



Enterprise Portfolio, Brand Visibility, Rank & Traffic (Monthly)

06/18/2015

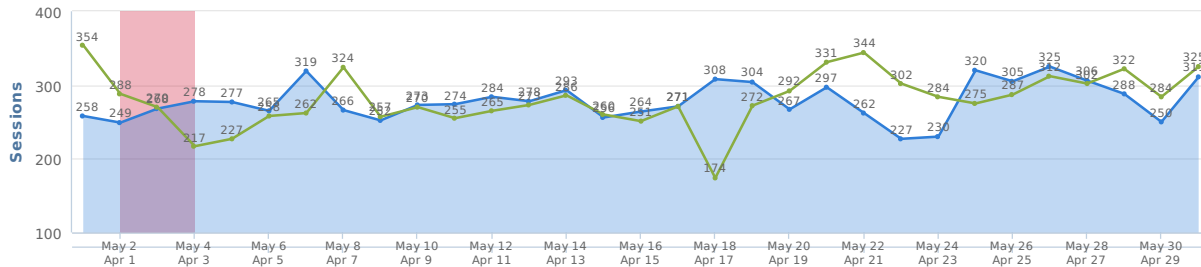
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Portfolio Rank Performance Overview

Showing results for May 01, 2015 - May 31, 2015

Campaign Name	Page 1	Page 2	Page 3	Avg. Rank	Avg. Rank Change	SE Avg. Rank	Visibility Score	Visibility Score Change	SE Visibility Score	Total Traffic	Total Traffic Change
Amazon Books	70	9	3	8.45	▲29.81%		2,110	▲65.88%		42,443	▼31.77%
App Store - Google Play Sports	4	1	0	5.13	▼32.19%		120	▼27.71%		N/A	
App Store - iTunes NY Times	11	1	0	4.00	▲5.88%		324	▲0.93%		N/A	
Apple	115	1	1	3.92	▼66.85%		3,451	▼1.17%		15,916	▼19.35%
Maps-Capital Grille (Geo Keywords)	16	15	11	35.33	▲0.00%		684	▲0.00%		N/A	
Mashable Tech	8	4	8	24.12	▲46.08%		333	▲306.10%		182,964	▲∞%
One Republic	2	0	0	5.00	▲16.67%		52	▲4.00%		N/A	
Reputation Management - FedEx	2	0	0	2.50	▼25.00%		57	▼1.72%		15,916	▼19.35%
Tags - Ford	116	14	2	7.35	▲81.90%		3,697	▲1,588.13%		97,400	▼27.56%
Trip Advisor	19	0	0	2.45	▲23.44%		543	▲2.65%		N/A	
Video Chat	26	5	5	27.06	▲54.65%		804	▲∞%		N/A	
WL Campaign	22	3	1	7.99	▼31.73%		680	▼10.76%		15,916	▼19.35%
YouTube - Let's Play Minecraft	0	0	0	52.00	▼1.30%		0	▼100.00%		N/A	

May 01, 2015 - May 31, 2015
 compared to: Mar 31, 2015 - Apr 30, 2015



Traffic Overview

Visits
8,625
 Previous: **8,694** ▼ (-0.79%)

Users
7,616
 Previous: **7,726** ▼ (-1.42%)

Page Views
14,881
 Previous: **14,721** ▲ (+1.09%)

Pages/Session
1.73
 Previous: **1.69** ▲ (+1.90%)

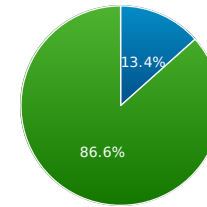
Avg. Time on Site
0:01:11
 Previous: **0:01:08** ▲ (+4.11%)

Bounce Rate
76.14%
 Previous: **76.54%** ▲ (+0.52%)

New Users
86.59%
 Previous: **87.06%** ▼ (-0.55%)

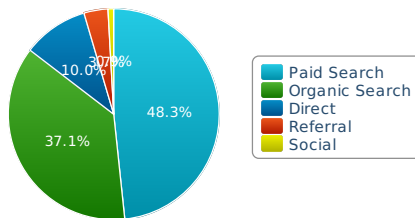
Goal Completions
1,433
 Previous: **1,441** ▼ (-0.56%)

Goal Conversion
16.61%
 Previous: **16.57%** ▲ (+0.24%)

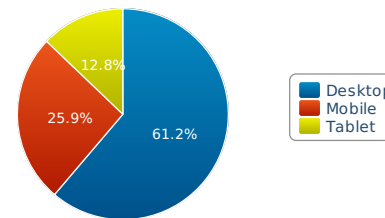


Returning Visitor
 New Visitor

Top Channels



Device Overview



AdWords

Cost
758.17

Impressions
267,435

Ad Clicks
4,137

CTR
1.55

CPC
0.18

Search Traffic Overview (cont.) In order to provide you with a real life example, the Site and Search Referral table is being displayed as an image with customer identifiable data be blurred. The template is set to display the top 10 referrals, but can be modified to display up to 50 results for each site referrals and search keywords.

87 Site Referrals

Top Referrers		
↕ Source	↕ %	↳ Visits
google	76.69%	6,609
(direct)	10.20%	879
yahoo	6.15%	530
bing	2.46%	212
[blurred]	0.64%	55
[blurred]	0.38%	33
[blurred]	0.23%	20
[blurred]	0.22%	19
[blurred]	0.21%	18
[blurred]	0.19%	16

1026 Search Referrals

Top Keywords		
↕ Keyword	↕ %	↳ Visits
(not provided)	30.97%	2284
[blurred]	3.68%	271
[blurred]	2.03%	150
[blurred]	1.71%	126
[blurred]	1.57%	116
[blurred]	1.18%	87
[blurred]	1.15%	85
[blurred]	1.10%	81
[blurred]	1.07%	79
[blurred]	0.90%	66

Marketing Keyword Performance Indicators

Jun 01, 2013 - May 31, 2015

#	Year	Month	Mobile Traffic					Organic Traffic					Paid Traffic					Referral Traffic				
			Sessions	Ad Clicks	Ad Cost	Completions	Revenue	Sessions	Ad Clicks	Ad Cost	Completions	Revenue	Sessions	Ad Clicks	Ad Cost	Completions	Revenue	Sessions	Ad Clicks	Ad Cost	Completions	Revenue
6	2013	June	64,703	2,004	\$874	591	\$19,018	212,632	0	\$0	2,525	\$146,235	173,408	172,312	\$165,785	3,169	\$188,115	73,021	0	\$0	3,489	\$215,309
7	2013	July	106,639	2,298	\$1,195	1,163	\$35,467	248,372	0	\$0	2,049	\$107,200	122,046	183,054	\$175,321	2,287	\$130,771	148,042	0	\$0	7,568	\$339,031
8	2013	August	91,733	2,365	\$1,296	938	\$31,082	234,547	0	\$0	2,459	\$135,106	111,281	145,946	\$126,568	2,370	\$131,941	89,161	0	\$0	2,985	\$166,893
9	2013	September	73,018	2,178	\$1,221	1,008	\$32,851	163,134	0	\$0	1,875	\$91,961	108,678	116,489	\$118,985	2,313	\$134,014	64,933	0	\$0	3,074	\$178,772
10	2013	October	68,815	2,246	\$1,207	1,019	\$31,822	149,032	0	\$0	1,809	\$82,594	129,343	133,037	\$116,120	2,748	\$151,580	60,454	0	\$0	2,225	\$122,554
11	2013	November	56,496	1,928	\$962	889	\$27,508	126,594	0	\$0	1,453	\$63,421	81,825	83,338	\$86,695	1,892	\$99,212	50,892	0	\$0	2,115	\$82,494
12	2013	December	54,988	2,132	\$1,104	894	\$33,305	108,600	0	\$0	1,197	\$51,569	62,976	64,837	\$65,833	1,515	\$81,248	46,466	0	\$0	1,633	\$70,190
Total			516,392	15,151	\$7,859	6,502	\$211,053	1,242,911	0	\$0	13,367	\$678,086	789,557	899,013	\$855,307	16,294	\$916,881	532,969	0	\$0	23,089	\$1,175,243

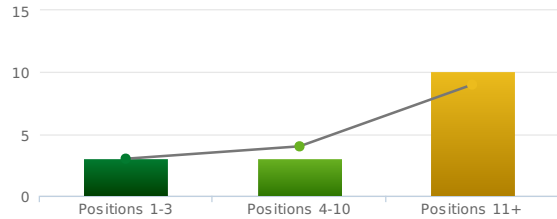
#	Year	Month	Mobile Traffic					Organic Traffic					Paid Traffic					Referral Traffic				
			Sessions	Ad Clicks	Ad Cost	Completions	Revenue	Sessions	Ad Clicks	Ad Cost	Completions	Revenue	Sessions	Ad Clicks	Ad Cost	Completions	Revenue	Sessions	Ad Clicks	Ad Cost	Completions	Revenue
1	2014	January	84,462	3,788	\$1,478	996	\$33,293	148,387	0	\$0	1,503	\$62,797	124,386	129,564	\$125,427	2,209	\$117,725	71,085	0	\$0	2,175	\$70,487
2	2014	February	49,427	8,640	\$2,160	602	\$17,592	128,869	0	\$0	1,245	\$54,555	75,290	81,674	\$65,397	1,343	\$75,728	60,328	0	\$0	1,892	\$54,002
3	2014	March	8,053	9,818	\$3,737	84	\$2,024	118,788	0	\$0	1,240	\$63,011	102,057	110,251	\$102,000	2,076	\$111,379	168,434	0	\$0	2,261	\$81,645
4	2014	April	8,373	3,255	\$2,248	90	\$1,431	113,726	0	\$0	1,215	\$61,435	95,508	95,587	\$95,012	1,924	\$107,221	231,100	0	\$0	3,422	\$111,405
5	2014	May	7,879	3,357	\$2,450	113	\$2,730	112,232	0	\$0	1,148	\$53,497	76,701	75,924	\$76,593	1,563	\$87,229	112,463	0	\$0	2,848	\$89,030
6	2014	June	12,836	3,176	\$2,467	187	\$6,189	116,064	0	\$0	1,158	\$54,086	76,817	78,801	\$95,152	1,432	\$126,267	287,187	0	\$0	2,397	\$86,212
7	2014	July	20,052	5,767	\$4,406	300	\$9,539	123,642	0	\$0	1,167	\$59,505	77,602	82,500	\$90,340	1,527	\$120,273	442,561	0	\$0	2,098	\$141,970
8	2014	August	16,245	9,005	\$6,468	299	\$10,494	115,623	0	\$0	989	\$48,171	78,668	87,614	\$95,432	1,331	\$77,189	360,456	0	\$0	1,839	\$102,667
9	2014	September	13,440	6,010	\$3,475	219	\$5,513	106,837	0	\$0	1,130	\$56,343	76,183	84,007	\$91,159	1,341	\$73,489	325,052	0	\$0	1,680	\$59,609
10	2014	October	13,174	5,244	\$2,209	228	\$4,852	92,887	0	\$0	1,045	\$49,452	73,393	80,984	\$88,915	1,410	\$70,289	160,101	0	\$0	1,945	\$57,537
11	2014	November	11,620	4,419	\$3,641	236	\$7,407	79,864	0	\$0	986	\$44,181	53,782	58,973	\$62,733	1,147	\$52,798	59,725	0	\$0	1,450	\$32,803
12	2014	December	20,697	3,514	\$1,488	320	\$9,982	59,141	0	\$0	655	\$26,511	40,439	43,419	\$45,328	914	\$46,220	46,744	0	\$0	1,388	\$35,084
Total			266,258	65,993	\$36,227	3,674	\$111,046	1,316,060	0	\$0	13,481	\$633,544	950,826	1,009,298	\$1,033,488	18,217	\$1,065,807	2,325,236	0	\$0	25,395	\$922,451

#	Year	Month	Mobile Traffic					Organic Traffic					Paid Traffic					Referral Traffic				
			Sessions	Ad Clicks	Ad Cost	Completions	Revenue	Sessions	Ad Clicks	Ad Cost	Completions	Revenue	Sessions	Ad Clicks	Ad Cost	Completions	Revenue	Sessions	Ad Clicks	Ad Cost	Completions	Revenue
1	2015	January	17,192	5,420	\$2,842	361	\$8,948	74,086	0	\$0	708	\$27,013	60,113	73,824	\$55,038	960	\$46,849	58,057	0	\$0	1,753	\$44,779
2	2015	February	104,894	110,958	\$17,490	1,937	\$22,215	72,680	0	\$0	850	\$20,755	148,688	294,497	\$185,790	1,727	\$46,420	78,545	0	\$0	2,208	\$26,690
3	2015	March	33,652	91,672	\$6,537	755	\$24,456	79,611	0	\$0	881	\$38,555	109,115	229,831	\$138,715	1,561	\$85,020	70,198	0	\$0	2,422	\$67,228
4	2015	April	18,235	93,823	\$4,110	322	\$8,644	70,155	0	\$0	726	\$35,801	60,078	171,673	\$65,509	947	\$60,556	60,619	0	\$0	1,853	\$47,062
5	2015	May	26,317	78,227	\$3,899	598	\$16,646	72,288	0	\$0	735	\$44,842	47,510	133,867	\$47,329	987	\$78,943	57,712	0	\$0	1,892	\$55,733
Total			200,290	380,100	\$34,878	3,973	\$80,909	368,820	0	\$0	3,900	\$166,966	425,504	903,692	\$492,381	6,182	\$317,788	325,131	0	\$0	10,128	\$241,492

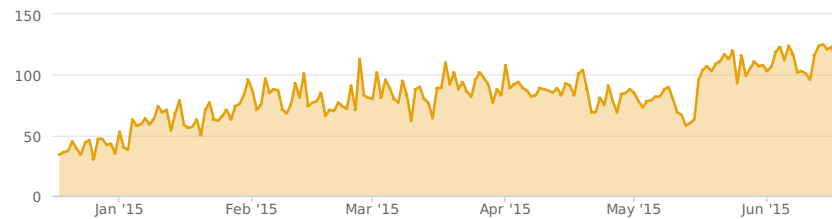
Brand Visibility Report

Showing results for Google USA

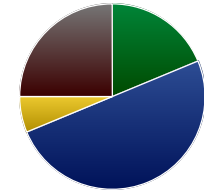
Positions Distribution



Visibility



Result Page Type



Keyword	Top 20 Positions	Total Positions	Page 1 Coverage			
mashable	1 Organic	14	50%			
	3 3rd Party					
	7 Social					
	8 Social					
	9 Social					
	11 Social					
	12 3rd Party					
	13 3rd Party					
	14 Social					
	15 Social					
	16 Directory					
	17 Social					
	18 3rd Party					
	19 Social					
	mobile technology trends			1 Organic	1	10%
	social media trends			16 Organic	1	0%

This Brand Visibility report features:

Positions Distribution Chart that provides the total (for all keywords in the campaign) number of times any of your brand pages rank in the top 20 search engine results on the day the report is run. The dark gray line represents the baseline number of times brand pages ranked in the top 20 on the day we began tracking the Brand URLs.

Visibility Graph displays the trend of your brand's visibility across all tracked search engines for the previous 6 months. This is based on the position of ranking keywords and average search volume.

Results Page Type pie chart provides a graphic representation of the number of the brand top 20 search results by type - Organic, Maps, Social pages, Apps, Directory listings and 3rd party (e.g., reviews, news, etc.)

In the **Top 20 Positions** column, the numbers represent Rank position and the icons are the logo corresponding to the site URL, followed by the type (e.g., Maps, Organic, Directory, Social, 3rd party).

The **Total Positions** column is the total number of positions each keyword scored in the Top 20 search results.

Page 1 Coverage represents the percentage of brand appearance on Page 1 search engine results.

A **SERP Snapshot** that displays the actual Top 20 search engine results for each keyword is available when you log in to your Dashboard to view this Brand Visibility report and click the discovery screen icon corresponding to any keyword.

Keyword Rank Performance

This report provides a complete overview of your primary domain's keyword rank performance including:

Landing Page - the page on which the keyword ranked highest.

Baseline is the first rank recorded after the keyword was added to the rank tracking system.

Best Rank displays the highest rank a keyword has achieved since it was first tracked for the primary domain. Compare the best rank with current Rank and Baseline to gain rank insights.

Rank is the position the keyword scored in the search engine results on the last day of last month.

Monthly displays the monthly change in keyword rank position.

Overall Change is the difference between Baseline and current Rank.

Vol. displays the broad number of global searches in a month for the keyword.

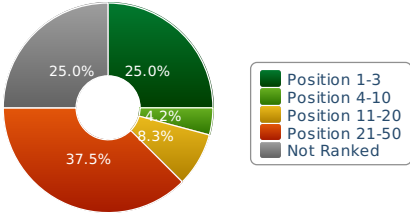
Primary Domain Keyword Rank Performance (05/31/2015)

KEYWORD PERFORMANCE

Keyword Change

Daily	8 ▲ Went up	8 ▼ Went
Weekly	8 ▲ Went up	11 ▼ Went
Monthly	9 ▲ Went up	10 ▼ Went
Overall	13 ▲ Went up	13 ▼ Went

Keyword Positions



- Position 1-3
- Position 4-10
- Position 11-20
- Position 21-50
- Not Ranked

Gain & Loss

1st	5 Positions	2 ▲ Overall
2nd	0 Positions	-
3rd	1 Positions	1 ▲ Overall
Top 10	7 Positions	1 ▲ Overall


Google USA (google.com) | mashable.com

Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.
/2015/01/02/mobile-trends-2015/	mobile technology trends	61	1	1	-	▲ +60 (61)	210
/	mashable	1	1	1	N/A	-	201,000
/category/social-media/	social media trends	14	6	17	▼ -8 (9)	▼ -3 (14)	2,900
/	leading news source	25	8	28	▼ -17 (11)	▼ -3 (25)	10
/category/tech/	technology news	44	17	33	▼ -4 (29)	▲ +11 (44)	60,500
/category/tech/	mobile technology news	91	24	34	▲ +66 (100)	▲ +57 (91)	720
/category/tech/	latest technology news	70	55	126	▲ +29 (155)	▼ -56 (70)	8,100
/2007/10/29/igoogle-news-gadget/	gadget news	342	93	312	N/A	▲ +30 (342)	6,600
	tech gadgets	4	4	500+	▼ ? (92)	▼ ? (4)	2,400
	mobile technology	306	272	500+	N/A	▼ ? (306)	8,100

Google Mobile (google.com) | mashable.com

Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.
/2015/01/02/mobile-trends-2015/	mobile technology trends	60	1	1	▲ +1 (2)	▲ +59 (60)	210

/	mashable	1	1	1	N/A	-	201,000
/category/social-media/	social media trends	15	7	17	▲+9 (26)	▼-2 (15)	2,900
/	leading news source	25	5	29	▼-7 (22)	▼-4 (25)	10
/category/tech/	technology news	37	17	32	▼-3 (29)	▲+5 (37)	60,500
/category/tech/	mobile technology news	67	25	41	▲+50 (91)	▲+26 (67)	720
/category/tech/	tech gadgets	4	4	86	▲+1 (87)	▼-82 (4)	2,400
/category/tech/	latest technology news	63	53	111	N/A	▼-48 (63)	8,100
	gadget news	110	77	500+	N/A	▼? (110)	6,600
	mobile technology	N/A	N/A	500+	N/A	N/A	8,100

 Google (Global) (google.com) | mashable.com

Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.
/	mashable	1	1	1	N/A	-	201,000
/2015/01/02/mobile-trends-2015/	mobile technology trends	72	1	3	▼-2 (1)	▲+69 (72)	210
/category/social-media/	social media trends	12	5	8	▲+1 (9)	▲+4 (12)	2,900
/	leading news source	41	8	39	▼-25 (14)	▲+2 (41)	10
/category/tech/	technology news	61	18	43	▼-15 (28)	▲+18 (61)	60,500
/category/tech/	mobile technology news	81	24	44	▲+50 (94)	▲+37 (81)	720
/category/tech/	latest technology news	79	28	111	▲+43 (154)	▼-32 (79)	8,100
/category/tech/	mobile technology	298	94	155	N/A	▲+143 (298)	8,100
	tech gadgets	8	8	500+	▼? (93)	▼? (8)	2,400
	gadget news	342	72	500+	N/A	▼? (342)	6,600

Landing Page Performance

This report provides an analysis of keyword rank distribution, social signals and backlink metrics for the best ranking landing pages.

Rank Performance > Landing Page Performance (05/31/2015)																
Google USA (google.com) mashable.com																
SE	Landing Page	Rank 1-3	Rank 4-10	Rank 11-20	Rank 21-50	Rank 50+	Total Vol.									
	/2015/01/02/mobile-trends-2015/	1	0	0	0	0	210	247 ▲ (+3)	4,198 ▲ (+9)	2,509 ▲ (+6)	2,313 ▲ (+29)	100	4	1,651 ▲ (+18)	78 ▼ (-1)	
	/	1	0	0	1	0	201,010	6.7M	201,147 ▲ (+1,353)	16,029	0	15,348 ▲ (+77)	30,926	2,655,473 ▲ (+34,937)	94 ▼ (-1)	
	/2007/10/29/igoogle-news-gadget/	0	0	0	0	1	6,600	0	0	0	0	0	0	N/A	N/A	
	/category/social-media/	0	0	1	0	0	2,900	169	179	1,131 ▲ (+2)	145 ▲ (+6)	5	54	3,430 ▼ (-255)	85 ▼ (-2)	
	/category/tech/	0	0	0	2 ▲ (+1)	1 ▼ (-2)	69,320	79 ▼ (-1)	89	434 ▲ (+3)	9	0	36	1,130 ▲ (+55)	83 ▼ (-3)	
	Summary for Pages Not Ranked	0	0	0	0	0	10,500	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Google Mobile (google.com) mashable.com																
SE	Landing Page	Rank 1-3	Rank 4-10	Rank 11-20	Rank 21-50	Rank 50+	Total Vol.									
	/2015/01/02/mobile-trends-2015/	1	0	0	0	0	210	247 ▲ (+3)	4,198 ▲ (+9)	2,509 ▲ (+6)	2,313 ▲ (+29)	100	4	1,651 ▲ (+18)	78 ▼ (-1)	
	/	1	0	0	1	0	201,010	6.7M	201,147 ▲ (+1,353)	16,029	0	15,348 ▲ (+77)	30,926	2,655,473 ▲ (+34,937)	94 ▼ (-1)	
	/category/social-media/	0	0	1	0	0	2,900	169	179	1,131 ▲ (+2)	145 ▲ (+6)	5	54	3,430 ▼ (-255)	85 ▼ (-2)	
	/category/tech/	0	0	0	2 ▲ (+1)	2	71,720	79 ▼ (-1)	89	434 ▲ (+3)	9	0	36	1,130 ▲ (+55)	83 ▼ (-3)	
	Summary for Pages Not Ranked	0	0	0	0	0	14,700	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Google (Global) (google.com) mashable.com																
SE	Landing Page	Rank 1-3	Rank 4-10	Rank 11-20	Rank 21-50	Rank 50+	Total Vol.									
	/2015/01/02/mobile-trends-2015/	1	0	0	0	0	210	247 ▲ (+3)	4,198 ▲ (+9)	2,509 ▲ (+6)	2,313 ▲ (+29)	100	4	1,651 ▲ (+18)	78 ▼ (-1)	
	/	1	0	0	1	0	201,010	6.7M	201,147 ▲ (+1,353)	16,029	0	15,348 ▲ (+77)	30,926	2,655,473 ▲ (+34,937)	94 ▼ (-1)	
	/category/social-media/	0	1	0	0	0	2,900	169	179	1,131 ▲ (+2)	145 ▲ (+6)	5	54	3,430 ▼ (-255)	85 ▼ (-2)	
	/category/tech/	0	0	0	2 ▲ (+1)	2 ▼ (-1)	77,420	79 ▼ (-1)	89	434 ▲ (+3)	9	0	36	1,130 ▲ (+55)	83 ▼ (-3)	
	Summary for Pages Not Ranked	0	0	0	0	0	9,000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	

Competition Analysis

Compare competitor's baseline rank, best rank and current rank for your keywords, along with monthly and overall rank change and keyword search volume.

Primary Domain vs. Competitor Rankings (05/31/2015)															
Google USA (google.com) technology news															
URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.	+	t	f	in	p	u	
www.cnet.com	/news/	technology news	1	1	1	-	-	60,500	9.2k	61,894	29,748	8,692	1	1	
www.pcmag.com	/news	technology news	15	11	13	-	▲+2 (15)	60,500	12	31	12	3	7	37	
www.wired.com	/	technology news	11	7	15	▼-1 (14)	▼-4 (11)	60,500	3.5M	891,805	94,961	22,741	3,890	160,388	
www.zdnet.com	/	technology news	4	3	26	▼-3 (23)	▼-22 (4)	60,500	15k	50,674	3,649	556	27	159,184	
mashable.com	/category/tech/	technology news	44	17	33	▼-4 (29)	▲+11 (44)	60,500	79	89	434	9	0	36	
www.engadget.com	/	technology news	21	18	39	▼-7 (32)	▼-18 (21)	60,500	3.1M	210,847	27,320	3,336	25,019	752,004	
Google USA (google.com) tech gadgets															
URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.	+	t	f	in	p	u	
www.cnet.com	/pictures/all-the-cool-new-gadge...	tech gadgets	36	9	28	▲+16 (44)	▲+8 (36)	2,400	65	154	1,586	149	1	0	
www.engadget.com	/	tech gadgets	19	13	29	▼-13 (16)	▼-10 (19)	2,400	3.1M	210,847	27,320	3,336	25,019	752,004	
video.wired.com	/watch/battle-damage-36-tech-gad...	tech gadgets	1	1	50	▼-11 (39)	▼-49 (1)	2,400	0	11	6	0	0	0	
www.pcmag.com	/slideshow/story/323830/12-gadge...	tech gadgets	179	18	96	N/A	▲+83 (179)	2,400	17	58	363	5	0	106	
www.zdnet.com	/pictures/19-essential-tech-gadg...	tech gadgets	29	14	195	N/A	▼-166 (29)	2,400	5	2	1	0	0	0	
mashable.com		tech gadgets	4	4	500+	▼? (92)	▼? (4)	2,400	N/A	N/A	N/A	N/A	N/A	N/A	
Google USA (google.com) mobile technology trends															
URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.	+	t	f	in	p	u	
mashable.com	/2015/01/02/mobile-trends-2015/	mobile technology trends	61	1	1	-	▲+60 (61)	210	247	4,198	2,509	2,313	100	4	
www.zdnet.com	/article/the-big-five-it-trends-...	mobile technology trends	27	17	96	▲+22 (118)	▼-69 (27)	210	258	11	11	20	0	0	
insights.wired.com	/profiles/blogs/e-commerce-2015-...	mobile technology trends	98	98	115	N/A	▼-17 (98)	210	1	6	0	13	0	0	
cnet.com		mobile technology trends	395	372	500+	N/A	▼? (395)	210	N/A	N/A	N/A	N/A	N/A	N/A	
engadget.com		mobile technology trends	N/A	N/A	500+	N/A	N/A	210	N/A	N/A	N/A	N/A	N/A	N/A	
pcmag.com		mobile technology trends	N/A	N/A	500+	N/A	N/A	210	N/A	N/A	N/A	N/A	N/A	N/A	

Google USA (google.com) | social media trends

URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.						
			=	=	=	=	=	=	=	=	=	=	=	=
mashable.com	/category/social-media/	social media trends	14	6	17	▼-8 (9)	▼-3 (14)	2,900	169	179	1,131	145	5	54
cnet.com		social media trends	N/A	N/A	500+	N/A	N/A	2,900	N/A	N/A	N/A	N/A	N/A	N/A
zdnet.com		social media trends	426	322	500+	N/A	▼? (426)	2,900	N/A	N/A	N/A	N/A	N/A	N/A
wired.com		social media trends	201	201	500+	N/A	▼? (201)	2,900	N/A	N/A	N/A	N/A	N/A	N/A
engadget.com		social media trends	N/A	N/A	500+	N/A	N/A	2,900	N/A	N/A	N/A	N/A	N/A	N/A
pcmag.com		social media trends	N/A	N/A	500+	N/A	N/A	2,900	N/A	N/A	N/A	N/A	N/A	N/A

Google USA (google.com) | leading news source

URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.						
			=	=	=	=	=	=	=	=	=	=	=	=
mashable.com	/	leading news source	25	8	28	▼-17 (11)	▼-3 (25)	10	6.7M	201,147	16,029	0	15,348	30,926
www.wired.com	/	leading news source	119	58	85	▲+8 (93)	▲+34 (119)	10	3.5M	891,805	94,961	22,741	3,890	160,388
cnet.com		leading news source	88	88	500+	N/A	▼? (88)	10	N/A	N/A	N/A	N/A	N/A	N/A
zdnet.com		leading news source	76	76	500+	N/A	▼? (76)	10	N/A	N/A	N/A	N/A	N/A	N/A
engadget.com		leading news source	N/A	N/A	500+	N/A	N/A	10	N/A	N/A	N/A	N/A	N/A	N/A
pcmag.com		leading news source	N/A	N/A	500+	N/A	N/A	10	N/A	N/A	N/A	N/A	N/A	N/A

Google USA (google.com) | latest technology news

URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.						
			=	=	=	=	=	=	=	=	=	=	=	=
www.cnet.com	/news/	latest technology news	3	1	1	▲+2 (3)	▲+2 (3)	8,100	9.2k	61,894	29,748	8,692	1	1
www.zdnet.com	/	latest technology news	16	14	18	▲+1 (19)	▼-2 (16)	8,100	15k	50,674	3,649	556	27	159,184
www.engadget.com	/	latest technology news	13	9	20	▼-9 (11)	▼-7 (13)	8,100	3.1M	210,847	27,320	3,336	25,019	752,004
www.wired.com	/	latest technology news	29	20	28	▼-4 (24)	▲+1 (29)	8,100	3.5M	891,805	94,961	22,741	3,890	160,388
mashable.com	/category/tech/	latest technology news	70	55	126	▲+29 (155)	▼-56 (70)	8,100	79	89	434	9	0	36
pcmag.com		latest technology news	1	1	500+	▼? (1)	▼? (1)	8,100	N/A	N/A	N/A	N/A	N/A	N/A

Google USA (google.com) | mobile technology news

URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.						
			=	=	=	=	=	=	=	=	=	=	=	=
www.cnet.com	/topics/mobile/	mobile technology news	2	1	2	-	-	720	11	2	18	0	0	1
mashable.com	/category/tech/	mobile technology news	91	24	34	▲+66 (100)	▲+57 (91)	720	79	89	434	9	0	36
www.zdnet.com	/	mobile technology news	66	48	57	▲+2 (59)	▲+9 (66)	720	15k	50,674	3,649	556	27	159,184

www.engadget.com	/	mobile technology news	70	49	63	▼-3 (60)	▲+7 (70)	720	3.1M	210,847	27,320	3,336	25,019	752,004
wired.com		mobile technology news	205	142	500+	N/A	▼? (205)	720	N/A	N/A	N/A	N/A	N/A	N/A
pcmag.com		mobile technology news	95	95	500+	N/A	▼? (95)	720	N/A	N/A	N/A	N/A	N/A	N/A

Google USA (google.com) | gadget news

URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.	+	t	f	in	p	v
🌐	🌐	🌐	=	=	=	=	=	=	=	=	=	=	=	=
www.engadget.com	/	gadget news	2	1	3	-	▼-1 (2)	6,600	3.1M	210,847	27,320	3,336	25,019	752,004
www.wired.com	/category/gear/gadgetlab/	gadget news	10	5	7	▲+1 (8)	▲+3 (10)	6,600	8	0	0	0	0	0
www.cnet.com	/	gadget news	17	14	17	▲+5 (22)	-	6,600	3.3M	167,911	52,615	1,906	1,106	215,337
www.pcmag.com	/article2/0,2817,2483882,00.asp	gadget news	303	13	147	N/A	▲+156 (303)	6,600	4	12	16	5	0	0
mashable.com	/2007/10/29/google-news-gadget/	gadget news	342	93	312	N/A	▲+30 (342)	6,600	0	0	0	0	0	0
zdnet.com		gadget news	34	25	500+	N/A	▼? (34)	6,600	N/A	N/A	N/A	N/A	N/A	N/A

Google USA (google.com) | mobile technology

URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.	+	t	f	in	p	v
🌐	🌐	🌐	=	=	=	=	=	=	=	=	=	=	=	=
mashable.com		mobile technology	306	272	500+	N/A	▼? (306)	8,100	N/A	N/A	N/A	N/A	N/A	N/A
cnet.com		mobile technology	81	68	500+	N/A	▼? (81)	8,100	N/A	N/A	N/A	N/A	N/A	N/A
zdnet.com		mobile technology	352	13	500+	N/A	▼? (352)	8,100	N/A	N/A	N/A	N/A	N/A	N/A
wired.com		mobile technology	N/A	N/A	500+	N/A	N/A	8,100	N/A	N/A	N/A	N/A	N/A	N/A
engadget.com		mobile technology	166	66	500+	N/A	▼? (166)	8,100	N/A	N/A	N/A	N/A	N/A	N/A
pcmag.com		mobile technology	N/A	N/A	500+	N/A	N/A	8,100	N/A	N/A	N/A	N/A	N/A	N/A

Google Mobile (google.com) | technology news

URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.	+	t	f	in	p	v
🌐	🌐	🌐	=	=	=	=	=	=	=	=	=	=	=	=
www.cnet.com	/news/	technology news	1	1	2	▼-1 (1)	▼-1 (1)	60,500	9.2k	61,894	29,748	8,692	1	1
www.wired.com	/	technology news	11	7	14	▼-4 (10)	▼-3 (11)	60,500	3.5M	891,805	94,961	22,741	3,890	160,388
www.pcmag.com	/news	technology news	15	11	15	▼-4 (11)	-	60,500	12	31	12	3	7	37
www.zdnet.com	/	technology news	5	3	28	▼-11 (17)	▼-23 (5)	60,500	15k	50,674	3,649	556	27	159,184
mashable.com	/category/tech/	technology news	37	17	32	▼-3 (29)	▲+5 (37)	60,500	79	89	434	9	0	36
www.engadget.com	/	technology news	22	18	38	▼-7 (31)	▼-16 (22)	60,500	3.1M	210,847	27,320	3,336	25,019	752,004

Google Mobile (google.com) | tech gadgets

URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.	+	t	f	in	p	v
🌐	🌐	🌐	=	=	=	=	=	=	=	=	=	=	=	=

URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.	+	+	+	+	+	+
www.engadget.com	/	tech gadgets	20	12	26	▼-10 (16)	▼-6 (20)	2,400	3.1M	210,847	27,320	3,336	25,019	752,004
www.cnet.com	/pictures/all-the-cool-new-gadge...	tech gadgets	37	8	29	▲+16 (45)	▲+8 (37)	2,400	65	154	1,586	149	1	0
video.wired.com	/watch/battle-damage-36-tech-gad...	tech gadgets	82	19	50	▼-9 (41)	▲+32 (82)	2,400	0	11	6	0	0	0
mashable.com	/category/tech/	tech gadgets	4	4	86	▲+1 (87)	▼-82 (4)	2,400	79	89	434	9	0	36
mobile.pcmag.com	/galleries/44693-12-gadgets-you...	tech gadgets	18	16	93	N/A	▼-75 (18)	2,400	0	0	0	0	0	0
zdnet.com		tech gadgets	31	14	500+	N/A	▼? (31)	2,400	N/A	N/A	N/A	N/A	N/A	N/A

Google Mobile (google.com) | mobile technology trends

URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.	+	+	+	+	+	+
mashable.com	/2015/01/02/mobile-trends-2015/	mobile technology trends	60	1	1	▲+1 (2)	▲+59 (60)	210	247	4,198	2,509	2,313	100	4
www.zdnet.com	/article/the-big-five-it-trends-...	mobile technology trends	27	17	82	▲+26 (108)	▼-55 (27)	210	258	11	11	20	0	0
insights.wired.com	/m/blogpost?id=6544125:BlogPost:...	mobile technology trends	118	90	92	N/A	▲+26 (118)	210	0	0	0	0	0	0
cnet.com		mobile technology trends	N/A	N/A	500+	N/A	N/A	210	N/A	N/A	N/A	N/A	N/A	N/A
engadget.com		mobile technology trends	N/A	N/A	500+	N/A	N/A	210	N/A	N/A	N/A	N/A	N/A	N/A
pcmag.com		mobile technology trends	N/A	N/A	500+	N/A	N/A	210	N/A	N/A	N/A	N/A	N/A	N/A

Google Mobile (google.com) | social media trends

URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.	+	+	+	+	+	+
mashable.com	/category/social-media/	social media trends	15	7	17	▲+9 (26)	▼-2 (15)	2,900	169	179	1,131	145	5	54
cnet.com		social media trends	N/A	N/A	500+	N/A	N/A	2,900	N/A	N/A	N/A	N/A	N/A	N/A
zdnet.com		social media trends	N/A	N/A	500+	N/A	N/A	2,900	N/A	N/A	N/A	N/A	N/A	N/A
wired.com		social media trends	N/A	N/A	500+	N/A	N/A	2,900	N/A	N/A	N/A	N/A	N/A	N/A
engadget.com		social media trends	N/A	N/A	500+	N/A	N/A	2,900	N/A	N/A	N/A	N/A	N/A	N/A
pcmag.com		social media trends	N/A	N/A	500+	N/A	N/A	2,900	N/A	N/A	N/A	N/A	N/A	N/A

Google Mobile (google.com) | leading news source

URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.	+	+	+	+	+	+
mashable.com	/	leading news source	25	5	29	▼-7 (22)	▼-4 (25)	10	6.7M	201,147	16,029	0	15,348	30,926
www.wired.com	/	leading news source	70	51	64	▲+33 (97)	▲+6 (70)	10	3.5M	891,805	94,961	22,741	3,890	160,388
cnet.com		leading news source	98	98	500+	N/A	▼? (98)	10	N/A	N/A	N/A	N/A	N/A	N/A
zdnet.com		leading news source	75	75	500+	N/A	▼? (75)	10	N/A	N/A	N/A	N/A	N/A	N/A
engadget.com		leading news source	N/A	N/A	500+	N/A	N/A	10	N/A	N/A	N/A	N/A	N/A	N/A
pcmag.com		leading news source	N/A	N/A	500+	N/A	N/A	10	N/A	N/A	N/A	N/A	N/A	N/A

🇺🇸 Google Mobile (google.com) latest technology news															
URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.							
			=	=	=	=	=	=	=	=	=	=	=	=	
www.pcmag.com	/news	latest technology news	1	1	3	▼-1 (2)	▼-2 (1)	8,100	12	31	12	3	7	37	
www.cnet.com	/news/	latest technology news	3	1	5	▼-1 (4)	▼-2 (3)	8,100	9.2k	61,894	29,748	8,692	1	1	
www.zdnet.com	/	latest technology news	16	13	16	▲+1 (17)	-	8,100	15k	50,674	3,649	556	27	159,184	
www.engadget.com	/	latest technology news	12	11	18	N/A	▼-6 (12)	8,100	3.1M	210,847	27,320	3,336	25,019	752,004	
www.wired.com	/	latest technology news	32	18	29	▼-3 (26)	▲+3 (32)	8,100	3.5M	891,805	94,961	22,741	3,890	160,388	
mashable.com	/category/tech/	latest technology news	63	53	111	N/A	▼-48 (63)	8,100	79	89	434	9	0	36	

🇺🇸 Google Mobile (google.com) mobile technology news															
URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.							
			=	=	=	=	=	=	=	=	=	=	=	=	
www.cnet.com	/topics/mobile/	mobile technology news	2	1	2	-	-	720	11	2	18	0	0	1	
mashable.com	/category/tech/	mobile technology news	67	25	41	▲+50 (91)	▲+26 (67)	720	79	89	434	9	0	36	
www.engadget.com	/	mobile technology news	62	46	51	▲+11 (62)	▲+11 (62)	720	3.1M	210,847	27,320	3,336	25,019	752,004	
www.zdnet.com	/	mobile technology news	54	47	54	▲+6 (60)	-	720	15k	50,674	3,649	556	27	159,184	
wired.com		mobile technology news	N/A	N/A	500+	N/A	N/A	720	N/A	N/A	N/A	N/A	N/A	N/A	
pcmag.com		mobile technology news	98	98	500+	N/A	▼? (98)	720	N/A	N/A	N/A	N/A	N/A	N/A	

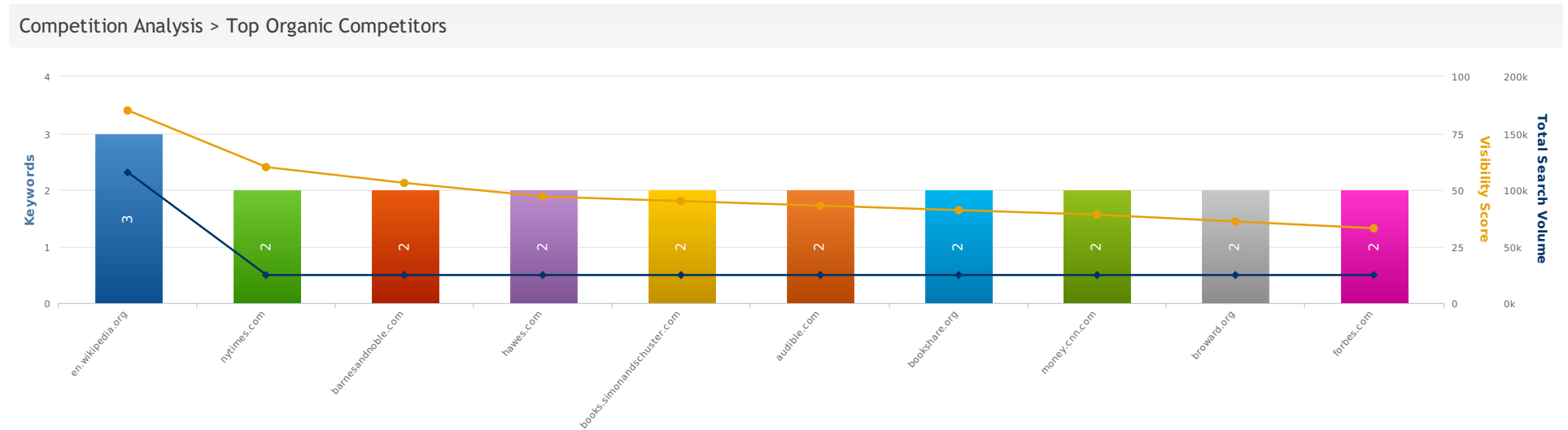
🇺🇸 Google Mobile (google.com) gadget news															
URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.							
			=	=	=	=	=	=	=	=	=	=	=	=	
www.engadget.com	/	gadget news	2	1	3	-	▼-1 (2)	6,600	3.1M	210,847	27,320	3,336	25,019	752,004	
www.wired.com	/category/gear/gadgetlab/	gadget news	10	5	6	▲+2 (8)	▲+4 (10)	6,600	8	0	0	0	0	0	
www.cnet.com	/	gadget news	14	12	20	-	▼-6 (14)	6,600	3.3M	167,911	52,615	1,906	1,106	215,337	
mashable.com		gadget news	110	77	500+	N/A	▼? (110)	6,600	N/A	N/A	N/A	N/A	N/A	N/A	
zdnet.com		gadget news	32	24	500+	N/A	▼? (32)	6,600	N/A	N/A	N/A	N/A	N/A	N/A	
pcmag.com		gadget news	14	14	500+	N/A	▼? (14)	6,600	N/A	N/A	N/A	N/A	N/A	N/A	

🇺🇸 Google Mobile (google.com) mobile technology															
URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.							
			=	=	=	=	=	=	=	=	=	=	=	=	
mashable.com		mobile technology	N/A	N/A	500+	N/A	N/A	8,100	N/A	N/A	N/A	N/A	N/A	N/A	
cnet.com		mobile technology	80	56	500+	N/A	▼? (80)	8,100	N/A	N/A	N/A	N/A	N/A	N/A	



















zdnet.com		mobile technology	15	9	500+	N/A	▼ ? (15)	8,100	N/A	N/A	N/A	N/A	N/A	N/A
wired.com		mobile technology	N/A	N/A	500+	N/A	N/A	8,100	N/A	N/A	N/A	N/A	N/A	N/A
engadget.com		mobile technology	104	34	500+	N/A	▼ ? (104)	8,100	N/A	N/A	N/A	N/A	N/A	N/A
pcmag.com		mobile technology	N/A	N/A	500+	N/A	N/A	8,100	N/A	N/A	N/A	N/A	N/A	N/A

Top Organic Competitors

This report highlights the number of campaign keywords for which competitors are ranked in the top 20 organic search engine results, along with the number of tracked keywords for which the competitor's domain is ranking higher and/or lower than the your primary domain. Total Search Volume and Visibility Score are included to help provide additional insights.



Competitor Domain	Keywords	Competitor +	Competitor -	Δ	Total Search Volume	Visibility Score
🏠	=	=	=	🏠	=	=
🏆 en.wikipedia.org	3	1	2	▲1	115,200	85
🏆 librarything.com	2	0	2	▲2	24,700	28
🏆 alisweb.org	2	0	2	▲2	24,700	28
🏆 forbes.com	2	0	2	▲2	24,700	33
🏆 goodreads.com	2	0	2	▲2	24,700	32
🏆 broward.org	2	0	2	▲2	24,700	36
🏆 money.cnn.com	2	0	2	▲2	24,700	39
🏆 bookshare.org	2	0	2	▲2	24,700	41
🏆 audible.com	2	0	2	▲2	24,700	43
🏆 books.simonandschuster.com	2	0	2	▲2	24,700	45
🏆 hawes.com	2	0	2	▲2	24,700	47
🏆 barnesandnoble.com	2	0	2	▲2	24,700	53
🏆 nytimes.com	2	2	0	▼2	24,700	60
🏆 play.google.com	1	1	0	▼1	90,500	21
🏆 benjaminfranklinplumbing.com	1	1	0	▼1	90,500	22

	ritzplumbing.com		1	1	0	▼1	90,500	23
	callpatthep plumber.com		1	1	0	▼1	90,500	24
	homeadvisor.com		1	1	0	▼1	90,500	25
	onetonline.org		1	1	0	▼1	90,500	26
	bestplumbers.com		1	1	0	▼1	90,500	27
	lentheplumber.com		1	1	0	▼1	90,500	28
	homedepot.com		1	1	0	▼1	90,500	29
	adweek.com		1	0	1	▲1	14,800	14
	christianitytoday.com		1	0	1	▲1	14,800	22
	theatlantic.com		1	0	1	▲1	14,800	23
	vanityfair.com		1	0	1	▲1	14,800	24
	diymusician.cdbaby.com		1	0	1	▲1	10	11
	lovelightcreations.com		1	0	1	▲1	10	12
	books.google.com		1	0	1	▲1	10	13
	createspace.com		1	0	1	▲1	10	14
	e-bookspublishing.com		1	0	1	▲1	10	15
	youtube.com		1	0	1	▲1	10	16
	facebook.com		1	0	1	▲1	10	17
	foundersguide.com		1	0	1	▲1	10	18
	bookstandpublishing.com		1	0	1	▲1	10	19
	bookbrewer.com		1	0	1	▲1	10	20
	digitaldm.com		1	0	1	▲1	10	21
	weballey.net		1	0	1	▲1	10	22
	wolfram.com		1	0	1	▲1	10	23
	publishingperspectives.com		1	0	1	▲1	10	24
	valeriejcoleman.com		1	0	1	▲1	10	25
	news.cnet.com		1	0	1	▲1	10	26
	self-publishing-made-easy.com		1	1	0	▼1	10	28
	selfpublishingmadeeasy.wordpress.com		1	1	0	▼1	10	29
	selfpublishedauthor.com		1	1	0	▼1	10	30
	books.wwnorton.com		1	0	1	▲1	9,900	11
	bradmeltzer.com		1	0	1	▲1	9,900	12
	commonsensemedia.org		1	0	1	▲1	9,900	14
	hayhouse.com		1	0	1	▲1	9,900	15
	audiobooks.com		1	0	1	▲1	9,900	21

