

HighBrow.com.pk

SEO REPORT FOR THE MONTH OF AUGUST 2020

ZKV

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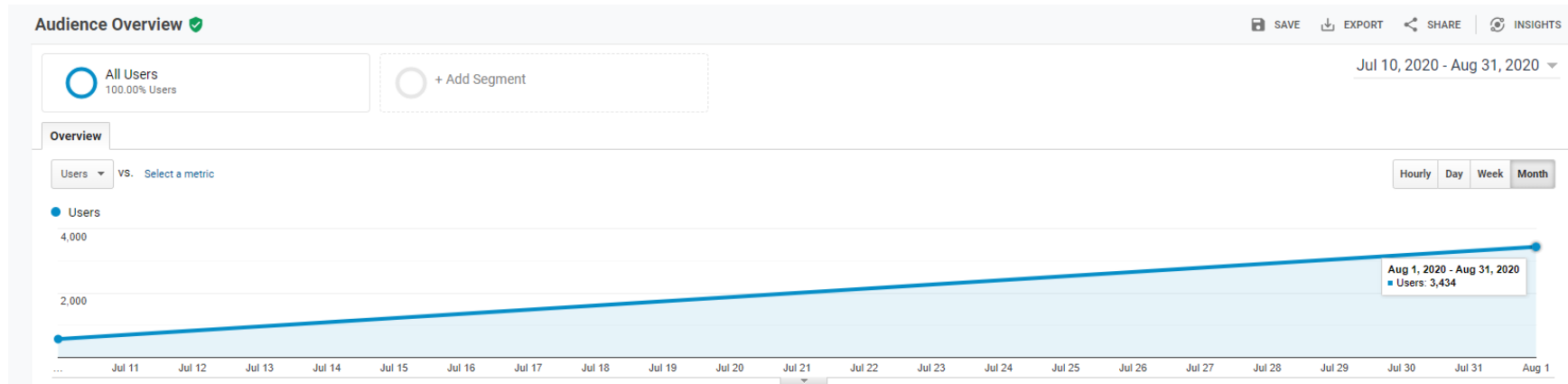
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Performance Highlights August 2020

Sr.No	Highlights
1	Local Keyword Ranking Improved in August 2020
2	More local visitors are visiting website daily.
3	A significantly positive increase in search intent keywords
4	Discovery of new and quality keywords
5	Google is indexing old posts
6	New Posts are added to increase crawl rate in Aug 2020
7	Significant Increase in Audience in August 2020
8	Increase to 2863 Users in last 20 days Vs. 1353 from 10th July to 10th August
9	2805 New Visitors as per Google Analytics

Google Analytics Performance

August Audience Increase



August 2020

Home

Customization

REPORTS

Realtime

Audience

Overview

Active Users

Lifetime Value BETA

Cohort Analysis BETA

Audiences

User Explorer

Demographics

Interests

Geo

Behavior

Technology

Mobile

Cross Device BETA

Custom

Bookmarking

Audience Overview

SAVE EXPORT SHARE INSIGHTS

All Users
100.00% Users

+ Add Segment

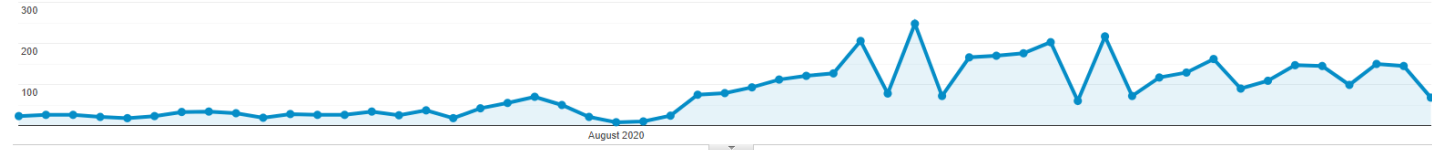
Jul 10, 2020 - Aug 31, 2020

Overview

Users vs. Select a metric

Hourly Day Week Month

Users



Users

3,975



New Users

3,918



Sessions

4,767



Number of Sessions per User

1.20



Pageviews

11,946



Pages / Session

2.51



Avg. Session Duration

00:02:11

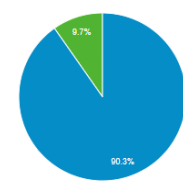


Bounce Rate

52.38%



New Visitor Returning Visitor



July 2020

Audience Overview

SAVE EXPORT SHARE INSIGHTS

Jul 10, 2020 - Aug 10, 2020



All Users
100.00% Users



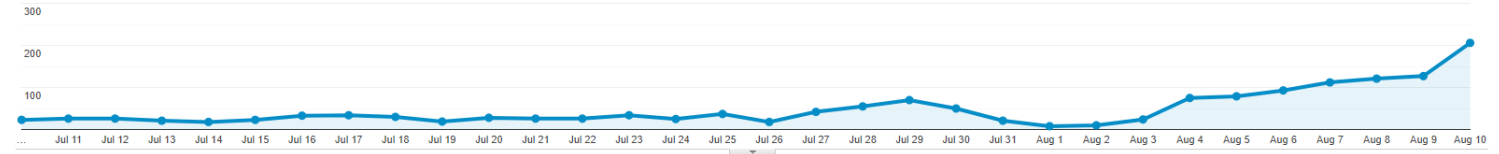
+ Add Segment

Overview

Users vs. Select a metric

Hourly Day Week Month

Users



Users
1,353

Avg. Session Duration
00:02:32

New Users
1,303

Bounce Rate
50.95%

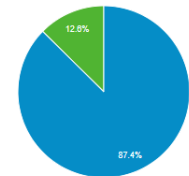
Sessions
1,731

Number of Sessions per User
1.28

Pageviews
4,245

Pages / Session
2.45

New Visitor Returning Visitor

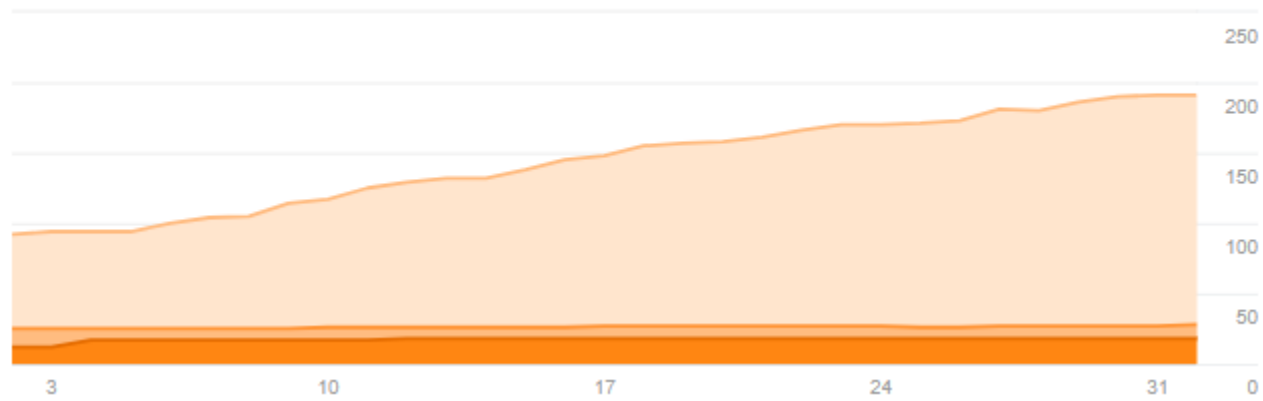


Keywords Performance

August 2020

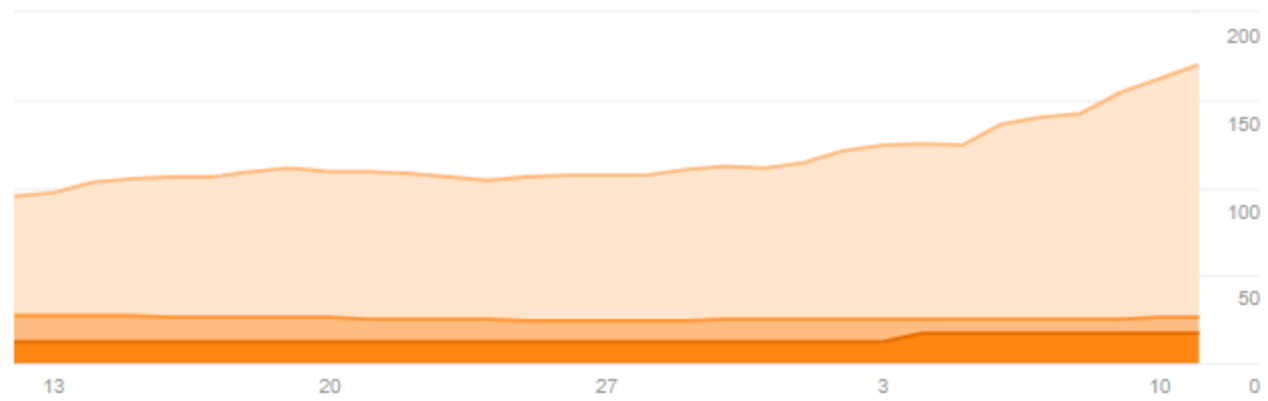
Organic keywords: 191

Export ▼



July 2020

Organic keywords: 170



Newly Discovered Keywords (Latest Search Results)

Study in Germany from Pakistan

Australia visa Pakistan

UK visa from Pakistan

immigration to Canada from Pakistan

August 2020

Sr No	Keyword	Position
1	highbrow international,	1
2	high brow,	2
3	canadian immigration consultants in lahore,	4
4	highbrow international,	2
5	canada immigration consultants in lahore,	2
6	immigration consultants in lahore,	4
7	consultant,	8
8	list of immigration consultants in lahore,	8
9	visa consultants in lahore,	6
10	visa consultant,	9
11	visa consultant in lahore,	5

12	australian immigration consultants in lahore,	9
13	consultants in lahore,	9
14	consultant in lahore,	8
15	immigration consultants in pakistan,	18
16	best canadian immigration consultant in pakistan,	12
17	education consultants,	15
18	ielts preparation in lahore,	18
19	ielts institutes in lahore,	16
20	ielts course in lahore,	16
21	best ielts academy in lahore,	23
22	visa consultant,	7
23	ielts institute in lahore,	15
24	study visa consultants in lahore,	7
25	best ielts institute in lahore,	24
26	canadian consulate lahore,	20
27	best institute for ielts in lahore,	19
28	study consultants in lahore,	20
29	ielts booking pakistan,	22
30	study abroad.pk,	23
31	visa agents in lahore,	16
32	highbrow international,	1
33	highbrow international,	1
34	ielts lahore,	18
35	ielts in lahore,	25
36	highbrow international,	1
37	ielts pakistan fee,	27
38	ielts fees in pakistan,	32
39	canada visa,	26
40	ielts fee pakistan,	36
41	ielts preparation lahore,	20

42	australia visa from pakistan,	27
43	ielts fee in pakistan,	39
44	ielts course duration,	54

August Vs. July

Sr No	Keyword	July	August	Change
1	highbrow international,	1	1	0
2	high brow,	2	2	0
3	canadian immigration consultants in lahore,	4	4	0
4	highbrow international,	4	2	2
5	canada immigration consultants in lahore,	5	2	3
6	immigration consultants in lahore,	8	4	4
7	consultant,	8	8	0
8	list of immigration consultants in lahore,	9	8	1
9	visa consultants in lahore,	10	6	4
10	visa consultant,	10	9	1
11	visa consultant in lahore,	10	5	5

12	australian immigration consultants in lahore,	11	9	2
13	consultants in lahore,	11	9	2
14	consultant in lahore,	11	8	3
15	immigration consultants in pakistan,	14	18	-4
16	best canadian immigration consultant in pakistan,	15	12	3
17	education consultants,	15	15	0
18	ielts preparation in lahore,	15	18	-3
19	ielts institutes in lahore,	16	16	0
20	ielts course in lahore,	16	16	0
21	best ielts academy in lahore,	16	23	-7
22	visa consultant,	16	7	9
23	ielts institute in lahore,	17	15	2
24	study visa consultants in lahore,	18	7	11
25	best ielts institute in lahore,	19	24	-5
26	canadian consulate lahore,	19	20	-1
27	best institute for ielts in lahore,	19	19	0
28	study consultants in lahore,	20	20	0
29	ielts booking pakistan,	22	22	0
30	study abroad.pk,	23	23	0
31	visa agents in lahore,	23	16	7
32	highbrow international,	24	1	23
33	highbrow international,	24	1	23
34	ielts lahore,	24	18	6
35	ielts in lahore,	24	25	-1
36	highbrow international,	24	1	23
37	ielts pakistan fee,	24	27	-3
38	ielts fees in pakistan,	25	32	-7
39	canada visa,	26	26	0
40	ielts fee pakistan,	26	36	-10
41	ielts preparation lahore,	26	20	6

42	australia visa from pakistan,	27	27	0
43	ielts fee in pakistan,	27	39	-12
44	ielts course duration,	30	54	-24

July 2020

Sr No	Keyword	Position
1	highbrow international	1
2	high brow	2
3	canadian immigration consultants in lahore	4
4	highbrow international	4
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7	consultant	8
8	list of immigration consultants in lahore	9
9	visa consultants in lahore	10
10	visa consultant	10

11	visa consultant in lahore	10
12	australian immigration consultants in lahore	11
13	consultants in lahore	11
14	consultant in lahore	11
15	immigration consultants in pakistan	14
16	best canadian immigration consultant in pakistan	15
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36	highbrow international	24
37	ielts pakistan fee	24
38	ielts fees in pakistan	25
39	canada visa	26
40	ielts fee pakistan	26

41	ielts preparation lahore	26
42	australia visa from pakistan	27
43	ielts fee in pakistan	27
44	ielts course duration	30

Posts & Content Data/Links

August 2020

Keywords	W/C		Live Post
Canadian immigration from Pakistan	500	New Post	https://www.highbrow.com.pk/canadian-immigration-requirements-points-process-time-from-pakistan/
immigration to Canada from Pakistan	500	New Post	https://www.highbrow.com.pk/immigration-to-canada-from-pakistan-requirements/
IELTS Pakistan	500	New Post	https://www.highbrow.com.pk/ielts-pakistan-preparation-test-schedule-fees/
Australian immigration for Pakistanis	500	New Post	https://www.highbrow.com.pk/australian-immigration-requirements-points-process-time-from-pakistan/

July 2020

Keywords	W/C		Live Post
study visa for canada from pakistan	500	New Post	https://www.highbrow.com.pk/how-to-get-a-study-visa-for-canada-from-pakistan/
australian immigration from pakistan	500	Content Addition	https://www.highbrow.com.pk/australia-immigration/
australian immigration from pakistan	500	New Post	https://www.highbrow.com.pk/how-to-get-australian-immigration-from-pakistan/
visa consultants in lahore	500	Content Addition	https://www.highbrow.com.pk/about-us/
best canadian immigration consultant in pakistan	500	Content Addition	https://www.highbrow.com.pk/canada-immigration-services/
immigration consultants in lahore	500	Content Addition	https://www.highbrow.com.pk/

Canadian immigration from pakistan	Client provided	New Post	https://www.highbrow.com.pk/canadian-immigration-and-study-in-canada-visa-from-pakistan/
IELTS Article addition	Client provided	Content Addition	https://www.highbrow.com.pk/get-excellent-ielts-coaching/
ielts general vs academic	Client provided	New Post	https://www.highbrow.com.pk/what-is-the-difference-between-ielts-general-ielts-academic/
Study in Australia	Client provided	New Post	https://www.highbrow.com.pk/future-prospects-leading-to-immigration-to-australia/

Backlink Profile & DR/DA Update

August Vs. Previous Year



July 2020

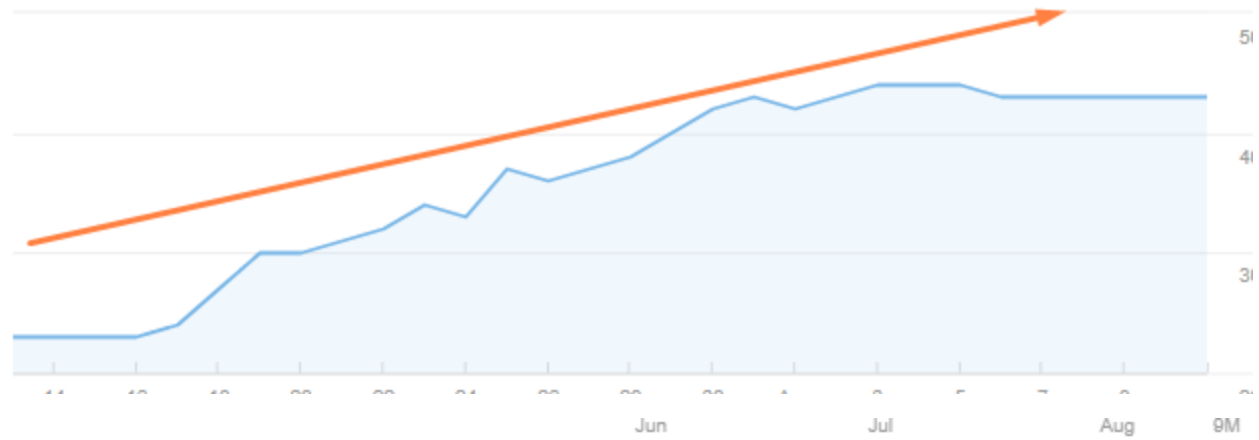
Referring domains LIVE LINKS

All time

One year

Last 30 days

Export ▾



Referring domains LIVE LINKS

All time

One year

Last 30 days

Export ▾





Remarks

August 2020 was a good month in terms of SEO. Google's behavior and algorithm are changing every day, and sometimes the site ranking may go low on results. But, In the same way, there are times when the site's performance and results are more than expectations. So, it's just a second month, and we are performing well with all the quality content and strategy. In the next months, we expect to see a significant increase in traffic because big keywords are now showing up.

Secondly, digital marketing and SEO results are based on the combination of social media + on-page + off-page work. So, make sure your team is handling the social media page and posting every update to bring more traffic to the website.