



SEO Report

August 2020

For Lorem Ipsum Inc.

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Overview

1. A 20% traffic decrease month-over-month, caused by widespread SEO issues.
2. Fixing SEO issues, implementing a backlink acquisition campaign, changing content strategy.
3. Monthly revenue stable, eCommerce conversion rate improvements compensated traffic loss.



Traffic analysis and reasons for decline

Monthly traffic performance

Charts built with [Databox](#)



SESSIONS Last Month (Nov 1 - 30) ▾

33,754 ▼ 22%
Compare: 43,521



IMPRESSIONS Last Month (Nov 1 - 30) ▾

625.5k ▼ 16%
Compare: 748.1k



POSITIONS TOP 3 Month to Date (Dec 1 - 8) ▾

215

WEBSITE AUDIT OVERVIEW Month to Date (Dec 1 - 8) ▾

Metric	Month to date	Δ
Ahrefs Rank	248.8k	
URL Rating	24	
Domain Rating	60	
Backlinks	819	
Referring Domains	283	

POSITIONS TOP 10 Month to Date (Dec 1 - 8) ▾

1,216

CLICKS Last Month (Nov 1 - 30) ▾

26,874 ▼ 9%
Compare: 29,459



Ranking drops spread across site

November's low traffic was caused by a loss in Google rankings spread across the site.

According to our analysis, the loss of rankings was caused by:

1. Very slow site speed, due to technical changes done in early October.
2. No high-quality backlinks obtained in the past 3 months.
3. No new successful articles to compensate.



Keyword & Page Search Performance



IMPRESSIONS BY QUERIES

Last Month (Nov 1 - 30) ▾

Query	Last Month	Δ
li	55,201	▲ 10%
ph	14,715	▲ 1%
best	12,734	▲ 15%
m	11,949	▼ 22%
li	8,779	▲ 11%
li	8,670	▼ 20%
how	6,866	▲ 5%
i know	5,259	▼ 15%
li	4,467	▼ 15%
	4,368	▲ 44%

CLICKS BY QUERIES

Last Month (Nov 1 - 30) ▾

Query	Last Month	Δ
should i	762	▼ 22%
what to	675	▲ 28%
l	634	▼ 26%
best	356	▼ 7%
should	288	▼ 9%
l	283	▲ 32%
l	253	▼ 51%
should i	219	▼ 6%
should i	219	▼ 40%
how	205	▲ 6%

IMPRESSIONS BY PAGES

Last Month (Nov 1 - 30) ▾

Page	Last Month	Δ
https	119.7k	▼ 1%
https	99,378	▲ 2%
https://	82,976	▲ 3%
https://	79,310	▼ 9%
https://	60,821	▼ 16%
https://	39,355	▼ 30%
https://	29,352	▲ 25%

CLICKS BY PAGES

Last Month (Nov 1 - 30) ▾

Page	Last Month	Δ
https://	8,066	▼ 17%
https://	6,149	▼ 3%
https://	2,827	▼ 16%
https://	2,306	▼ 6%
https://	2,137	▼ 13%
https://	2,050	▼ 11%
https://	1,531	▼ 8%



Path to recovery. Fixes and solutions.



Site wide SEO issues. Possible Fixes.

Traffic loss is spread across all of the major traffic pages, indicating a site wide SEO issue.

Following SEO audit, we propose the following on-page fixes:

1. Installing and optimizing a caching plugin to increase site speed.
2. Applying Schema markup to the 10 most important articles.
3. Improving the internal link structure among the articles.



Focusing on new content

1. Current content strategy focused on optimizing existing content and less on creating new one.
2. Because very little new content has been published, the blog has not had any new “hit” articles to compensate for the traffic loss.

New content strategy:

1. **Focus on the “restaurant business processes” niche.**
So far, this niche seems to have had the best ROI in terms of SEO. It is also the niche that is most compatible with client’s product.
2. **Target medium competition keywords.**
Low competition keywords are mostly exhausted. However, combined with the new linkbuilding strategy, client can now focus on medium competition keywords.

BACKLINK PROFILE

Month to Date (Dec 1 - 8) ▾

Metric	Month to date ^Δ
Backlinks	819
Dofollow	503
Nofollow	304
Text	807
Redirect	12
Image	212
.gov	0
.edu	0

REFERRING DOMAINS BY NEW VS LOST

Month to Date (Dec 1 - 8) ▾

Metric	Month to date	^Δ
New	7	▼ 53%
Lost	5	0%

.GOV BACKLINKS Month to Date (Dec 1 - 8) ▾

0

DOFOLLOW Month to Date (Dec 1 - 8) ▾

503

BACKLINKS BY REFERRING DOMAIN

Month to Date (Dec 1 - 8) ▾

Referring Domain	Month to date ^Δ
hackingwebsites today	52
amedleyofpotpourri.blogspot.com	36
blogarama.com	34
funabashi-prem.info	21
norgescasino888.info	18
ebaysale.online	18
gmx.com	17

.EDU BACKLINKS Month to Date (Dec 1 - 8) ▾

0

NOFOLLOW Month to Date (Dec 1 - 8) ▾

304

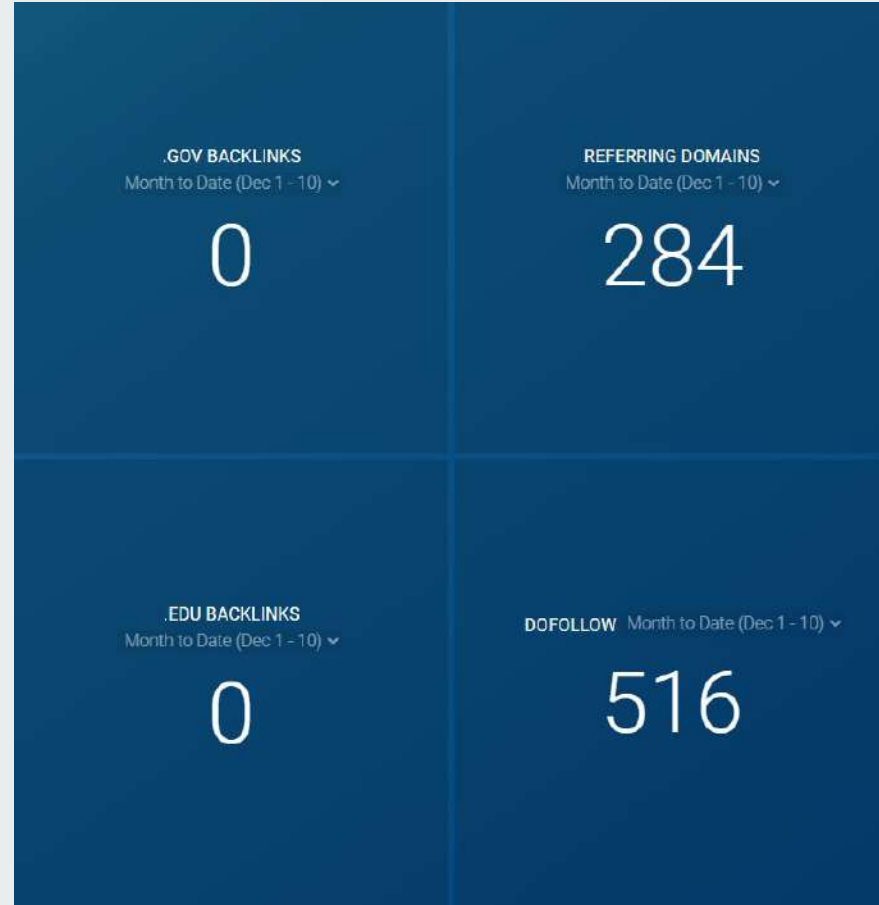


Backlink acquisition campaign

The lack of no new backlinks over the past few months has been one cause of the search rankings decline.

Linkbuilding strategy:

1. Prepare a comprehensive outreach document for guest posting.
2. Rely on HARO and other journalist source services.
3. Assign 1 content writer for guest posting.

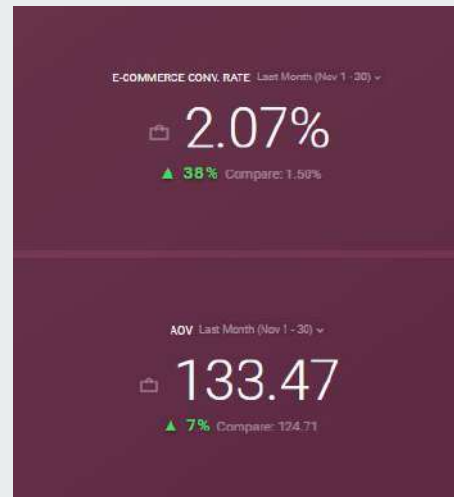


Revenue & eCommerce

On a fortunate note, the decrease in traffic did not have a noticeable effect on overall eCommerce revenue.

Conversion optimizations implemented late October mostly offset the revenue loss caused by lower traffic.

As a result, overall revenue for November is only 4% down compared to October.





SEO Opportunities

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Thank you.