



# Westpeak All Time SEO Report

November 27th, 2020 - June 30th, 2022

Westpeak  
<https://www.westpeak.co.nz/>

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## SEO Overview

Sessions

113 K

GA Goal Completions (Organic)

6,624

Google Change

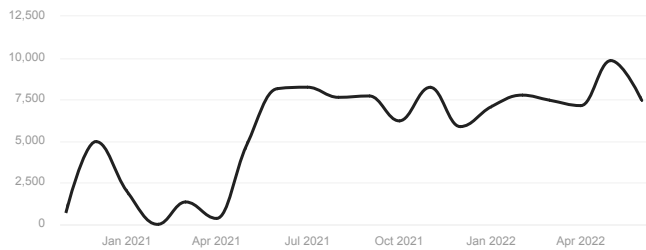
▲ 45

Google Rankings

18

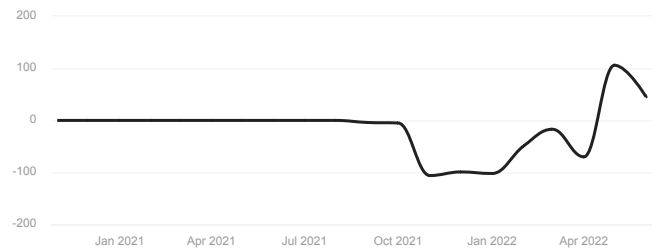
Sessions

113 K



Google Change

▲ 45



New / Lost Links  
(Last 30 Days)

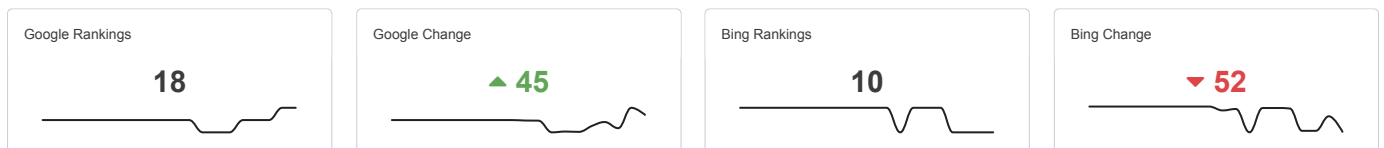
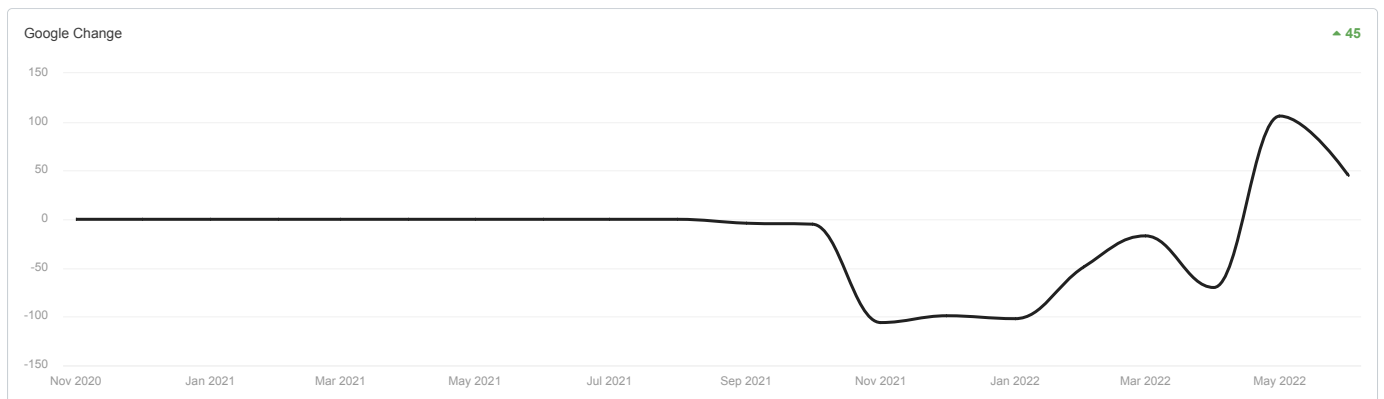
1,642



Top Pages (Search Console)

<a href="https://www.westpeak.co.nz/">https://www.westpeak.co.nz/</a>	4,696
<a href="https://www.westpeak.co.nz/catalog/shop">https://www.westpeak.co.nz/catalog/shop</a>	356
<a href="https://www.westpeak.co.nz/catalog/rainwear+-+oilskin">https://www.westpeak.co.nz/catalog/rainwear+-+oilskin</a>	334
<a href="https://www.westpeak.co.nz/catalog/hoodies+and+fleece+jackets">https://www.westpeak.co.nz/catalog/hoodies+and+fleece+jackets</a>	253
<a href="https://www.westpeak.co.nz/catalog/hi-vis+clothing">https://www.westpeak.co.nz/catalog/hi-vis+clothing</a>	221

## Rankings

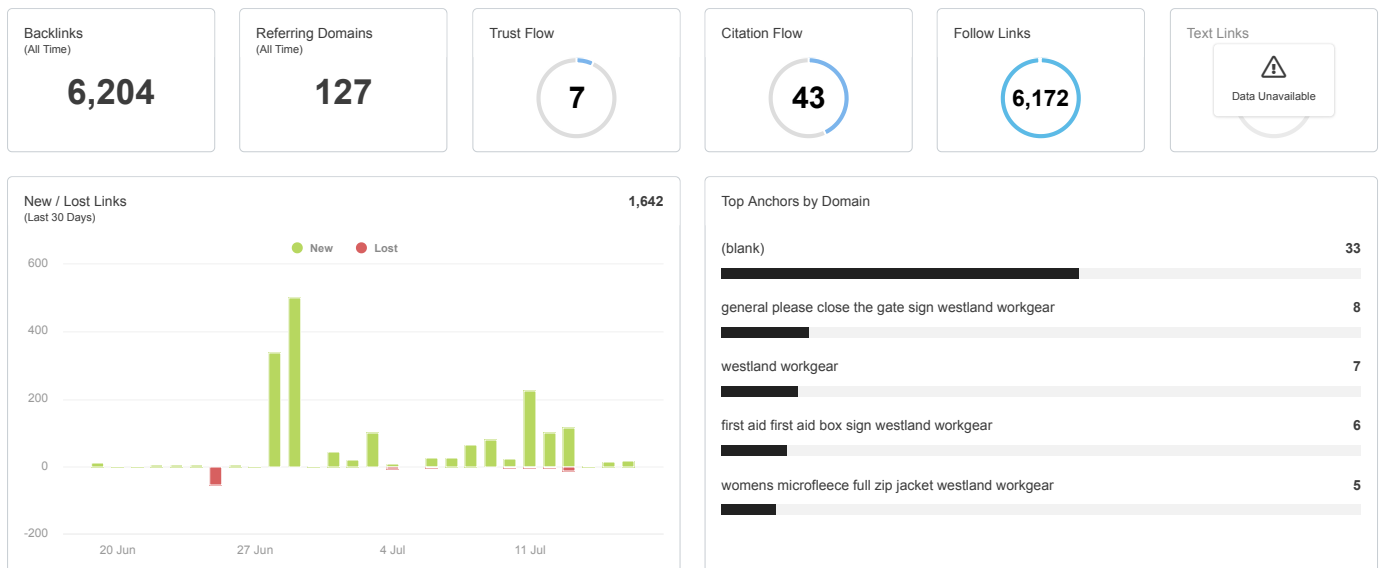


Showing 22 of 22 Rows

KEYWORD▲	GOOGLE	GOOGLE CHANGE	BING	BING CHANGE
☆ corporate uniforms nz	20 <sup>th</sup>	▲1	not found	▼5
☆ hi vis clothing	17 <sup>th</sup>	▼4	not found	▼39
☆ hi vis clothing nz	15 <sup>th</sup>	▼4	17 <sup>th</sup>	▼10
☆ hi vis vest nz	19 <sup>th</sup>	▲9	22 <sup>nd</sup>	▼6
☆ high vis polo	6 <sup>th</sup>	▲1	not found	—
☆ management system	not found	—	not found	—
☆ safety apparel	35 <sup>th</sup>	▼20	41 <sup>st</sup>	▼2
☆ safety boots nz	18 <sup>th</sup>	▲42	not found	—
☆ safety clothing	25 <sup>th</sup>	▼11	not found	—
☆ safety shoes	not found	—	not found	—
☆ trade uniform	53 <sup>rd</sup>	▲48	not found	—
☆ uniform	not found	—	not found	—
☆ uniform management nz	2 <sup>nd</sup>	▼1	10 <sup>th</sup>	▼3
☆ westpeak	1 <sup>st</sup>	—	1 <sup>st</sup>	—
☆ westpeak clothing	2 <sup>nd</sup>	▼1	1 <sup>st</sup>	—
☆ westpeak pants	1 <sup>st</sup>	—	1 <sup>st</sup>	—
☆ womens workwear	not found	—	not found	—
☆ work pants	18 <sup>th</sup>	▼3	not found	—
☆ work pants nz	10 <sup>th</sup>	▼1	28 <sup>th</sup>	▼6
☆ work shorts	11 <sup>th</sup>	▼9	not found	▼50

KEYWORD^	GOOGLE	GOOGLE CHANGE	BING	BING CHANGE
☆ work trousers	11 <sup>th</sup>	▼4	14 <sup>th</sup>	▲37
☆ workwear suppliers	7 <sup>th</sup>	▲2	19 <sup>th</sup>	▲32

## Backlinks - Summary



## Backlinks - New

New Links

2,849

New Links

2,849



Showing 50 of 4,800 Rows

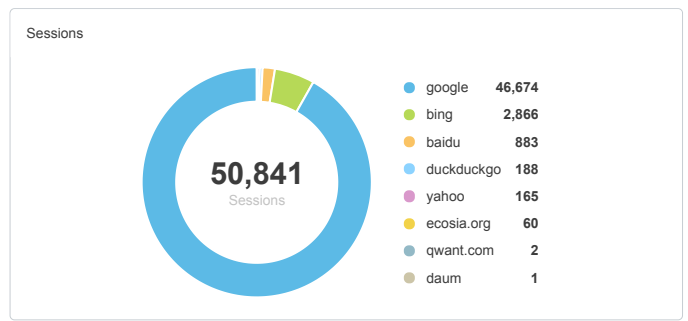
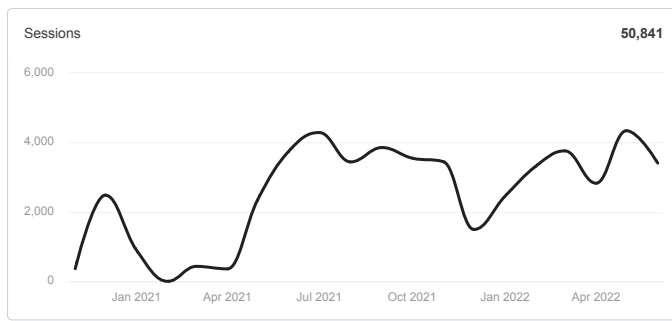
DATE FOUND▼	BACKLINK	ANCHOR TEXT	TRUST FLOW	CITATION FLOW
Jun 30, 2022	websiteperu.com/search/bisley-clothing-nz IMAGE NOFOLLOW	—	0	0
Jun 29, 2022	westlandworkgear.co.nz/imagecache/ii_1_7623_6.png TEXT FOLLOW	—	0	16
Jun 29, 2022	westlandworkgear.co.nz/product/medium-sports-first-a REDIRECT FOLLOW	—	0	14
Jun 29, 2022	surfclear.org/search_image.php?q=Chemical Hazard V TEXT FOLLOW	view image	0	0
Jun 29, 2022	westlandworkgear.co.nz/products/comprehensive-burn TEXT FOLLOW	—	0	0
Jun 29, 2022	westlandworkgear.co.nz/products/comprehensive-burn TEXT FOLLOW	—	0	0
Jun 29, 2022	westlandworkgear.co.nz/products/cool-gard-hard TEXT FOLLOW	—	0	0
Jun 29, 2022	westlandworkgear.co.nz/products/cool-gard-hard TEXT FOLLOW	—	0	0
Jun 29, 2022	westlandworkgear.co.nz/products/coromandel-desert-t TEXT FOLLOW	—	0	0
Jun 29, 2022	westlandworkgear.co.nz/products/coromandel-desert-t TEXT FOLLOW	—	0	0
Jun 29, 2022	westlandworkgear.co.nz/products/double-dipped-pvc-g TEXT FOLLOW	—	0	0
Jun 29, 2022	westlandworkgear.co.nz/products/double-dipped-pvc-g TEXT FOLLOW	—	0	0
Jun 29, 2022	westlandworkgear.co.nz/products/dri-gear-womens TEXT FOLLOW	—	0	0
Jun 29, 2022	westlandworkgear.co.nz/products/dri-gear-womens TEXT FOLLOW	—	0	0
Jun 29, 2022	westlandworkgear.co.nz/products/drill-hat TEXT FOLLOW	—	0	0
Jun 29, 2022	westlandworkgear.co.nz/products/drill-hat TEXT FOLLOW	—	0	0
Jun 29, 2022	westlandworkgear.co.nz/products/drivers-gloves TEXT FOLLOW	—	0	0
Jun 29, 2022	westlandworkgear.co.nz/products/drivers-gloves TEXT FOLLOW	—	0	0

DATE FOUND	BACKLINK	ANCHOR TEXT	TRUST FLOW	CITATION FLOW
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/dubbin-leather-dress">westlandworkgear.co.nz/products/dubbin-leather-dress</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/dubbin-leather-dress">westlandworkgear.co.nz/products/dubbin-leather-dress</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/mens-classic-pleat">westlandworkgear.co.nz/products/mens-classic-pleat</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/mens-classic-pleat">westlandworkgear.co.nz/products/mens-classic-pleat</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/nitrasolv-chemical-g">westlandworkgear.co.nz/products/nitrasolv-chemical-g</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/nitrasolv-chemical-g">westlandworkgear.co.nz/products/nitrasolv-chemical-g</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/pauanui-hat">westlandworkgear.co.nz/products/pauanui-hat</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/pauanui-hat">westlandworkgear.co.nz/products/pauanui-hat</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/peltor-class-5">westlandworkgear.co.nz/products/peltor-class-5</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/peltor-class-5">westlandworkgear.co.nz/products/peltor-class-5</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/phoenix-framless-sa">westlandworkgear.co.nz/products/phoenix-framless-sa</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/phoenix-framless-sa">westlandworkgear.co.nz/products/phoenix-framless-sa</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/premium-detectable">westlandworkgear.co.nz/products/premium-detectable</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/premium-detectable">westlandworkgear.co.nz/products/premium-detectable</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/premium-hoodie">westlandworkgear.co.nz/products/premium-hoodie</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/premium-hoodie">westlandworkgear.co.nz/products/premium-hoodie</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/premium-offshore-fir">westlandworkgear.co.nz/products/premium-offshore-fir</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/premium-offshore-fir">westlandworkgear.co.nz/products/premium-offshore-fir</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/pro-band-headband">westlandworkgear.co.nz/products/pro-band-headband</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/pro-band-headband">westlandworkgear.co.nz/products/pro-band-headband</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/pro-bell-class">westlandworkgear.co.nz/products/pro-bell-class</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/pro-bell-class">westlandworkgear.co.nz/products/pro-bell-class</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/radi-cool-glasses">westlandworkgear.co.nz/products/radi-cool-glasses</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/radi-cool-glasses">westlandworkgear.co.nz/products/radi-cool-glasses</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	<a href="https://westlandworkgear.co.nz/products/rasp-glasses">westlandworkgear.co.nz/products/rasp-glasses</a> <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>



DATE FOUND▼	BACKLINK	ANCHOR TEXT	TRUST FLOW	CITATION FLOW
Jun 29, 2022	westlandworkgear.co.nz/products/rasp-glasses <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	westlandworkgear.co.nz/products/razor-300-pu <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	westlandworkgear.co.nz/products/razor-300-pu <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	westlandworkgear.co.nz/products/razor-500-pu <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	westlandworkgear.co.nz/products/razor-500-pu <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	westlandworkgear.co.nz/products/red-pvc-gloves <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>
Jun 29, 2022	westlandworkgear.co.nz/products/red-pvc-gloves <a href="#">TEXT</a> <a href="#">FOLLOW</a>	—	0 <div></div>	0 <div></div>

## Google Analytics - Organic Search



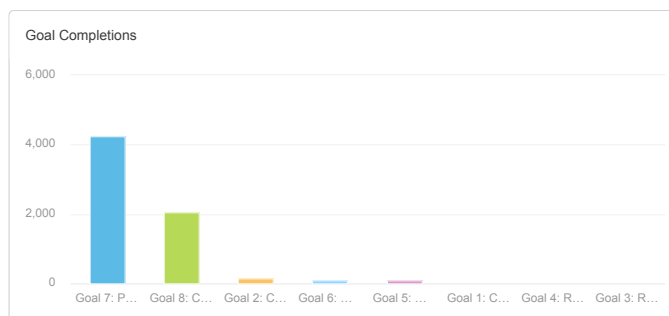
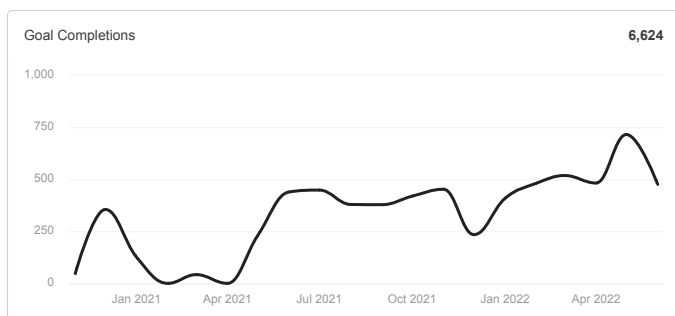
Sessions	Pages/Session	Avg. Session Duration	% New Sessions	Bounce Rate	Goal Completions
50,841	11.19	00:05:09	49.22%	5.03%	6,624

Showing 50 of 86 Rows

KEYWORD	SESSIONS▼	PAGES/SESSION	AVG. SESSION DURATI...	% NEW SESSIONS	BOUNCE RATE	GOAL COMPLETIONS
(not provided)	49,800	11.33	00:05:13	48.80%	5.07%	6,570
www.trafficguide.club	383	2.06	00:00:09	70.23%	0.00%	0
bottraffic513.xyz	249	2.03	00:00:19	65.46%	0.00%	0
(not set)	201	5.83	00:01:34	88.06%	8.46%	8
westland workgear	72	13.81	00:05:23	33.33%	4.17%	23
westland work gear	12	8.50	00:02:19	75.00%	0.00%	1
westlandworkgear.co.nz	12	14.33	00:13:18	50.00%	0.00%	5
westland gear	10	8.40	00:06:21	30.00%	30.00%	3
westlant workgear	6	7.33	00:09:59	0.00%	0.00%	1
westland workwear	4	3.50	00:00:40	50.00%	25.00%	0
westpeak	4	12.75	00:07:41	50.00%	0.00%	1
Westland Work Gear	3	17.00	00:12:01	66.67%	0.00%	2
westland workgear nz	3	16.00	00:05:46	33.33%	0.00%	1
westpeak clothing	3	9.67	00:05:16	33.33%	0.00%	0
WESTLAND WORKWEAR	2	14.00	00:03:00	100.00%	0.00%	0
neck welding protection in nz	2	2.00	00:00:21	50.00%	50.00%	0
westland	2	31.00	00:06:38	100.00%	0.00%	0
westland outdoor wear	2	1.00	00:00:00	50.00%	100.00%	0
westlandworkgear	2	17.50	00:09:50	50.00%	0.00%	0
westpeak nz	2	2.00	00:00:00	50.00%	0.00%	0
westpeak pants	2	7.50	00:14:46	100.00%	0.00%	0
12XL mens RAIN COATS nz	1	4.00	00:00:32	0.00%	0.00%	0

KEYWORD	SESSIONS▼	PAGES/SESSION	AVG. SESSION DURATI...	% NEW SESSIONS	BOUNCE RATE	GOAL COMPLETIONS
12oz fully lined oilskin riding coats nz	1	2.00	00:00:00	100.00%	0.00%	0
13XL MENS farm rainwear nz	1	12.00	00:02:43	0.00%	0.00%	0
13XL MENS rainwear nz	1	4.00	00:00:56	100.00%	0.00%	0
Dopco	1	2.00	00:00:00	100.00%	0.00%	0
First aid	1	2.00	00:00:00	100.00%	0.00%	0
High vi's work vest nz	1	1.00	00:00:00	100.00%	100.00%	0
PPE UNIFORM	1	2.00	00:00:00	100.00%	0.00%	0
West Coast Clothing UK	1	6.00	00:00:47	100.00%	0.00%	1
Westland Workgear	1	2.00	00:00:00	100.00%	0.00%	0
Westland work gear	1	6.00	00:00:14	100.00%	0.00%	0
Xtrail gumboots	1	2.00	00:00:00	100.00%	0.00%	0
ashley gumboots	1	2.00	00:00:00	100.00%	0.00%	0
caution hi vis tmc w17 polar fleece 1/2 zi...	1	2.00	00:00:00	100.00%	0.00%	0
danger keep out sign	1	2.00	00:00:00	100.00%	0.00%	0
fire extinguisher cabinet plastic	1	2.00	00:00:00	100.00%	0.00%	0
first aid signs	1	2.00	00:00:00	100.00%	0.00%	0
fleece jacket	1	4.00	00:00:03	100.00%	0.00%	0
greymouth work gear	1	12.00	00:11:55	100.00%	0.00%	0
half zip wool work jerseys	1	11.00	00:02:56	100.00%	0.00%	0
heavy duty shorts	1	2.00	00:00:00	100.00%	0.00%	0
hi vis fleece	1	2.00	00:00:00	100.00%	0.00%	0
hi vis polar fleece jacket nz	1	2.00	00:00:00	100.00%	0.00%	0
hi vis t-shirts nz	1	2.00	00:00:00	100.00%	0.00%	0
high vis work boots	1	4.00	00:00:35	100.00%	0.00%	0
https://www.westlandworkgear.co.nz	1	5.00	00:11:06	0.00%	0.00%	0
john bull boots	1	5.00	00:02:46	100.00%	0.00%	0
ladies oilskin raincoats	1	2.00	00:00:00	100.00%	0.00%	0
ladies reverse lapel jacket advance design	1	2.00	00:00:00	100.00%	0.00%	0

## Google Analytics - Goals (Organic)



Goal Completions

15,090

Goal Value

\$0.00

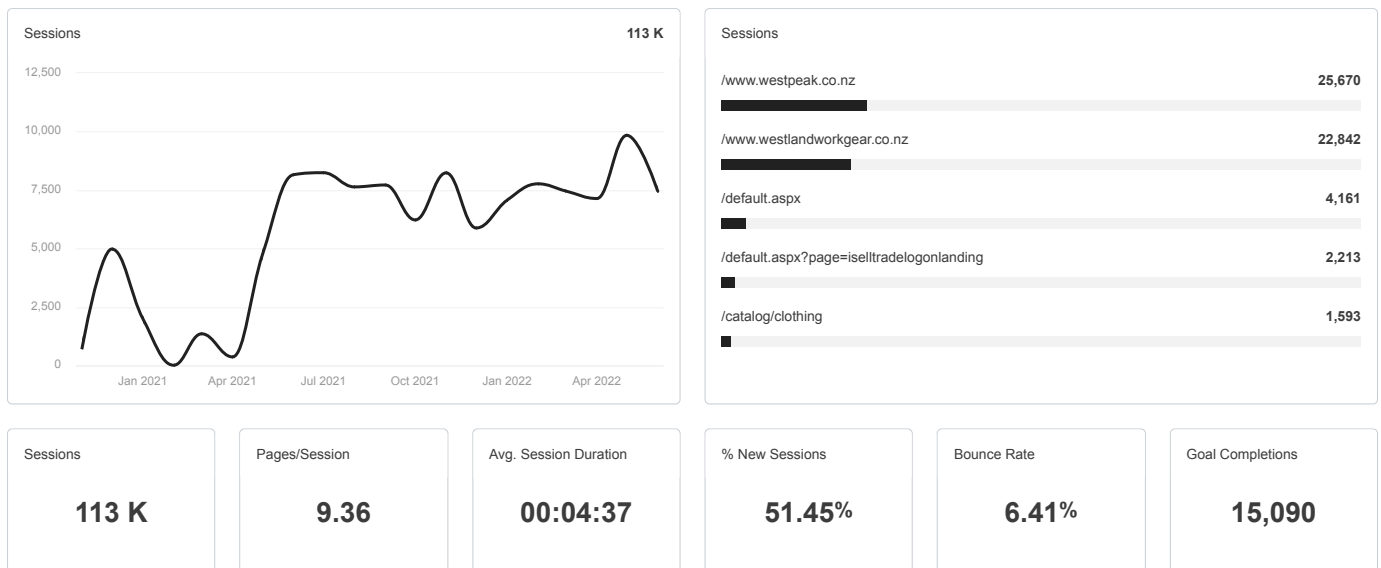
Goal Conversion Rate

13.36%

Showing 8 of 8 Rows

GOAL	GOAL COMPLETIONS	GOAL VALUE	GOAL CONVERSION RATE
Goal 7: Purchases	4,236	\$0.00	8.33%
Goal 8: Contact Us Page Visits	2,057	\$0.00	4.05%
Goal 2: Contact Form Submission	136	\$0.00	0.27%
Goal 6: Website Phone Clicks	99	\$0.00	0.19%
Goal 5: Website Email Clicks	83	\$0.00	0.16%
Goal 1: Credit Application Download	8	\$0.00	0.02%
Goal 4: Request Catalogue	5	\$0.00	0.01%
Goal 3: Request A Quote	0	\$0.00	0.00%

## Google Analytics - Landing Pages

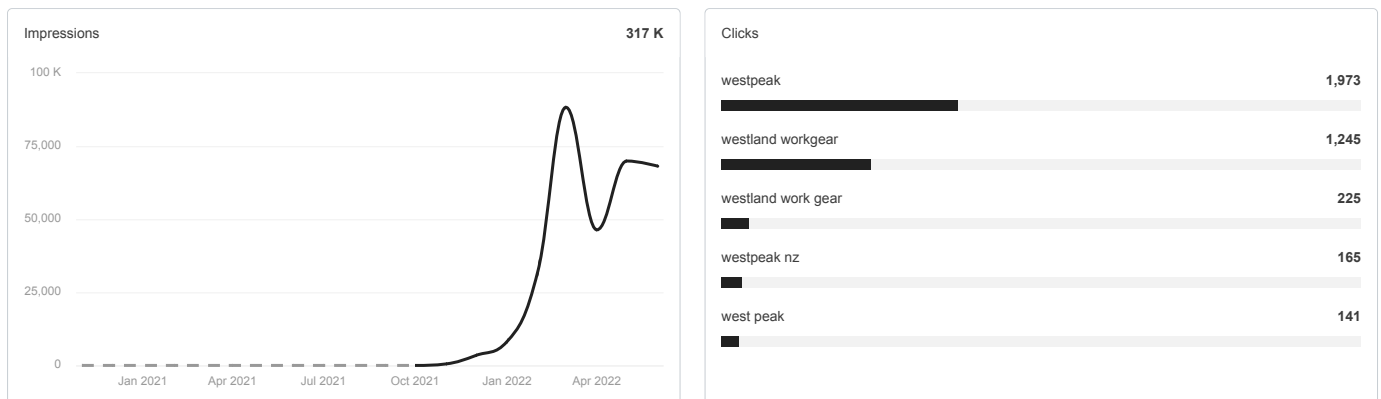


Showing 50 of 5,944 Rows

LANDING PAGE	SESSIONS▼	PAGES/SESSION	AVG. SESSION DURATI...	% NEW SESSIONS	BOUNCE RATE	GOAL COMPLETIONS
/www.westpeak.co.nz	25,670	12.07	00:05:52	47.62%	4.01%	4,398
/www.westlandworkgear.co.nz	22,842	12.43	00:05:53	51.14%	3.69%	3,761
/default.aspx	4,161	11.95	00:06:49	18.17%	6.46%	1,105
/default.aspx?page=iselltradelogonlanding	2,213	12.78	00:09:36	1.08%	2.62%	852
/catalog/clothing	1,593	12.14	00:04:32	66.29%	7.22%	67
/catalog/rainwear+-+oilskin	1,449	4.34	00:01:15	88.27%	8.07%	22
/catalog/work+shorts+and+trousers	1,433	8.73	00:02:37	88.97%	3.98%	43
/default.aspx?page=isellorder	1,386	10.80	00:07:18	7.43%	4.83%	588
/catalog/westpeak	1,188	11.48	00:04:32	72.39%	3.62%	80
/catalog/hi-vis+clothing	1,055	7.39	00:02:18	87.58%	4.74%	21
/default.aspx?page=isellworkpack&pnam...	1,028	11.52	00:10:55	1.07%	8.66%	390
/catalog/shop	969	10.90	00:03:32	78.02%	8.15%	80
/catalog/westpeak+men's+range?pagenu...	943	3.54	00:00:34	89.61%	0.85%	2
/catalog/gumboots	939	2.20	00:00:17	28.01%	12.14%	6
/pages/contact.htm	895	3.32	00:01:31	68.38%	14.86%	912
/product/tga-approved-reusable-facemask...	868	4.66	00:01:25	67.51%	0.35%	18
/default.aspx?page=404	845	4.74	00:00:36	96.09%	8.05%	27
/default.aspx?page=isellorderlist	757	13.06	00:07:35	9.91%	1.98%	106
/catalog/hoodies+and+fleece+jackets	665	5.32	00:01:29	91.43%	13.98%	10
/catalog/clothing+and+uniforms	619	5.78	00:01:59	88.69%	13.73%	11

LANDING PAGE	SESSIONS▼	PAGES/SESSION	AVG. SESSION DURATI...	% NEW SESSIONS	BOUNCE RATE	GOAL COMPLETIONS
/default.aspx?page=isellworkpack&pnam...	605	10.48	00:11:40	0.50%	8.26%	198
/pages/about.htm	591	3.12	00:01:09	87.14%	13.37%	14
/catalog/socks	541	4.18	00:00:57	90.76%	6.84%	6
/catalog/work+footwear	506	5.91	00:01:24	86.56%	4.74%	5
/product/help-it@-p2-n95-duckbill-high-effi...	493	3.72	00:01:13	83.16%	3.25%	7
/catalog/westpeak+men's+range	484	8.37	00:03:50	52.07%	1.65%	16
/pages/privacy.htm	481	1.86	00:00:00	99.38%	15.80%	0
/pages/terms.htm	471	1.93	00:00:07	98.94%	16.14%	3
/product/orient-gene-rapid-antigen-test-20...	471	3.76	00:01:19	63.91%	0.21%	7
/catalog/hats+and+gloves	459	3.12	00:01:04	89.54%	17.21%	4
/catalog/rainwear+-+jackets	451	7.24	00:01:58	83.81%	3.10%	6
/catalog/hi-vis+polos+and+vests	424	7.06	00:03:26	75.71%	9.91%	16
/catalog/hi-vis+fleece	419	6.75	00:02:34	73.51%	8.59%	10
/product/westpeak/caution-day/night-polar...	408	6.13	00:02:56	60.05%	25.25%	15
/catalog/covid-19+ppe+supplies	404	5.27	00:01:58	64.60%	0.74%	10
/catalog/bags	395	2.58	00:00:21	96.71%	0.25%	1
/default.aspx?page=issellitologon2	389	15.31	00:08:21	11.05%	1.80%	147
/catalog/safety+footwear	359	5.69	00:02:15	69.08%	0.28%	11
/product/westpeak-soft-shell-jacket-46580...	354	4.57	00:01:15	69.21%	11.58%	1
/catalog/accessories	353	2.48	00:00:25	93.48%	1.98%	1
/default.aspx?page=issellrepcustomers	344	16.80	00:17:33	0.87%	0.58%	35
/product/westpeak-aoraki-l/u-safety-boot-...	338	5.02	00:01:48	67.75%	18.93%	11
/catalog/knitwear	327	7.58	00:02:40	81.65%	7.03%	8
/product/westpeak-lightweight-pc-stretch-t...	313	2.18	00:01:23	47.28%	75.72%	3
/product/westpeak-mens-breathable-polo-...	299	4.17	00:01:41	59.53%	4.01%	7
/catalog/first+aid,+cleaning+and+general	295	2.97	00:00:22	92.20%	20.00%	2
/product/westpeak-p/c-hi-vis-lightweight-s...	294	6.52	00:01:52	56.12%	1.02%	4
/product/flexible-washable-facemask-812...	287	5.09	00:01:52	52.26%	0.00%	4
/catalog/westpeak+women's+range	285	6.07	00:02:56	68.42%	1.05%	3
/catalog/hi-vis+single's+and+t-shirts	280	5.10	00:01:36	77.50%	13.93%	2

## Google Search Console - Top Queries



Clicks	Impressions	Avg Position	CTR
8,024	317 K	34.4	2.53%

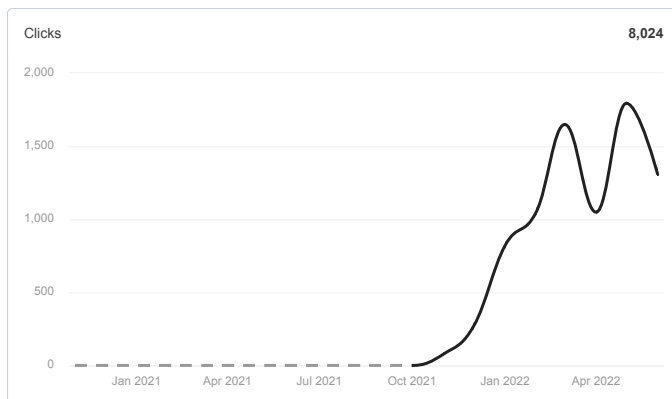
Showing 50 of 5,000 Rows

KEYWORD	CLICKS	IMPRESSIONS	AVG POSITION	CTR
westpeak	1,973	4,626	2.04	42.65%
westland workgear	1,245	3,615	1.80	34.44%
westland work gear	225	701	1.71	32.10%
westpeak nz	165	344	1.39	47.97%
west peak	141	370	9.79	38.11%
westpeak clothing	87	263	1.46	33.08%
westland workwear	82	291	9.21	28.18%
westpeak new zealand	72	154	1.12	46.75%
westpeak workwear	72	226	2.01	31.86%
westland workgear nz	52	111	1.42	46.85%
west peak nz	41	104	1.82	39.42%
polar fleece jackets nz	31	479	2.96	6.47%
westpeak pants	30	134	3.70	22.39%
westpeak greymouth	26	127	1.62	20.47%
westpeck	26	92	2.14	28.26%
polypropylene thermals nz	24	431	4.78	5.57%
fleece hoodie nz	23	544	2.36	4.23%
oilskin nz	22	450	9.44	4.89%
work socks nz	22	1,001	7.34	2.20%
work pants nz	21	1,983	13.13	1.06%

KEYWORD	CLICKS▼	IMPRESSIONS	AVG POSITION	CTR
fleece jacket nz	19	1,253	8.89	1.52%
help-it p2 mask nz	19	150	3.41	12.67%
westland workgear greymouth	18	117	2.34	15.38%
westgear	17	47	18.17	36.17%
nz made oilskin	16	127	8.98	12.60%
hi vis hoodie nz	14	504	8.24	2.78%
oilskin jacket nz	14	845	17.39	1.66%
westland clothing	14	139	10.71	10.07%
duckbill mask nz	13	156	8.38	8.33%
oilskin jacket	13	2,152	24.41	0.60%
fleece jackets nz	11	220	8.32	5.00%
hi vis polar fleece nz	11	162	1.69	6.79%
work socks	11	1,117	13.06	0.98%
forestry clothing nz	10	245	10.52	4.08%
safety gumboots nz	10	473	3.25	2.11%
softshell jacket nz	10	1,294	10.69	0.77%
work gear	10	444	20.25	2.25%
hi vis clothing nz	9	1,527	10.90	0.59%
oilskin vest nz	9	840	19.09	1.07%
west peak clothing	9	22	2.36	40.91%
hi vis clothing	8	1,343	16.36	0.60%
hi vis rain jacket nz	8	156	11.44	5.13%
skellerup hiker	8	175	3.98	4.57%
woollen work jerseys nz	8	542	4.34	1.48%
bison gumboots	7	97	8.94	7.22%
hi vis jacket nz	7	309	10.44	2.27%
hi vis polo shirts nz	7	146	4.10	4.79%
oilskin	7	893	21.28	0.78%
oilskin raincoats nz	7	89	8.36	7.87%
softshell jacket	7	614	11.18	1.14%



## Google Search Console - Top Pages



## GSC Average Position

<a href="https://www.westpeak.co.nz/catalog/road-safety-101102.htm">https://www.westpeak.co.nz/catalog/road-safety-101102.htm</a>	1
<a href="https://www.westpeak.co.nz/pages/PPE-to-Stay-Dry-and-Warm-Through-Winter.htm">https://www.westpeak.co.nz/pages/PPE-to-Stay-Dry-and-Warm-Through-Winter.htm</a>	1
<a href="https://www.westpeak.co.nz/product/ladies-trinity-microfleece-1/2-zip-pullover-47463.htm">https://www.westpeak.co.nz/product/ladies-trinity-microfleece-1/2-zip-pullover-47463.htm</a>	1
<a href="https://www.westpeak.co.nz/product/westpeak-breathable-day%2Fnight-s%2Fs-polo-shirt-4318...">https://www.westpeak.co.nz/product/westpeak-breathable-day%2Fnight-s%2Fs-polo-shirt-4318...</a>	1.7
<a href="https://www.westpeak.co.nz/pages/westpeak.htm">https://www.westpeak.co.nz/pages/westpeak.htm</a>	1.8

Clicks

8,024

Impressions

317 K

Avg Position

34.4

CTR

2.53%

Showing 50 of 774 Rows

PAGE	CLICKS	IMPRESSIONS	AVG POSITION	CTR
<a href="https://www.westpeak.co.nz/">https://www.westpeak.co.nz/</a>	4,696	57,228	28.09	8.21%
<a href="https://www.westpeak.co.nz/catalog/shop">https://www.westpeak.co.nz/catalog/shop</a>	356	12,852	3.14	2.77%
<a href="https://www.westpeak.co.nz/catalog/rainwe">https://www.westpeak.co.nz/catalog/rainwe</a>	334	18,547	20.49	1.80%
<a href="https://www.westpeak.co.nz/catalog/hoodie">https://www.westpeak.co.nz/catalog/hoodie</a>	253	22,948	24.97	1.10%
<a href="https://www.westpeak.co.nz/catalog/hi-vis+">https://www.westpeak.co.nz/catalog/hi-vis+</a>	221	21,149	14.74	1.04%
<a href="https://www.westpeak.co.nz/catalog/clothing">https://www.westpeak.co.nz/catalog/clothing</a>	209	14,341	14.97	1.46%
<a href="https://www.westpeak.co.nz/product/help-it">https://www.westpeak.co.nz/product/help-it</a>	170	3,413	28.38	4.98%
<a href="https://www.westpeak.co.nz/catalog/work+">https://www.westpeak.co.nz/catalog/work+</a>	125	11,447	26.30	1.09%
<a href="https://www.westpeak.co.nz/catalog/hi-vis+">https://www.westpeak.co.nz/catalog/hi-vis+</a>	106	7,856	28.81	1.35%
<a href="https://www.westpeak.co.nz/catalog/safety">https://www.westpeak.co.nz/catalog/safety</a>	100	8,464	22.99	1.18%
<a href="https://www.westpeak.co.nz/catalog/rainwe">https://www.westpeak.co.nz/catalog/rainwe</a>	87	8,756	39.81	0.99%
<a href="https://www.westpeak.co.nz/catalog/softsh">https://www.westpeak.co.nz/catalog/softsh</a>	80	8,513	15.79	0.94%
<a href="https://www.westpeak.co.nz/catalog/knitwe">https://www.westpeak.co.nz/catalog/knitwe</a>	77	4,718	42.31	1.63%
<a href="https://www.westpeak.co.nz/catalog/therm">https://www.westpeak.co.nz/catalog/therm</a>	74	8,069	31.46	0.92%
<a href="https://www.westpeak.co.nz/catalog/forestr">https://www.westpeak.co.nz/catalog/forestr</a>	70	2,385	21.35	2.94%
<a href="https://www.westpeak.co.nz/catalog/socks">https://www.westpeak.co.nz/catalog/socks</a>	67	10,723	41.67	0.62%
<a href="https://www.westpeak.co.nz/catalog/hi-vis+">https://www.westpeak.co.nz/catalog/hi-vis+</a>	61	12,385	41.23	0.49%
<a href="https://www.westpeak.co.nz/catalog/westp">https://www.westpeak.co.nz/catalog/westp</a>	56	3,615	2.92	1.55%
<a href="https://www.westpeak.co.nz/catalog/hi-vis+">https://www.westpeak.co.nz/catalog/hi-vis+</a>	50	5,102	47.98	0.98%
<a href="https://www.westpeak.co.nz/pages/Westpe">https://www.westpeak.co.nz/pages/Westpe</a>	49	1,996	1.88	2.45%

PAGE	CLICKS	IMPRESSIONS	AVG POSITION	CTR
<a href="https://www.westpeak.co.nz/catalog/clothing">https://www.westpeak.co.nz/catalog/clothing</a>	38	3,954	6.27	0.96%
<a href="https://www.westpeak.co.nz/pages/westpeak">https://www.westpeak.co.nz/pages/westpeak</a>	37	2,632	1.76	1.41%
<a href="https://www.westpeak.co.nz/product/skeleton">https://www.westpeak.co.nz/product/skeleton</a>	36	1,307	28.72	2.75%
<a href="https://www.westpeak.co.nz/catalog/workwear">https://www.westpeak.co.nz/catalog/workwear</a>	33	7,046	47.39	0.47%
<a href="https://www.westpeak.co.nz/catalog/face-ugly">https://www.westpeak.co.nz/catalog/face-ugly</a>	31	7,942	37.84	0.39%
<a href="https://www.westpeak.co.nz/pages/news">https://www.westpeak.co.nz/pages/news</a>	29	6,727	25.32	0.43%
<a href="https://www.westpeak.co.nz/pages/embroidery">https://www.westpeak.co.nz/pages/embroidery</a>	25	4,093	41.89	0.61%
<a href="https://www.westpeak.co.nz/catalog/trousers">https://www.westpeak.co.nz/catalog/trousers</a>	20	3,044	19.69	0.66%
<a href="https://www.westpeak.co.nz/pages/Embroidery">https://www.westpeak.co.nz/pages/Embroidery</a>	20	4,112	45.40	0.49%
<a href="https://www.westpeak.co.nz/catalog/tee-shirts">https://www.westpeak.co.nz/catalog/tee-shirts</a>	19	2,592	50.23	0.73%
<a href="https://www.westpeak.co.nz/product/wool-blend">https://www.westpeak.co.nz/product/wool-blend</a>	18	710	43.08	2.54%
<a href="https://www.westpeak.co.nz/catalog/hi-vis-vests">https://www.westpeak.co.nz/catalog/hi-vis-vests</a>	14	955	29.24	1.47%
<a href="https://www.westpeak.co.nz/catalog/hi-vis-vests">https://www.westpeak.co.nz/catalog/hi-vis-vests</a>	14	2,108	31.00	0.66%
<a href="https://www.westpeak.co.nz/catalog/hi-vis-vests">https://www.westpeak.co.nz/catalog/hi-vis-vests</a>	14	1,277	33.18	1.10%
<a href="https://www.westpeak.co.nz/catalog/workwear">https://www.westpeak.co.nz/catalog/workwear</a>	13	1,051	23.17	1.24%
<a href="https://www.westpeak.co.nz/product/rugby">https://www.westpeak.co.nz/product/rugby</a>	13	242	12.98	5.37%
<a href="https://www.westpeak.co.nz/product/westpeak">https://www.westpeak.co.nz/product/westpeak</a>	13	314	35.86	4.14%
<a href="https://www.westpeak.co.nz/catalog/gloves">https://www.westpeak.co.nz/catalog/gloves</a>	12	798	42.46	1.50%
<a href="https://www.westpeak.co.nz/catalog/hi-vis-vests">https://www.westpeak.co.nz/catalog/hi-vis-vests</a>	12	1,364	33.30	0.88%
<a href="https://www.westpeak.co.nz/product/westpeak">https://www.westpeak.co.nz/product/westpeak</a>	11	207	54.58	5.31%
<a href="https://www.westpeak.co.nz/product/mens">https://www.westpeak.co.nz/product/mens</a>	10	439	33.20	2.28%
<a href="https://www.westpeak.co.nz/catalog/gloves">https://www.westpeak.co.nz/catalog/gloves</a>	9	201	65.46	4.48%
<a href="https://www.westpeak.co.nz/pages/Contact">https://www.westpeak.co.nz/pages/Contact</a>	9	1,126	7.43	0.80%
<a href="https://www.westpeak.co.nz/pages/exchange">https://www.westpeak.co.nz/pages/exchange</a>	9	481	16.13	1.87%
<a href="https://www.westpeak.co.nz/product/3m-or">https://www.westpeak.co.nz/product/3m-or</a>	9	270	36.76	3.33%
<a href="https://www.westpeak.co.nz/catalog/danger">https://www.westpeak.co.nz/catalog/danger</a>	8	2,176	47.70	0.37%
<a href="https://www.westpeak.co.nz/catalog/welding">https://www.westpeak.co.nz/catalog/welding</a>	8	2,606	53.28	0.31%
<a href="https://www.westpeak.co.nz/product/storm">https://www.westpeak.co.nz/product/storm</a>	8	140	19.57	5.71%
<a href="https://www.westpeak.co.nz/product/thermal">https://www.westpeak.co.nz/product/thermal</a>	8	435	34.35	1.84%
<a href="https://www.westpeak.co.nz/catalog/accessories">https://www.westpeak.co.nz/catalog/accessories</a>	7	375	52.11	1.87%