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| --- | --- |
| Date Picker  Selected Date: 23/06/2015 – 30/06/2015  Compared to: |  |
| Overview   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | Total Number of Keywords | Visibility (current) | Traffic | Average CTR | Average Position | | Overall | 865 +10 | 1,215,100 Impressions +100,000 (+10%) | 200,488 Clicks  +x,xxx  (xx.xx%) | 12.58%  +x,xxx  (xx.xx%) | 12.85  +x,xxx  (xx.xx%) | | New queries | 10 | 15,100  +100  (+1%) | 488  clicks  +x,xxx  (xx.xx%) | 9.58%  +x,xxx  (xx.xx%) | 19.89  +x,xxx  (xx.xx%) | | Existing queries | 855 | 1,200,000  +100,000  (13%) | 200,000  clicks  +x,xxx  (xx.xx%) | 20.53%  +x,xxx  (xx.xx%) | 6.23  +x,xxx  (xx.xx%) | | |
| Top Keywords (top 10 based on clicks)   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | Visibility (current) | Traffic | Average CTR | Average Position | | Kw1 | 1,215,100 Impressions +100,000 (+10%) | 200,488 Clicks  +x,xxx  (xx.xx%) | 12.58%  +x,xxx  (xx.xx%) | 12.85  +x,xxx  (xx.xx%) | | … | … | … | … | … | | Kw 10 | … | … | … | … |   View More Link | |
| New Keywords (top 10 based on impressions)   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | Visibility (current) | Traffic | Average CTR | Average Position | | Kw1 | 1,215,100 Impressions +100,000 (+10%) | 200,488 Clicks  +x,xxx (xx.xx%) | 12.58%  +x,xxx  (xx.xx%) | 12.85  +x,xxx  (xx.xx%) | | … | … | … | … | … | | Kw 10 | … | … | … | … |   View More Link | Keywords disappeared (top 10 based on impressions from past period)   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | Visibility (current) | Traffic | Average CTR | Average Position | | Kw1 | 1,215,100 Impressions +100,000 (+10%) | 200,488 Clicks  +x,xxx (xx.xx%) | 12.58%  +x,xxx  (xx.xx%) | 12.85  +x,xxx  (xx.xx%) | | … | … | … | … | … | | Kw 10 | … | … | … | … |   View More Link |
| Improved Rankings (only displaying queries with more than 100 impressions) (top 10 based on average position improvement)   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | Visibility (current) | Traffic | Average CTR | Average Position | | Kw1 | 1,215,100 Impressions +100,000 (+10%) | 200,488 Clicks  +x,xxx (xx.xx%) | 12.58%  +x,xxx  (xx.xx%) | 12.85  +x,xxx  (xx.xx%) | | … | … | … | … | … | | Kw 10 | … | … | … | … |   View More Link | Lost Rankings (only displaying queries with more than 100 impressions) (top 10 based on average position improvement)   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | Visibility (current) | Traffic | Average CTR | Average Position | | Kw1 | 1,215,100 Impressions +100,000 (+10%) | 200,488 Clicks  +x,xxx (xx.xx%) | 12.58%  +x,xxx  (xx.xx%) | 12.85  +x,xxx  (xx.xx%) | | … | … | … | … | … | | Kw 10 | … | … | … | … |   View More Link |
| Rank Distribution (Graph to compare 2 dates)  \*Number of Keywords per ranking Group    Blue: Position 1-2  Yellow: Position 2-4  Green:5-10  Gray: 10-20  Light Gray: >20 | CTR (only displaying queries with more than 100 impressions)   |  |  |  |  | | --- | --- | --- | --- | | Position Group | CTR | CTR from previous period | Comparison | |  | |  | +1.% -2% | |

Top Performers / Keywords rankings from 1 to 3 with substantial volume and clicks

Quick wins ranking 2 to 10

Optimization Opportunities 10 to 20

Content Gaps 20 to 30