



# Organic Research: Overview (Desktop)

72hours.com

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## Organic Search: Summary

US | Domain | 72hours.com

Traffic	2.0K	48%
Keywords	1.4K	0%
Traffic Cost	\$877	-12%
Branded Traffic	0	0%
Non-Branded Traffic	2.0K	48%

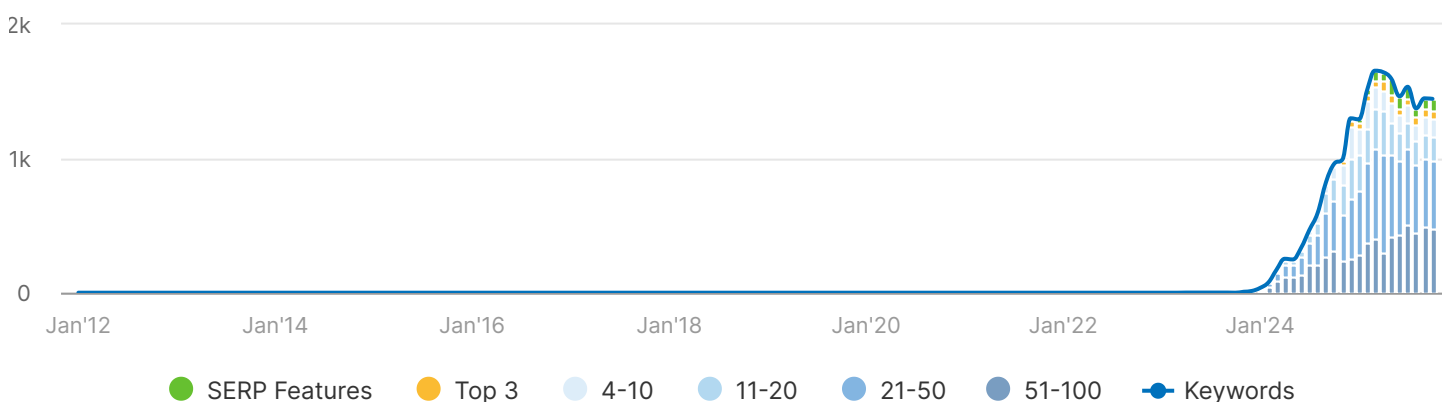
## Organic Search: Traffic chart

US | Domain | 72hours.com | All time | All Positions




## Organic Search: Keywords chart

US | Domain | 72hours.com | All time | All Positions



## Organic Search: Top Keywords (1,446)

US | Domain | 72hours.com

Keyword	Pos	Volume	Traffic
72 hours		12,100	36.49% <div><div></div></div>
72hours	1	590	7.24% <div><div></div></div>
crank flashlight	2	1,000	4.07% <div><div></div></div>
wind up flashlight	2	590	3.82% <div><div></div></div>
kit 72 hours	3	880	3.57% <div><div></div></div>




## Organic Search: Top Position Changes in Organic

US | Domain | 72hours.com | Organic

New Keywords	Previous	Current	Volume	Traffic %
emergency evacuation kit	-	75	880	< 0.01
yellow flagging	-	25	480	< 0.01
vehicle safety kit	-	56	720	< 0.01
where to buy mre meals	-	45	320	< 0.01





## Organic Search: Top Position Changes in SERP Features

US | Domain | 72hours.com | SERP Features

New Keywords	Previous	Current	Volume	Traffic %
traction mat	-		320	0.49
readywise food	-		480	< 0.01
traction mat	-		320	< 0.01

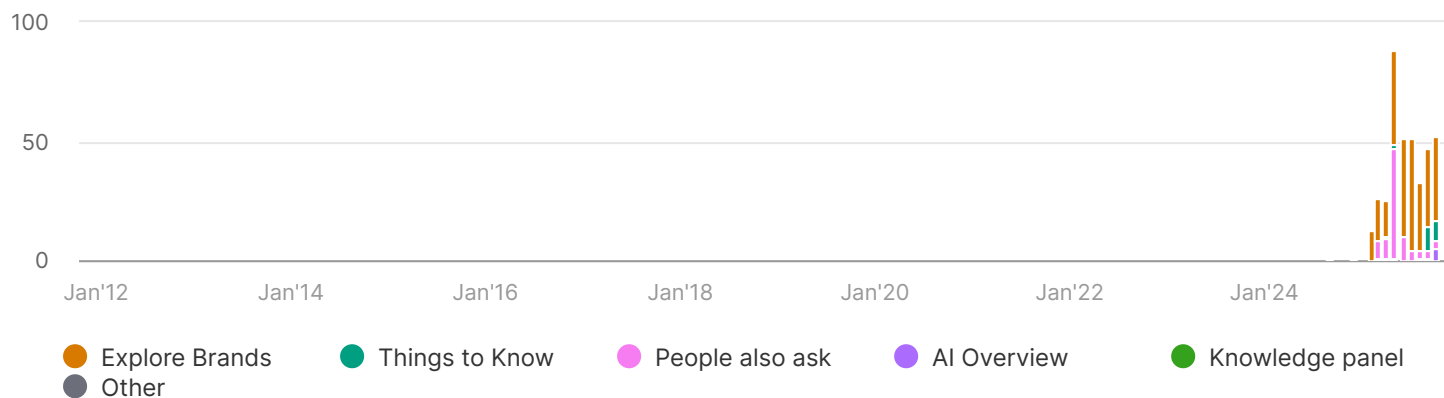
## Keywords by Intent

US | Domain | 72hours.com

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Intent		Keywords	Traffic
 Informational	31.5%	607	1.0K
 Navigational	3.2%	61	160
 Commercial	32.2%	621	727
 Transactional	33.1%	637	236

## Organic Search: Keywords chart

US | Domain | 72hours.com | All time | SERP Features



## Organic Search: Top Pages

US | Domain | 72hours.com

URL	Traffic %	Keywords
<a href="https://72hours.com/">https://72hours.com/</a>	61.02	33
<a href="https://72hours.com/products/led-flashlight-dynamo-hand-crank">https://72hours.com/products/led-flashlight-dynamo-hand-crank</a>	15.34	59
<a href="https://72hours.com/collections/emergency-kit">https://72hours.com/collections/emergency-kit</a>	6.25	59
<a href="https://72hours.com/collections/deluxe-emergency-survival-kit">https://72hours.com/collections/deluxe-emergency-survival-kit</a>	4.27	87
<a href="https://72hours.com/collections/fire-blanket">https://72hours.com/collections/fire-blanket</a>	2.97	166

## Organic Search: Top Subdomains

US | Domain | 72hours.com

Subdomain	Traffic %	Keywords
<a href="https://72hours.com">72hours.com</a>	100.00	1,446

## Organic Search: Top Competitors (1,948)

US | Domain | 72hours.com

Competitor	Com. Keywords	SE Keywords	Com. Level
<a href="https://martcobra.com">martcobra.com</a>	31	1.2k	7% <div></div>
<a href="https://fireblanketssafety.com">fireblanketssafety.com</a>	24	740	7% <div></div>
<a href="https://emergencykits.com">emergencykits.com</a>	61	5.5k	6% <div></div>
<a href="https://stealthangelsurvival.com">stealthangelsurvival.com</a>	85	5.2k	6% <div></div>
<a href="https://unchartedsupplyco.com">unchartedsupplyco.com</a>	75	8.1k	5% <div></div>

## Organic Search: Competitive Position Map

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