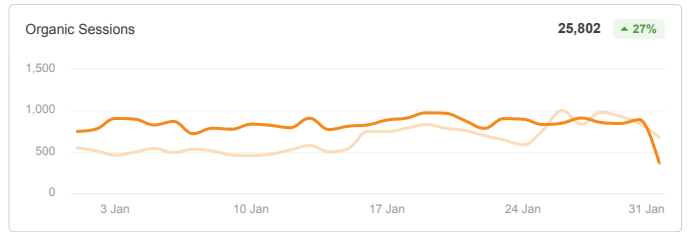
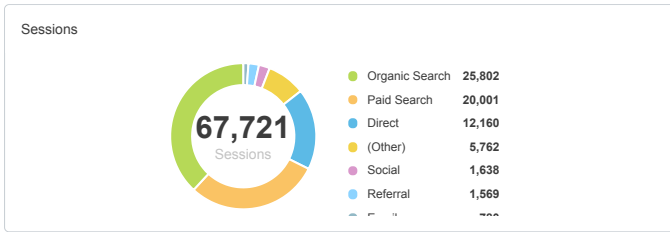
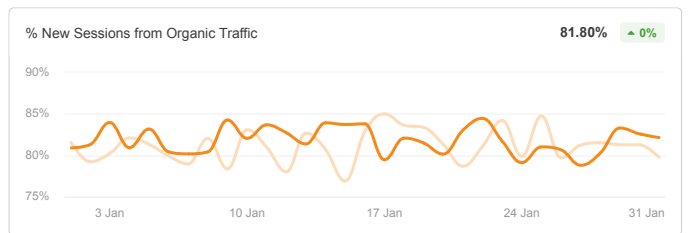
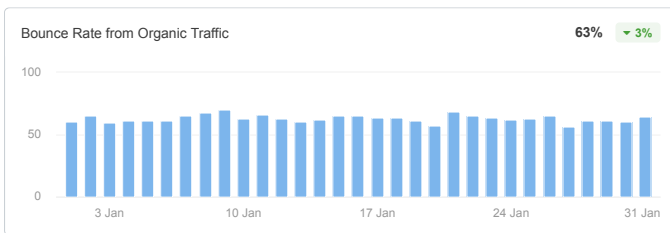


Organic Traffic Overview



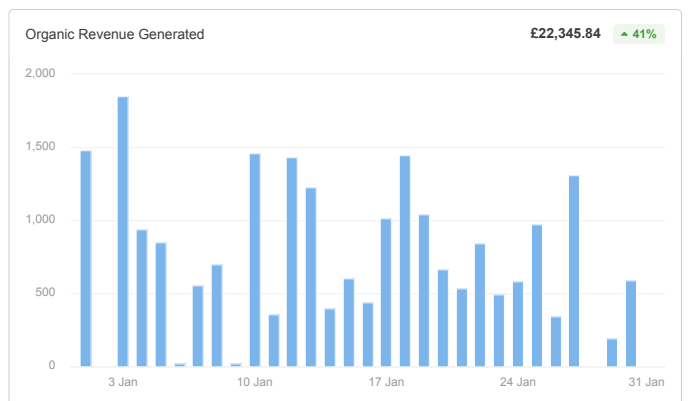
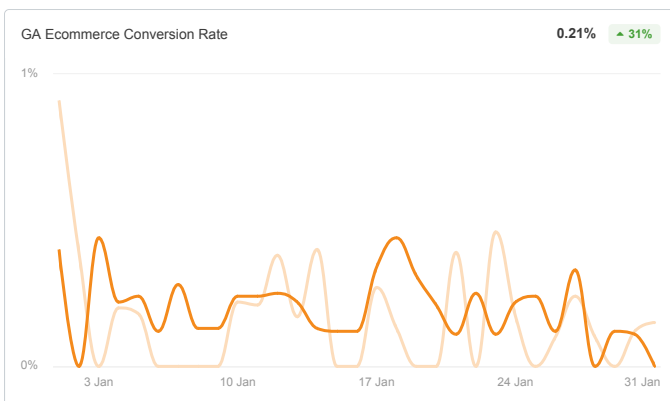
Organic Sessions ▲ 27% 25,802	New Organic U... ▲ 28% 21,105	Organic Pages /... ▲ 9% 2.45	Organic Bounce... ▼ 3% 63%	AVG Time On Si... ▼ 4% 00:01:02	Organic Exit Rate ▼ 8% 41%
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Top Organic Landing Pages

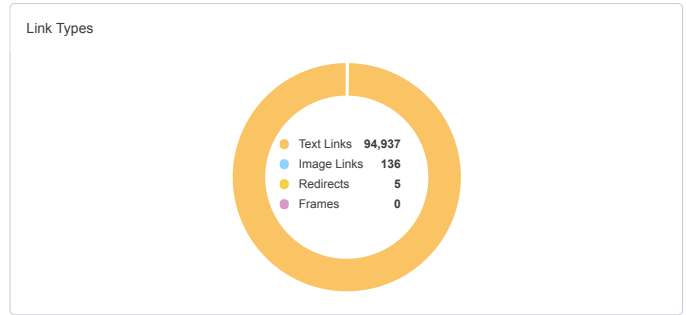
LANDING PAGE	ENTRANCES▼	PAGES/SESSION	AVG. TIME ON PAGE	BOUNCE RATE	GOAL COMPLETIONS
/blogs/outsidethebox/the-best-iphones-for-batter...	7,644	1.15	00:04:02	91%	0
/pages/refurbished-iphone	3,604	4.72	00:00:41	11%	0
/collections/refurbished-iphone-13-pro	2,253	1.59	00:00:59	75%	0
/	1,965	5.31	00:00:58	30%	0
/blogs/outsidethebox/the-carbon-footprint-of-your...	1,057	1.14	00:05:17	90%	0

ECommerce



Organic Conve... ▲ 31% 0.21%	Organic Transa... ▲ 65% 53	GA Quantity ▲ 82% 64	Organic Reven... ▲ 41% £22,345.84	Organic Reven... ▼ 23% £351.19	Organic Reven... ▲ 10% £0.93
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Backlinks



Referring Domains
860

Total Backlinks
95,078

New Links -70%
2,153

Lost Links +251%
2,353

Follow Links
55,153

Citation Flow
27

DATE FOUND	BACKLINK	ANCHOR	TRUST FLOW
Jan 30, 2022	sekrety-o-edu.ru/info/13.html	iphone case	0
Jan 30, 2022	unitedpoint.de/index.php?site=p	iphone case	0
Jan 30, 2022	unitedpoint.de/index.php?site=p	iphone case	0
Jan 30, 2022	unitedpoint.de/index.php?site=p	iphone case	0
Jan 30, 2022	poredak.netfreehost.com/poredak	iphone case uk	0

DATE LOST	BACKLINK	ANCHOR	TRUST FLOW
Jan 30, 2022	blog.rui.jp/the-roten/archives/14	リンク	2
Jan 30, 2022	helber.it/blog.blog_0_019.html	iphone case	0
Jan 30, 2022	unitedpoint.de/index.php?site=p	iphone case	0
Jan 30, 2022	juniorrezervatum.hu/comment/re	iphone case	0
Jan 30, 2022	unitedpoint.de/index.php?site=p	iphone case	0

Activity & Results Summary

Search Engine Optimisation

WORK COMPLETED

- Blog Content Plan
- Wrote 4 x Blogs & Published Them
- Sourced 5 x Outreach Placements
- Wrote 5 Guest Posts
- Published 5 Guest Posts

RESULTS

Organic Traffic:

- 38% Increase in Organic Traffic
- 40% Increase in New Organic Users
- 4% Increase in Organic Pages / Session
- 3% Decrease in Organic Bounce Rate

Organic Conversions/Revenue

- 50% Increase in Organic Conversion Rate!
- 7% Increase in Organic Revenue!
- 50% Increase in Revenue / Item

Continued...

Rankings (High Volume Ranking Highlights)

3,045 Positive Movements in Rankings

- refurbished iphones +10 into 6th 49500 Searches/Month
- apple refurbished +47 into 22nd 40500 Searches/Month
- refurbished phones +44 into 57th 14800 Searches/Month
- iphone 8 refurbished +31 into 11th 9900 Searches/Month
- iphone x refurbished +26 into 18th 9900 Searches/Month
- iphone 11 refurbished +11 into 11th 9900 Searches/Month
- refurbished iphone 11 +18 into 8th 8100 Searches/Month
- iphone 7 refurbished +16 into 14th 5400 Searches/Month
- iphone xr refurbished +10 into 11th 5400 Searches/Month
- reconditioned iphone +5 into 14th 5400 Searches/Month

Live Guest Posts

1. <https://techgeekforever.com/iphone-x-vs-iphone-xr-whats-the-difference/>
2. <https://thetechnique.co.uk/what-sets-the-iphone-12-apart-from-the-others.html>
3. <https://thetechbuzz.co.uk/why-the-iphone-11-is-a-fan-favourite/>
4. <https://appletechnology.co.uk/why-recycling-your-old-phone-is-better-for-your-pocket-and-our-planet.html>
5. <https://astechnetworking.co.uk/refurbished-iphones-which-handsets-to-consider.html>

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 user spends 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.