

Hello [redacted]

I hope you are well!

Below you can see a summary of activities in February:

- We've continued optimization on [redacted] website: brand & category pages
- We've also implemented some more changes on [redacted] site
- We've added 4 blog articles
- We continued the process of building valuable, strong links from domains with high authority to the [redacted] website
- At the moment we work with **673 keywords** in our SEO Process, **335** are in TOP3, **507** are in TOP10, **564** are in TOP30

[redacted] could you update the spreadsheet with the Feb 2021 priority products?

Keyword progress:

After starting the link building & on-site process we can see results - some examples below:

Green - current position

Red - starting position

General keywords:

online [redacted] store	0 ↗	1 ★	1	21 ↘
[redacted] shop	0 ↗	2 ★	2	14 ↘
[redacted] shop	0 ↗	7 ★	7	24 ↘
[redacted]	0 ↗	1 ★	1	1
[redacted] store	-1 ↘	5	4	16 ↘
online [redacted] shop	-1 ↘	1 ★	1	23 ↘
[redacted] shop online	0 ↗	1 ★	1	23 ↘
[redacted]	-2 ↘	24	19	47 ↘
[redacted] store online	0 ↗	1 ★	1	21 ↘
best online [redacted] store	0 ↗	39	23	47 ↘
[redacted] online	0 ↗	2	1	21 ↘

Brands:

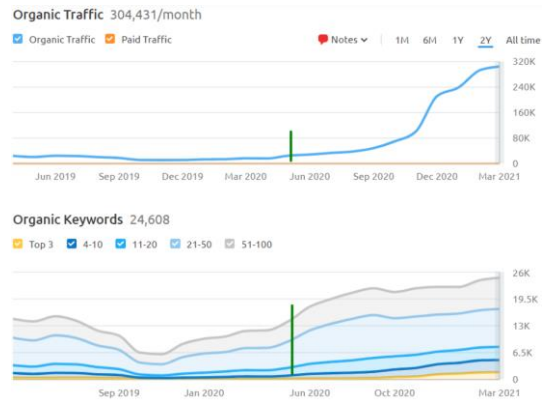
[redacted]	0 ↗	2 ★	2	9 ↘
[redacted]	0 ↗	2 ★	2	11 ↘
[redacted]	+2 ↗	8	6	21 ↘
[redacted]	-1 ↘	5 ★	5	11 ↘
[redacted]	0 ↗	4 ★	4	41 ↘
[redacted]	0 ↗	1 ★	1	19 ↘
[redacted]	-1 ↘	1 ★	1	11 ↘
[redacted]	0 ↗	4	1	7 ↘
[redacted]	0 ↗	10	8	46 ↘
[redacted]	0 ↗	2 ★	2	11 ↘
[redacted]	-5 ↘	38	15	16 ↘
[redacted]	0 ↗	2 ★	2	10 ↘
[redacted]	0 ↗	1 ★	1	17 ↘

Traffic progress:

- The total number of visits from Google changed by **5,91%↑** compared to the previous month (233K entries) - Google Analytics data - **Best result so far**

Site Visibility:

Page visibility has never been better. Below you can see the keyword and the traffic trend from SemRush:



Next steps:

- We'll continue the on-site optimizations process on your website
- We'll continue the off-site process (link building process)

Kind regards & have a wonderful day!
Gosia

Attachments:

- Monthly Report document

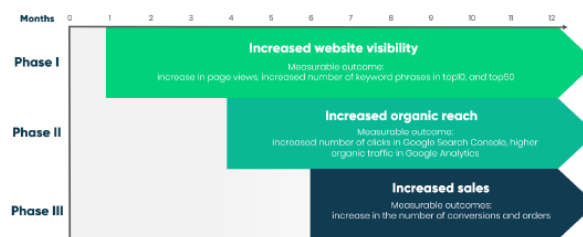
Delante

MONTHLY REPORT

Client:	****
SEO Specialist:	Gosia Tarnawska
Month:	2.2021
Report prepared by:	Wojtek Zielonka

I. Site visibility and traffic

Our activities focus on increasing the visibility of your website with usage of long tail phrases. Increasing the visibility of the website (display in search results) translates into an increase in organic traffic. Growth of organic traffic is the main result of SEO, but it can also affect other sources of traffic on the website.

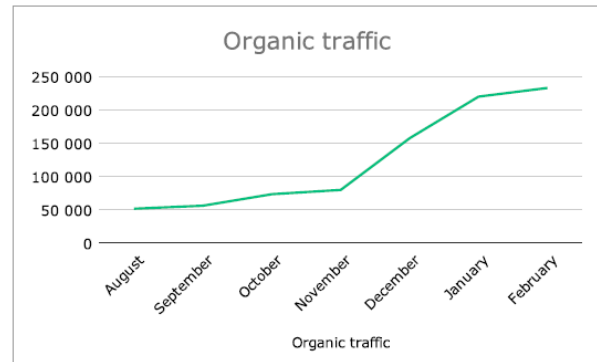
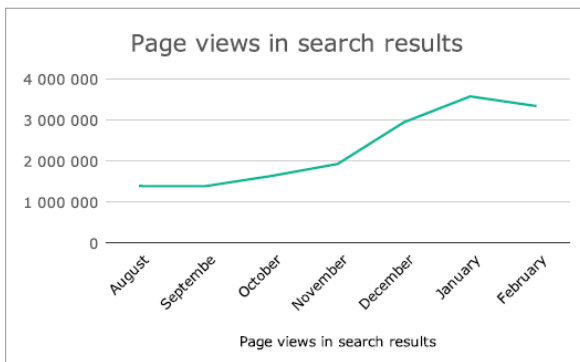


The visibility in the search engine results page, along with the organic traffic, are the main indicators of a successful website SEO. They contribute to the increase in sales, which also depends on other factors, such as UX or pricing.

The number of page views in total, displayed by Google Analytics and Google Search Console, might vary. The reason behind it is the difference in collecting data by those tools. Search Console takes into account the number of clicks on a specific link in the search results, whereas Google Analytics keeps an eye on how many times the website was actually loaded.

Page views in search results	August	September	October	November	December	January	February
	1 382 821	1 380 448	1 629 949	1 922 650	2 938 923	3 568 867	3 332 793

Organic traffic	August	September	October	November	December	January	February
	51 788	56 278	73 558	79 970	157 571	220 012	233 023



	Start	August	September	October	November	December	January	February
Website visits from Google (according to GSC)	26 188	37 506	39 461	54 879	61 542	128 599	186 318	194 535
Total website visits (according to GA)	85 804	83 411	88 809	106 479	118 466	207 749	277 552	298 936
Organic traffic	48 915	51 788	56 278	73 558	79 970	157 571	220 012	233 023
Organic traffic from the previous year	37 454		31 397	30 780	25 824	15 659	9 925	11 870
Social traffic	473	396	417	412	458	772	849	900
Direct traffic	21 318	21 956	22 723	22 491	29 078	36 098	41 928	46 250
Referral traffic	6 448	1 859	1 802	2 151	2 314	2 716	4 038	5 328
Display	-	-	-	-	-	-	-	-
Paid Search	-	-	-	-	-	-	-	-
Affiliates	-	-	-	-	-	-	-	-
Other	53	20	53	30	31	82	71	74
Total number of impressions (GSC)	801 796	1 382 821	1 380 448	1 629 949	1 922 650	2 938 923	3 568 867	3 332 793
The number of keyword phrases generating page views	>999	18 102	17 962	19 113	18 330	19 506	19 518	20 142

II.

The ranks of key phrases

The phrases chosen for website SEO are the means of achieving the goals of SEO. The most important indicator of the effectiveness of our efforts is the increase in website visibility, as well as higher organic traffic. Currently, we are monitoring **568 phrases** for the website. Below you will find the phrases we chose as the most relevant for reporting – it does not mean, though, that these are the only phrases used for SEO Process. While working on website SEO, we focus on long-tail phrases. These are longer, more detailed phrases that answer precise search queries. At the same time, we also monitor and strengthen more general, and brand-related phrases.

Phrase	Day of the month					The monthly average	TOP 10
	1	7	14	21	28		
*** **	1	1	1	1	1	1,0	YES
*** **	11	8	8	6	6	7,8	YES
*** **	8	8	8	7	6	7,4	YES
*** **	7	6	4	5	3	5,0	YES
*** **	2	2	4	4	3	3,0	YES
*** **	11	11	10	9	8	9,8	YES
*** **	10	12	6	10	7	9,0	YES
*** **	2	2	2	2	2	2,0	YES
*** **	1	1	1	1	1	1,0	YES
*** **	3	3	2	2	2	2,4	YES
The average rank of all phrases	5,60	5,40	4,60	4,70	3,90	4,84	
The number of phrases in TOP 3	5	5	4	4	6	5	
The number of phrases in TOP 6	5	6	7	7	8	6	
The number of phrases in TOP 10	8	8	10	10	10	10	

The changes in ranks of the most important phrases within the last few months

Phrase	Start	August	September	October	November	December	January	February
*** **	1	1	1	1	1	1	1	1
*** **	16	1	1	1	1	1	1	1
*** **	17	1	1	1	1	1	1	1
*** **	86	1	1	1	1	1	1	1
*** **	88	1	1	1	1	1	1	1
*** **	72	1	1	1	1	1	1	1
*** **	21	1	1	1	1	1	1	1
*** **	9	1	1	1	1	1	1	1
*** **	6	1	1	1	1	1	1	1
*** **	11	1	1	1	1	1	1	1

III.

Comments

The basics of cooperation		We started the cooperation with *** ** on 4.06.2020 . When performing SEO-related activities, we focus on broad website positioning and phrases that drive the highest traffic. We choose both general phrases, as well as those that are the most searched for by users. When doing SEO for the website, we take into account two main aspects: <i>on-site</i> , meaning the site optimisation (html code, content, the way both the website and server work), and <i>off-site</i> : SEO efforts "outside" of the website, where we build quality backlinks that link to it.
The ranks of phrases this month		This month, the phrases we chose for the report had the average rank of: 4,84 In comparison, the average rank from the last month was: 1,00 <i>We included the ranks of all keywords in a separate PDF file.</i>
Visibility and traffic this month		The total number of visits from Google changed by 4,41% compared to the previous month . Organic traffic (GA) changed by 5,91% compared to the previous month . Organic traffic changed by 1863,13% compared to the previous year . The number of page views in search results changed by -6,61% compared to the previous month .
Activities performed	on-site	We performed the SEO activities following the audit recommendations.
	off-site	According to the outlined link building strategy, we continued the activities off-site, which included the setup of social media profiles, building relevant links, publishing articles, adding the site to industry-related catalogues, and linking from portals, blogs, and social networks. The number of links built: 40
Recommendations for the client		Being active across social networks – especially: Facebook (+ads), Instagram (+ads), and Youtube. It is also recommended to take care of brand awareness and cooperate with industry-related and local media (thematic portals, magazines, partners, as well as sponsored events, workshops and fairs).