SEO Report: http://www.hojoyuma.com/

In this SEO work report We will be checking all the important matrices to measure website performance in search engine, We will be covering Search Console, Google Analytics performance, Heat Map, Keywords Ranking and Working Report. So lets first see the Google Search Console report.
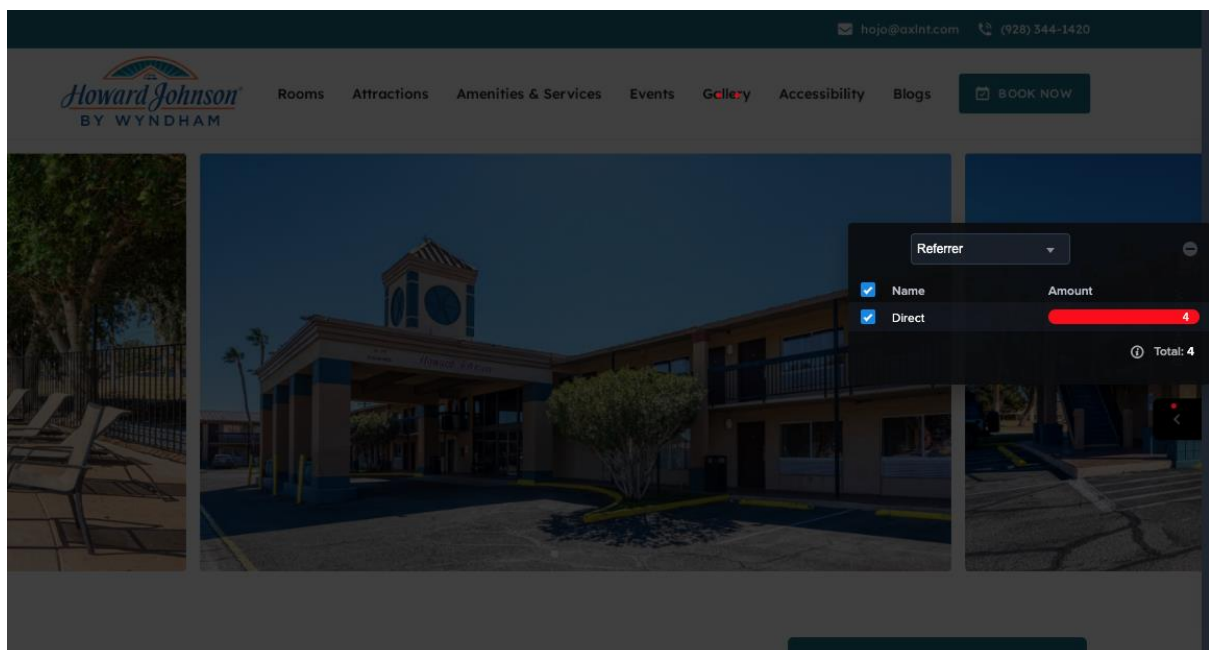
Desktop Heat Map Report

Total Clicks We got On Website Based on Heat Map Report from Desktop, Mobile & Table.

Device	Visits	Clicks
Desktop	25	33
Tablet	0	0
Mobile	4	2

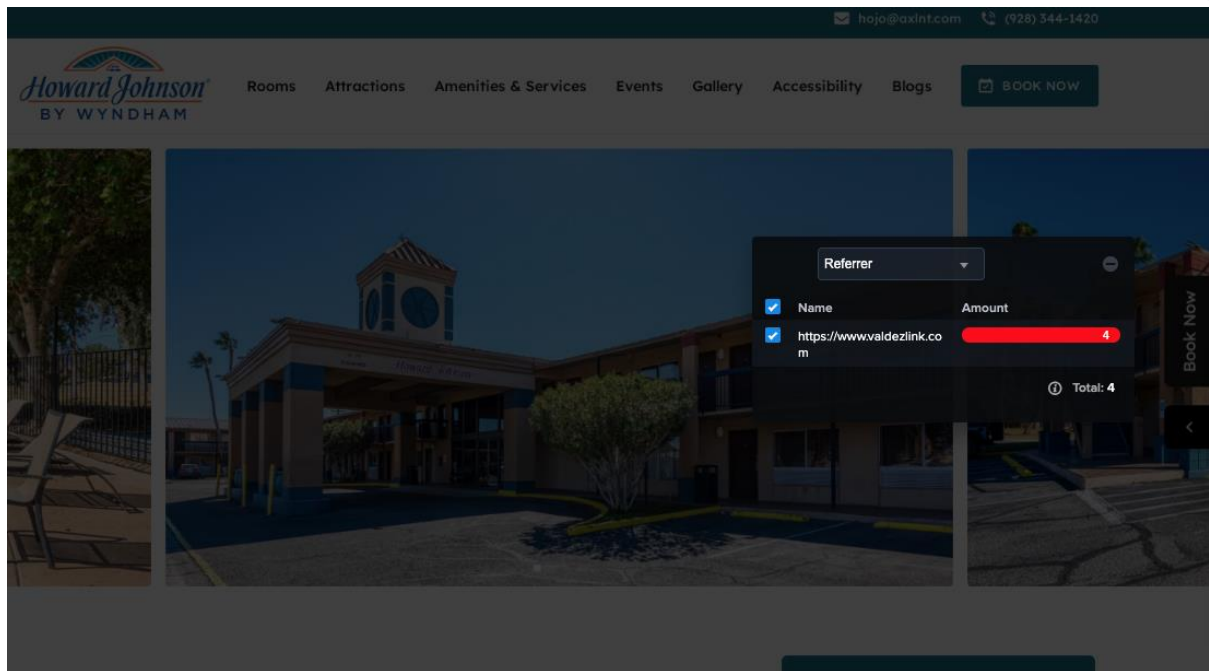## Desktop Heat Map Report

Referrer
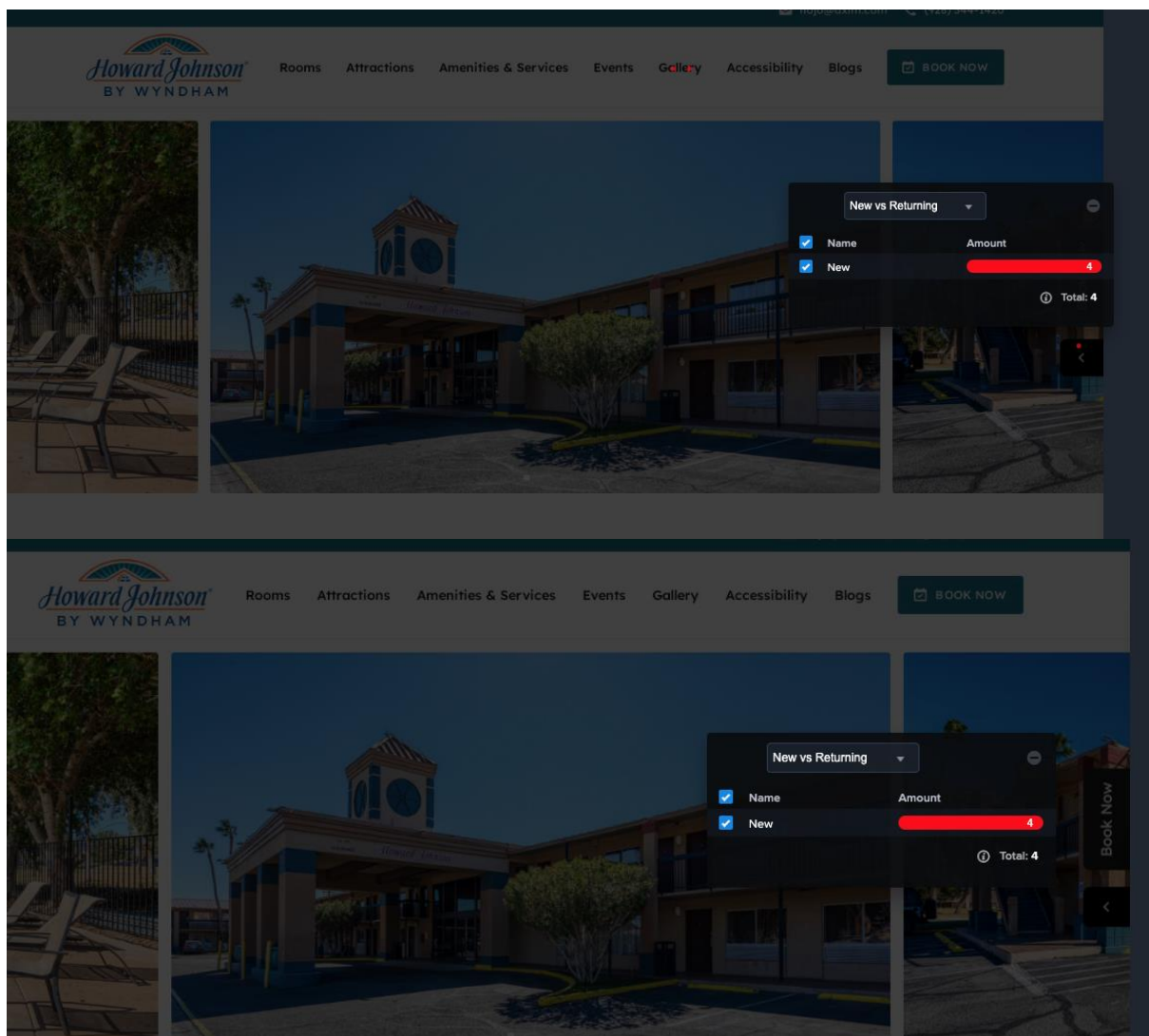Below is the screenshot where we can see referrer sites list and clicks we got from mobile device.
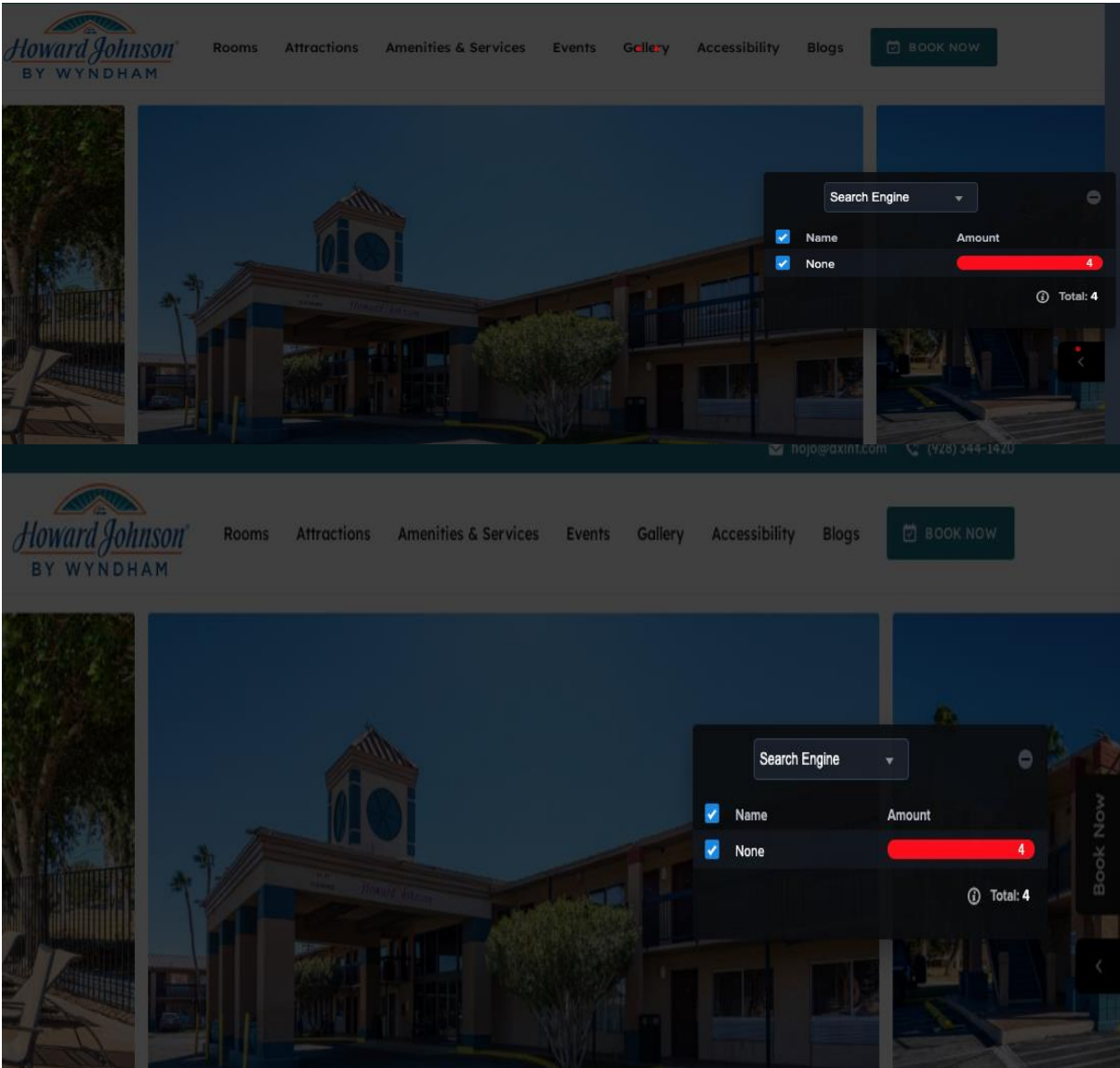
New Vs Returning Visitors
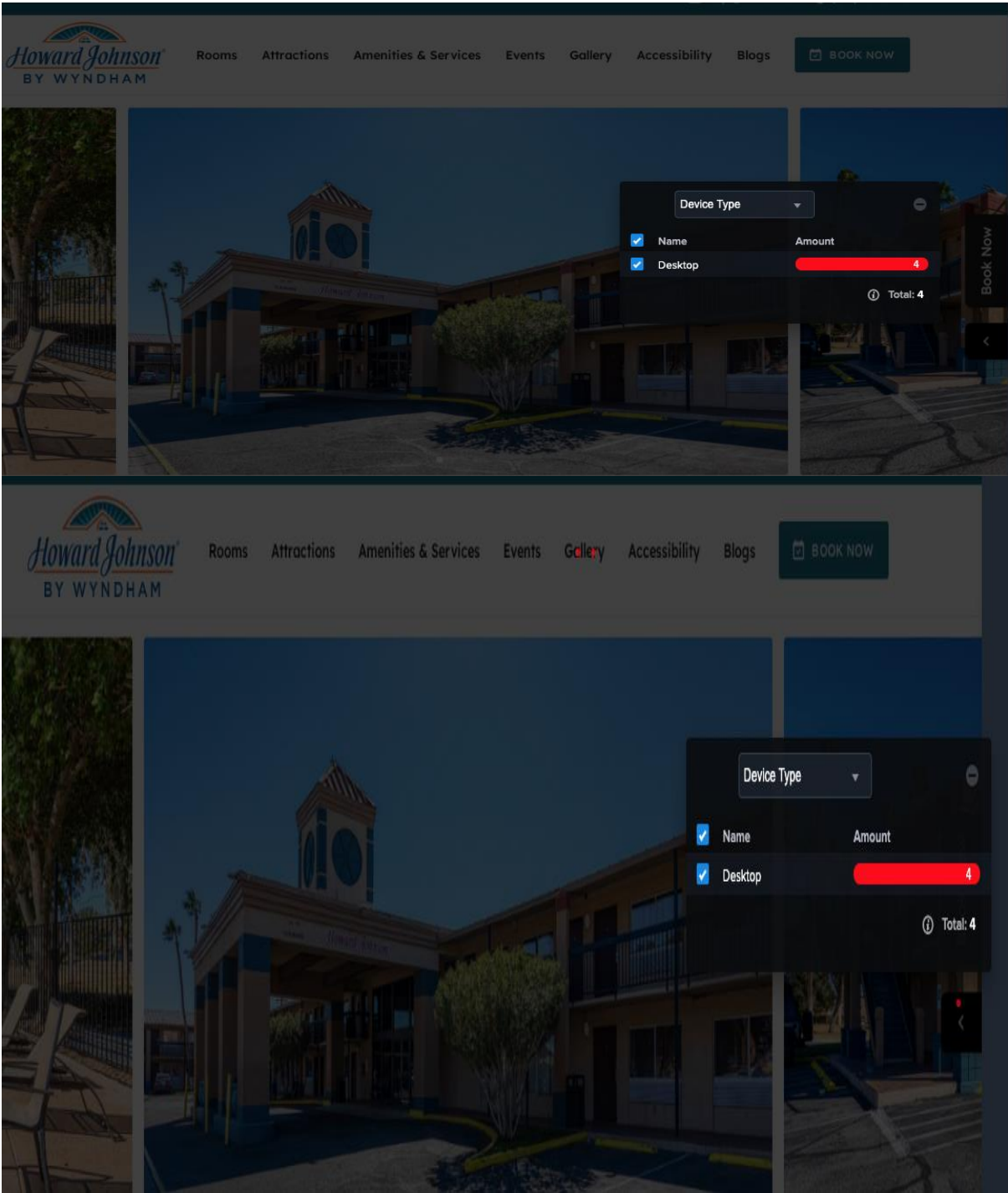Below is the screenshot where we can see New vs Returning Visitors.

Search Engine
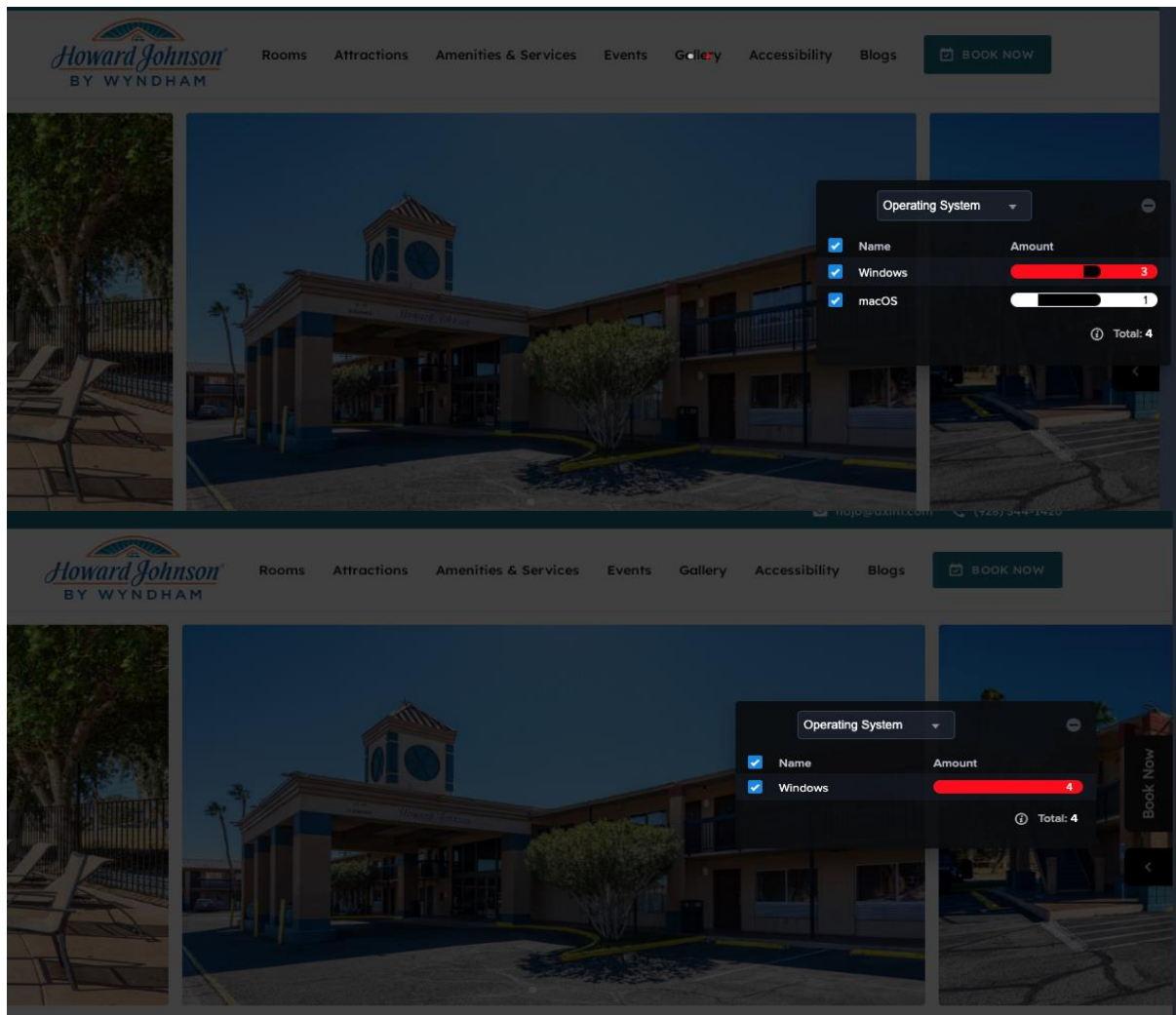Below is the screenshot where we can see Search Engine wise Visitors.

Device Type
Below is the screenshot where we can see Device Type wise Visitors.

Operating System

Below is the report where we can see that from which operating system we get the visitors.

Browser

Below is the screenshot where we can see Browser wise Visitors.
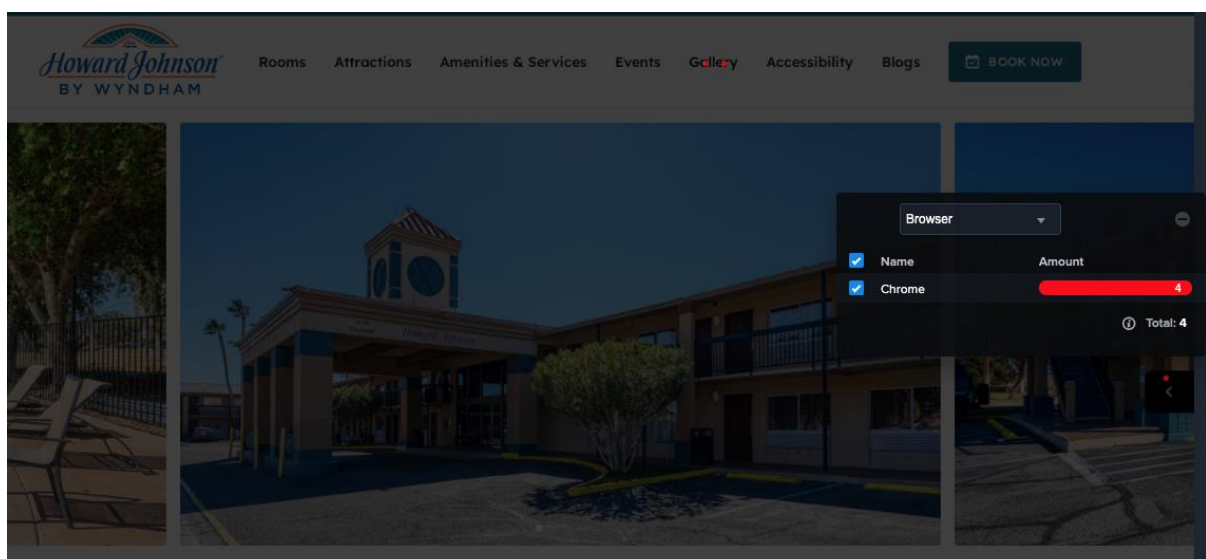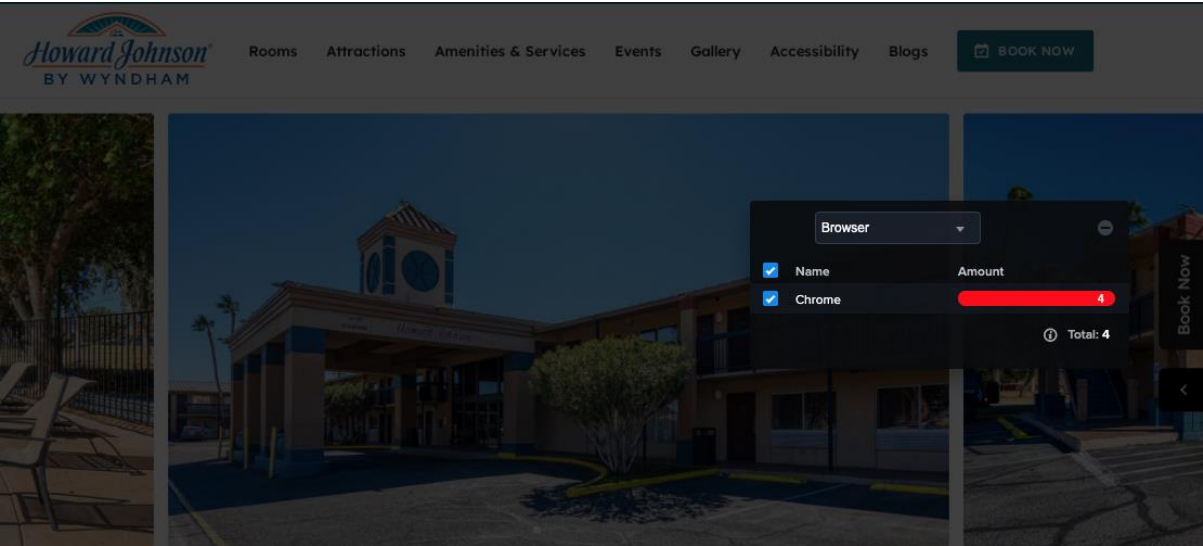
Day of week

Below is the screenshot where we can see day of week Visitors.

Time of Day

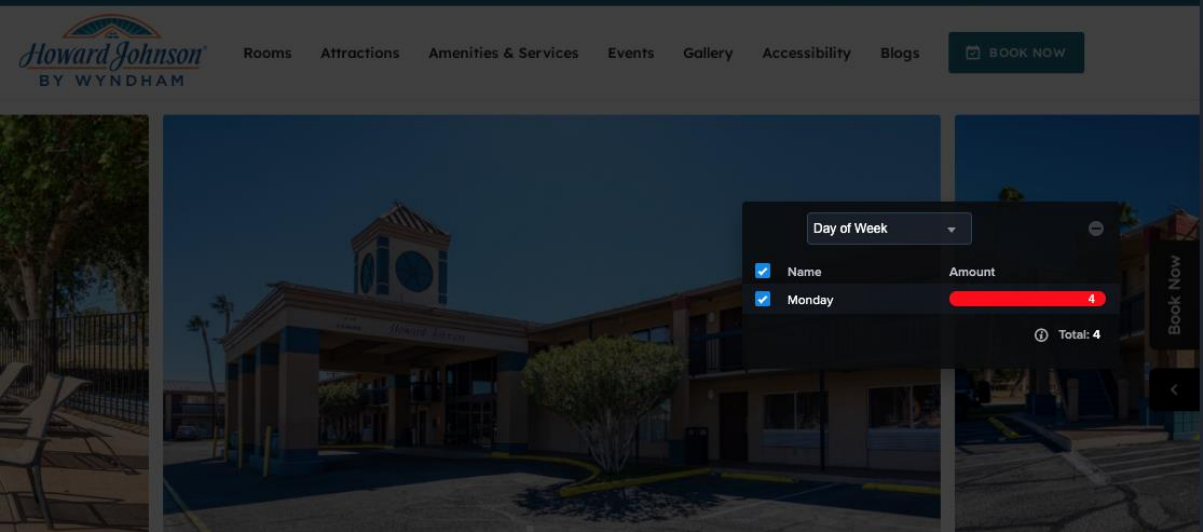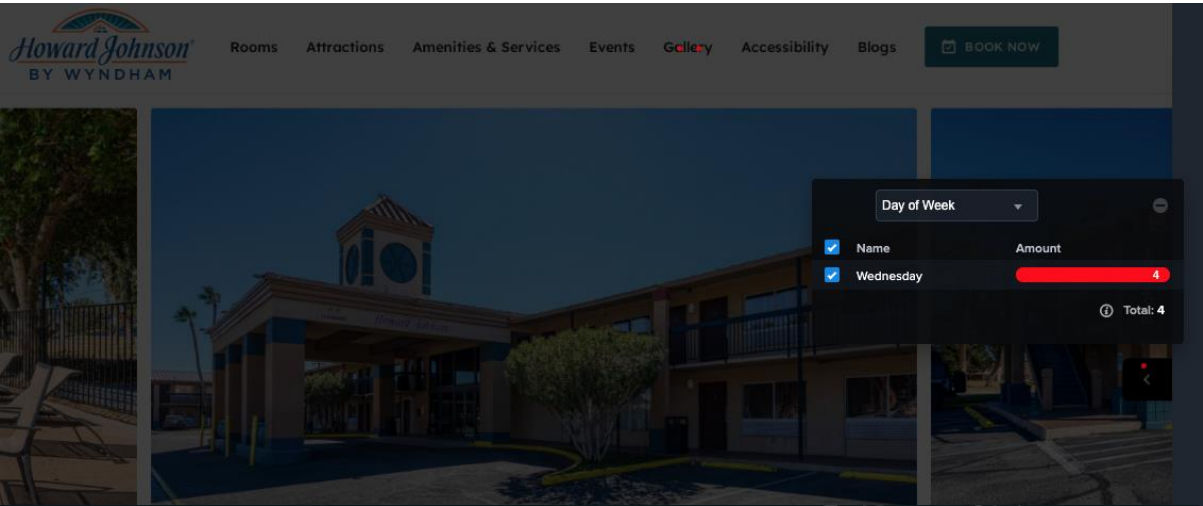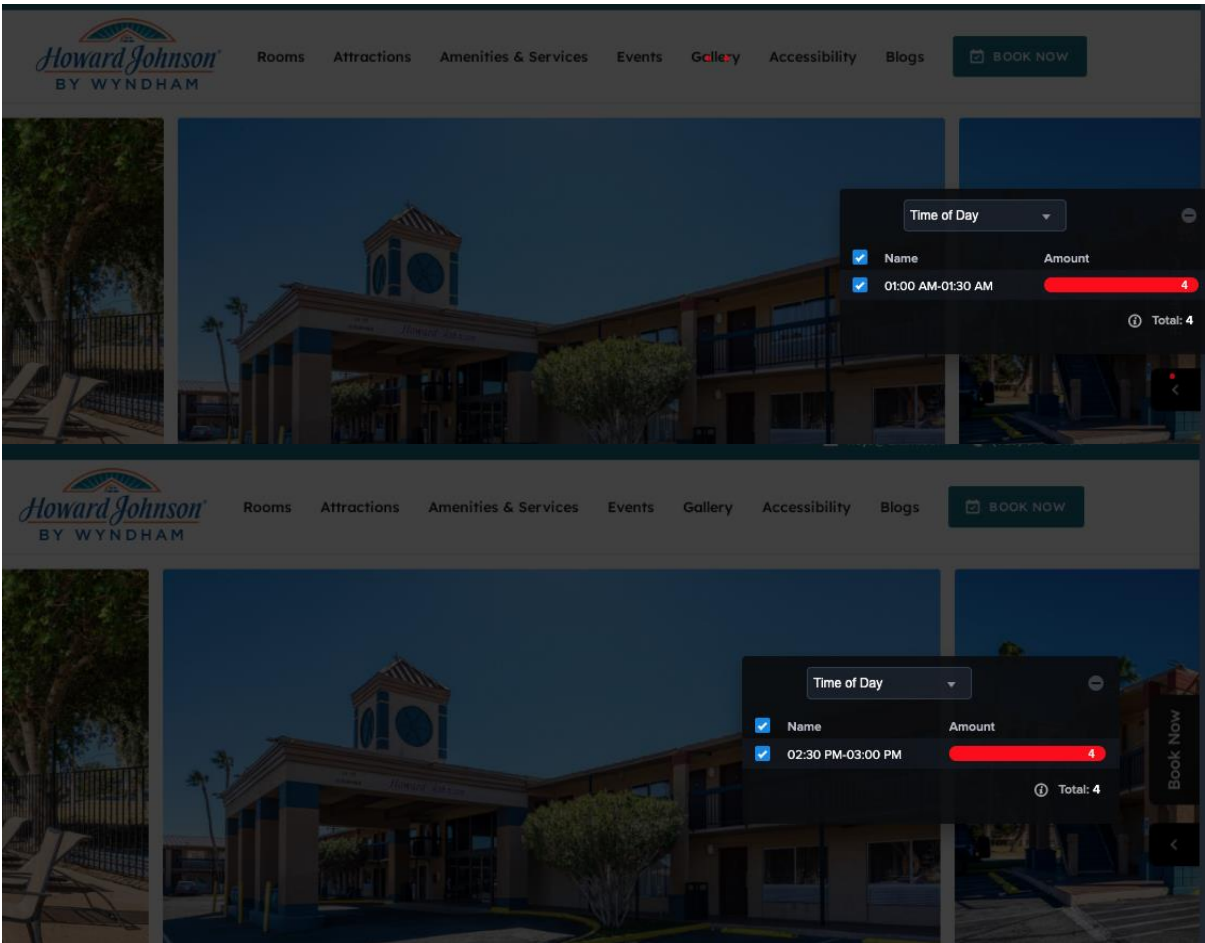Below is the screenshot where we can see day of time Visitors.

Mouse Button

Below is the screenshot where we can see mouse button clicks report.

SEO Report: http://www.hojoyuma.com/
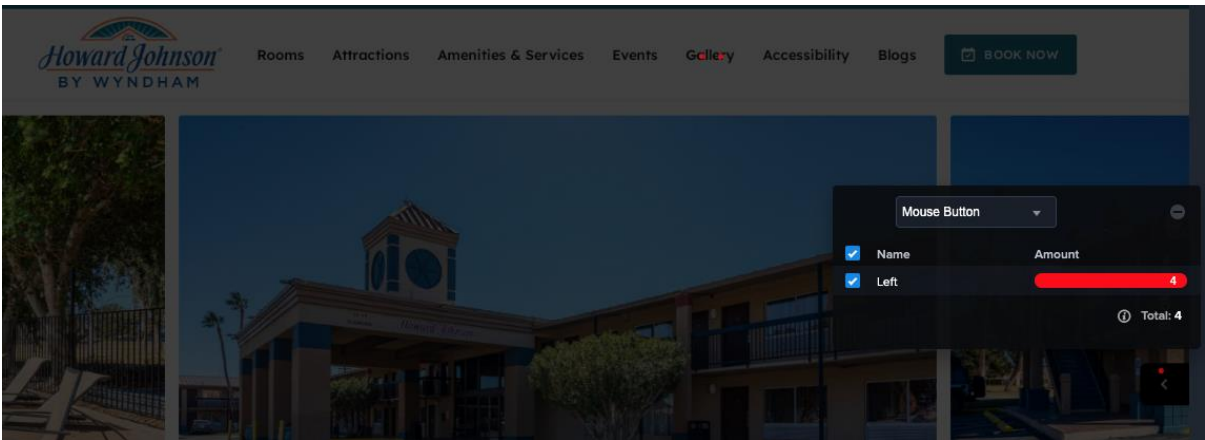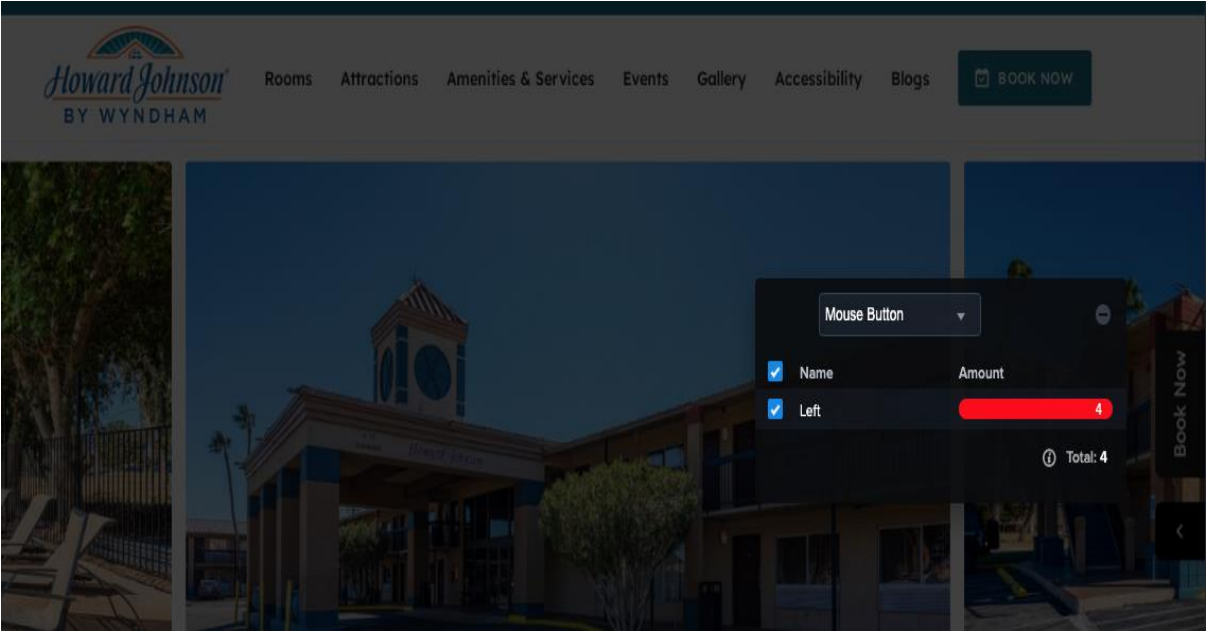
Google Keywords Ranking Report

This is keyword Ranking Report; Keyword rank is the position that your website holds or is listed on in Google search results when a user searches that phrase or keyword. Ranking
1 means you are at the top. If you are at number 11, which means that you are on page.
2 of Google as most search results have 10 listings per page.

Keywords	Initial Ranking	Previous Ranking	Current Ranking
Howard Johnson Yuma Az	Not in 100	13	13
hotel in 4th ave yuma	Not in 100	25	15
Motels In Yuma Arizona	Not in 100	25	16
Yuma Hotels Cheap	Not in 100	17	19
Cheap Motels In Yuma Arizona	Not in 100	18	21
Cheap Hotels In Yuma Arizona	Not in 100	24	21
Hotel In Yuma Arizona	Not in 100	31	23
Motel In Yuma Arizona	Not in 100	49	27
Yuma Az Extended Stay Hotels	Not in 100	Not in 100	Not in 100
Pet Friendly Hotels In Yuma Arizona	Not in 100	Not in 100	Not in 100

Google Search Console Report

Google Search Console is a tool where we can check how our website is performing in search engine and can also check our website errors such as loading speed related problem, website is opening properly on various devices.

Performance Overview

Below is the screenshot that gives us detailed report of total clicks we got from search engine we got total 408 clicks from Google search as per Google Search Console report and to get 408 clicks our website got 15.5K impressions, (Impressions means the number of time your website viewed by the Users).
You can also see the Average CTR (Click through Rate) it's a rate based on the impression we got and the clicks we got from search engine.
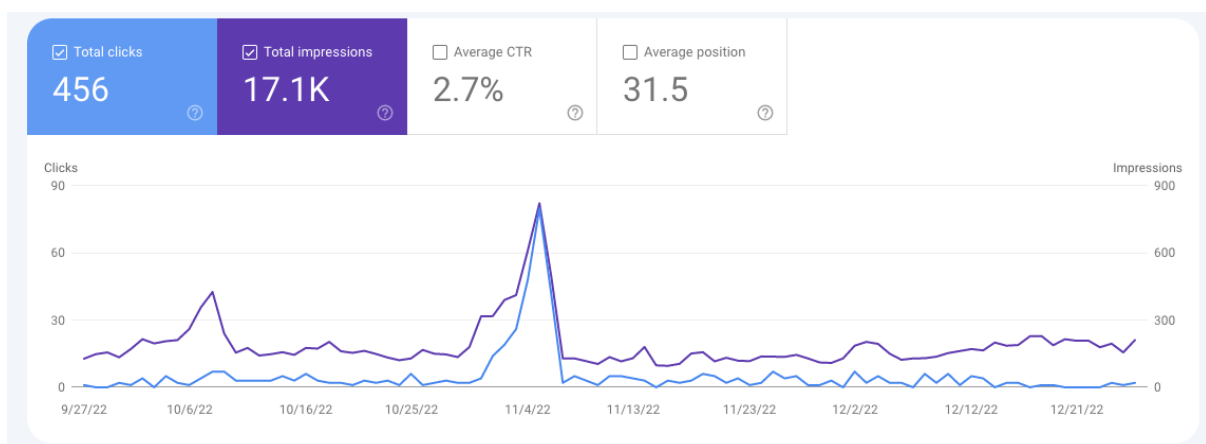
Top Search Terms

Below Screenshot shows us the report of top search terms users used in search engine.

	QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES

Top queries ↑	↓ Clicks	Impressions
yuma gun show	67	925
yuma gun show 2022	36	199
yuma az gun show	36	142
gun show yuma	31	433
yuma gun shows 2022	22	102
gun show yuma az	21	62
gun show yuma az 2022	19	90
gun show	10	64

Top Clicked Pages

Below is the screenshot that gives us detailed report of on which pages we got impressions from search engine and what number of clicks we got page wise. We can also see the CTR in the report. And Position means your page rank in the SERP(Search engine result page).

	QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES

Top pages	↓ Clicks	Impressions
https://www.hojoyuma.com/events/murphys-yuma-gun-show/	463	7,040
https://www.hojoyuma.com/	4	9,792
https://www.hojoyuma.com/contact-us/	2	98
https://www.hojoyuma.com/attractions/	1	192
https://www.hojoyuma.com/accessibility/	0	33
https://www.hojoyuma.com/blogs/	0	27
https://www.hojoyuma.com/events/	0	17
https://www.hojoyuma.com/amenities-services/	0	14

Device Based Report

Below is the device wise report that indicates that from which device we got what number of clicks as we can see that in the below report we got good number of clicks from mobile device.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES

Device	↓ Clicks	Impressions
Mobile	394	8,568
Desktop	55	8,342
Tablet	7	232

No Issue Detected

Below screenshot shows us report of Google Search console, there is no major issue was found in the website related website crawling and index or any related to website speed performance.
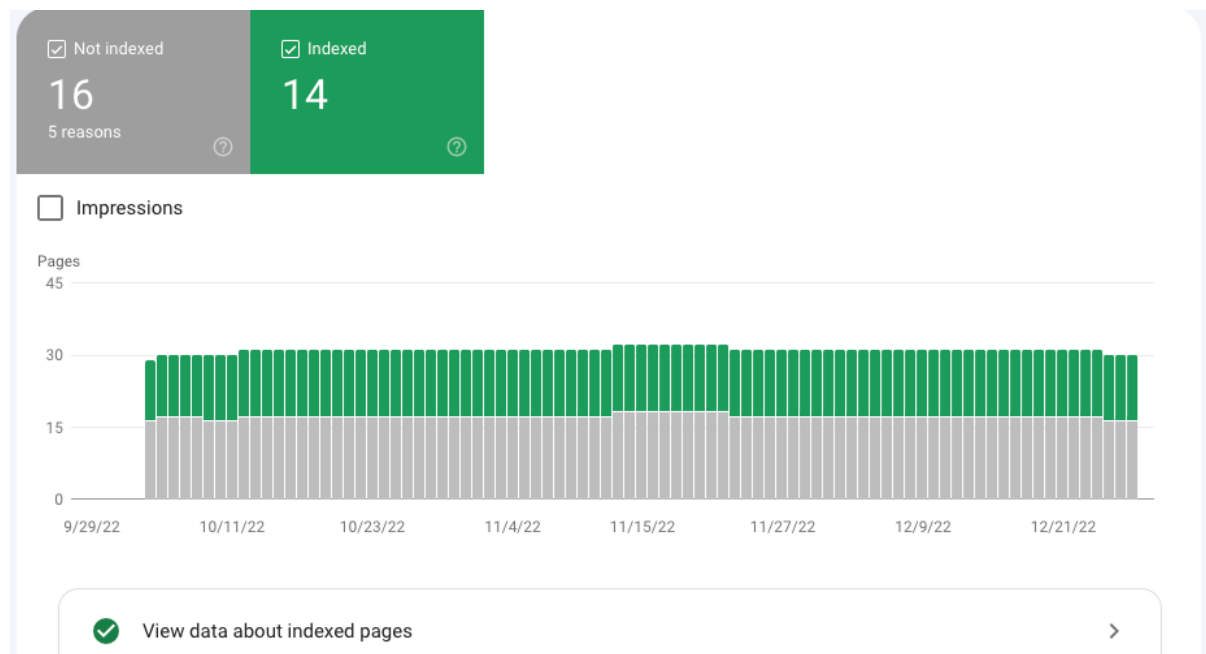
No Issue Detected in Manual Actions

This sections show if our website hit by any google algorithm updates. It will be listed here in this section, but there is not such issue on our website.

Manual actions

✓ No issues detected

No Security Issue

There is no security related issue on the website.

Security issues

✓ No issues detected

Sitemap Report

We can see the sitemap is submitted properly in search console and google has submitted total 33 pages of our website in the search engine.

Add a new sitemap

https://www.hojoyuma.com/ Enter sitemap URL   SUBMIT

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered URLs
/sitemap.xml	Sitemap	Oct 29, 2022	Nov 27, 2022	Success	33

Rows per page: 10 ▾ 1-1 of 1 < >

Google Analytics Report

Google Analytics is one of the most popular digital analytics software. It provides valuable insights that can help to shape the success strategy of your business.

It provides statistics regarding the website's visitors. It measures things like site visits, page views, bounce rates, traffic, and more.

Dashboard Overview

Below Screenshot is the Acquisition Overview that shows what are the number of new users we got on website, and we can also see the number of organic (from Search engine) visitors we got on the website.
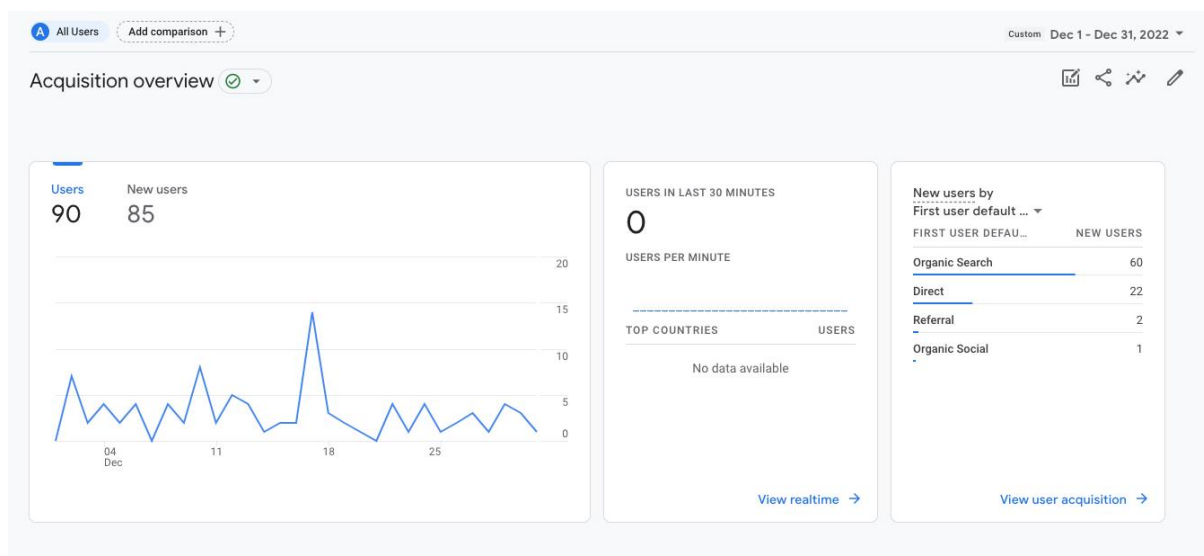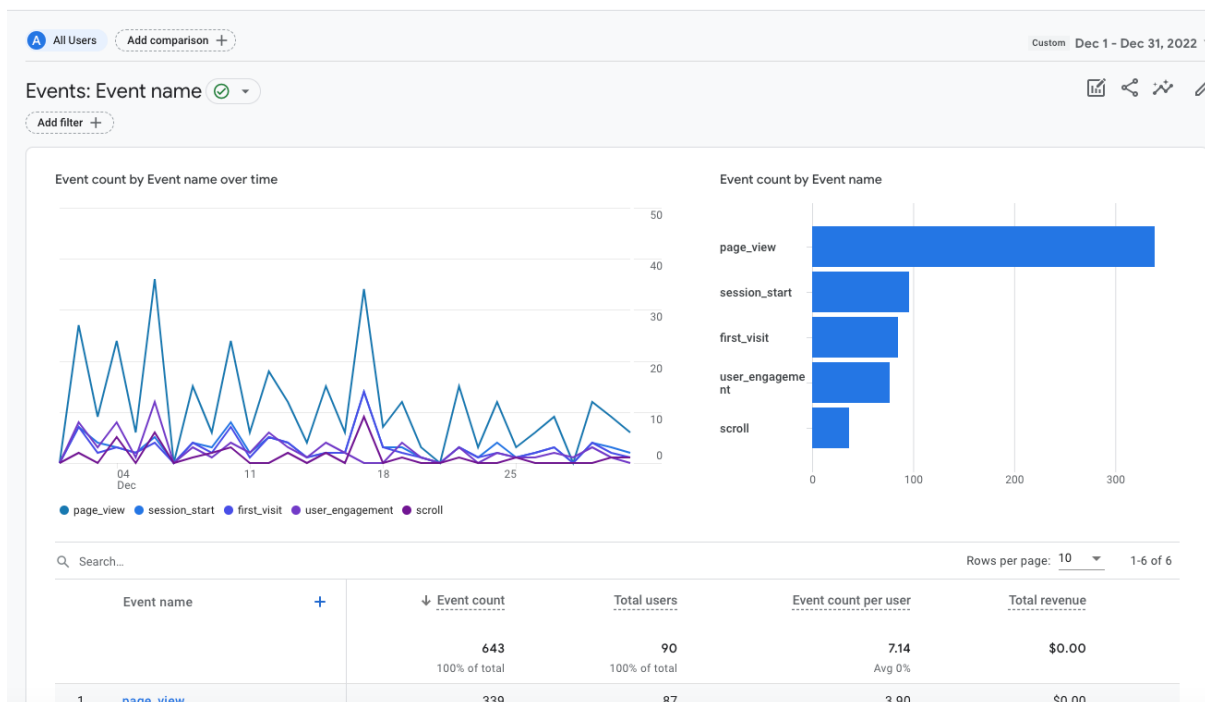
Engagement Overview

Below Screenshot is the Engagement Overview that shows which pages users views from our website, we can also see the page title in the screen shot and name of the event.
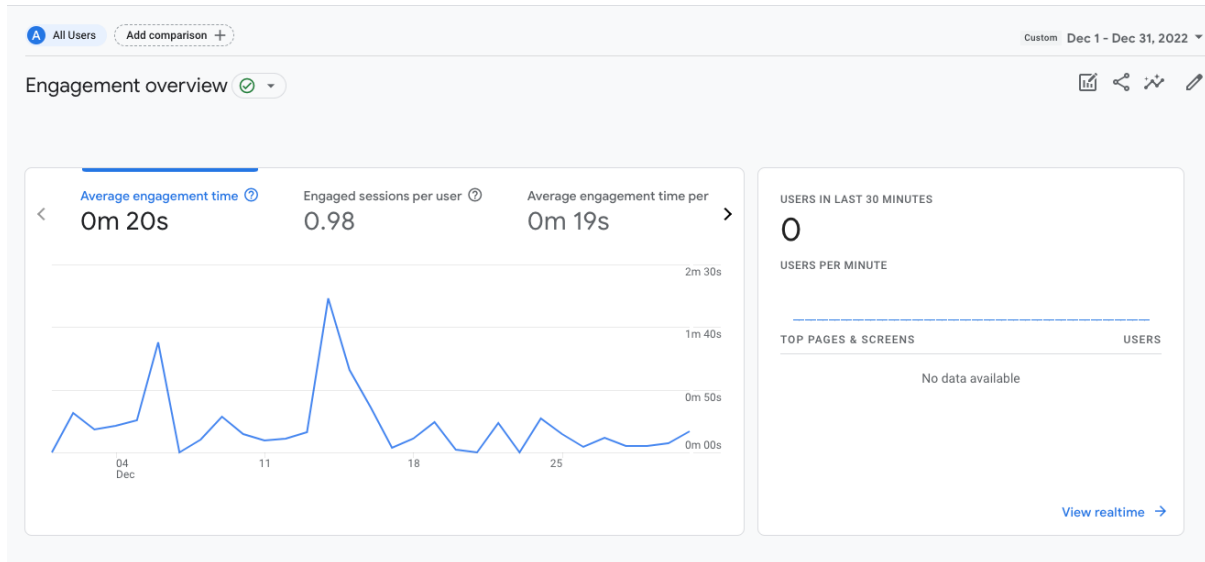
Events

Below Screenshot shows us total event count and user engagement and page views, with total new users we got on the website.

Most Viewed Pages & Screens

Below Screenshot is the Pages and Screens snapshot that tells us about how many visitors we got on the website and what pages they have visited on our website. We can also see that how much time they spend on our website.

By Language

Below Screenshot is that tell what is the user's language, we can see that users are using English language.
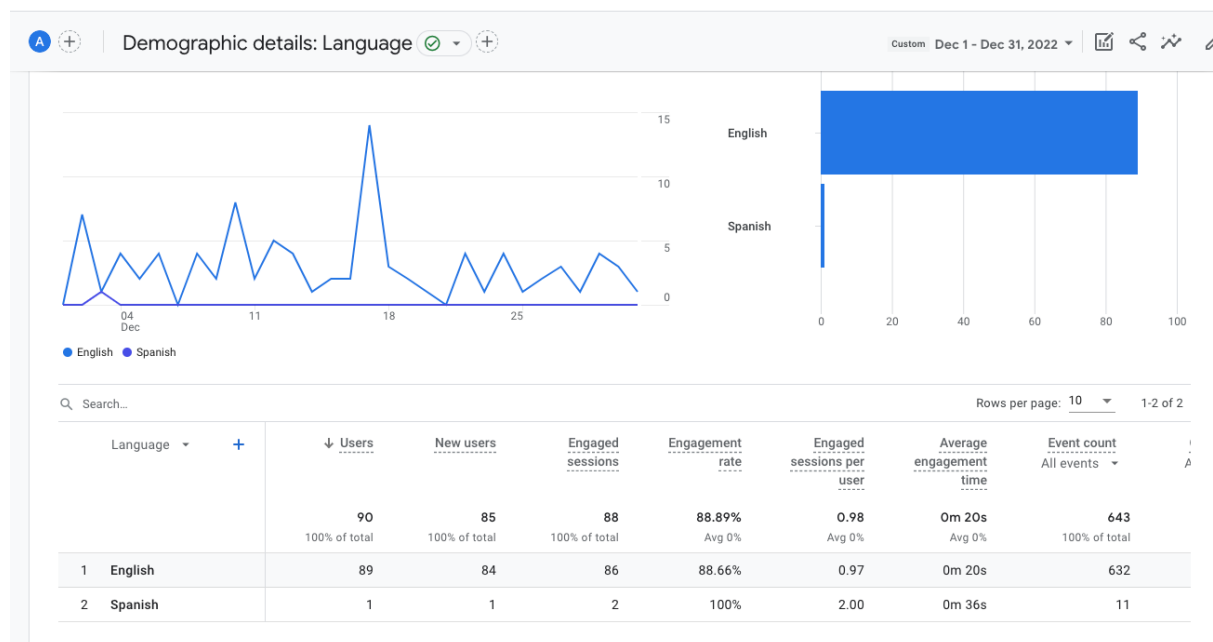
Tech Overview

Below Screenshot tells us details about what browsers are being used by the audience. Which browser they are using while visiting your website and we can also see device wise visitors in the below screenshot.
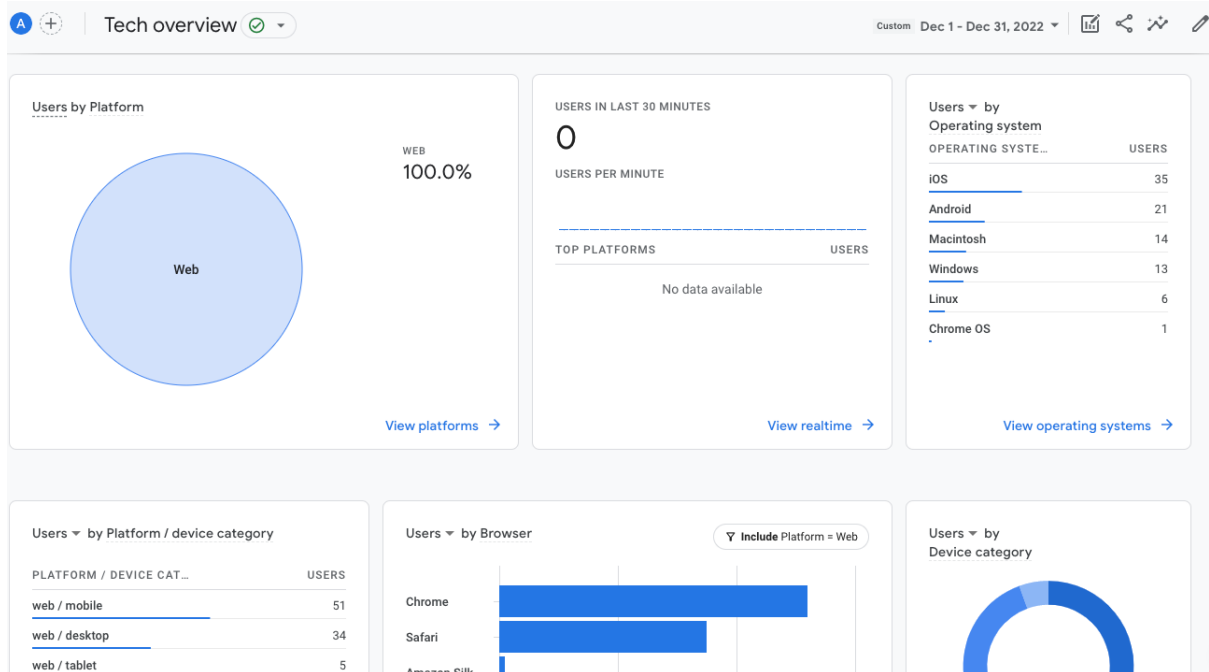
Device Based Report

Below screenshot also gives us report about device visitors.
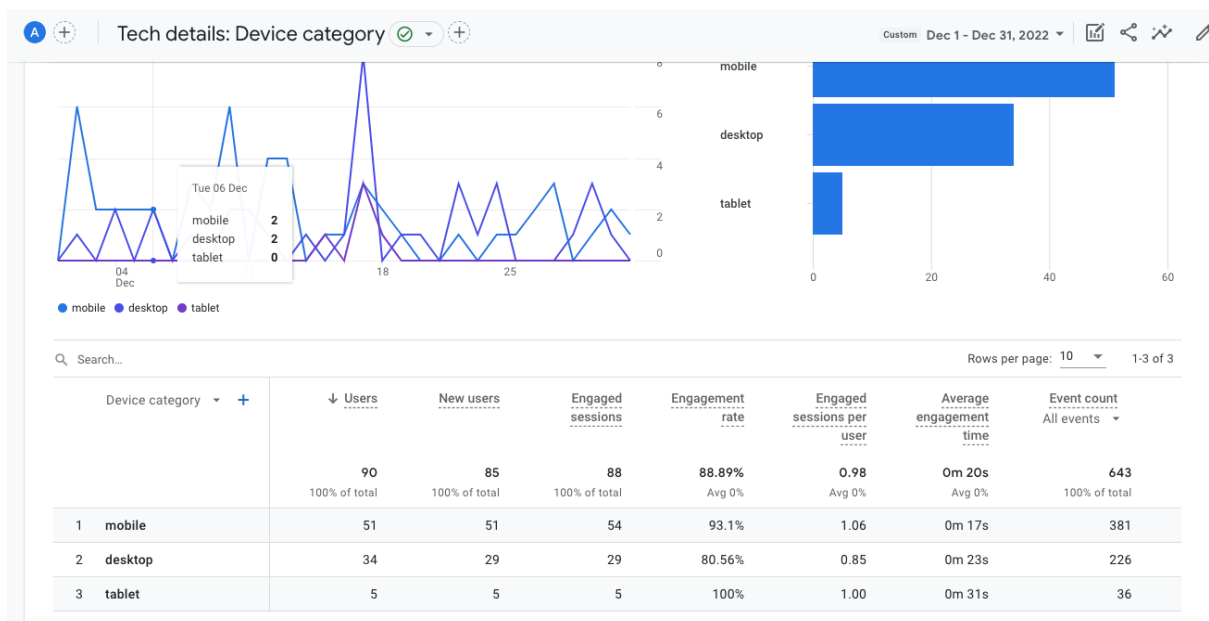
Browser Based Report

Below screenshot gives us detail report with graph browser wise, we can see the safari browser is mostly used. We can also see the engagement time in the screenshot.

Traffic acquisition

Below screenshot gives us complete detail report of from which search engine we got how much visitors. We can see that we got good visitors from google and they are spending good time on our website.

Off Page Activities Report

PDF submission is a technique of sharing Powerpoint presentations on PDF sharing websites like SlideShare. It's an effective way to attract targeted traffic, get quality backlinks and maximize website visibility in SERP Results.

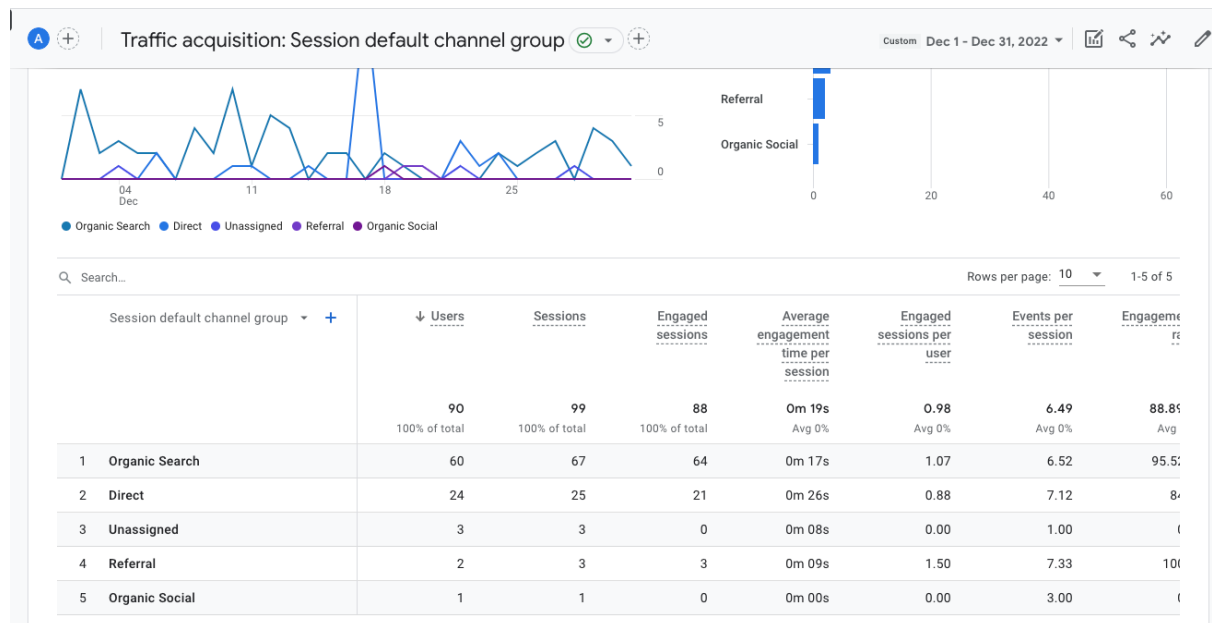| PDF Submission	Status	Live Link
https://speakerdeck.com/	Live	https://speakerdeck.com/hojoyuma1/hojoyuma-by-howard-johnson-yuma-az
http://www.slideshare.net	Live	https://www.slideshare.net/hospitality11/hojoyuma-by-howard-johnson-yuma-azpdf
http://www.edocr.com	Live	https://www.edocr.com/v/zp4mn2kz/Hojoyuma1/hojoyuma-by-howard-johnson-yuma-az
http://issuu.com	Live	https://issuu.com/hojoyuma1/docs/hojoyuma_by_-_howard_johnson_yuma_az
powershow.com	Live	http://www.powershow.com/view0/961bab-YTMyZ/Hojoyuma_By_-_Howard_Johnson_Yuma_Az_powerpoint_ppt_presentation
www.slideserve.com	Live	https://www.slideserve.com/Hojoyuma1/hojoyuma-by-howard-johnson-yuma-az
https://www.scribd.com/	Live	https://www.scribd.com/document/615258161/Hojoyuma-by-Howard-Johnson-Yuma-Az
http://www.4shared.com/	Live	https://www.4shared.com/s/fvw7bInVwfa
https://visual.ly	Live	https://visual.ly/community/Others/business/hojoyuma-howard-johnson-yuma-az-1

Guest posting

Guest Posting	Status	LIve link
https://justpaste.it	Live	https://justpaste.it/asvzw
https://www.xaphyr.com	Live	https://www.xaphyr.com/blogs/195340/Are-Lavish-Inns-Costly
https://www.livejournal.com	Live	https://ext-6094510.livejournal.com/1191.html
https://www.zupyak.com	Live	https://www.zupyak.com/p/3404189/t/pick-a-lavish-inn-for-the-best-help-and-an-incentive-for-cash
https://penzu.com	Live	https://penzu.com/p/1418de71
https://www.valdezlink.com/	Live	https://www.valdezlink.com/inquiries-to-respond-to-before-you-book-a-lodging
https://yodigoaquiestoy.com/	Live	https://yodigoaquiestoy.com/family-excursion-thoughts-to-move-your-late-spring-travel

Profile creation is one SEO off page link building technique in which we create your businesses' profile on different platforms such as blogs posting sites, social networking platforms, web 2.0 websites and more. This strategy helps increase the branding over the search engine and boosts visibility for your brand.

You can check below all those links that we have created under Profile creation.

Profile Creation	Status	Live Link
https://kaalama.org/	Live	https://kaalama.org/Hojoyuma1
https://peatix.com/	Live	https://peatix.com/user/15095922/view
https://www.tamaiaz.com/	Live	https://www.tamaiaz.com/Hojoyuma1
https://www.recentstatus.com/	Live	https://www.recentstatus.com/Hojoyuma1
https://www.nasseej.net/	Live	https://www.nasseej.net/Hojoyuma1

Classifieds is an online advertising technique used to promote the business and website. Classified Submission is an off-page SEO technique that helps to increase the genuine traffic within your target location.

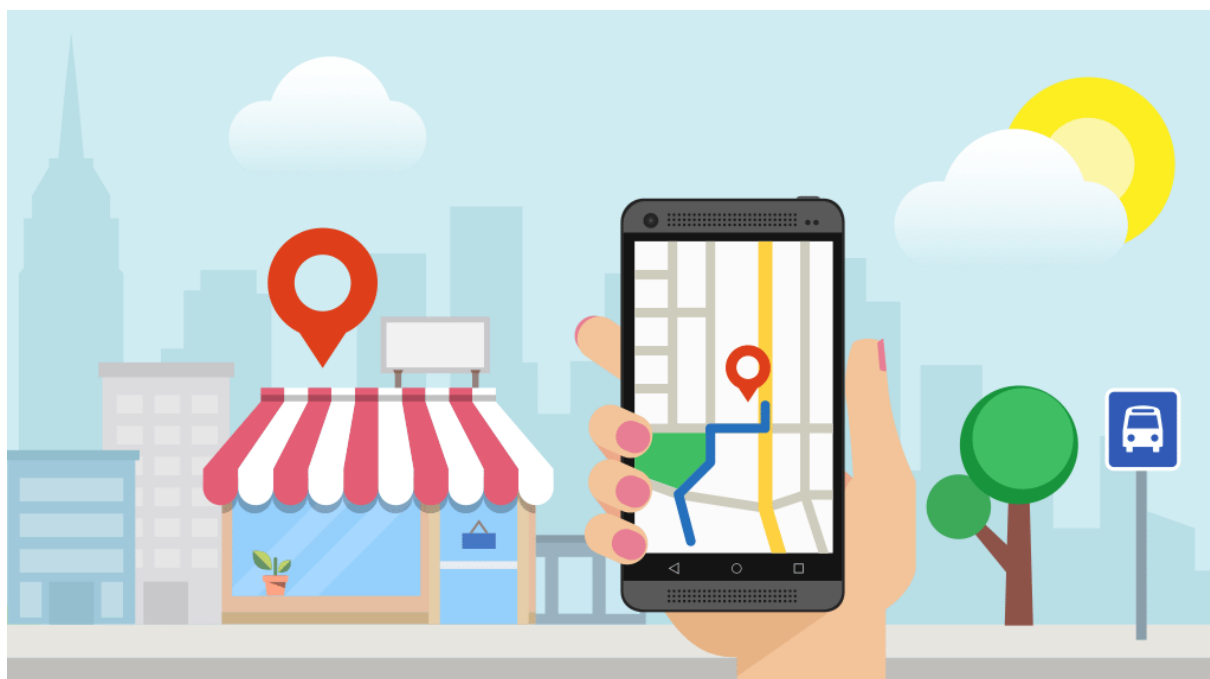| Classified	Status	Live Link
https://www.adsthumb.com	Live	https://www.adsthumb.com/motels-in-yuma-arizona_165793
https://www.superblinkz.com/	Live	https://www.superblinkz.com/business/hotel-in-yuma-arizona/?snax_post_submission=success
https://forums.soompi.com/	Live	https://forums.soompi.com/profile/1521327-hojo-yuma/?tab=field_core_pfield_11
https://forum.apqs.com/	Live	https://forum.apqs.com/profile/104381-howard-johnson/?tab=field_core_pfield_11
https://blog.rackons.in/	Live	https://blog.rackons.in/cheap-motels-in-yuma-arizona

Social bookmarking is one off-page SEO activity that helps to increase the customer traffic and generate high quality follow backlinks.

Bookmarking	Status	Live Link
http://www.pearltrees.com	Live	https://www.pearltrees.com/hojoyuma1#item490423484
http://www.pearltrees.com	Live	https://www.pearltrees.com/hojoyuma1#item490423518
http://www.pearltrees.com	Live	https://www.pearltrees.com/hojoyuma1#item490423555
http://www.pearltrees.com	Live	https://www.pearltrees.com/hojoyuma1#item490423606
http://www.pearltrees.com	Live	https://www.pearltrees.com/hojoyuma1#item490423680
http://www.pearltrees.com	Live	https://www.pearltrees.com/hojoyuma1#item490423723
http://www.pearltrees.com	Live	https://www.pearltrees.com/hojoyuma1#item490423767
https://www.scoop.it/	Live	https://sco.lt/8133yq
https://www.scoop.it/	Live	https://sco.lt/5BcgXw
https://www.scoop.it/	Live	https://sco.lt/6wceUi
https://www.scoop.it/	Live	https://sco.lt/6Jo0SO
https://www.scoop.it/	Live	https://sco.lt/7Y5hfE
https://www.scoop.it/	Live	https://sco.lt/6oOHiq
https://www.scoop.it/	Live	https://sco.lt/8rYZzk

http://www.pearltrees.com	Live	https://www.pearltrees.com/hojoyuma1#item490423484
http://www.pearltrees.com	Live	https://www.pearltrees.com/hojoyuma1#item490423518
http://www.pearltrees.com	Live	https://www.pearltrees.com/hojoyuma1#item490423555
http://www.pearltrees.com	Live	https://www.pearltrees.com/hojoyuma1#item490423606
http://www.pearltrees.com	Live	https://www.pearltrees.com/hojoyuma1#item490423680
http://www.pearltrees.com	Live	https://www.pearltrees.com/hojoyuma1#item490423723

Local Listing	Status	Live URL
https://www.magcloud.com/	Live	https://www.magcloud.com/user/hojoyuma1
https://startupxplore.com/	Live	https://startupxplore.com/en/person/howard-johnson
https://www.adskhan.com/	Live	https://www.adskhan.com/?post_type=gd_place&p=77526&preview=true
https://www.jsdirectory.com/	Live	https://www.jsdirectory.com/social/Hojoyuma1
https://biztime.com.vn/	Live	https://biztime.com.vn/Hojoyuma1

Quora

Quora is a platform where we interact with the audience who is talking about hotels, we recommend your hotel while interacting with them.

Quora	Status	Live Link
https://www.quora.com	live	https://www.quora.com/What-time-does-breakfast-end-at-a-hotel/answer/Hojo-Yuma-1?prompt_topic_bio=1
https://www.quora.com	live	https://www.quora.com/How-long-can-you-book-a-hotel-room-for/answer/Hojo-Yuma-1?prompt_topic_bio=1
https://www.quora.com	live	https://www.quora.com/Can-you-book-a-hotel-room-for-just-one-night/answer/Hojo-Yuma-1?prompt_topic_bio=1
https://www.quora.com	live	https://www.quora.com/How-do-I-travel-with-a-pet/answer/Hojo-Yuma-1?prompt_topic_bio=1
https://www.quora.com	live	https://www.quora.com/Why-do-hotels-have-different-types-of-rooms/answer/Hojo-Yuma-1?prompt_topic_bio=1

Facebook Post	Count
Total Post	8

Thank you