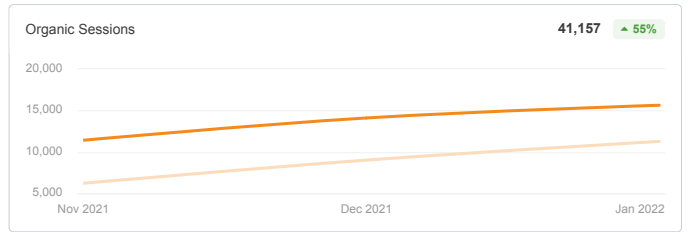
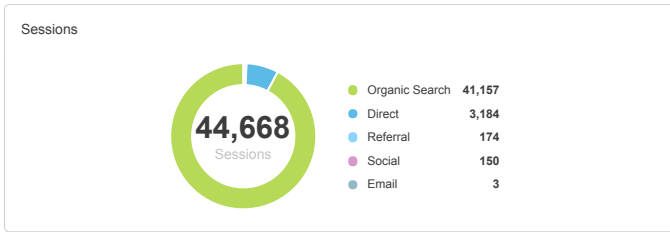


### Organic Traffic Overview



Organic Sessions ▲ 55%

**41,157**

New Organic U... ▲ 55%

**36,206**

Organic Pages /... ▼ 1%

**3.43**

Organic Bounc... ▲ 53%

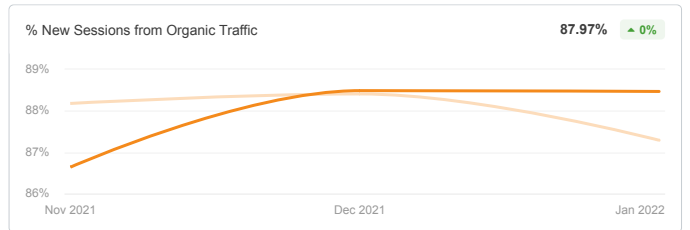
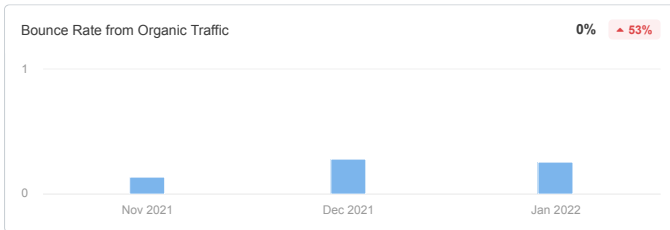
**0%**

AVG Time On Si... ▲ 2%

**00:00:18**

Organic Exit Rate ▲ 1%

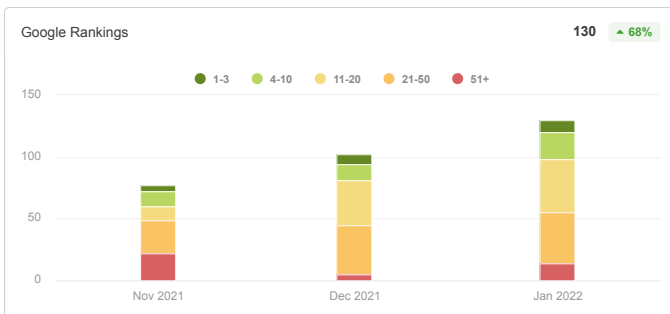
**29%**



Top Organic Landing Pages

LANDING PAGE	ENTRANCES▼	PAGES/SESSION	AVG. TIME ON PAGE	BOUNCE RATE	GOAL COMPLETIONS
/ru/10-best-stock-trading-apps-for-2021/	6,648	3.35	00:00:15	0%	0
/he/10-best-stock-trading-apps-for-2021/	3,075	3.40	00:00:13	0%	0
/tr/10-best-stock-trading-apps-for-2021/	2,603	3.27	00:00:12	0%	0
/what-are-the-top-5-advantages-of-digital-signatu...	1,250	3.33	00:00:18	0%	0
/es/6-bank-marketing-strategies-to-move-you-pa...	1,146	3.23	00:00:15	0%	0

### Rankings



Volume 0%

**52,490**

Google Rankings ▲ 68%

**130**

Google Change ▲ 100%

**▲ 5,256**

Google Mobile ... ▲ 64%

**128**

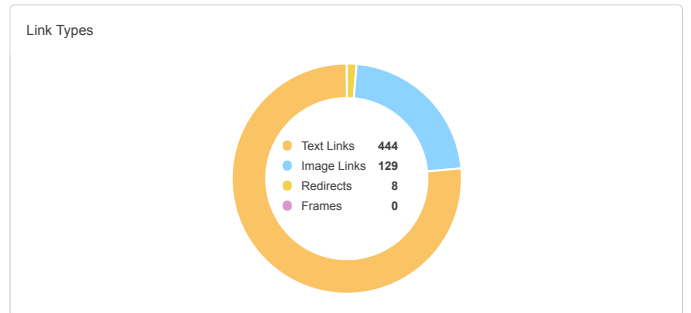
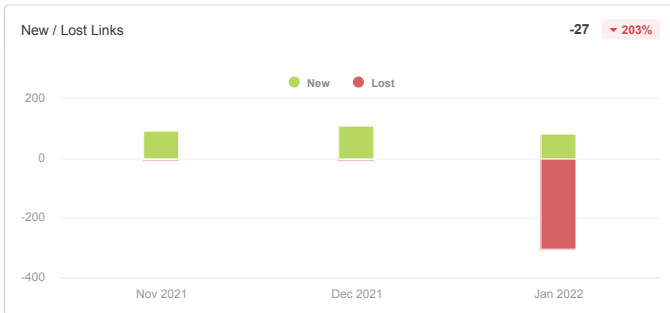
Google Mobil... ▲ 100%

**▲ 4,884**

Top 5 Increases in Rankings		
KEYWORD	GOOGLE	GOOGLE CHANGE
☆ crm for real estate wholesalers	2 <sup>nd</sup>	▲99
☆ crm for oil and gas industry	5 <sup>th</sup>	▲96
☆ best crm for venture capital	6 <sup>th</sup>	▲95
☆ crm onboarding process	7 <sup>th</sup>	▲94
☆ vc crm	8 <sup>th</sup>	▲93

Top 5 Decreases in Rankings		
KEYWORD	GOOGLE	GOOGLE CHANGE
☆ digital customer onboarding	not found	▼13
☆ crm for estate agents	57 <sup>th</sup>	▼12
☆ collaborative portal	20 <sup>th</sup>	▼9
☆ crm for public sector	18 <sup>th</sup>	▼4
☆ crm for travel agents	36 <sup>th</sup>	▼2

## Backlinks



Referring Domains

148

Total Backlinks

2,120

New Links

▲ 992%

284

Lost Links

▲ 100%

311

Follow Links

378

Citation Flow

29

New Links			
DATE FOUND	BACKLINK	ANCHOR	TRUST FLOW
Jan 27, 2022	fintechnews.eu/born-in-switzerla	investglass	0
Jan 27, 2022	real-estate-homes.info/crm-for-r	https://www.investglass.com/crm	0
Jan 27, 2022	goodtemplates.org/goto.php?url	click here	0
Jan 26, 2022	riskeconomicsinc.com/2016/07/c	investglass	0
Jan 26, 2022	mcbpurple.com/142490	investglass	0
Jan 25, 2022	finance-today.net/sites/investgla	https://www.investglass.com/crm	0
Jan 25, 2022	finance-today.net/sites/investgla	go finance	0
Jan 25, 2022	finance-today.net/sites/investgla	go finance	0
Jan 25, 2022	finance-today.net/sites/investgla	go finance	0
Jan 25, 2022	finance-today.net/sites/investgla	go finance	0
Jan 25, 2022	finance-today.net/sites/investgla	go finance	0
Jan 25, 2022	finance-today.net/sites/investgla	go finance	0

Lost Links			
DATE LOST	BACKLINK	ANCHOR	TRUST FLOW
Jan 30, 2022	capitalsec.gr/?lang=en	registration	0
Jan 30, 2022	capitalsec.gr/2015/09/?lang=en	registration	2
Jan 30, 2022	capitalsec.gr/2015/09/?lang=en	login	2
Jan 30, 2022	capitalsec.gr/2016	login/σύνδεση	3
Jan 30, 2022	capitalsec.gr/?lang=en	login	0
Jan 30, 2022	capitalsec.gr/2016	registration/εγγραφή	3
Jan 30, 2022	capitalsec.gr/2015/08/?lang=en	login	0
Jan 30, 2022	capitalsec.gr/2015/08/?lang=en	registration	0
Jan 30, 2022	capitalsec.gr/2016/02/16	login/σύνδεση	2
Jan 30, 2022	capitalsec.gr/2016/02/29	login/σύνδεση	2
Jan 30, 2022	capitalsec.gr/2016/03/10	login/σύνδεση	2

## Activity & Results Summary

### Search Engine Optimisation

#### WORK COMPLETED

- **93% Reduction** in Technical SEO Issues (UK Site)
- Keyword Research
- Re-Wrote Page Titles
- Re-Wrote Meta Descriptions
- Re-Write Header Tags (Where Necessary)
- Keyword Insertion

#### RESULTS

##### Organic Traffic & Rankings:

- **23% Increase** in Organic Traffic
- **26% Increase** in New Organic Users
- **3,213 Positive Movements** in Rankings

##### Organic Conversions/Revenue

- **50% Increase** in Organic Conversion Rate
- **46% Increase** in Organic Transactions
- **8% Increase** in Revenue / User
- **6 % Increase** in Organic Revenue

### 10 x Largest Ranking Improvements

- crm for real estate wholesalers **+97** into 4th
- best crm for venture capital **+95** into 6th
- crm software for universities **+89** into 12th
- best crm software for nonprofits **+87** into 14th
- best crm software for nonprofits **+87** into 14th
- crm in retail industry **+87** into 14th
- crm onboarding process **+87** into 14th
- forex crm system **+85** into 16th
- best crm for fundraising **+83** into 18th
- **See additional report for all rankings**

#### Commentary

- Really strong month this month with large increases in rankings and traffic. I worked on fixing technical SEO issues creating a clear keyword strategy across the CRM landing pages. This has resulted in some really clear improvements in rankings. Some keywords moving from outside the top 100 into the top 5 positions.

## Glossary of Terms

**Organic Sessions** - This is the number of visitors that have clicked through to the website via search engines such as Google, Bing, Yahoo or any other search engine.

**Bounce Rate** - The bounce rate is recorded as a % of people who both landed on the site and then left without viewing any other pages.

**Pages Per Session** - This is the average number of pages viewed per person once they landed on the website.

**Time on Site** - This is the average time that every users spend on the site from when they landed on the first page, to when they left the website.

**Exit Rate** - Exit rate is the percentage of people who left your site from that page. Exits may have viewed more than one page in a session.

**Organic Landing Pages** - This is a list of pages that people have landed on directly after performing a search in Google or any other search engine.

**Google Rankings** - This is the number of TRACKED keywords that are ranking within the top 10 pages (100 results). We are currently tracking 335 keywords for Tailored Entertainment.

**Google Change** - This is the cumulative number of rankings positions gained or lost over the month. E.g. If 3 x KW's increase their rankings by 5 places - the Change would be 15.

**Mobile Rankings** - This is the number of TRACKED keywords that are ranking within the top 10 pages on Mobile Search. Currently tracking 335 keywords for Tailored Entertainment.

**Mobile Change** - This is the cumulative number of rankings positions gained or lost on mobile over the month.

**Volume** - This is the total volume of searches each month in Google for the 335 keywords that are being tracked.

**Organic Goal Conversions** - This is the number of goals/enquiries generated exclusively from organic traffic.

**Organic Goal Conversion Rate** - This is the conversion rate seen from any conversions generated exclusively from organic traffic.

**Goals Started** - This is the number of enquiries / goals started by users who have been generated from organic traffic.

**Goal Abandonment Rate** - This is the % of people who have started to make an enquiry of complete a goal but have then decided against it and abandoned the enquiry.

**Referring Domains** - This is the number of unique websites that have a link pointing to the <https://www.tailored-entertainment.com/>

**New Links** - This is the number of NEW backlinks pointing to the website that have been FOUND in the reporting period.

**Lost Links** - This is the number of OLD backlinks pointing to the website that have been LOST in the reporting period.

**Trust Flow** - This is a metric that takes into account various SEO factors and reports on the trust flow gained from a backlink. The higher the trust flow the better.

**Anchor** - This is the TEXT content that is used as the hyperlink in backlinks. It is the clickable text that appears within content on an external website.