



Organic Research: Overview (Desktop)

mindsight.com.br

Organic Research: Overview (Desktop)

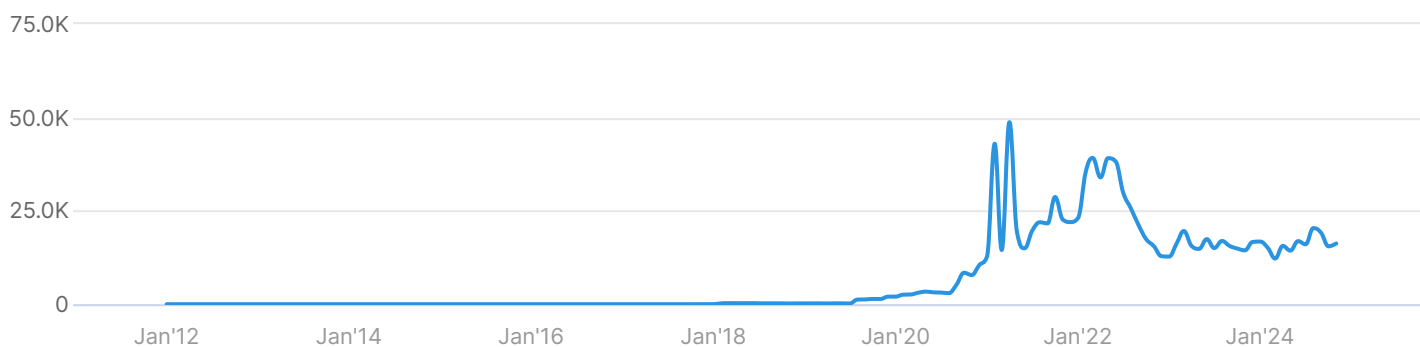
Organic Search: Summary

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Traffic	16.3K	5%
Keywords	4.0K	-2%
Traffic Cost	\$4.5K	13%
Branded Traffic	7.4K	0%
Non-Branded Traffic	8.9K	10%

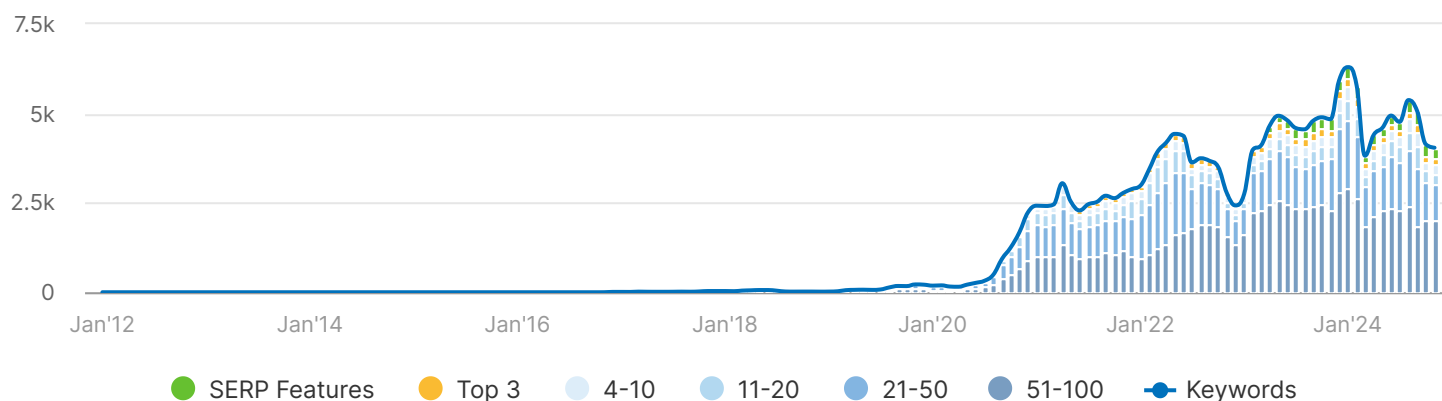
Organic Search: Traffic chart

BR | Domain | mindsight.com.br | All time | All Positions




Organic Search: Keywords chart

BR | Domain | mindsight.com.br | All time | All Positions



Organic Search: Top Keywords (4,045)

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Keyword	Pos	Volume	Traffic
mindsight	1	4,400	21.63% <div><div></div></div>
teste de personalidade		74,000	5.29% <div><div></div></div>
mindsight teste	1	720	3.54% <div><div></div></div>
teste mindsight	1	720	3.54% <div><div></div></div>
mindsight testes	1	480	2.36% <div><div></div></div>






Organic Search: Top Position Changes in Organic

BR | Domain | mindsight.com.br | Organic

New Keywords	Previous	Current	Volume	Traffic %
teste de raciocínio fluído	-	8	170	0.01
capital humano	-	24	9,900	0.01
perfil comportamental teste	-	26	1,300	< 0.01
diversidade e trabalho	-	56	210	< 0.01
auto estima da mulher	-	19	90	< 0.01




Organic Search: Top Position Changes in SERP Features

BR | Domain | mindsight.com.br | SERP Features

New Keywords	Previous	Current	Volume	Traffic %
lms learning system	-		320	0.07
teoria das lideranças	-		260	0.03
lms system	-		90	0.01
mindsigth	-		90	< 0.01
usa onboarding	-		1,900	< 0.01

Keywords by Intent

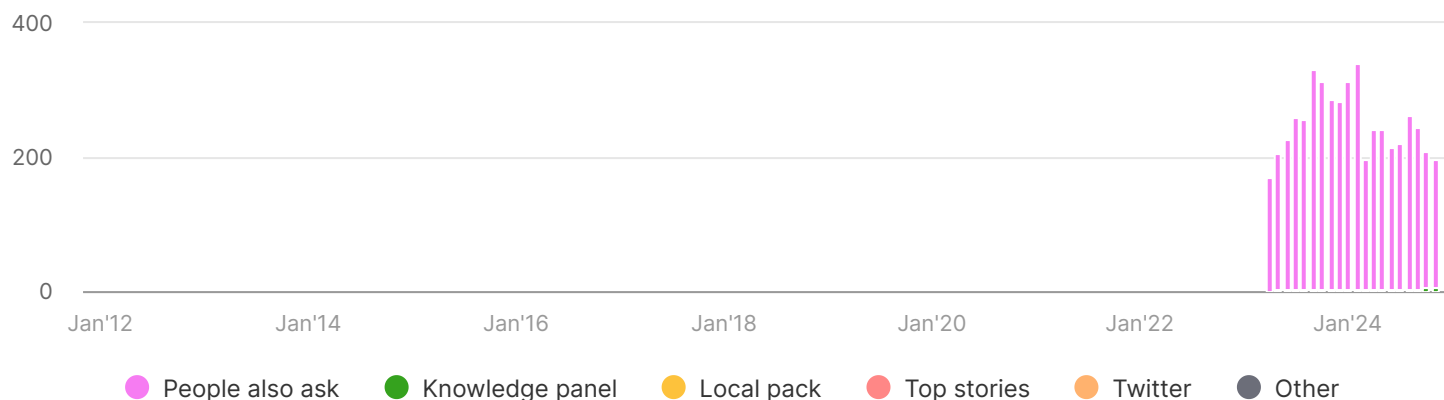
BR | Domain | mindsight.com.br

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Intent		Keywords	Traffic
 Informational	65.5%	3.1K	9.5K
 Navigational	12.4%	592	5.0K
 Commercial	9.5%	454	854

Intent	Keywords	Traffic
Transactional	605	6.8K

Organic Search: Keywords chart

BR | Domain | mindsight.com.br | All time | SERP Features



Organic Search: Top Pages

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URL	Traffic %	Keywords
https://mindsight.com.br/	24.36	383
https://mindsight.com.br/testes-mindsight-de-recrutamento-e-selecao/	11.32	37
https://mindsight.com.br/teste-de-personalidade-qual-e-a-melhor-metodologia/	10.81	217
https://mindsight.com.br/gestao-de-desempenho-tudo-o-que-voce-precisa-saber/	4.69	26
https://mindsight.com.br/modelos-de-pdi/	4.66	100

Organic Search: Top Subdomains

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Subdomain	Traffic %	Keywords
mindsight.com.br	91.81	3,188
portal.mindsight.com.br	3.89	78
suporte.mindsight.com.br	2.97	525
www.mindsight.com.br	0.92	5
candidato.mindsight.com.br	0.20	118

Organic Search: Top Competitors (2,195)

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Competitor	Com. Keywords	SE Keywords	Com. Level
cohros.com.br	45	1.6k	13%

Competitor	Com. Keywords	SE Keywords	Com. Level
voxy.com	45	1.7k	12%
userh.com.br	46	2.0k	11%
matchboxbrasil.com	21	1.8k	11%
thomas.co	58	3.7k	9%

Organic Search: Competitive Position Map

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