



Weekly SEO Reporting

This is your weekly detailed SEO Report. In this document you will find the website's overall progress in a detailed graphics and chart data.

If you have any suggestions/ questions regarding the report, Do not hesitate to ask us!

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Google Analytics- Data Overview

Dec 7, 2020 - Dec 14, 2020

Users
21,621

↑ 15.0% from Dec 8, 2020 - Dec 14, 2020

New Users
18,728

↑ 16.5% from Dec 8, 2020 - Dec 14, 2020

Organic Searches

1
0.0%

Bounce Rate

47.59%

↓ -1.0% from Dec 8, 2020 - Dec 14, 2020

Goal Completions

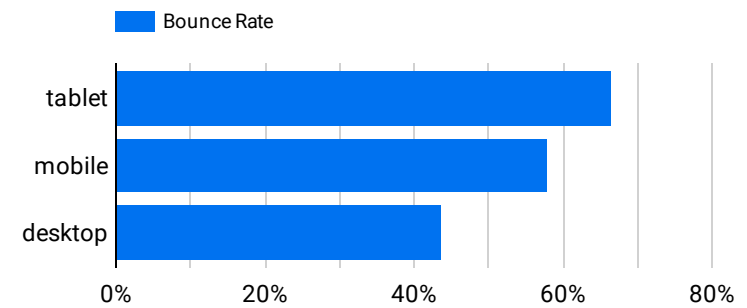
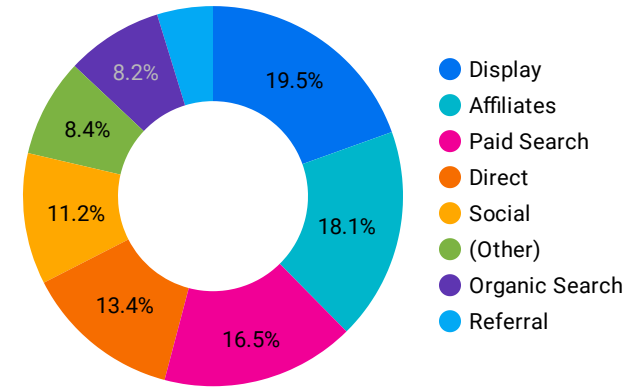
4,192

↑ 16.3% from Dec 8, 2020 - Dec 14, 2020

Avg. Session Duration

00:03:38

↑ 0.8% from Dec 8, 2020 - Dec 14, 2020



	Page	Pageviews	Avg. Session Duration	Bounce Rate
1.	/home	13,984	00:04:40	37.4%
2.	/basket.html	10,075	00:06:52	34.02%
3.	/google+redesign/apparel/mens/quickview	8,283	00:03:48	47.37%
4.	/google+redesign/apparel/mens	7,456	00:05:44	29.93%
5.	/store.html	6,338	00:03:37	53.99%
6.	/store.html/quickview	5,460	00:04:05	58.33%
7.	/google+redesign/apparel	4,266	00:02:27	61.15%
8.	/signin.html	3,988	00:03:29	40.9%
9.	/google+redesign/new	3,658	00:04:22	43.2%

Google Analytics- Organic Data

Dec 7, 2020 - Dec 14, 2020

Users
139
↑ 17.8%

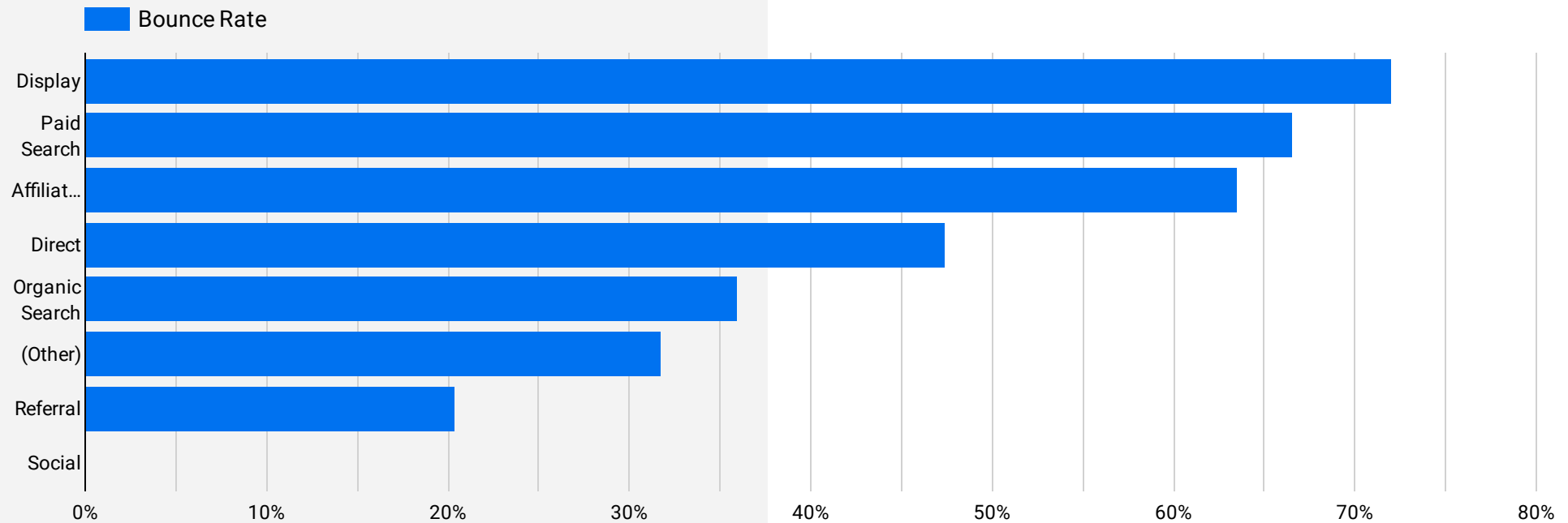
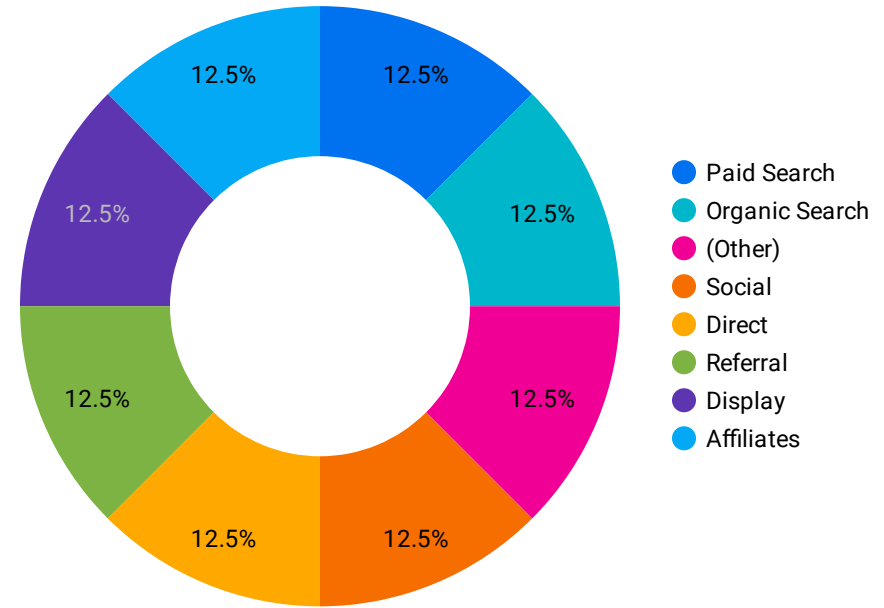
New Users
1.0
0.0%

Organic Searches
1.0
0.0%

Bounce Rate
29.5%
↓ -6.1%

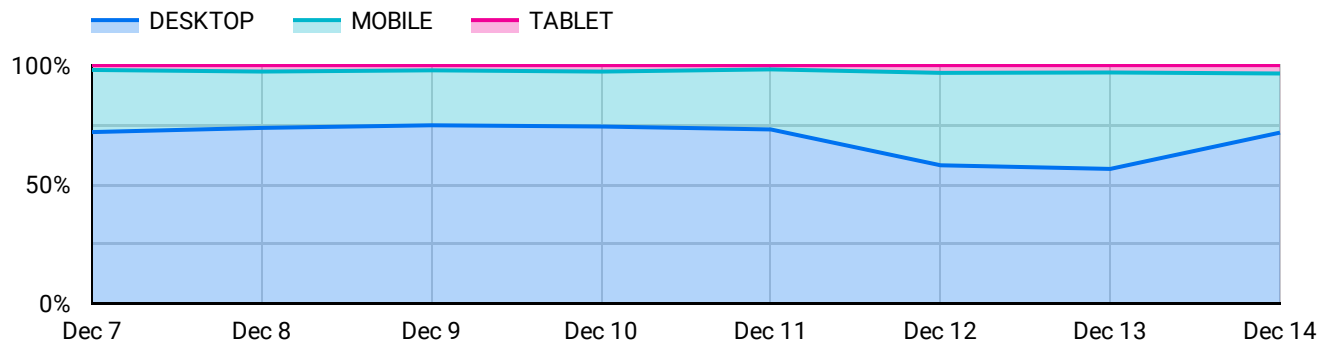
Pageviews
1.9K
↑ 16.3%

Avg. Session Duration
05:31
↓ -4.5%



Search Console Data

Dec 7, 2020 - Dec 14, 2020

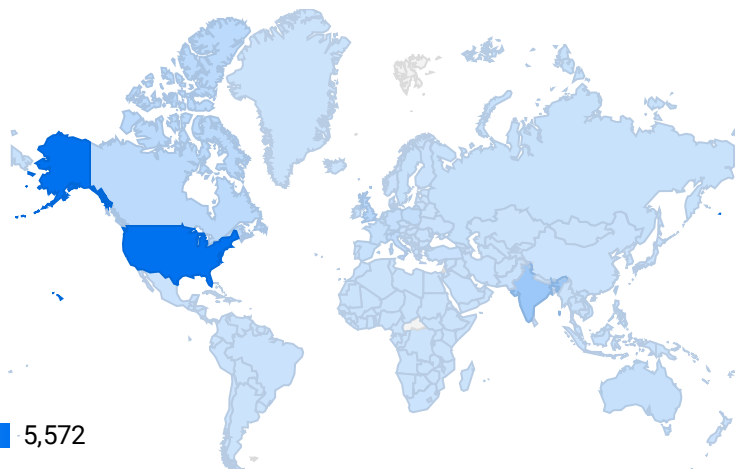
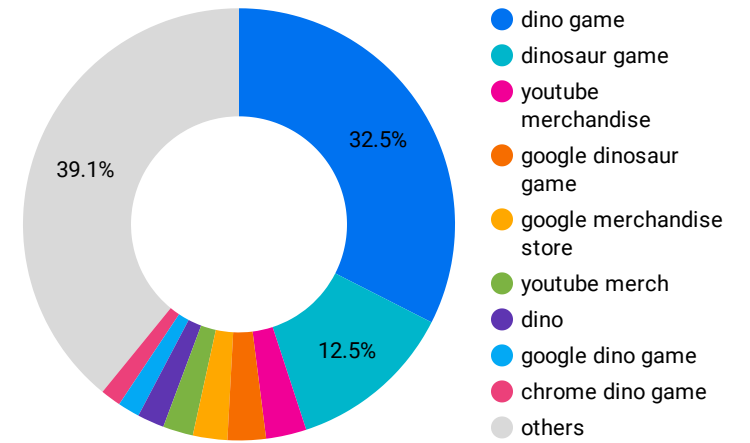
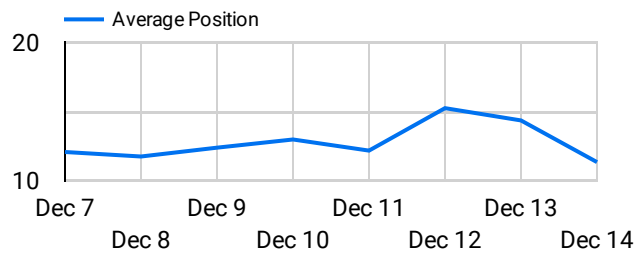
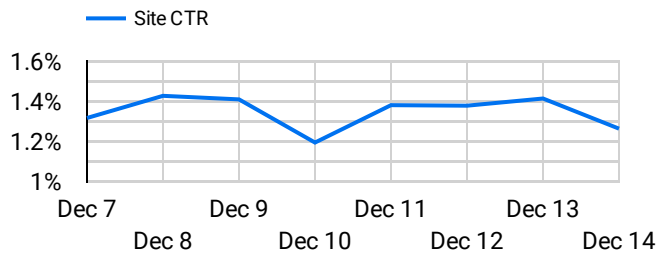
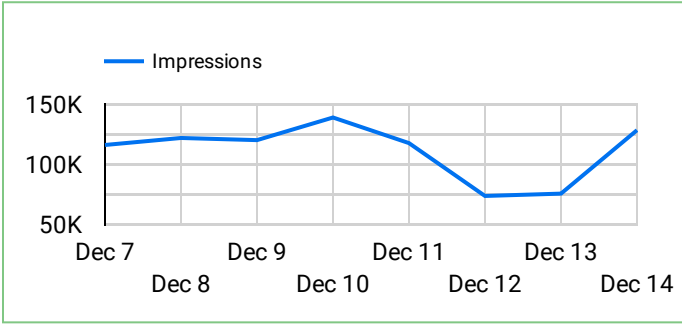
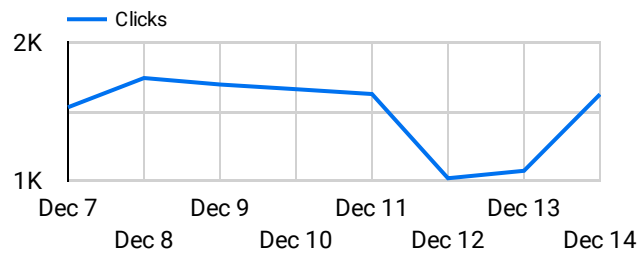


Clicks
11,956
↑ 14.7%

Impressions
892,414
↑ 15.0%

Site CTR
1.34%
↓ -0.3%

Average Position
12.56
↓ -0.6%



Search Console Data

Dec 7, 2020 - Dec 14, 2020

Clicks
11,956
↑ 1,529

Impressions
892,414
↑ 116,090

Site CTR
1.34%
↓ -0.00%

Average Position
12.56
↓ -0.08

	Query	Clicks ▾	% Δ	Impressions	% Δ	Site CTR	% Δ	Average Position	% Δ
1.	dino game	3,099	367.4% ↑	89,272	18.8% ↑	3.47%	293.6% ↑	4.09	-44.7% ↓
2.	dinosaur game	1,190	165.6% ↑	257,595	69.8% ↑	0.46%	56.4% ↑	8.07	-11.1% ↓
3.	youtube merchandise	289	-2.7% ↓	1,438	-7.8% ↓	20.1%	5.5% ↑	1.14	-4.2% ↓
4.	google dinosaur game	273	200.0% ↑	33,498	24.9% ↑	0.81%	140.2% ↑	6.39	-27.1% ↓
5.	google merchandise store	246	8.8% ↑	4,396	-4.8% ↓	5.6%	14.3% ↑	1.26	-9.0% ↓
6.	youtube merch	216	-9.2% ↓	1,538	-9.7% ↓	14.04%	0.5% ↑	1.26	-9.1% ↓
7.	dino	192	82.9% ↑	12,927	245.8% ↑	1.49%	-47.1% ↓	9.84	-3.3% ↓
8.	google dino game	157	256.8% ↑	6,346	22.5% ↑	2.47%	191.3% ↑	4.83	-38.6% ↓
9.	chrome dino game	146	204.2% ↑	16,924	97.9% ↑	0.86%	53.7% ↑	7.13	-18.2% ↓
10.	google dinosaur	124	181.8% ↑	8,701	41.9% ↑	1.43%	98.6% ↑	7.76	-9.4% ↓
11.	google t shirt	116	-2.5% ↓	519	-1.5% ↓	22.35%	-1.0% ↓	1	-0.2% ↓
12.	youtube store	104	10.6% ↑	447	14.6% ↑	23.27%	-3.5% ↓	1.54	3.3% ↑
13.	youtube shop	95	21.8% ↑	393	8.6% ↑	24.17%	12.2% ↑	1.74	-10.4% ↓
14.	google hoodie	89	21.9% ↑	331	2.8% ↑	26.89%	18.6% ↑	1.02	0.3% ↑
15.	google stickers	83	23.9% ↑	471	-3.7% ↓	17.62%	28.6% ↑	1.7	0.2% ↑
16.	google backpack	73	32.7% ↑	1,456	26.1% ↑	5.01%	5.3% ↑	2.39	-8.7% ↓
17.	google apparel	63	-3.1% ↓	177	14.2% ↑	35.59%	-15.1% ↓	1	0.0%
18.	google dino	57	375.0% ↑	7,067	44.8% ↑	0.81%	228.1% ↑	7.56	-14.7% ↓
19.	dino google	54	350.0% ↑	8,408	298.9% ↑	0.64%	12.8% ↑	10.24	14.2% ↑
20.	dinosaur game google	52	136.4% ↑	6,664	29.1% ↑	0.78%	83.1% ↑	6.79	-22.8% ↓



Overview

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

Cost Per Click

by Cost, CPC, and CPM

Clicks
8.4K

↑ 10.3%

CTR
13.0%

↑ 1.8%

Impressions
64.6K

↑ 8.4%

Conversions
246.1

↑ 6,053.4%

Conv. rate
2.9%

↑ 5,476.4%

Cost / conv.
\$54.23

↓ -98.2%

Cost
\$13.35K

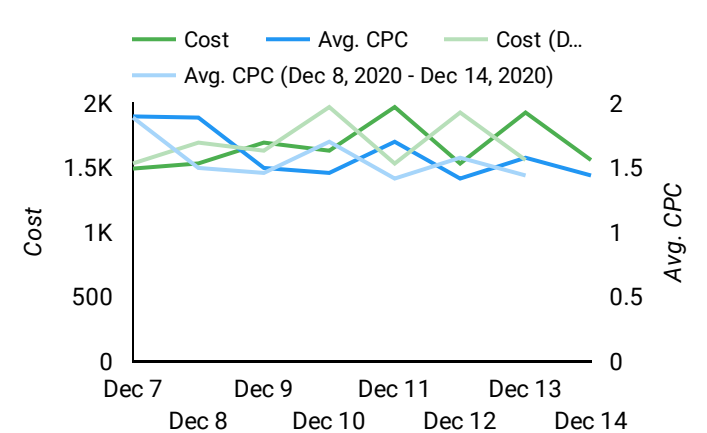
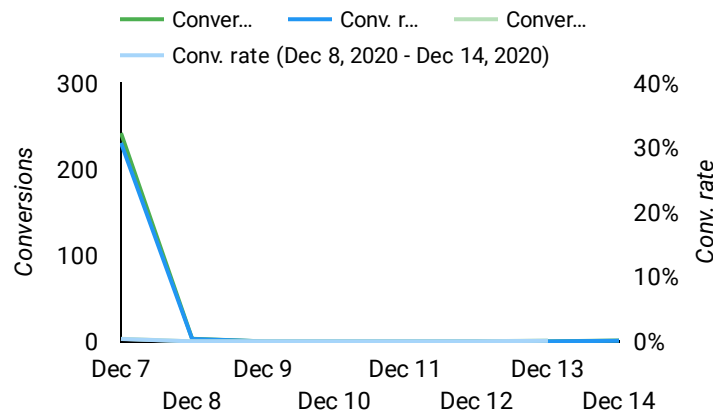
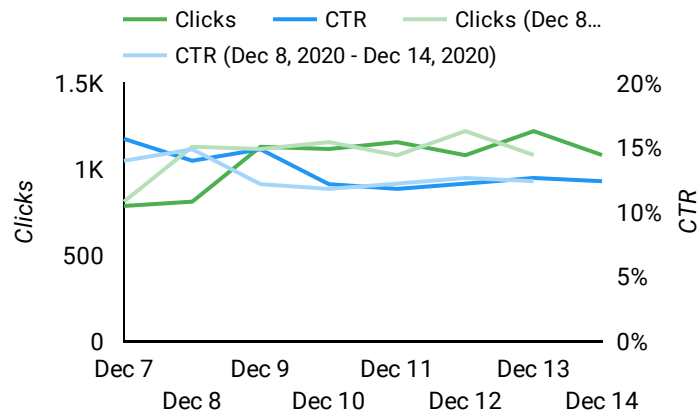
↑ 12.6%

Avg. CPC
\$1.59

↑ 2.0%

Avg. CPM
\$206.56

↑ 3.9%



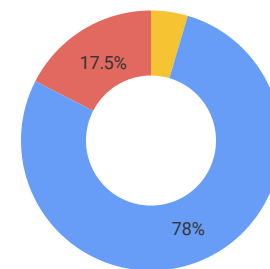
Top Campaigns

by CTR, Avg. CPC, and Cost / Conv.

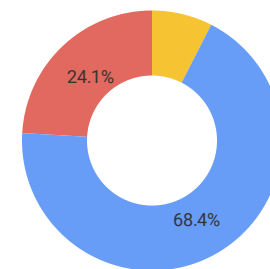
Campaign	CTR	Avg. CPC	Cost / conv.
1. 1009693 Google A...	16.89%	\$1.82	\$1,585.69
2. 1009693 Google A...	31.25%	\$5.48	\$356.19
3. 1009693 Google A...	34.64%	\$5.16	\$193.45
4. 1009693 Google A...	9.22%	\$0.85	\$79.52
5. 1009693 Google A...	11.51%	\$2.51	\$34.52
6. 1009693 Google A...	42.81%	\$2.61	\$33.55
7. 1009693 Google A...	32.09%	\$0.97	\$27.51
Grand total	12.99%	\$1.59	\$54.23

Device Breakdown

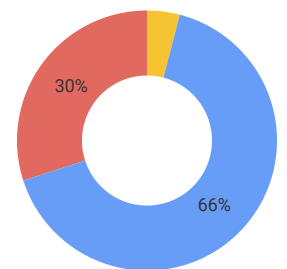
by Clicks, Cost, and Conversions



Clicks



Cost



Conversions