

Beequip NZ All Time SEO Report

November 22nd, 2020 - June 30th, 2022

Beequip NZ https://beequip.nz/



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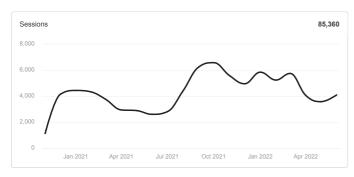
SEO Overview

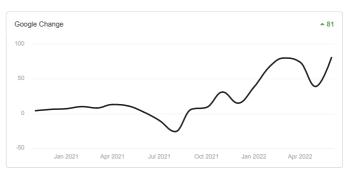








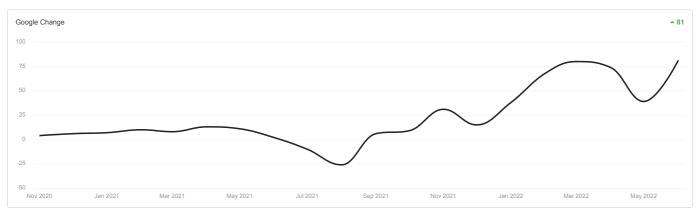








Rankings





Showing 24 of 24 Rows				
KEYWORD▲	GOOGLE	GOOGLE CHANGE	BING	BING CHANGE
★ bee escape	2 nd	^ 1	3 rd	- 1
★ beekeeping supplies	5 th	4 2	2 nd	
🚖 glycerine nz	8 th	▲11	2 nd	▲11
★ hive treatment	64 th	- 37	27 th	△ 24
★ honey bee escape board	1 st	~ 1	2 nd	
★ honey bee extractor	1 st		1 st	
honey strainer filter	1 st	*2	1 st	^ 7
★ oxalic acid	8 th	-11	26 th	^ 25
★ oxalic acid nz	2 nd		9 th	▼ 4
	1 st	4 5	3 rd	^ 6
protective clothing	23 rd	\$ 5	not found	
	2 nd	A 1	1 st	^ 1
🚖 varroa mite treatment	2 nd	▲ 3	6 th	^ 2
📩 varroa treatment	3 rd	\$ 5	6 th	▲ 13
☆ bee feed	48 th	▼ 10	10 th	▼ 4
☆ beehive health	not found		18 th	▲ 33
☆ feedbee	1 st	~ 1	3 rd	
☆ glycerine	13 th	-11	11 th	4 0
☆ honey extraction	9 th	* 2	4 th	▼ 1
☆ honeybee nutrition	not found		not found	



KEYWORD.	GOOGLE	GOOGLE CHANGE	BING	BING CHANGE
☆ oxalic acid for bees	12 th	∀ 6	not found	
☆ oxalic acid treatment	4 th	~ 1	not found	
☆ queen rearing systems	4 th		2 nd	
☆ wasp trap	19 th	▼ 2	not found	

Backlinks - Summary





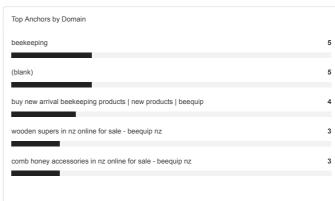












Backlinks - New

New Links 92



DATE FOUND▼	BACKLINK	ANCHOR TEXT	TRUST FLOW	CITATION FLOW
Jun 28, 2022	gcb.today/nz/gift-card-balance/beequip-nz TEXT NOFOLLOW	https://beequip.nz/pages/october-2021-price-list	0	14
Jun 28, 2022	gcb.today/nz/gift-card-balance/beequip-nz TEXT NOFOLLOW	https://beequip.nz/blogs/blog	0	14
Jun 28, 2022	gcb.today/nz/gift-card-balance/beequip-nz TEXT NOFOLLOW	https://beequip.nz/collections/trousers	0	14
Jun 28, 2022	gcb.today/nz/gift-card-balance/beequip-nz TEXT NOFOLLOW	https://beequip.nz/pages/international-trade	0	14
Jun 28, 2022	gcb.today/nz/gift-card-balance/beequip-nz TEXT NOFOLLOW	https://beequip.nz/collections/childrens2	0	14
Jun 28, 2022	gcb.today/nz/gift-card-balance/beequip-nz TEXT NOFOLLOW	https://beequip.nz/collections/childrens3	0	14
Jun 28, 2022	gcb.today/nz/gift-card-balance/beequip-nz TEXT NOFOLLOW	https://beequip.nz/collections/all?page=7	0	14
Jun 28, 2022	gcb.today/nz/gift-card-balance/beequip-nz TEXT NOFOLLOW	https://beequip.nz/collections/ventilated2	0	14
Jun 28, 2022	gcb.today/nz/gift-card-balance/beequip-nz TEXT NOFOLLOW	https://beequip.nz/products/frame-feeder-3-5-litre	0	14
Jun 28, 2022	gcb.today/nz/gift-card-balance/beequip-nz TEXT NOFOLLOW	https://www.beequip.nz/collections/popular-presents	0	14
Jun 28, 2022	gcb.today/nz/gift-card-balance/beequip-nz TEXT NOFOLLOW	https://beequip.nz/products/gift-card.oembed	0	14
Jun 28, 2022	gcb.today/nz/gift-card-balance/beequip-nz TEXT NOFOLLOW	beequip.nz	0	14
Jun 28, 2022	gcb.today/nz/gift-card-balance/beequip-nz TEXT NOFOLLOW	beequip.nz/products/gift-card	0	14
Jun 28, 2022	gcb.today/nz/gift-card-balance/beequip-nz TEXT NOFOLLOW	https://www.beequip.nz/products/gift-card	0	14
Jun 23, 2022	designamz.com/xm8li/beekeeping-supplies-list.html	buy beekeeping supplies online nz beequip	0	0
Jun 20, 2022	michbelles.com/why-choose-to-be-a-beekeeper/?amp TEXT FOLLOW	honeybee extractor	0	6
Jun 20, 2022	michbelles.com/why-choose-to-be-a-beekeeper/?noan TEXT FOLLOW	honeybee extractor	0	0
lun 19, 2022	architectureuniversity.co.uk/aimb/6aut5o9/archive.php/ TEXT FOLLOW	bee hive foundation for sale in nz beequip	0	0

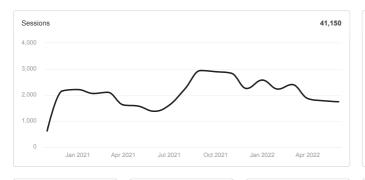


DATE FOUND▼	BACKLINK	ANCHOR TEXT		TRUST FLOW		CITATION FLOW
Jun 14, 2022	ordapp.fr/ygktapt/lewisville-high-school-/microcrystallin TEXT FOLLOW	wooden supers in nz online for sale - beequip nz	0		2	
Jun 14, 2022	alcomnz.co.nz REDIRECT FOLLOW		0		0	
Jun 12, 2022	dcmartservices.com/88n3zt/cheap-beekeeping-supplie TEXT FOLLOW	beekeeping supplies	0		6	
Jun 11, 2022	ordapp.fr/ygktapt/12-inch-wood-circle-1/microcrystallini TEXT FOLLOW	wooden supers in nz online for sale - beequip nz	0		3	
Jun 10, 2022	cricmanuals.com.pk/hqmkye/used-beekeeping-equipm TEXT FOLLOW	beekeeping	0		9	
Jun 4, 2022	a-zbusinessfinder.com/business-directory/BeequipNZ- TEXT FOLLOW	huip.nz/collections/honey-extraction	0		0	
May 14, 2022	beequip.co.nz/robots.bt REDIRECT FOLLOW		0		0	
May 3, 2022	nzpages.co.nz/business_and_economy/shopping/135/ TEXT NOFOLLOW	beequip nz	0		0	
May 2, 2022	mappnew.com/beequip-nz-for-innovative-bee-products	website	0		0	
May 2, 2022	nzpages.co.nz/business_and_economy/shopping/129/ TEXT NOFOLLOW	beequip nz	0		0	
Apr 30, 2022	telecomwebcentral.com/why-are-bees-dying	varroa treatment	17		8	
Apr 24, 2022	nzpages.co.nz/business_and_economy/shopping/121/	beequip nz	0		0	
Apr 17, 2022	burchcom.com/following-the-footsteps-of-edmund-hilla	where to buy beekeeping supplies	0		0	
Apr 17, 2022	burchcom.com/following-the-footsteps-of-edmund-hilla	where to buy beekeeping supplies	0		0	
Apr 15, 2022	burchcom.com/beekeeping-why-and-how-you-should-text FOLLOW	including professional bee suits	0		0	
Apr 15, 2022	beequip.co.nz REDIRECT FOLLOW		0		0	
Apr 15, 2022	beequip.co.nz REDIRECT FOLLOW		0		0	
Apr 14, 2022	tycoonstory.com/business/the-financial-advantages-of-	beekeeper suits	0		0	
Apr 14, 2022	burchcom.com/beekeeping-why-and-how-you-should-text FOLLOW	including professional bee suits	0		0	
Apr 14, 2022	bqp.nz REDIRECT FOLLOW		0		0	
Apr 7, 2022	benhhuyetap.net/wp-content/uploads/mffo/champions- TEXT FOLLOW	beekeeping	0		0	
Apr 6, 2022	wynajemstargard.pl/wtxykrq/square-comb-honey-frame	buy new arrival beekeeping products new products be	0		0	
Apr 6, 2022	benhhuyetap.net/wp-content/uploads/mffo/champions- TEXT FOLLOW	beekeeping	0		0	
Apr 6, 2022	benhhuyetap.net/wp-content/uploads/mffo/2022-mlb/bitExt FOLLOW	beekeeping	0		0	
Apr 6, 2022	benhhuyetap.net/wp-content/uploads/mffo/champions- TEXT FOLLOW	beekeeping	0		0	



DATE FOUND▼	BACKLINK	ANCHOR TEXT	TRUST FLOW	CITATION FLOW
Apr 6, 2022	benhhuyetap.net/wp-content/uploads/mffo/champions- TEXT FOLLOW	beekeeping	0	0
Apr 6, 2022	benhhuyetap.net/wp-content/uploads/mffo/champions-	beekeeping	0	0
Apr 6, 2022	benhhuyetap.net/wp-content/uploads/mffo/2022-mlb/bi	beekeeping	0	0
Apr 6, 2022	benhhuyetap.net/wp-content/uploads/mffo/2022-mlb/bi	beekeeping	0	0
Apr 6, 2022	benhhuyetap.net/wp-content/uploads/mffo/2022-mlb/bi	beekeeping	0	0
Apr 5, 2022	benhhuyetap.net/wp-content/uploads/mffo/beekeeping	beekeeping	0	16
Apr 5, 2022	benhhuyetap.net/wp-content/uploads/mffo/champions- TEXT FOLLOW	beekeeping	0	0

Google Analytics - Organic Search





41,150

Sessions

Pages/Session 7.30

Avg. Session Duration 00:03:42

% New Sessions 60.33%

17.61%

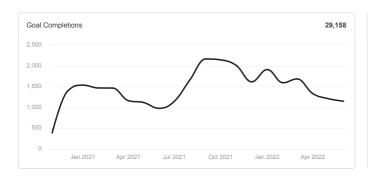
Goal Completions 29,158

Showing 50 of 90 Rows						
KEYWORD	SESSIONS▼	PAGES/SESSION	AVG. SESSION DURATI	% NEW SESSIONS	BOUNCE RATE	GOAL COMPLETIONS
(not provided)	40,403	7.27	00:03:41	60.33%	17.51%	28,626
(not set)	623	9.24	00:04:39	59.71%	20.71%	464
beequip	15	20.07	00:08:30	53.33%	13.33%	8
Where can i purchase a bee suit, in New	5	11.60	00:08:45	0.00%	20.00%	3
honeycimb frame nz	4	3.25	00:06:30	0.00%	50.00%	Ž
bee suit	3	13.00	00:09:10	33.33%	0.00%	3
beequip nz	3	4.67	00:01:50	33.33%	33.33%	2
honey extractor nz	3	1.33	00:00:06	33.33%	66.67%	3
honey extractors nz	3	2.33	00:00:57	33.33%	33.33%	1
bee suits for sale nz	2	14.50	00:10:23	50.00%	50.00%	1
beekeeping tools and supplies	2	13.00	00:02:26	0.00%	0.00%	0
buy manual honey extractor nz	2	1.00	00:00:00	50.00%	100.00%	2
childers bee gloves	2	3.00	00:00:19	50.00%	0.00%	1
steel bee mesh	2	2.50	00:01:46	50.00%	0.00%	2
technoset beehive	2	9.00	00:06:33	50.00%	0.00%	2
www.beequip.nz	2	16.50	00:05:49	50.00%	50.00%	2
1kg Beeswax NZ	1	3.00	00:02:32	100.00%	0.00%	1
3/4 foundation wax	1	2.00	00:00:03	100.00%	0.00%	1
BEEKEEPING SUPPLIES NZ	1	5.00	00:14:36	100.00%	0.00%	1
Bee equip	1	2.00	00:00:00	0.00%	0.00%	0
Bee equip nz	1	6.00	00:01:56	100.00%	0.00%	0
Beehive for sale	1	2.00	00:00:07	100.00%	0.00%	0



KEYWORD	SESSIONS	PAGES/SESSION	AVG. SESSION DURATI	% NEW SESSIONS	BOUNCE RATE	GOAL COMPLETIONS
Beequip	1	4.00	00:00:31	100.00%	0.00%	0
Flow Hive NZ	1	1.00	00:00:00	100.00%	100.00%	0
Honey Gate NZ	1	1.00	00:00:00	0.00%	100.00%	1
Kitset Beehives NZ	1	2.00	00:00:18	100.00%	0.00%	1
apistan kaufen	1	1.00	00:00:00	100.00%	100.00%	1
bayerol varroa mite treatments nz	1	4.00	00:12:06	100.00%	0.00%	2
bee app	1	1.00	00:00:00	100.00%	100.00%	0
bee hive price auckland	1	10.00	00:01:19	100.00%	0.00%	0
bee hives for sale in nz	1	3.00	00:00:31	100.00%	0.00%	0
bee keeking cloves nz	1	5.00	00:00:45	100.00%	0.00%	1
bee keeping dunedin	1	26.00	01:21:48	100.00%	0.00%	1
bee keeping equip	1	14.00	00:02:20	100.00%	0.00%	0
bee quip lid gate	1	3.00	00:01:05	100.00%	0.00%	1
bee shop Motueka	1	10.00	00:04:28	100.00%	0.00%	1
bee shop dunedin	1	1.00	00:00:00	100.00%	100.00%	0
bee smokers fuel new zealand	1	1.00	00:00:00	0.00%	100.00%	0
bee suit auckland	1	1.00	00:00:00	0.00%	100.00%	0
bee suppliees nz	1	6.00	00:02:06	100.00%	0.00%	1
bee supplies	1	1.00	00:00:00	100.00%	100.00%	0
bee supplies chch	1	1.00	00:00:00	100.00%	100.00%	0
bee supplies new zealand	1	1.00	00:00:00	0.00%	100.00%	0
beekeeping equipment supplies in nz	1	4.00	00:00:23	100.00%	0.00%	0
beekeeping in new zealand	1	104.00	00:19:01	100.00%	0.00%	1
beekeeping magazines nz	1	4.00	00:15:37	100.00%	0.00%	1
beekeeping nz stand	1	1.00	00:00:00	100.00%	100.00%	0
beekeeping suit	1	1.00	00:00:00	100.00%	100.00%	0
beequip catalogue	1	24.00	00:13:48	0.00%	0.00%	1
beequip new zealand	1	31.00	01:01:11	100.00%	0.00%	1

Google Analytics - Goals (Organic)





Goal Completions 54,634

\$726.42 K

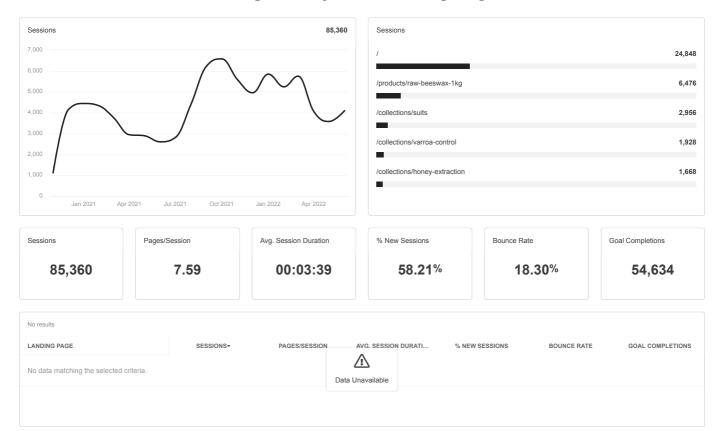
Goal Value

Goal Conversion Rate 64%

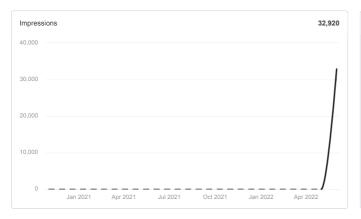
Showing 19 of 19 Rows			
GOAL	GOAL COMPLETIONS	GOAL VALUE	GOAL CONVERSION RATE
Goal 20: Product Page View Sessions	27,046	\$0.00	65.73%
Goal 2: Purchase	1,892	\$331,100.00	4.60%
Goal 15: Request A Quote	174	\$0.00	0.42%
Goal 4: Contact Us Complete	46	\$0.00	0.11%
Goal 1: Purchase	0	\$0.00	0.00%
Goal 3: Contact Us	0	\$0.00	0.00%
Goal 5: Checkout Button Click	0	\$0.00	0.00%
Goal 6: Call Beequip	0	\$0.00	0.00%
Goal 8: Website Email Clicks	0	\$0.00	0.00%
Goal 9: Website Phone Clicks	0	\$0.00	0.00%
Goal 10: Brochure Download Click	0	\$0.00	0.00%
Goal 11: Email Subscriptions	0	\$0.00	0.00%
Goal 12: International Trade Contact Form	0	\$0.00	0.00%
Goal 13: Website Email Clicks	0	\$0.00	0.00%
Goal 14: Website Email Clicks	0	\$0.00	0.00%
Goal 16: In Cart Page Sessions	0	\$0.00	0.00%
Goal 17: In Checkout Sessions	0	\$0.00	0.00%
Goal 18: New Newsletter Sign Up	0	\$0.00	0.00%
Goal 19: Place An Order	0	\$0.00	0.00%



Google Analytics - Landing Pages



Google Search Console - Top Queries





Clicks 776

32,920

Avg Position 35.5

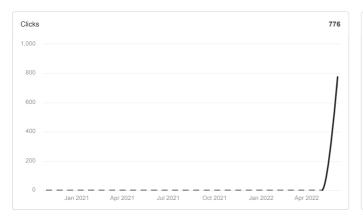
2.36%

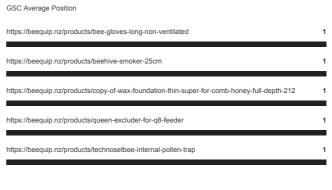
Showing 50 of 2,923 Rows				
KEYWORD	CLICKS-	IMPRESSIONS	AVG POSITION	CTR
beequip	31	272	7.19	11.40%
beeswax nz	22	210	3.94	10.48%
beequip nz	20	83	1.53	24.10%
beeswax	18	716	6.24	2.51%
bees wax	10	171	6.87	5.85%
bees wax nz	10	73	2.58	13.70%
apivar strips	8	126	22.17	6.35%
buy beeswax nz	7	31	1.81	22.58%
feedbee	7	55	4.55	12.73%
bayvarol strips	6	59	8.24	10.17%
beeswax for sale	6	276	49.05	2.17%
oxalic acid nz	6	93	3.00	6.45%
bee hive starter kit	5	117	69.89	4.27%
beeswax for sale nz	4	18	1.00	22.22%
branding iron nz	4	41	7.46	9.76%
paraffin wax nz	4	102	6.28	3.92%
apivar	3	258	30.18	1.16%
beekeeping suits	3	33	45.39	9.09%
buy beeswax	3	21	21.05	14.29%
hessian sacks	3	58	24.43	5.17%



KEYWORD	CLICKS -	IMPRESSIONS	AVG POSITION	CTR
honey extractor	3	79	36.73	3.80%
honey extractor nz	3	19	1.00	15.79%
varroa treatment nz	3	38	4.63	7.89%
1kg beeswax nz	2	8	1.00	25.00%
bee hives for sale nz	2	44	4.93	4.55%
bee keeping supplies	2	10	4.90	20.00%
bee suits	2	19	19.89	10.53%
bee supplies nz	2	35	3.03	5.71%
beehive boxes	2	7	6.14	28.57%
beekeeping nz	2	44	11.64	4.55%
beekeeping supplies	2	74	11.62	2.70%
beeswax auckland	2	14	2.64	14.29%
beeswax bulk	2	4	1.00	50.00%
beeswax christchurch	2	23	4.00	8.70%
beeswax price	2	20	34.80	10.00%
beeswax tauranga	2	20	5.55	10.00%
beeswax wholesale price	2	7	2.57	28.57%
cheap beeswax	2	8	25.25	25.00%
foundation plastic	2	3	3.67	66.67%
ibc heater	2	15	62.93	13.33%
microcrystalline wax nz	2	18	3.56	11.11%
nz beeswax	2	75	3.73	2.67%
oxalic acid	2	367	9.17	0.54%
oxalic acid strips nz	2	10	1.10	20.00%
raw beeswax bulk	2	7	32.86	28.57%
varroa mite treatment nz	2	19	4.00	10.53%
where to buy beeswax in auckland	2	10	3.00	20.00%
where to buy beeswax nz	2	26	2.96	7.69%
25kg sugar nz	1	17	6.59	5.88%
apiary management software	1	4	25.00	25.00%

Google Search Console - Top Pages





CTR

Clicks **776**

32,920

Impressions

Avg Position 35.5

2.36%

Showing 50 of 572 Rows				
PAGE	CLICKS	IMPRESSIONS	AVG POSITION	CTR
https://beequip.nz/products/raw-beeswax-1	186	3,506	20.37	5.31%
https://beequip.nz/	114	4,241	25.40	2.69%
https://beequip.nz/collections/varroa-contro	28	2,100	14.31	1.33%
https://beequip.nz/collections/supers	23	2,464	18.89	0.93%
https://beequip.nz/collections/beginner-pac	22	3,104	37.99	0.71%
https://beequip.nz/collections/suits	19	1,704	28.39	1.12%
https://beequip.nz/products/apivar-strips	19	741	26.50	2.56%
https://beequip.nz/products/oxalic-acid-cry:	17	737	16.06	2.31%
https://beequip.nz/collections/honey-extrac	15	1,476	24.02	1.02%
https://beequip.nz/products/beequip-strips	15	267	27.39	5.62%
https://beequip.nz/products/feedbee	14	105	5.30	13.33%
https://beequip.nz/products/robbergards	13	78	25.47	16.67%
https://beequip.nz/collections/drum-heaters	12	341	39.57	3.52%
https://beequip.nz/products/oxalic-acid-vap	11	446	41.07	2.47%
https://beequip.nz/collections/comb-honey-	10	955	11.84	1.05%
https://beequip.nz/products/hessian-sack	10	282	20.18	3.55%
https://beequip.nz/products/paraffin-wax	10	314	11.26	3.18%
https://beequip.nz/collections/branders	9	179	14.03	5.03%
https://beequip.nz/products/bayvarol-strips	9	275	15.66	3.27%
https://beequip.nz/products/ibc-heater	9	149	48.89	6.04%



PAGE	CLICKS	IMPRESSIONS	AVG POSITION	CTR
https://beequip.nz/products/plastic-honey-c	9	163	31.63	5.52%
https://beequip.nz/collections/all-products	8	265	6.74	3.02%
https://beequip.nz/collections/protective-ck	8	1,755	34.46	0.46%
https://beequip.nz/pages/contact-us	8	112	23.57	7.14%
https://beequip.nz/products/q8-queen-mati	7	84	16.23	8.33%
https://beequip.nz/products/wally-winder	7	48	7.73	14.58%
https://beequip.nz/collections/feeders	6	212	28.46	2.83%
https://beequip.nz/products/stainless-steel-	6	124	32.83	4.84%
https://beequip.nz/collections/nucleus-beel	5	131	15.89	3.82%
https://beequip.nz/collections/queen-rearin	5	246	33.33	2.03%
https://beequip.nz/pages/hivemanager-bee	5	590	26.30	0.85%
https://beequip.nz/products/wax-melting-po	5	84	22.26	5.95%
https://beequip.nz/blogs/blog/varroa-contro	4	105	17.39	3.81%
https://beequip.nz/collections/beeswax-fou	4	220	45.71	1.82%
https://beequip.nz/collections/feeding	4	168	9.35	2.38%
https://beequip.nz/pages/technoset	4	170	8.64	2.35%
https://beequip.nz/products/micro-crystallin	4	85	17.33	4.71%
https://beequip.nz/products/queen-cage-fra	4	46	19.70	8.70%
https://beequip.nz/products/short-leather-b	4	195	57.74	2.05%
https://beequip.nz/collections/beeswax	3	48	25.21	6.25%
https://beequip.nz/collections/extractors	3	260	18.20	1.15%
https://beequip.nz/collections/honey-tanks	3	44	35.30	6.82%
https://beequip.nz/products/10-strips-of-ap	3	190	45.30	1.58%
https://beequip.nz/products/formic-pro	3	77	34.26	3.90%
https://beequip.nz/products/mini-thermal-fc	3	197	32.81	1.52%
https://beequip.nz/products/white-sugar-25	3	106	20.13	2.83%
https://beequip.nz/products/wooden-sectio	3	52	22.90	5.77%
https://beequip.nz/collections/beehive-smo	2	293	29.68	0.68%
https://beequip.nz/collections/heart-shape-	2	12	12.42	16.67%
https://beequip.nz/collections/lighting	2	691	46.12	0.29%