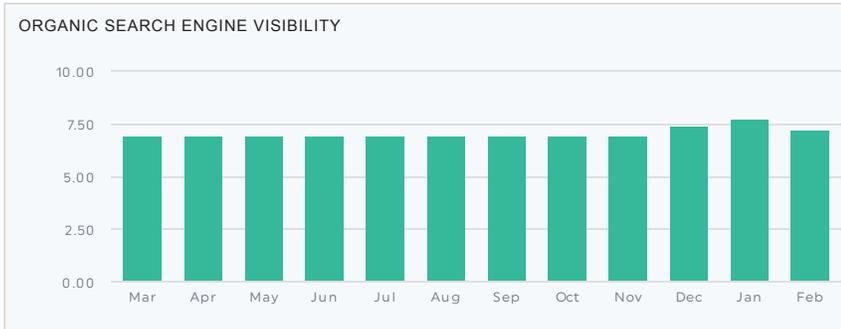
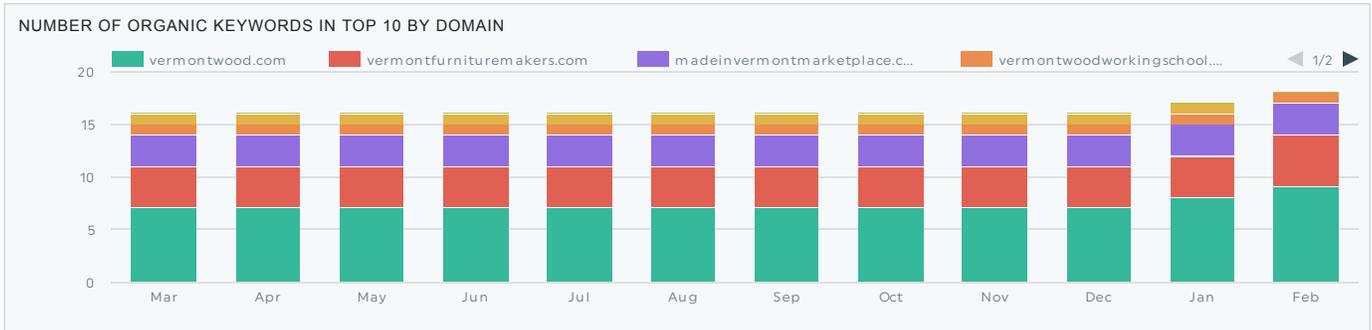


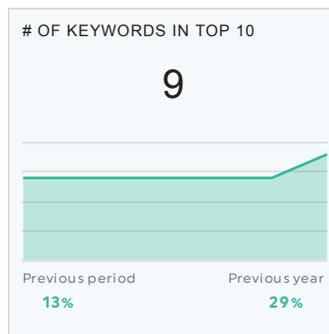
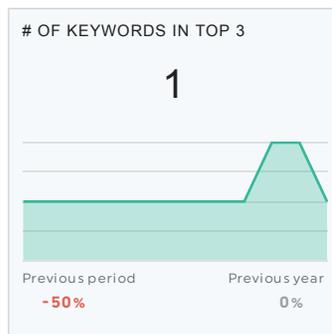
## Search Engine Visibility & Competitors



ORGANIC VISIBILITY INCL. COMPETITORS

| Domain                       | Organic visibility | Previous pe |
|------------------------------|--------------------|-------------|
| vermontwood.com              | 7.22               | -6.35       |
| madeinvermontmarketplace.com | 6.66               | -0.22       |
| vermontfurnituremakers.com   | 2.64               | +3.63       |
| vermontwoodworkingschool.com | 1.56               | =           |
| vtfpa.org                    | 0.16               | -62.86      |
| vermontwoodlands.org         | 0.02               | -66.04      |

## Google Keyword Ranking Distribution

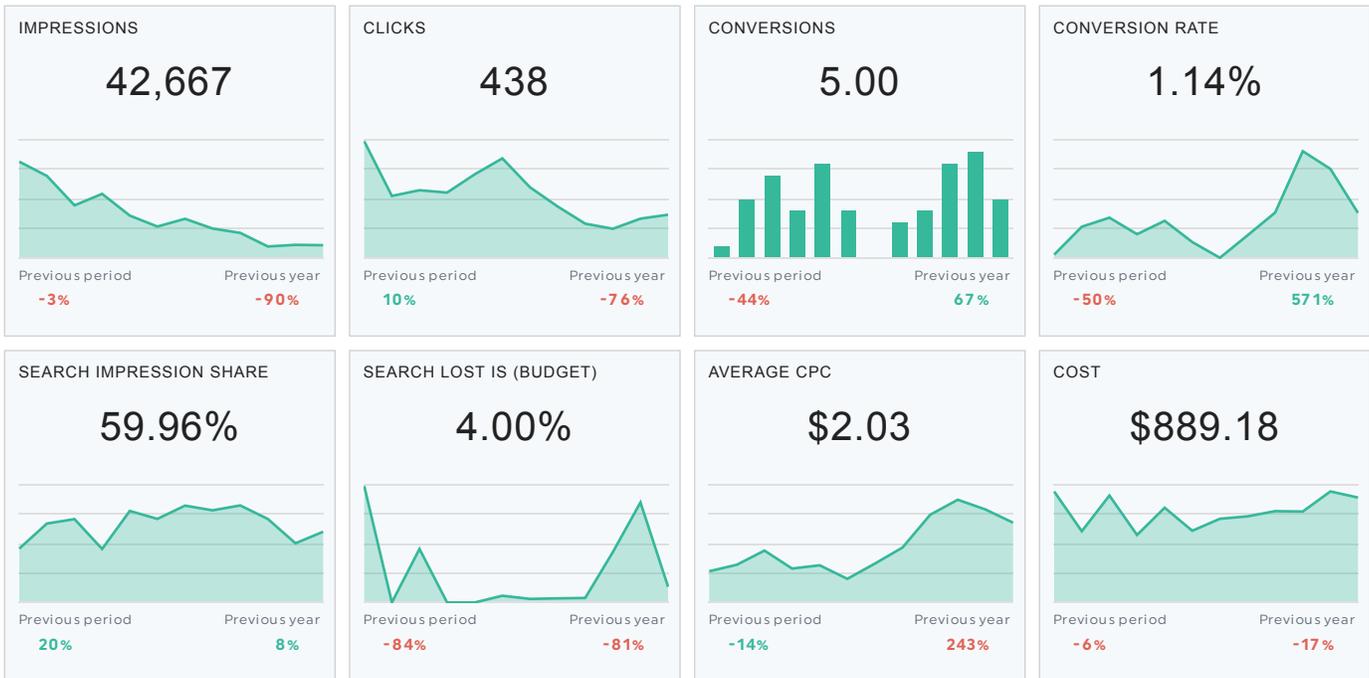


## Google Keyword Rankings

| ORGANIC POSITION             |                    |                 | NOTES  |
|------------------------------|--------------------|-----------------|--|
| Keyword                      | Organic position ^ | Position change |  |
| vermont timber products      | 2                  | ^3              | <p>The "Organic Position" means the item ranking on the Google search result page. There are approximately 10 items per page of results.</p> <p>Example: An organic position of 3 means that keyword is ranking on PAGE 1 and ITEM number 3 on PAGE 1.</p> |
| vermont wooden toys          | 4                  | =               |  |
| woodworkers vermont          | 4                  | =               |  |
| vermont wooden artisans      | 5                  | ∨2              |  |
| vermont lumber               | 5                  | =               |  |
| vermont wood products        | 6                  | ∨4              |  |
| vermont wooden gifts         | 6                  | ^4              |  |
| vermont custom cabinetry     | 9                  | ^4              |  |
| vermont handmade furniture   | 10                 | =               |  |
| vermont made furniture       | 13                 | ^1              |  |
| handcrafted vermont products | 23                 | ^12             |  |
| vermont building supplies    | 37                 | ∨8              |  |
| vermont butcher blocks       | 66                 | ∨11             |  |
| made in vermont              | 72                 | ∨4              |  |
| vermont made products        | 75                 | ∨7              |  |
| butcher blocks               | 100+               | N/A             |  |
| custom cabinetry             | 100+               | N/A             |  |
| handcrafted products         | 100+               | N/A             |  |
| vermont wooden countertops   | 100+               | N/A             |  |
| wood products                | 100+               | N/A             |  |
| wooden countertops           | 100+               | N/A             |  |
| wooden toys                  | 100+               | N/A             |  |

## Google Ads (DEMO DATA: Will Be Replaced With Your Google Ads)

| CONVERSIONS BY CAMPAIGN    |               |                    |           |          |          |  |
|----------------------------|---------------|--------------------|-----------|----------|----------|--|
| Campaign                   | Conversions ∨ | Cost / Conversions | Cost      |          |          |  |
| Display - Placements       | 3.00 =        | \$50.22            | -\$0.38   | \$150.66 | -\$1.13  |  |
| Display - Retarget         | 1.00 +1.00    | \$304.07           | +\$304.07 | \$304.07 | +\$0.05  |  |
| Search                     | 1.00 -3.00    | \$283.05           | +\$197.95 | \$283.05 | -\$57.36 |  |
| Search/Remarketing - Brand | 0.00 =        | N/A                | N/A       | \$0.00   | =        |  |
| Search - Brand             | 0.00 -2.00    | N/A                | -\$37.70  | \$76.00  | +\$0.60  |  |
| Search - Competitors       | 0.00 =        | N/A                | N/A       | \$53.19  | +\$6.90  |  |
| YouTube - Bumper           | 0.00 =        | N/A                | N/A       | \$22.21  | -\$1.03  |  |



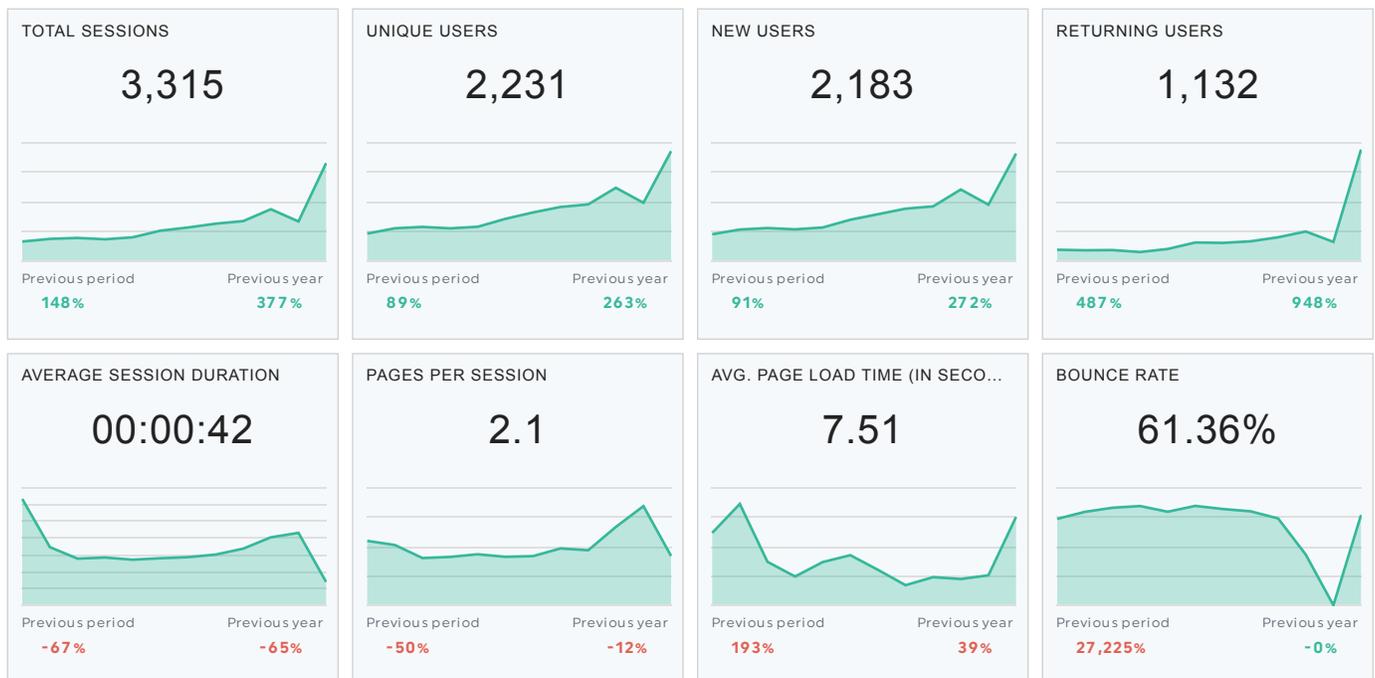
TOP KEYWORDS WITH QUALITY SCORE

| Keyword                    | Clicks |    | Impressions |     | Click-Through Rate (CTR) |         | Quality Score |   |
|----------------------------|--------|----|-------------|-----|--------------------------|---------|---------------|---|
| [eternity web]             | 12     | -1 | 44          | +7  | 27.27%                   | -7.86%  | 10            | = |
| +web +design +vt           | 8      | -3 | 185         | +21 | 4.32%                    | -2.38%  | 7             | = |
| +eternity +web             | 6      | +1 | 20          | -2  | 30.00%                   | +7.27%  | 10            | = |
| [digital marketing]        | 5      | -1 | 109         | -27 | 4.59%                    | +0.18%  | 7             | = |
| [website designer near me] | 4      | +2 | 37          | +5  | 10.81%                   | +4.56%  | 6             | = |
| [web design burlington vt] | 4      | +4 | 35          | +30 | 11.43%                   | +11.43% | 5             | = |
| [eternity]                 | 4      | -2 | 48          | +16 | 8.33%                    | -10.42% | 8             | = |
| "eternity vermont"         | 4      | +4 | 6           | +3  | 66.67%                   | +66.67% | 7             | = |
| "four nine design"         | 3      | +3 | 31          | +24 | 9.68%                    | +9.68%  | 1             | = |
| [web designer]             | 3      | +2 | 24          | +11 | 12.50%                   | +4.81%  | 7             | = |

# Google Ads Display (DEMO DATA: Will Be Replaced With Your Google Ads)

| CONVERSIONS BY CAMPAIGN  |             |       |                    |          |          |         |             |        |        |     |
|--|-------------|-------|--------------------|----------|----------|---------|-------------|--------|--------|-----|
| Display Ad with image  | Conversions |       | Cost / Conversions |          | Cost     |         | Impressions |        | Clicks |     |
|  We've Got You Covered   Websites & Relationships   Get Better Results Online | 3.00        | =     | \$50.14            | +\$1.38  | \$150.41 | +\$4.15 | 8,607       | -5,247 | 163    | +26 |
|  Ad name: IMAGE - Build Relationship 001-300x600px.jpg; 300 x 600             | 1.00        | +1.00 | \$14.48            | +\$14.48 | \$14.48  | +\$9.66 | 1,375       | +162   | 8      | +3  |
|  Bumper 6 - Next Level  | 0.00        | =     | N/A                | N/A      | \$11.18  | -\$0.40 | 1,345       | -99    | 1      | =   |
|  ETERNITY Building websites & relationships Web Design - Digital Marketing    | 0.00        | =     | N/A                | N/A      | \$0.00   | =       | 174         | -13    | 0      | =   |
|  ETERNITY Building websites & relationships Web Design - Digital Marketing    | 0.00        | =     | N/A                | N/A      | \$0.00   | =       | 49          | -16    | 0      | =   |
|  ETERNITY Web Design - Digital Marketing                                      | 0.00        | =     | N/A                | N/A      | \$0.00   | -\$4.60 | 113         | +27    | 0      | -4  |

# Google Analytics



CONVERSIONS

0

Previous period 0% Previous year 0%

CONVERSION RATE

0.00%

Previous period 0% Previous year 0%

CONTACT FORMS COMPLETIONS

0

Previous period 0% Previous year 0%

CONTACT FORMS

There is no data for this period

CONVERTING GOALS FROM ORGANIC, DIRECT, SOCIAL & PAID/CPC

There is no data for this period

CONVERTING GOALS FROM PAID

There is no data for this period

TOP EVENT CATEGORIES

Event Category

Total Events

|                        |     |
|------------------------|-----|
| View Website           | 578 |
| View Profile           | 133 |
| Email Click            | 17  |
| Phone Click            | 9   |
| Instagram Click - VWWC | 3   |
| Newsletter Signup      | 3   |
| Phone Click - VWWC     | 3   |
| Email Click - VWWC     | 2   |
| Facebook Click - VWWC  | 2   |

CONVERTING GOALS BY MEDIUM

There is no data for this period

PHONE CALLS (CALLRAIL)

There is no data for this period

SOURCE / MEDIUM BY SESSIONS

Source / Medium

Sessions

|   |       |
|---|-------|
| google / organic                          | 2,559 |
| (direct) / (none)                         | 312   |
| trafficbot.life / referral                | 306   |
| baidu.com / referral                      | 30    |
| bing / organic                            | 27    |
| duckduckgo / organic                      | 24    |
| yahoo / organic                           | 18    |
| Eternity / website                        | 9     |
| vermontwoodworkingschool.com / referral   | 4     |
| search.aol.com / referral                 | 2     |
| startpage.com / referral                  | 2     |
| vermontvacation.com / referral            | 2     |
| vtfpa.org / referral                      | 2     |
| webauth.jobcorps.org / referral           | 2     |
| 161.35.224.71 / referral                  | 1     |
| bestofvermont.cabotcheese.coop / referral | 1     |
| currierforestproducts.com / referral      | 1     |

### TOP PAGES

| Page Path                              | Pageviews |
|--|-----------|
| /trafficbot.life                       | 2,040     |
| /                                      | 819       |
| /find-vermont-wood-products            | 536       |
| /furniture-residential                 | 446       |
| /woodware-and-gifts                    | 202       |
| /the-tree-house-hardwoods-and-millshop | 162       |
| /millwork-windows-and-doors            | 160       |
| /woodshop-equipment                    | 120       |
| /toys-and-games                        | 118       |
| /buildings-and-cabins                  | 112       |
| /lumber                                | 98        |
| /smead-woodcraft                       | 88        |
| /join-now                              | 82        |
| /contact-us                            | 80        |
| /who-we-are                            | 78        |
| /andrew-pearce-bowls                   | 66        |
| /cabinetry-and-built-ins               | 62        |

### TOP REFERRERS

| Source                         | Sessions |
|--------------------------------|----------|
| trafficbot.life                | 306      |
| baidu.com                      | 30       |
| vermontwoodworkingschool.com   | 4        |
| search.aol.com                 | 2        |
| startpage.com                  | 2        |
| vermontvacation.com            | 2        |
| vtfpa.org                      | 2        |
| webauth.jobcorps.org           | 2        |
| 161.35.224.71                  | 1        |
| bestofvermont.cabotcheese.coop | 1        |

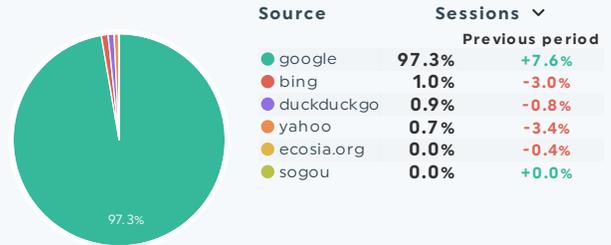
### TOP REGIONS

| Region        | Sessions |
|---------------|----------|
| Vermont       | 352      |
| (not set)     | 329      |
| New York      | 154      |
| Massachusetts | 132      |
| Zhejiang      | 93       |
| Virginia      | 87       |
| New Hampshire | 53       |
| California    | 51       |
| Connecticut   | 51       |
| Beijing       | 49       |

### TOP CITIES

| City       | Sessions |
|------------|----------|
| (not set)  | 513      |
| Hangzhou   | 93       |
| Ashburn    | 67       |
| New York   | 63       |
| Beijing    | 49       |
| Lagos      | 49       |
| Burlington | 47       |
| Dhaka      | 40       |
| Shanghai   | 35       |
| Istanbul   | 26       |

### TOP SEARCH ENGINES



### TOP BROWSERS

| Browser           | Sessions |
|-------------------|----------|
| Chrome            | 2,431    |
| Safari            | 432      |
| Samsung Internet  | 141      |
| Edge              | 134      |
| Firefox           | 96       |
| UC Browser        | 29       |
| Internet Explorer | 23       |
| Android Webview   | 13       |
| Android Browser   | 5        |
| MRCHROME          | 2        |

### TOP OPERATING SYSTEMS

| Operating System | Sessions |
|------------------|----------|
| Windows          | 1,401    |
| Android          | 1,156    |
| Macintosh        | 345      |
| iOS              | 276      |
| Chrome OS        | 109      |
| Linux            | 25       |
| (not set)        | 3        |

## Google Search Console

### AVERAGE POSITION (SITE)

26.1



Previous period: 3%  
Previous year: -19%

### AVERAGE CTR (PAGES)

1.44%



Previous period: 2%  
Previous year: 29%

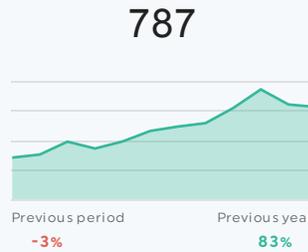
TOP CLICKS (QUERIES)

| Queries                         | Clicks |
|---------------------------------|--------|
| vermont furniture makers        | 25     |
| treehouse hardwoods             | 17     |
| vermont wood studios            | 13     |
| andrew pearce bowls             | 10     |
| smead woodcraft                 | 10     |
| tree house hardwoods            | 9      |
| vermont wood products           | 9      |
| vermont woodworking             | 8      |
| new england woodcraft           | 7      |
| vermont furniture               | 6      |
| vermont woodworkers             | 6      |
| appalachian flooring            | 5      |
| vermont made furniture          | 5      |
| vermont woods studios           | 5      |
| the treehouse vermont           | 4      |
| vermont lumber                  | 4      |
| vermont wood                    | 4      |
| vermont woodworking school      | 4      |
| appalachian engineered flooring | 3      |
| cabin builders vermont          | 3      |
| redstart forestry               | 3      |
| russell supply                  | 3      |
| treehouse wood                  | 3      |
| vermont cutting boards          | 3      |
| vermont hardwoods               | 3      |
| vermont wood furniture          | 3      |
| vermont wood specialties        | 3      |
| vermont wooden toys             | 3      |
| allied lutherie                 | 2      |
| birdseye vt                     | 2      |
| currier forest products         | 2      |

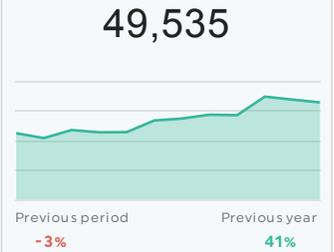
TOP CLICKS (PAGES)

| Pages   | Clicks |
|---|--------|
| /   | 126    |
| /furniture-residential                                | 69     |
| /the-tree-house-hardwoods-and-millshop                | 57     |
| /millwork-windows-and-doors                           | 37     |
| /buildings-and-cabins                                 | 34     |
| /find-vermont-wood-products                           | 33     |
| /woodshop-equipment                                   | 31     |
| /toys-and-games                                       | 26     |
| /woodware-and-gifts                                   | 24     |
| /smead-woodcraft                                      | 23     |
| /andrew-pearce-bowls                                  | 18     |
| /client_media/files/History%20of%20Woodworking%20L... | 18     |
| /vermont-woods-studios                                | 18     |
| /vermont-woodworking-school                           | 17     |
| /appalachian-engineered-flooring                      | 16     |
| /cabinetry-and-built-ins                              | 15     |
| /lumber   | 12     |

TOTAL CLICKS (SITE)



TOTAL IMPRESSIONS (SITE)



TOP IMPRESSIONS (DEVICES)

| Device Type | Impressions |
|-------------|-------------|
| Desktop     | 32,624      |
| Mobile      | 15,713      |
| Tablet      | 1,198       |

# Glossary

## METRICS GLOSSARY

**Avg CPC (Average Cost Per Click)**The average amount charged for each click on an ad. It is calculated by dividing the total cost of the clicks by the total number of clicks.

### Clicks

Every time someone clicks on an ad.

### Conv (Conversions)

When someone clicks an ad and then takes a valuable action for the business (like an online purchase or a call to a business from a mobile phone). These were earlier referred to as "conversions (many-per-click)" before Google launched flexible conversion counting.

### Conv Rate (Conversion Rate)

The ratio that shows the average number of conversions per ad click, as a percentage. It is calculated by taking the number of conversions and dividing it by the number of total ad clicks during the same period.

### Cost

The total amount of money spent on clicks (CPC) or impressions (CPM) during a period of time.

### Cost / Conv (Cost / Conversion)

Shows how much, on average, each conversion costs. It is calculated by dividing the total cost by the total conversions for a period.

### CTR (Click-through Rate)

The ratio that shows how often people who see an ad click on it. It is calculated by dividing the number of clicks that an ad receives by the number of times the ad is shown, expressed as a percentage.

### Display Impr Share

How often (percentage) an ad that is **eligible** to show is **actually** shown on the Display Network. It depends on the ad's targeting settings, budget, approval statuses, bids, and Quality Scores. It can help identify potential opportunities to get more impressions and clicks and it can be calculated by dividing the received impressions on the Google Display Network by the estimated number of impressions eligible to receive.

### Impr (Impressions)

How often an ad is shown. An impression is counted every time an ad is shown on a network (Google Search, Display or Search Partners).

### Quality Score

Quality Score is a value that Google uses to determine how relevant the keywords, ads and landing pages are to a user's query. It influences the position at which an ad shows, and how much you are paying per-click.

### Search Impr Share (Impression Share)

How often (percentage) an ad that is **eligible** to show is **actually** shown on the Search Network. It depends on the ad's targeting settings, budget, approval statuses, bids, and Quality Scores. It can help identify potential opportunities to get more impressions and clicks and it can be calculated by dividing the received impressions on Google.

### Total Sessions

Total number of Sessions within the date range. A session is the period time a user is actively engaged with your website. Each time a user initiates a session, a session counter increments for that user. For example, if User A comes to your site for the first time in January, that user's session count is 1. If the user returns in February, the session count is 2, and so on for each subsequent return.

### Unique Users

Users who have initiated at least one session during the date range. Unique Visitors is the number of unduplicated (counted only once) visitors to your website over the course of a specified time period.

### New Users

The number of first-time users during the selected date range. New Visitors are those navigating to your site for the first time on a specific device.

### Returning Users

The number of returning users during the selected date range. Google sets a 2-year expiration date on New Visitors. If someone has visited your website within the past two years and returns from the same device, they are marked as a Returning Visitor in Google Analytics.