



www.website.com

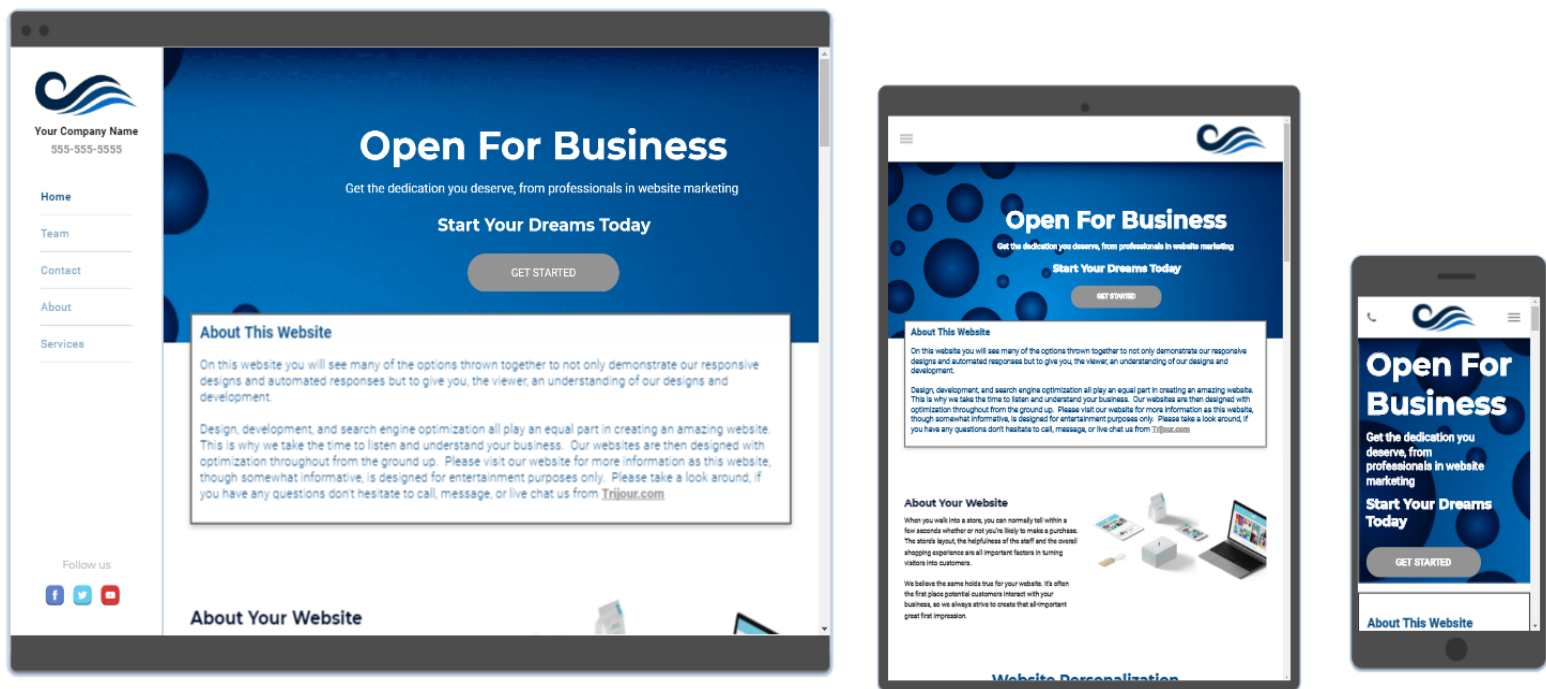
Website Analytics and Health Report

This is an example of our monthly reports.
Reports can be customized based on your preferences.

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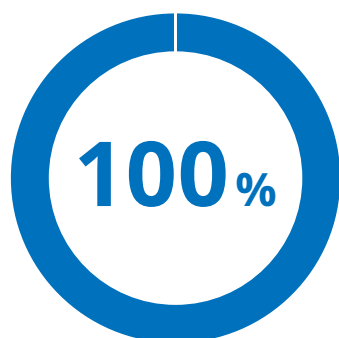
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Website Health



This section goes over your website's overall health. Errors can effect your rankings, Warnings can effect your SEO to a lesser degree, and Notices are items that should be addressed but will not effect any SEO but still should be addressed. Any numbers listed are being evaluated and corrected.

Total Score



Crawled Pages

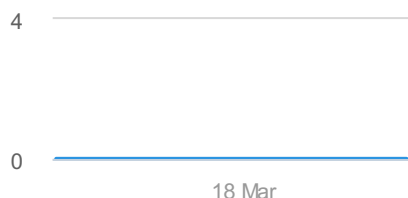
100



● Healthy (51) ● Broken (11) ● Have issues (16) ● Redirected (22) ● Blocked (0)

Errors

0



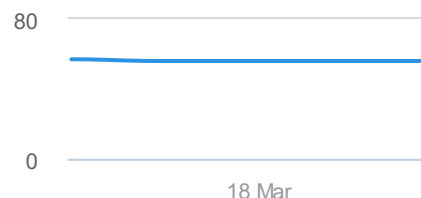
Warnings

0



Notices

56



Top Issues

56 URLs with a permanent redirect

notices

100% of total issues

Permanent redirects

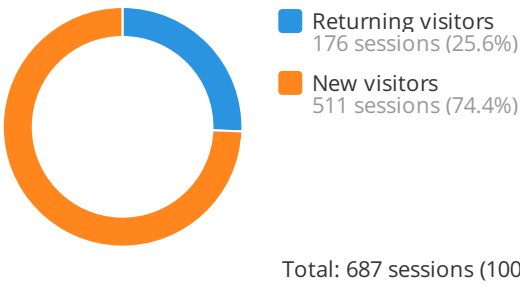
About this issue: Although using permanent redirects (a 301 or 308 redirect) is appropriate in many situations (for example, when you move a website to a new domain, redirect users from a deleted page to a new one, or handle duplicate content issues), we recommend that you keep them to a reasonable minimum. Every time you redirect one of your website's pages, it decreases your crawl budget, which may run out before search engines can crawl the page you want to be indexed. Moreover, too many permanent redirects can be confusing to users. How to fix: Review all URLs with a permanent redirect. Change permanent redirects to a target page URL where possible.

Google Analytics

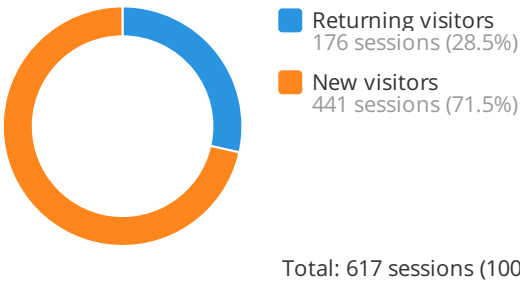
Google Analytics: New Vs Returning Visitors

Account: | View: All Web Site Data | Traffic channel: All
| Segment: All Users

03 Mar - 01 Apr, 2019



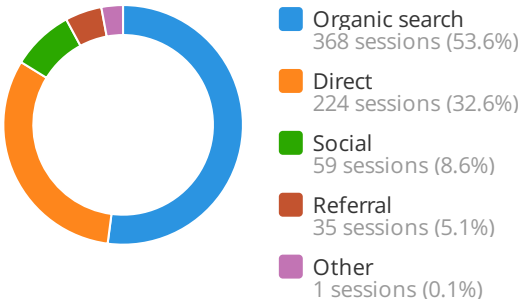
01 Feb - 02 Mar, 2019



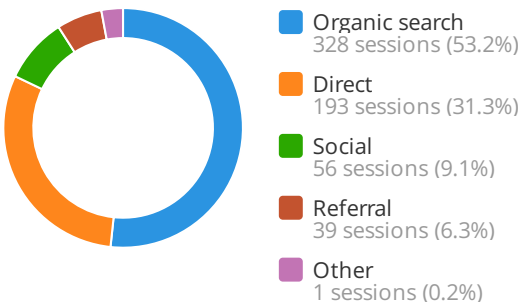
Google Analytics: Top Traffic Channels

Account: | View: All Web Site Data | Segment: All Users

03 Mar - 01 Apr, 2019



01 Feb - 02 Mar, 2019



Google Analytics: Overview

Account: | View: All Web Site Data | Traffic channel: All | Segment: All Users

03 Mar - 01 Apr, 2019 vs 01 Feb - 02 Mar, 2019

Sessions

+11.35%

687 vs 617

New Sessions

+4.07%

74.38% vs 71.47%

Pages / Sessions

-9.72%

2.55 vs 2.82

Bounce Rate

+29.33%

41.92% vs 32.41%

Avg. Session Duration

-21.96%

00:02:29 vs 00:03:11

Goal Completions

0.00%

0 vs 0

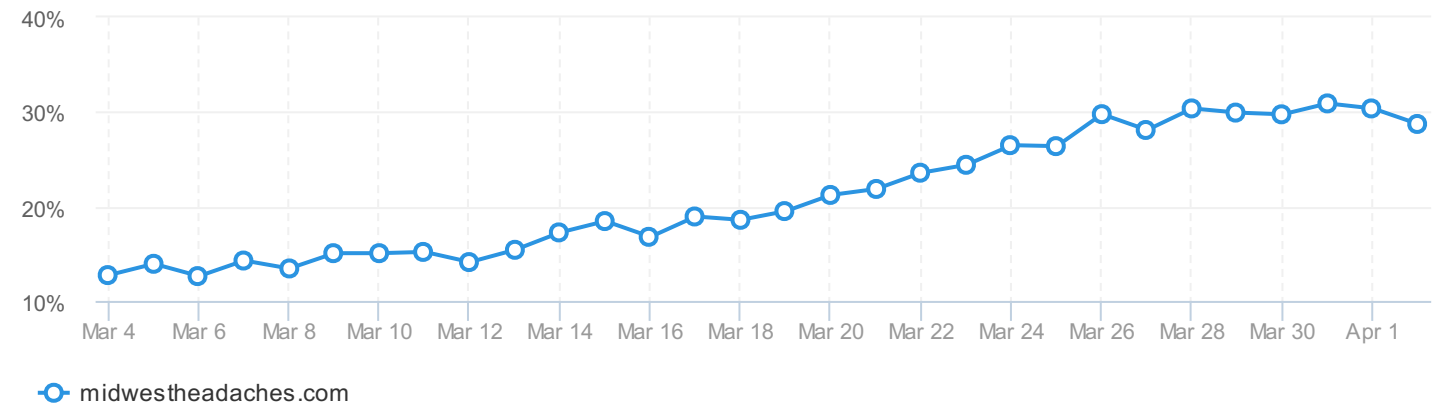
Google Analytics: Top Pageviews

Account: | View: All Web Site Data | Traffic channel: All | Segment: All Users

No.	Page	Pageviews ▼	% Pageviews
1	/		
	01 Mar - 31 Mar, 2019	528	29.60% <div></div>
	01 Feb - 28 Feb, 2019	572	34.79% <div></div>
	% Change	-7.69%	-14.94%
2	web page		
	01 Mar - 31 Mar, 2019	90	5.04% <div></div>
	01 Feb - 28 Feb, 2019	79	4.81% <div></div>
	% Change	+13.92%	+4.98%
3	web page		
	01 Mar - 31 Mar, 2019	73	4.09% <div></div>
	01 Feb - 28 Feb, 2019	79	4.81% <div></div>
	% Change	-7.59%	-14.85%
4	web page		
	01 Mar - 31 Mar, 2019	64	3.59% <div></div>
	01 Feb - 28 Feb, 2019	37	2.25% <div></div>
	% Change	+72.97%	+59.40%

No.	Page	Pageviews ▼	% Pageviews
5	web page		
	01 Mar - 31 Mar, 2019	56	3.14%
	01 Feb - 28 Feb, 2019	25	1.52%
	% Change	+124.00%	+106.42%
6	web page		
	01 Mar - 31 Mar, 2019	54	3.03%
	01 Feb - 28 Feb, 2019	77	4.68%
	% Change	-29.87%	-35.37%
7	web page		
	01 Mar - 31 Mar, 2019	46	2.58%
	01 Feb - 28 Feb, 2019	17	1.03%
	% Change	+170.59%	+149.35%
8	web page		
	01 Mar - 31 Mar, 2019	46	2.58%
	01 Feb - 28 Feb, 2019	52	3.16%
	% Change	-11.54%	-18.48%
9	web page		
	01 Mar - 31 Mar, 2019	42	2.35%
	01 Feb - 28 Feb, 2019	36	2.19%
	% Change	+16.67%	+7.51%
10	web page		
	01 Mar - 31 Mar, 2019	42	2.35%
	01 Feb - 28 Feb, 2019	22	1.34%
	% Change	+90.91%	+75.93%

Visibility



Keywords

The top of this current section you see what phrases brought in the most traffic and their current postitions. We monitor ths section to see the latest trend keyword phrases to better direct SEO. The next part of this section you will see how discovered keywords are ranking and position changes. Positions change based on SEO and also words and phrases currently used in relevant searches.

Organic Search: Top keywords (372)

US | www.....com

Keyword	Pos	Volume	CPC	Traffic
near me	8 (8)	1,900	5.23	49.56%
lock	17 (21)	3,600	2.39	12.17%
open	10 (10)	390	5.87	9.56%
how to	14 (14)	1,000	0.91	6.08%
specialist near me	8 (8)	210	4.16	5.21%

Keyword Rankings 1 - 100 (155)

Keyword	midwestheadaches.com			Volume
	04 Mar	02 Apr ▲	Diff	
1. ; in missouri	1	1	0	n/a
2. j near me	10	1	+9	170
3. platte city	14	1	+13	n/a
4. kansas city	11	1	+10	10

Keyword	midwestheadaches.com			Volume
	04 Mar	02 Apr ▲	Diff	
5. near me	5	1	+4	170
6. : near me	9	1	+8	590
7.	1	1	0	1,000
8. ,	5	1	+4	10
9.		1	+99	210
10. , near me	1	1	0	720
11. kansas city	2	1	+1	n/a
12. near me	1	1	0	3,600
13. kansas city	1	1	0	30
14. near me	8	1	+7	10
15. kansas city	1	1	0	30
16. kansas city	12	1	+11	10
17.	1	1	0	10
18. : near me	9	1	+8	10
19. near me	1	1	0	170
20. , near me	1	1	0	210
21. near me	1	1	0	10
22. near me	8	1	+7	1,600
23. ,	4	1	+3	30
24.	1	1	0	n/a
25. kansas city	1	1	0	20
26. near me	10	1	+9	40
27. ks	1	1	0	n/a
28.	1	1	0	140
29. near me	5	1	+4	n/a
30. specialist	1	1	0	110

Keyword	i.com			Volume
	04 Mar	02 Apr ▲	Diff	
31. kansas city	97	1	+96	n/a
32.	1	1	0	n/a
33.	5	1	+4	10
34. specialist near me	1	1	0	210
35.	1	1	0	10
36. in kansas city mo	47	1	+46	n/a
37.	1	1	0	10
38. near me	5	1	+4	90
39. liberty	19	2	+17	n/a
40. in kansas city	3	2	+1	n/a
41. in kansas city	28	3	+25	n/a
42. kansas city	5	3	+2	10
43. near me	9	3	+6	1,600
44. ks	30	3	+27	n/a
45. near me	61	3	+58	390
46. specialist near me	9	3	+6	210
47. near me	13	4	+9	140
48. l liberty	24	4	+20	n/a
49. near me	1	4	-3	720
50. ks	16	4	+12	n/a
51. kansas city	8	4	+4	n/a
52. my specialist near me	10	4	+6	3,600
53. mo	1	5	-4	n/a
54. near me	4	5	-1	3,600
55. near me	8	6	+2	110
56. mo	22	6	+16	n/a
57. kansas city	53	7	+46	n/a

Keyword	midwestheadaches.com			Volume
	04 Mar	02 Apr ▲	Diff	
58. kansas city	11	8	+3	n/a
59.	8	10	-2	10
60.	70	11	+59	10
61.	10	12	-2	10
62. how to	29	13	+16	880
63.	15	15	0	50
64. can	35	15	+20	30
65.	43	16	+27	70
66. kansas city mo	2	16	-14	10
67.	12	17	-5	170
68.	39	17	+22	390
69.		17	+83	10
70. ,	37	18	+19	3,600
71. pros and cons	57	18	+39	20
72. can i	28	18	+10	10
73.	40	18	+22	30
74.	35	18	+17	49,500
75. can i	44	18	+26	50
76.	29	18	+11	170
77.	31	18	+13	50
78.		18	+82	49,500
79.		18	+82	390
80. why does	28	19	+9	20
81. can	30	19	+11	320
82. can	26	19	+7	260
83.	38	19	+19	3,600
84. liberty		20	+80	n/a
85.	27	20	+7	170

Keyword	midwestheadaches.com			Volume
	04 Mar	02 Apr ▲	Diff	
86. ment	70	20	+50	30
87. can	28	20	+8	10
88.	22	20	+2	260
89. cause	34	20	+14	10
90.	49	21	+28	10
91.		21	+79	10
92.	25	21	+4	3,600
93.		21	+79	10
94.		21	+79	1,300
95. side		22	+78	30
96.	28	22	+6	260
97. closed	73	23	+50	170
98.	35	23	+12	480
99.	39	23	+16	10
100. closed	31	23	+8	10

Visibility vs Competitors

Rankings Distribution

Domain	Visibility	Change
.com	28.73% <div></div>	15.99%
s.com	6.13% <div></div>	-3.35%
.com	2.15% <div></div>	1.69%
.com	0.07% <div></div>	-0.04%

Backlinks

This is a big part of your SEO and can also be the reasoning for quick drops. Here we monitor for toxic backlinks . When discovered they are examined, monitored and removed when necessary. Here we also monitor the diversity of Follow vs Nofollow links. Nofollow links do not help with SEO but are needed to balance algorithm adjustments.

Backlink Audit: Summary

Project Scope: Root domain (.....com)

Report Scope: All links | Last update: Mar 20, 2019

Overall Toxic Score

LOW

Referring Domains

170

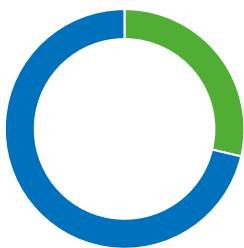
Analyzed Backlinks

1,906

new	25
broken	1
lost	11

Backlink Audit: Follow vs Nofollow

Project Scope: Root domain (.....com) | Report Scope: All links | Last update: Mar 20, 2019



No follow

547 backlinks (28.7%)

Follow

1.4K backlinks (71.3%)

Analyzed backlinks : 1,906 (100%)

Backlink Audit: Domains by Toxic Score

Project Scope: Root domain (.....com)

Report Scope: All links | Last update: Mar 20, 2019



7%

potentially toxic (13)

93%

non-toxic (157)

