

Lamphills SEO REPORT

July, 20XX

www.lamphills.com

Lamphills

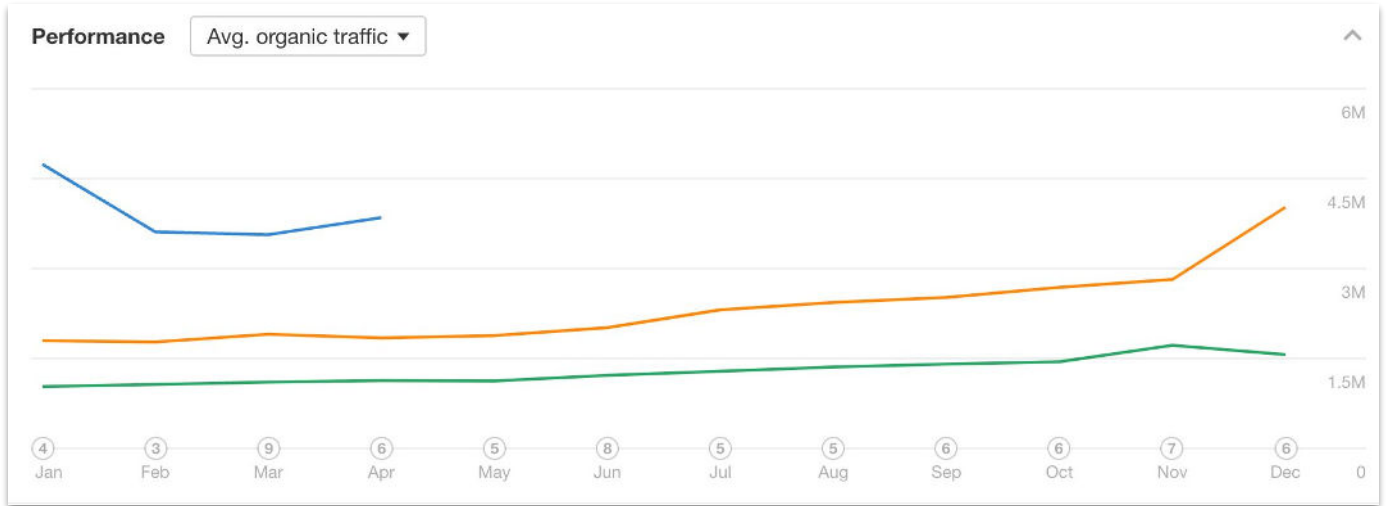
Executive summary

- The site search visibility is **+0.284%** MoM, which is about **16%** increase as against the previous report.
- We got backlinks from Investopedia, Business Yield, and Hubspot.
- The organic sales conversions increased by **98%**
- The dev team are yet to finish the updates of the technical health of the website

Performance Summary

Organic traffic

- Performance is up XX% YoY this month
- Performance is up X% MoM
- We expect organic traffic to increase during the summer months following last year's trend



(Note: You can also use GSC or GA, but I've used Ahrefs data)

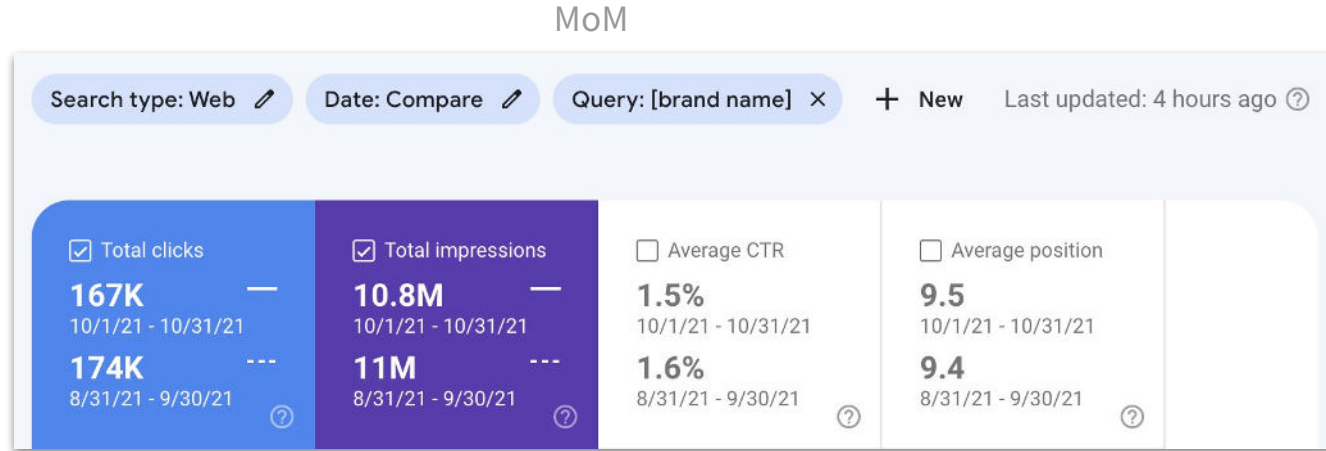
Conversions

- While our organic traffic hasn't skyrocketed, organic (and other) conversions did. We have more organic traffic to high-value pages. But most of this should be attributed to the recent UX and CRO updates on the website.

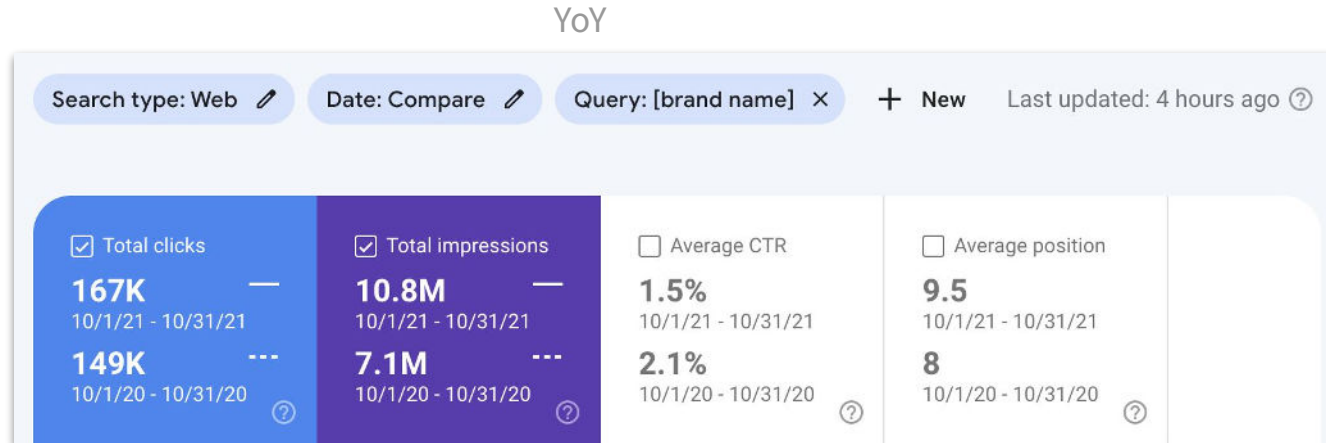
Source/Medium ?	Purchase Completed (Goal 1 Completions) ? ↓	Purchase Completed (Goal 1 Conversion Rate) ?	Registrations (Goal 3 Completions) ?	Registrations (Goal 3 Conversion Rate) ?
1. google / organic				
01-Oct-2021 - 31-Oct-2021	78 (76.47%)	0.22%	164 (62.12%)	0.46%
31-Aug-2021 - 30-Sep-2021	36 (57.14%)	0.11%	132 (60.00%)	0.40%
% Change	116.67%	97.79%	24.24%	13.42%

Brand vs non brand

- Not a big change in the absolute metrics MoM. But we're doing better for the most important keywords, as seen before.

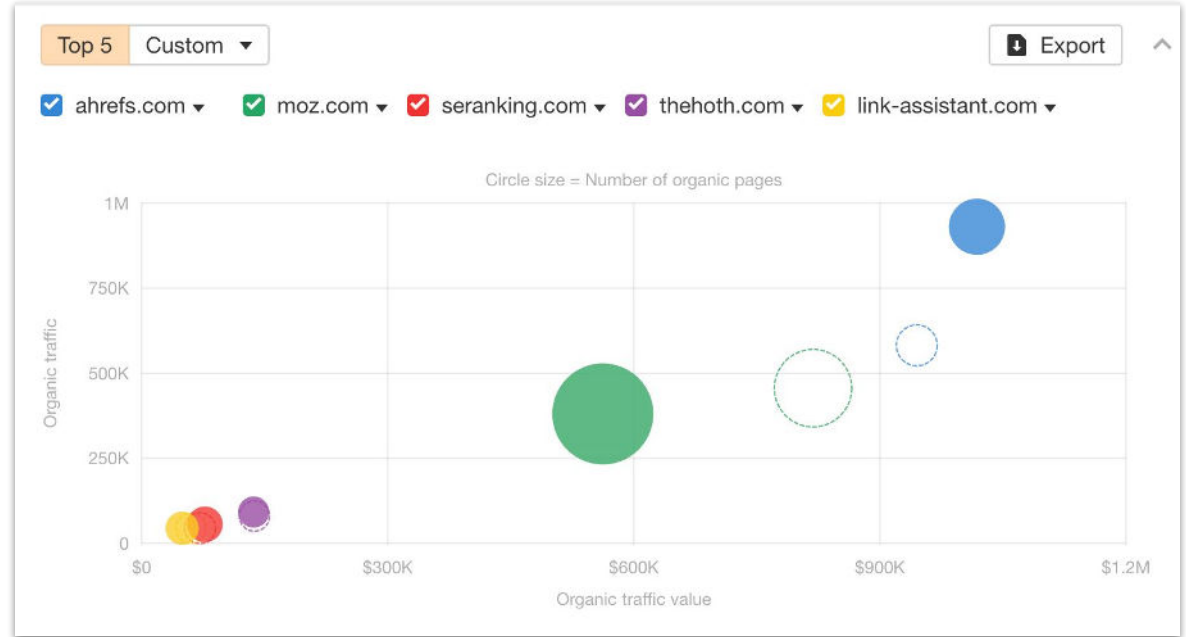


- Google's push of zero-click SERPs diminishes our much better search visibility YoY. It's still good to be present on the SERPs even if we don't get that many clicks, though.



Organic competitors

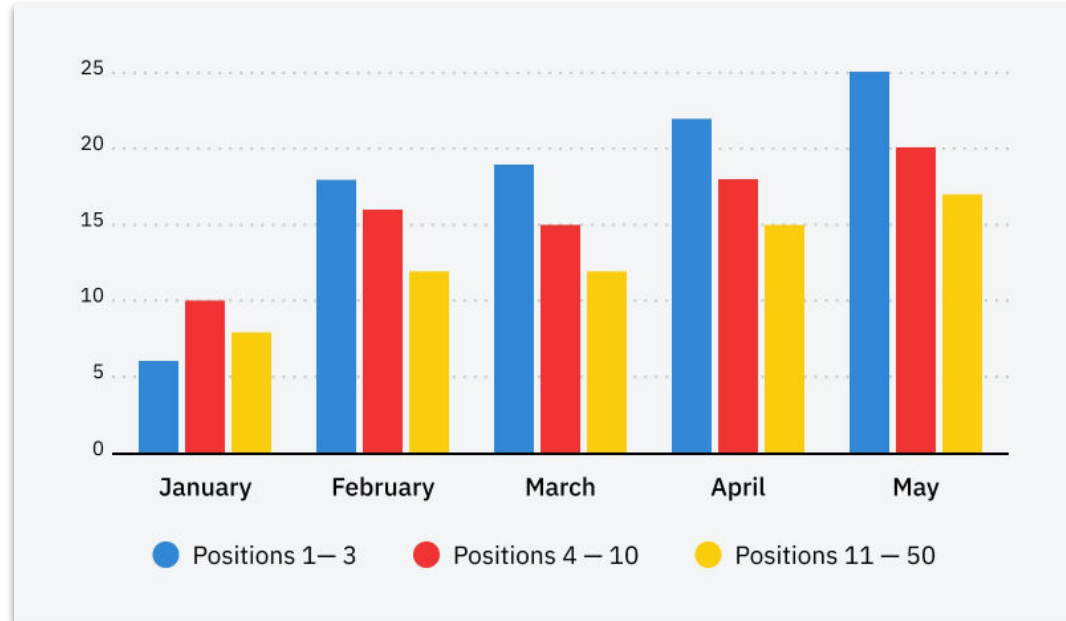
- Our website has seen the biggest growth amongst competitors YoY



Keyword Rankings

Keyword rankings progress overview

- Positions 1-3 have risen by X% in the last month
- Positions 4-10 have risen by X% in the last month
- Positions 11-50 have risen by X% in the last month



Winners and loser keywords

- Cat, dog and mouse were the biggest keyword winners this month
- Horse, cow and pig were the biggest keyword losers this month

Winners				Losers			
Keyword	Search volume	Position	Movement (Mom)	Keyword	Search volume	Position	Movement (Mom)
Cat	33,000	3	+9	Horse	35,000	1	-9
Dog	7,000	5	+8	Cow	4,000	2	-8
Mouse	2,000	6	+7	Pig	3,000	3	-7

Keyword ranking progress per keyword segments

Tag	Visibility, %	Avg. pos.	Traffic ↓	SERP features	Keywords	#1-3	#4-10	#11-50	#51-100	#101+	Pages
keyword segment 1	8.97 +3.63	5.47 ▲ 0.23	1,517 +583	5 /66	19 -1 /22	9	9	1 -1	0	3 +1	22
keyword segment 2	1.92 +0.16	7.56 ▲ 1.22	864 +9	6 /96 +3	27 /29	13 +3	10 -2	3 -1	1	2	29
keyword segment 3	23.81	1.00	142	1 /4	1 /1	1	0	0	0	0	1
keyword segment 4	2.95 -0.34	11.00 ▲ 2.00	34 -4	0 /9	3 /3	0	1	2	0	0	3
keyword segment 5	0.08 -0.77	29.40 ▼ 14.40	34 +30	0 /26 +23	5 +4 /8	0	2 +2	2 +1	1 +1	3 +3	5

- Biggest winner is [keyword segment 1], where we've got some of the keywords to jump from #2 or #3 to position #1.
- There isn't an actual drop for [keyword segment 5]. The drop in visibility is due to the addition of more important keywords that we didn't track before, so the visibility metric is now more diluted.

Links

New and lost referring domains

- Green shows new referring domains gained over time
- Red shows lost referring domains over time



New referring domains highlights

- Green highlights links from our link building and PR campaign.
- The rest is the snowball/flywheel effect of having great content.

Domain	Status	DR	Dofollow ref. domains	Dofollow linked domains	Traffic	Links to target	Dofollow links
forbes.com	New	93	1,201,828	10,428	54.1M	1	0
it.wikipedia.org	New	92	250,924	530	201.6M	3	0
cornell.edu	New	91	336,997	75,779	5.9M	1	1
namesilo.com	New	91	26,513	87	50.9K	1	0
theverge.com	New	91	289,073	34,889	22.5M	1	1
nbcnews.com	New	91	324,600	70,801	28.5M	3	3
upwork.com	New	90	112,513	1,394	3.7M	1	1
aweber.com	New	90	54,924	6,551	118.7K	1	0
buymeacoffee.com	New	89	50,685	131	109.8K	1	0
lesechos.fr	New	89	83,232	27,329	3.8M	1	1
simple.wikipedia.org	New	88	47,665	437	2.4M	1	0
optimizely.com	New	87	27,307	1,904	252.5K	1	1
sports.yahoo.com	New	87	137,693	3,758	7.9M	1	0
anedot.com	New	84	8,403	243	6.6K	1	1

Link building progress

- We've been building links to pages #1, #4, and #7 here. Outreach campaigns were successful, as these pages got to the top of the 'Best by links' growth report.

Link prospects contacted: 922

Links acquired: 129

Success rate: 14% (very high in link building)

1,823 results

#	Page with change in referring domains	1 day	7 days	30 days ↓
1	How to Choose the Right Keywords for SEO ahrefs.com/blog/how-to-choose-keywords-for-seo/ ▼	0	+ 17	+ 110
2	How to Create & Optimize Landing Pages for SEO (Step-by-Step Guide) ahrefs.com/blog/landing-page-seo/ ▼	- 1	+ 6	+ 99
3	Google's Quality Raters Guidelines Demystified for SEOs ahrefs.com/blog/google-quality-raters-guidelines/ ▼	- 1	+ 3	+ 90
4	SEO for Startups: 8 Steps to Grow on a Budget ahrefs.com/blog/seo-for-startups/ ▼	+ 14	+ 89	+ 89
5	SEO Glossary: 190+ Terms and Definitions You Should Know ahrefs.com/blog/seo-glossary/ ▼	- 2	- 1	+ 85
6	How to Create a Winning Blog Content Strategy in 7 Steps ahrefs.com/blog/blog-content-strategy/ ▼	- 2	- 5	+ 83
7	What is SaaS Marketing? 8 Tactics We Use at Ahrefs ahrefs.com/blog/saas-marketing/ ▼	- 1	+ 7	+ 77
8	GSC vs. GKP: Comparing Search Volumes for 72k Keywords [A Study by Ahrefs] ahrefs.com/blog/gsc-gkp-search-volume-study/ ▼	0	+ 7	+ 76
9	63 SEO Statistics for 2021 ahrefs.com/blog/seo-statistics/ ▼	+ 13	+ 18	+ 69
10	90.63% of Content Gets No Traffic From Google. And How to Be in the Other 9.37% [New Research for 2020] ahrefs.com/blog/search-traffic-study/ ▼	+ 7	+ 15	+ 67

Link opportunities

- There are a number of link opportunities we should be focusing on such as improving internal linking, tracking down unlinked brand mentions and implementing redirects.

Links

Redirects to implement

Site Explorer

Internal link opportunities

Site Audit

Top links from Link intersect

Site Explorer

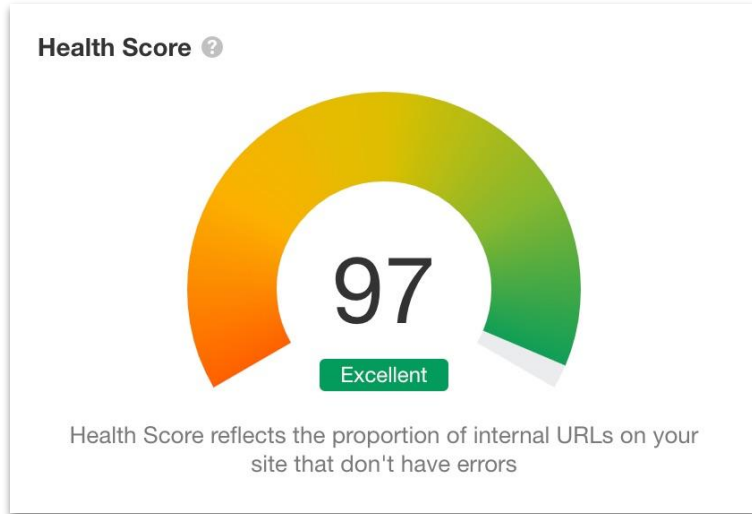
Unlinked brand mentions

Web Explorer

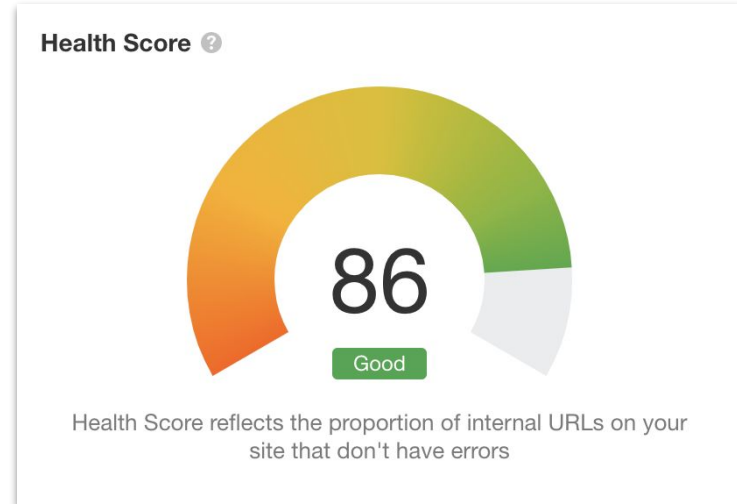
Technical SEO

Technical SEO health overview

Last month



This month



Technical SEO issues overview

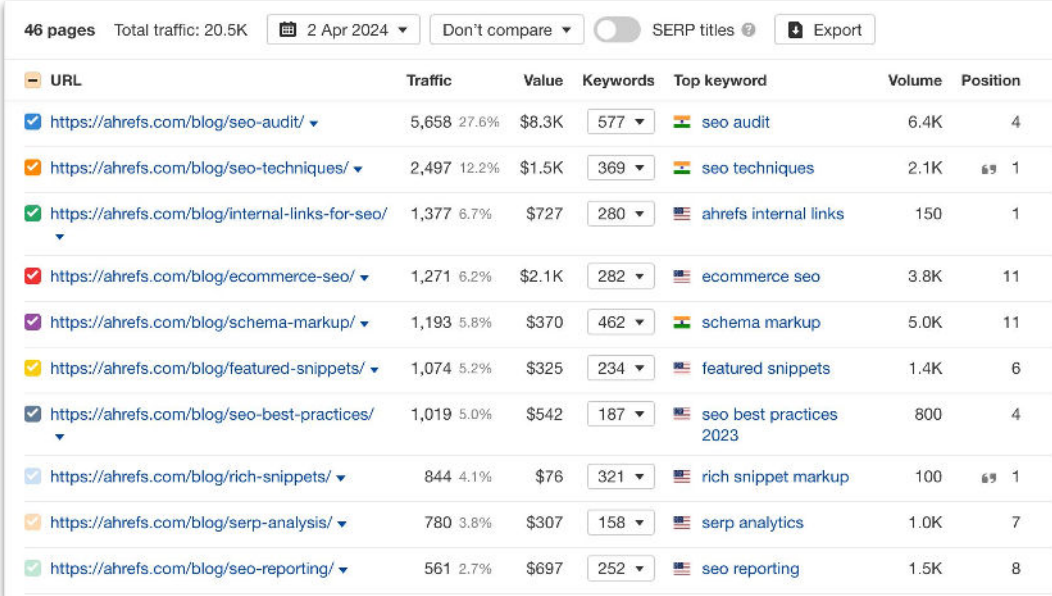
- There are seven critical technical SEO issues which we should resolve as soon as we can
- **Orphan pages** is the most pressing issue at the moment which can resolve through better internal linking on the website

Top Issues	
Issue	Crawled
 Orphan page (has no incoming internal links)	9,495
 3XX redirect in sitemap	603
 Noindex page in sitemap	27
 Non-canonical page in sitemap	18
 HTTPS page has internal links to HTTP	7
 5XX page	3
 5XX page in sitemap	3

Content

Content performance

- We're tracking our new content in a content **Portfolio**
- Our top article was “SEO Audit” it got over 5658 traffic
- We won featured snippets for “rich snippets” and “SEO techniques” this month
- The Portfolio has total traffic of 20.5k organic traffic



46 pages Total traffic: 20.5K 2 Apr 2024 Don't compare SERP titles Export

URL	Traffic	Value	Keywords	Top keyword	Volume	Position
<input checked="" type="checkbox"/> https://ahrefs.com/blog/seo-audit/	5,658 27.6%	\$8.3K	577	seo audit	6.4K	4
<input checked="" type="checkbox"/> https://ahrefs.com/blog/seo-techniques/	2,497 12.2%	\$1.5K	369	seo techniques	2.1K	1
<input checked="" type="checkbox"/> https://ahrefs.com/blog/internal-links-for-seo/	1,377 6.7%	\$727	280	ahrefs internal links	150	1
<input checked="" type="checkbox"/> https://ahrefs.com/blog/ecommerce-seo/	1,271 6.2%	\$2.1K	282	ecommerce seo	3.8K	11
<input checked="" type="checkbox"/> https://ahrefs.com/blog/schema-markup/	1,193 5.8%	\$370	462	schema markup	5.0K	11
<input checked="" type="checkbox"/> https://ahrefs.com/blog/featured-snippets/	1,074 5.2%	\$325	234	featured snippets	1.4K	6
<input checked="" type="checkbox"/> https://ahrefs.com/blog/seo-best-practices/	1,019 5.0%	\$542	187	seo best practices 2023	800	4
<input checked="" type="checkbox"/> https://ahrefs.com/blog/rich-snippets/	844 4.1%	\$76	321	rich snippet markup	100	1
<input checked="" type="checkbox"/> https://ahrefs.com/blog/serp-analysis/	780 3.8%	\$307	158	serp analytics	1.0K	7
<input checked="" type="checkbox"/> https://ahrefs.com/blog/seo-reporting/	561 2.7%	\$697	252	seo reporting	1.5K	8

Content opportunities

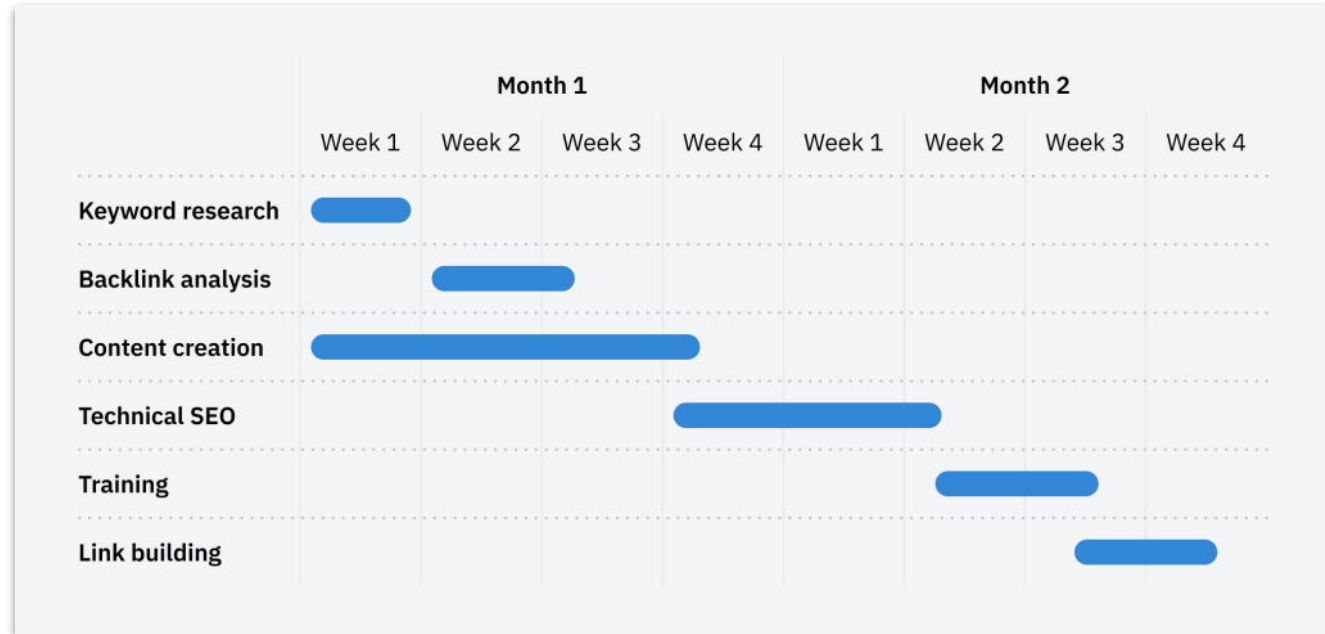
- There are XXX low hanging fruit keywords you should be targeting
- There are XX Featured Snippets you could win
- There are a number of keywords you could target based on our content gap analysis
- Content with declining traffic – some pages should be updated as they are declining in traffic
- Pages only published once – we should review these pages to see if there are any updates we can make

Content	
Low-hanging fruit keywords	Site Explorer
Featured snippets	Site Explorer
Top suggestions from Content gap	Competitive Analysis
Content with declining traffic	Site Explorer
Pages only published once	Content Explorer

Next Steps

Roadmap progress

- Now we have finished the content creation we will move onto fixing the ongoing technical SEO issues
- We will organize training for your team in the second month



You can make a roadmap using Canva or a spreadsheet

Next Steps

- Launch a link building campaign around the new and free online tool we've been developing.
- Audit and optimize content to get more featured snippets. We currently get ~8% of all FS available for keywords we rank for on the first SERP, while Competitor 1 gets ~13%. This is a good traffic growth opportunity.
- Work on improving Largest Contentful Paint (LCP)—the only Core Web Vitals metric we can still quite easily improve.

Thank you