



Gaea Solutions, LLC

Report

ExampleWebsite.com

Jul-23 2019 — Jul-29 2019

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Reading the Rankings Charts


There are column A (Keywords), B (Search Volume) and C (Scan Date/Position On Date).

Column A are the words that people typed in while searching, more commonly known as keywords, B is how many people, and C is the current position you have on Google's search when people search for that keyword on the date listed in the header.

If there are any tear drop looking icons in C, that's your Maps position, which what rank you are when people search for you locally. This only appears if you have registered your business with Google My Business.

Brief history of website rankings

Google USA (Denver, CO, USA)

Keyword	Search Vol.	Jul-17 2019	Current rankings
denver travel agent	880	74	78 -4
denver travel agents	880	67	74 -7
travel agent denver	880	3 	76 -73
travel agency denver	880	51	59 -8
travel agencies denver	880	48	54 -6

Reading the Competitor Analysis

There are columns A (Domain), B (Visibility), C (Alexa), D (MOZ DA) and E (Backlinks). A is your competitor. B is how visible you are to the search engines -- in other words, when people are typing in your keywords, how likely are you to be found for those? Visibility (B) does a good job illustrating that even though it might be discouraging to go up against competitors like Yelp, you can tell that Google gives priority to local, relevant sites over brand name ones like Yelp, if properly optimized.

Column C (Alexa), and D (Moz) show how popular said website is, with C (Alexa) showing its global ranking overall, and D (Moz) showing a relative popularity scale on a scale of 1 - 100 (1 is basically a new and unoptimized site, while 100 would be Facebook or Google). E shows how many sites are linking back to said site, which is also a metric of its overall popularity. However, as seen in column B (Visibility) sometimes small, more specific, local sites rank just as well, if not better, because they are more relevant to the searcher, in Google's eyes.

All competitors overview

Domain	Visibility	Alexa	MOZ DA	Backlinks
www.denvertravel.net	40.00 %	19,384,936	17	BL: 337 RD: 58
creativetraveladventures.com	40.00 %	9,324,229	24	BL: 500 RD: 130
www.yelp.com	29.00 %	193	94	BL: 337M RD: 558K
denver.cbslocal.com	27.00 %	2,560	92	BL: 1.4M RD: 20K
www.travelleaders.com	22.00 %	204,510	55	BL: 50K RD: 1.7K
www.thumbtack.com	12.00 %	6,720	70	BL: 5.7M RD: 33K
www.creativetraveladventures.com	6.00 %	9,324,229	24	BL: 175 RD: 69
www.yellowpages.com	4.00 %	4,264	86	BL: 12M RD: 59K
www.angieslist.com	4.00 %	7,411	84	BL: 16M RD: 74K
www.travelnrelax.com	0.00 %	0	17	BL: 945 RD: 79

Reading the Website Audit

This can get a little complicated if you don't have a web background, however, the important parts we annotated. If you're confused about a term, we suggest talking to a web consultant. In the Marketing Plan we provide some links about technical processes that you can learn from as well.

Additionally, our report doesn't account for what keywords we think you should be targeting for in the analysis (the one's we presented in the Rankings section), and how they fit into your site titles and meta descriptions. Instead it simply sees if you have titles and meta descriptions on the webpage, and if they are the right length. As noted in the report, your meta description and page titles should contain the keywords that you are targeting, which we recommend being the keywords you place in your meta keywords, titles, and content, due to traffic and competition.