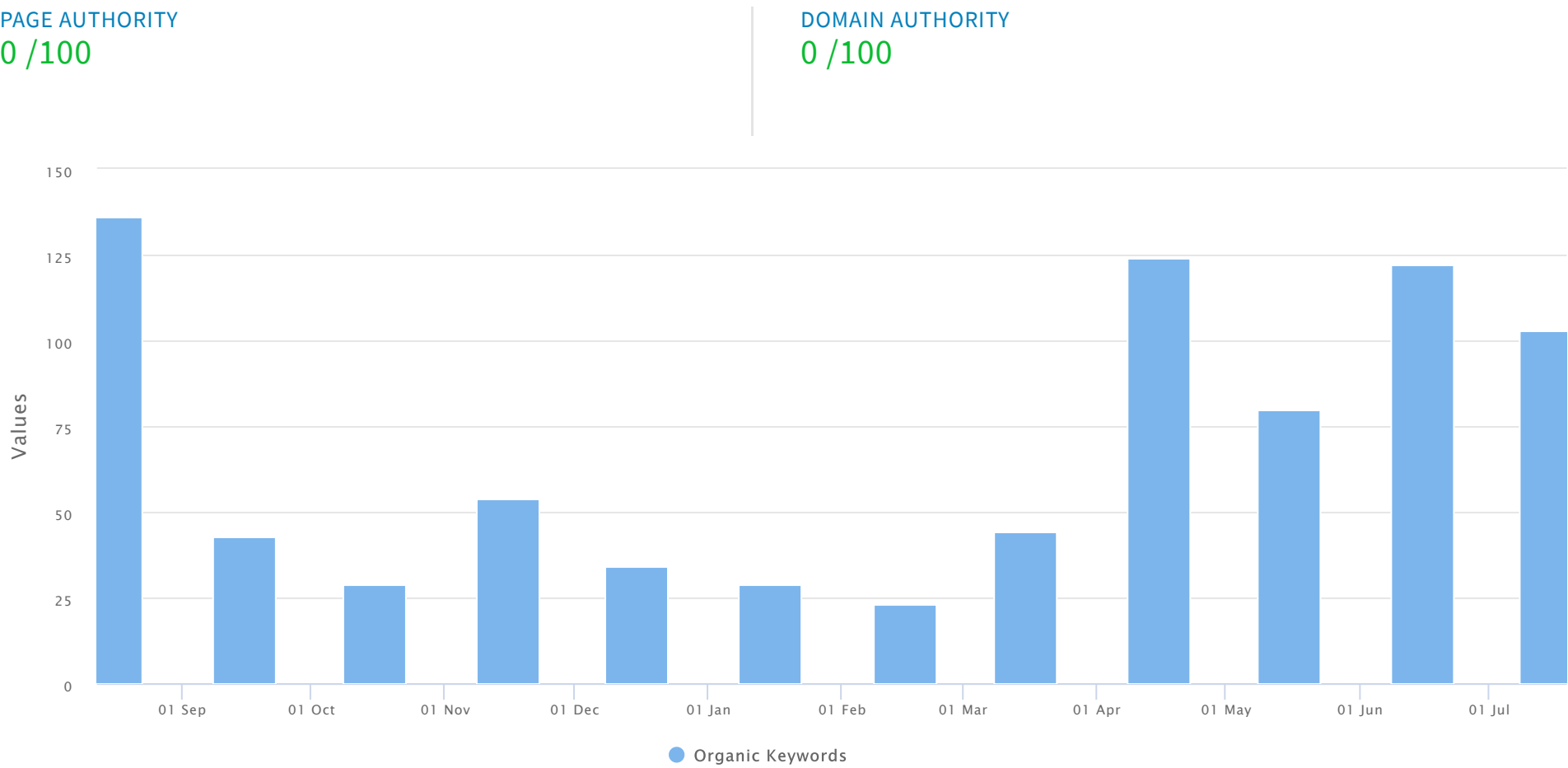
Goals

Monthly Performance Report (Cottonwood Dental Group - Fritz)

We noticed an overall traffic growth in the campaign from the start of the campaign which is a result of our latest optimization efforts to increase the visibility of our website in the search engines.

We expect this growth to be reflected also in the revenue. Our next step is to continue with the offsite optimization and focus on minimizing the funnels drop-off rate.

ORGANIC KEYWORD GROWTH (12 MONTHS)



ORGANIC TRAFFIC GROWTH (6 MONTHS)

SESSIONS

Organic Traffic

100%

243 vs 0

USERS

Organic Traffic

100%

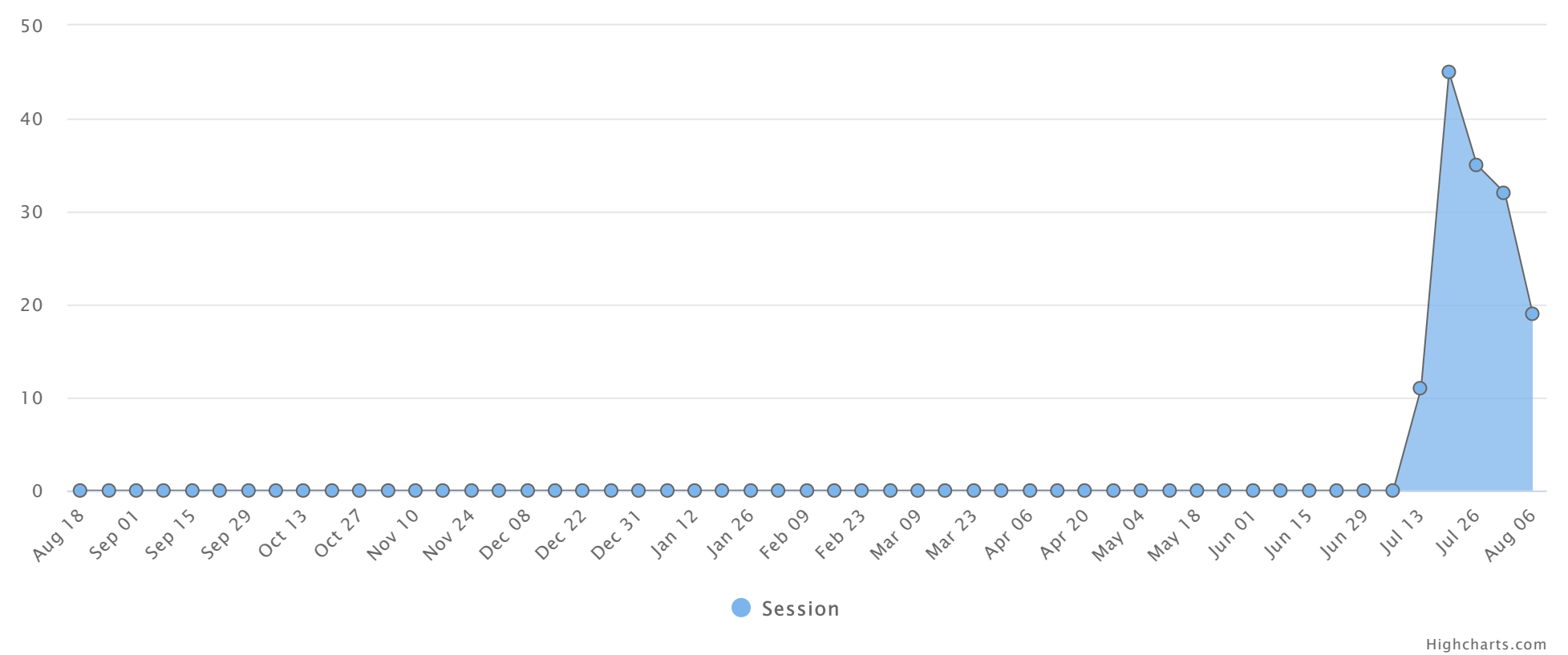
163 vs 0

PAGEVIEWS

Organic Traffic

100%

648 vs 0



















ORGANIC KEYWORDS









This section presents the overall keyword ranking progress from the start of the campaign. We plan to continue our optimization efforts and focus on the keywords which are not currently ranking in top 10.

| Current Rankings in Google | | | | | | | |
|----------------------------------|---------------------------------|-------|----|---|----|-------|-------|
| Domain | Keyword | Start | G | | Y | 1 Day | 7 Day |
| https://www.cottonwooddentalg... | clear tray orthodontics high... | 7 | 1 | - | 1 | - | - |
| https://www.cottonwooddentalg... | highlands ranch dental group | 10 | 6 | - | 13 | 1 | 1 |
| https://www.cottonwooddentalg... | sedation dentistry highland... | 5 | 7 | - | 24 | - | - |
| https://www.cottonwooddentalg... | cosmetic dentistry highland... | 8 | 8 | - | 24 | 1 | - |
| https://www.cottonwooddentalg... | highlands ranch dental | 64 | 10 | 1 | 31 | 2 | - |
| https://www.cottonwooddentalg... | highlands ranch dental care | 28 | 11 | - | - | - | 2 |
| https://www.cottonwooddentalg... | family dentists highlands ra... | 16 | 15 | - | 18 | - | 3 |
| https://www.cottonwooddentalg... | highlands ranch dentist | 10 | 17 | - | - | 7 | 2 |
| https://www.cottonwooddentalg... | dentist highlands ranch col... | 17 | 20 | - | 45 | - | 1 |
| https://www.cottonwooddentalg... | highlands ranch co dentist | 28 | 23 | - | 45 | 3 | 4 |
| https://www.cottonwooddentalg... | dental implants highlands r... | 26 | 28 | - | - | - | - |
| https://www.cottonwooddentalg... | childrens dentist highlands ... | - | 36 | - | - | 4 | 4 |

| Keywords | Current Position | Previous Position | Change | Traffic % | CPC(USD) | Average Vol | URL |
|-------------------------|------------------|-------------------|--------|-----------|----------|-------------|--|
| cottonwood dental group | 1 | 1 | | 30.37 | 9.01 | 140 | https://www.cottonwooddentalgroup.com/ |
| cottonwood dental | 2 | 2 | | 60.74 | 5.42 | 1000 | https://www.cottonwooddentalgroup.com/ |

| Keywords  | Current Position  | Previous Position  | Change  | Traffic %  | CPC(USD)  | Average Vol  | URL  |
|--|--|---|--|---|--|---|---|
| cosmetic dentistry highlands ranch | 5 | 5 | | 3.73 | 0 | 170 | https://www.cottonwooddentalgroup.com/ |
| cottonwood dental associates | 6 | 6 | | 0 | 0 | 20 | https://www.cottonwooddentalgroup.com/ |
| whichisincorrect com reviews | 7 | 7 | | 0.93 | 0 | 70 | https://www.cottonwooddentalgroup.com/reviews/ |
| highlands dental highlands ranch | 7 | 7 | | 0 | 0 | 20 | https://www.cottonwooddentalgroup.com/ |
| highlands ranch dental group | 9 | 9 | | 2.8 | 13.02 | 210 | https://www.cottonwooddentalgroup.com/ |
| kind dental group | 10 | 10 | | 0 | 0 | 20 | https://www.cottonwooddentalgroup.com/ |
| array dental group | 10 | 10 | | 0 | 0 | 30 | https://www.cottonwooddentalgroup.com/ |
| highlands ranch dental care | 11 | 11 | | 0 | 10.64 | 30 | https://www.cottonwooddentalgroup.com/ |
| cottonwood family dental | 12 | 12 | | 0 | 5.9 | 140 | https://www.cottonwooddentalgroup.com/ |
| cotton tree dental | 12 | 12 | | 0 | 0 | 20 | https://www.cottonwooddentalgroup.com/ |
| cottonwood dental care | 13 | 13 | | 0 | 0 | 30 | https://www.cottonwooddentalgroup.com/ |
| dentist highlands denver | 13 | 13 | | 0 | 4.38 | 40 | https://www.cottonwooddentalgroup.com/ |
| dental 130 | 14 | 14 | | 0 | 0 | 20 | https://www.cottonwooddentalgroup.com/ |
| 303 dental group | 14 | 14 | | 0 | 0 | 50 | https://www.cottonwooddentalgroup.com/ |
| highlands ranch dental | 16 | 16 | | 1.4 | 16.2 | 720 | https://www.cottonwooddentalgroup.com/ |
| highlands ranch dental group reviews | 16 | 16 | | 0 | 0.4 | 20 | https://www.cottonwooddentalgroup.com/reviews/ |
| dr delapp | 17 | 17 | | 0 | 0 | 210 | https://www.cottonwooddentalgroup.com/ |
| highlands ranch dental office | 17 | 17 | | 0 | 0 | 20 | https://www.cottonwooddentalgroup.com/ |
| comfort dental highlands ranch colorado | 18 | 18 | | 0 | 0 | 50 | https://www.cottonwooddentalgroup.com/ |

| Keywords  | Current Position  | Previous Position  | Change  | Traffic %  | CPC(USD)  | Average Vol  | URL  |
|--|--|---|--|---|--|---|--|
| tamale kitchen highlands ranch co | 50 | 50 | | 0 | 0 | 30 | http://www.cottonwooddentalgroup.com/ highlands-ranch-dental-office-community/ |
| highlands ranch smiles | 51 | 51 | | 0 | 1.71 | 590 | http://www.cottonwooddentalgroup.com/ smile-design/ |
| finest cosmetics | 51 | 51 | | 0 | 0 | 50 | https://www.cottonwooddentalgroup.co m/cosmetic-dentistry/ |
| dental ranch | 52 | 52 | | 0 | 8.42 | 110 | https://www.cottonwooddentalgroup.co m/ |
| family physicians at highlands ranch | 54 | 54 | | 0 | 0 | 30 | https://www.cottonwooddentalgroup.co m/ |
| family tree dental group reviews | 54 | 54 | | 0 | 0 | 20 | https://www.cottonwooddentalgroup.co m/ |
| orthodontist in highlands ranch co | 55 | 55 | | 0 | 3.59 | 40 | https://www.cottonwooddentalgroup.co m/clear-tray-orthodontics/ |
| colorado pediatric dentistry highlands ranch | 57 | 57 | | 0 | 0 | 20 | https://www.cottonwooddentalgroup.co m/ |
| laser tag highlands ranch co | 57 | 57 | | 0 | 0 | 40 | http://www.cottonwooddentalgroup.com/ highlands-ranch-dental-office-community/ |
| pediatric dentist highlands ranch co | 57 | 57 | | 0 | 0 | 20 | https://www.cottonwooddentalgroup.co m/ |
| lone tree family dentistry | 61 | 61 | | 0 | 9.48 | 210 | https://www.cottonwooddentalgroup.co m/ |
| highlands ranch smiles highlands ranch co | 63 | 63 | | 0 | 0 | 90 | http://www.cottonwooddentalgroup.com/ smile-design/ |
| complete family care dentist | 66 | 66 | | 0 | 0 | 30 | https://www.cottonwooddentalgroup.co m/complete-family-care/ |
| how to get rid of bad breath after quitting smoking | 70 | 70 | | 0 | 0 | 30 | https://www.cottonwooddentalgroup.co m/bad-breath-why-you-have-it-and-what- you-can-do-to-get-rid-of-it/ |
| lone tree dentist | 70 | 70 | | 0 | 6.46 | 880 | https://www.cottonwooddentalgroup.co m/ |
| cottonwood group | 70 | 70 | | 0 | 0 | 30 | https://www.cottonwooddentalgroup.co m/ |
| river ranch dental | 71 | 71 | | 0 | 16.04 | 110 | http://www.cottonwooddentalgroup.com/ highlands-ranch-dental-office-community/ |

| Keywords  | Current Position  | Previous Position  | Change  | Traffic %  | CPC(USD)  | Average Vol  | URL  |
|--|--|---|--|---|--|---|---|
| school of dental medicine denver | 74 | 74 | | 0 | 0 | 20 | https://www.cottonwooddentalgroup.com/ |
| smiles highlands ranch | 77 | 77 | | 0 | 0 | 20 | http://www.cottonwooddentalgroup.com/smile-design/ |
| denver laser dentistry | 77 | 77 | | 0 | 0 | 30 | https://www.cottonwooddentalgroup.com/ |
| cottonwood denver | 79 | 79 | | 0 | 0 | 70 | https://www.cottonwooddentalgroup.com/ |
| cotton family dental | 79 | 79 | | 0 | 10.31 | 30 | https://www.cottonwooddentalgroup.com/ |
| sedation dentistry denver | 82 | 82 | | 0 | 23.97 | 110 | https://www.cottonwooddentalgroup.com/ |
| complete family care | 83 | 83 | | 0 | 5.78 | 1900 | https://www.cottonwooddentalgroup.com/complete-family-care/ |
| colorado dental group colorado springs reviews | 85 | 85 | | 0 | 0 | 90 | https://www.cottonwooddentalgroup.com/ |
| compassionate dental care | 87 | 87 | | 0 | 9.64 | 260 | https://www.cottonwooddentalgroup.com/ |
| compassionate dental | 88 | 88 | | 0 | 11.39 | 480 | https://www.cottonwooddentalgroup.com/ |
| is ranch acidic | 91 | 91 | | 0 | 0 | 90 | https://www.cottonwooddentalgroup.com/tooth-healthy-foods/ |
| sedation dentistry denver co | 94 | 94 | | 0 | 32.97 | 40 | https://www.cottonwooddentalgroup.com/ |

SAMPLE BACKLINKS

There is a nice increase in the website backlink graph. This is because we are building links on a daily basis to increase the number of good backlinks. Please have a look at the below screenshots:

Highlands Ranch Dental Group | Trustworthy and Compassionate Dentists

www.cottonwooddentalgroup.com

| | | | | | | |
|--|-----------------------|------------------------|---|--|--|---------------------------------------|
| Ahrefs Rank ⁱ 29,103,735 | UR ⁱ 32 | DR ⁱ 4.8 | Backlinks ⁱ 1.61K +17 Recent 2.06K Historical 2.94K | Referring domains ⁱ 98 Recent 106 Historical 239 | Organic keywords ⁱ 99 -14 PPC 0 | Organic traffic ⁱ 142 + |
|--|-----------------------|------------------------|---|--|--|---------------------------------------|

Backlink profile Organic search Paid search

Ahrefs Rank ⁱ

| | | |
|--------------|------------|------------|
| Today | 29,103,735 | ↓85,242 |
| avg 7 days | 29,514,200 | ↓700,452 |
| avg 1 month | 29,035,558 | ↑1,216,067 |
| avg 3 months | 32,773,756 | ↑9,107,697 |

Past 3 months



Live links ⁱ

Crawled pages ⁱ

Referring domain ⁱ

Dofollow ⁱ
Governmental ⁱ
Educational ⁱ
.gov
.edu
.com
.net
.org

Referring pages

Referring IPs

Referring subnets

Backlinks ⁱ

Dofollow ⁱ
Nofollow ⁱ
Text ⁱ
Redirect ⁱ
Image ⁱ
Form ⁱ
Governmental ⁱ
Educational ⁱ

URL rating distrib

● 91–100

Referring domains ⁱ

LIVE LINKS

All time One year Last 30 days



Referring pages ⁱ

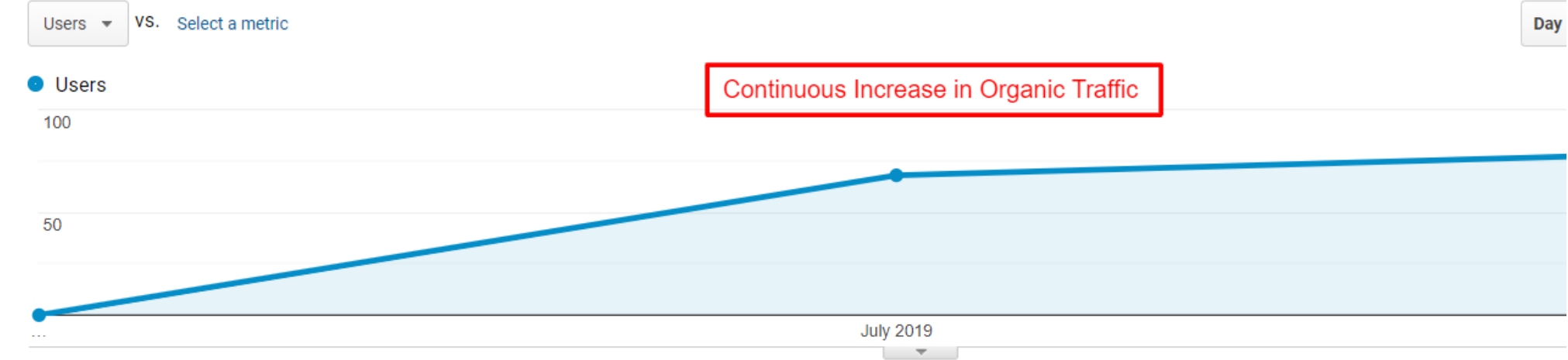
LIVE LINKS

666



GOOGLE ANALYTICS GOAL COMPLETION

This is a summary of your website performance. Data here is pulled directly from your analytics account. Below are the screenshots that will explain you how much organic traffic you have received for the website.



| Default Channel Grouping | Acquisition | | | Behavior | | |
|--------------------------|---------------------------------|---------------------------------|---------------------------------|--|-------------------------------------|--------------|
| | Users ? ↑ | New Users ? | Sessions ? | Bounce Rate ? | Pages / Session ? | Avg Duration |
| Organic Traffic | 144 % of Total: 18.32% (786) | 136 % of Total: 17.48% (778) | 218 % of Total: 22.11% (986) | 43.58% Avg for View: 71.40% (-38.97%) | 2.74 Avg for View: 2.10 (30.19%) | 00:01 |
| 1. Organic Search | 144(100.00%) | 136(100.00%) | 218(100.00%) | 43.58% | 2.74 | |

| Keywords ▲ | Sessions ⬆ | New Users ⬆ | Bounce Rate ⬆ | Page / Session ⬆ | Avg.Session Duration ⬆ | Goal Conversion ⬆ | Goal Completions ⬆ | Goal Value ⬆ |
|--|------------|-------------|---------------|------------------|------------------------|-------------------|--------------------|--------------|
| (not provided) | 80 | 62 | 48.75 | 2.56 | 127.88 | 0 | 0 | 0 |
| (not set) | 653 | 604 | 85.15 | 1.34 | 27.61 | 0 | 0 | 0 |
| candace delapp dds colorado | 1 | 1 | 100 | 1 | 0 | 0 | 0 | 0 |
| cottonwood dental group | 1 | 1 | 0 | 9 | 119 | 0 | 0 | 0 |
| Dr. Helen Candace Delapp | 1 | 1 | 0 | 2 | 13 | 0 | 0 | 0 |
| https://www.cottonwooddentalgroup.com/ | 3 | 0 | 100 | 1 | 0 | 0 | 0 | 0 |
| https://www.cottonwooddentalgroup.com/dental-implants/ | 5 | 0 | 40 | 3 | 514.2 | 0 | 0 | 0 |

NOTES

THANK YOU!