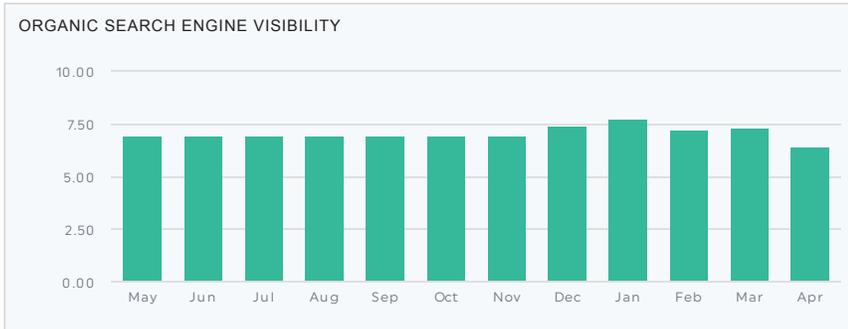
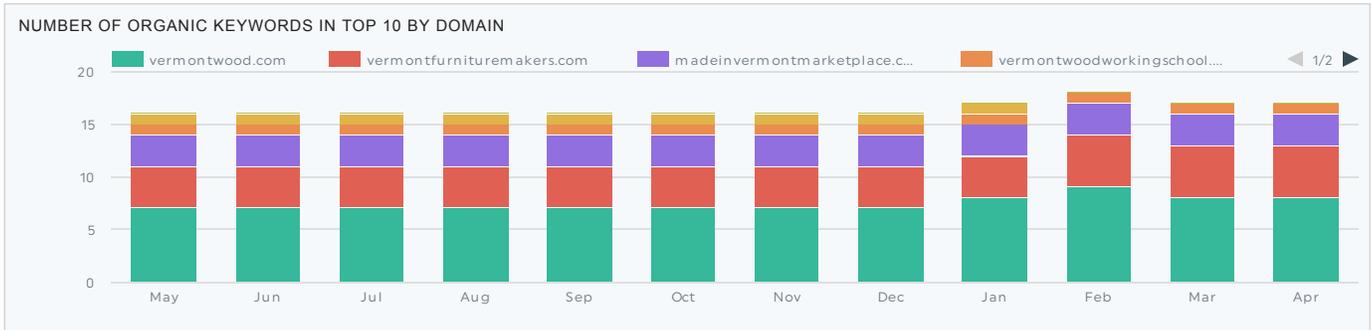


VERMONT WOOD - SEO & DIGITAL MARKETING REPORT

Search Engine Visibility & Competitors



ORGANIC VISIBILITY INCL. COMPETITORS

Domain	Organic visibility	Previous pe
madeinvermontmarketplace.com	6.91	+0.47
vermontwood.com	6.43	-11.60
vermontfurnituremakers.com	2.50	-10.60
vermontwoodworkingschool.com	1.56	=
vtfpa.org	0.13	-12.91
vermontwoodlands.org	0.09	+89.73

Google Keyword Ranking Distribution

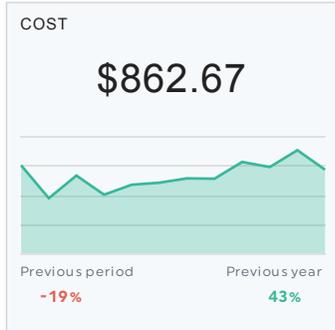
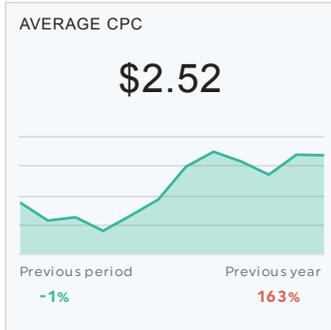
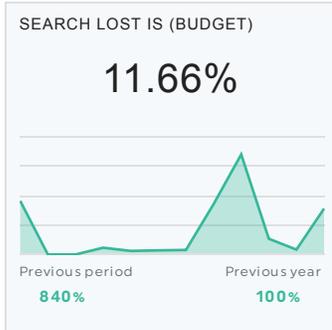
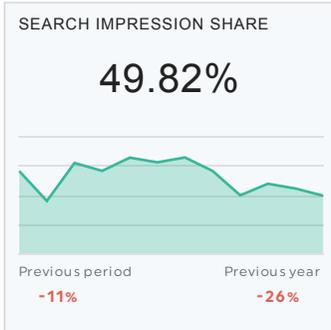
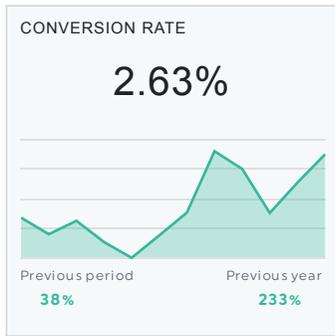
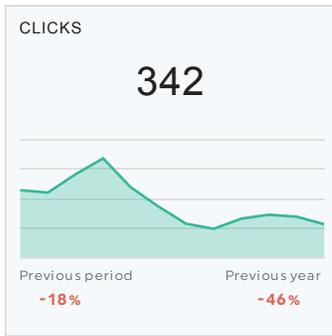
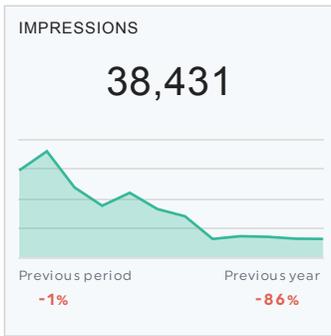


Google Keyword Rankings

ORGANIC POSITION			NOTES
Keyword	Organic position ^	Position change	
vermont wooden toys	4	=	<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>
woodworkers vermont	4	=	
vermont timber products	5	=	
vermont wooden artisans	5	▼1	
vermont wood products	5	=	
vermont lumber	6	▼1	
vermont wooden gifts	6	▼2	
vermont handmade furniture	8	▲1	
vermont custom cabinetry	11	▲1	
vermont made furniture	13	▼1	
handcrafted vermont products	35	▼2	
vermont building supplies	39	▲9	
vermont butcher blocks	60	▼1	
vermont made products	68	▲8	
made in vermont	79	▼11	
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	
Search - Brand	3.00	=	\$18.87	-\$12.85	\$56.62	-\$38.56
Display - Retarget	2.00	+1.00	\$149.24	-\$154.21	\$298.48	-\$4.97
Search	2.00	-1.00	\$119.88	-\$19.96	\$239.75	-\$179.76
Display - Placements	2.00	+1.00	\$74.42	-\$76.88	\$148.85	-\$2.46
Search/Remarketing - Brand	0.00	=	N/A	N/A	\$4.93	+\$4.93
Search - Competitors	0.00	=	N/A	N/A	\$92.69	+\$18.00
YouTube - Bumper	0.00	=	N/A	N/A	\$21.36	+\$4.94



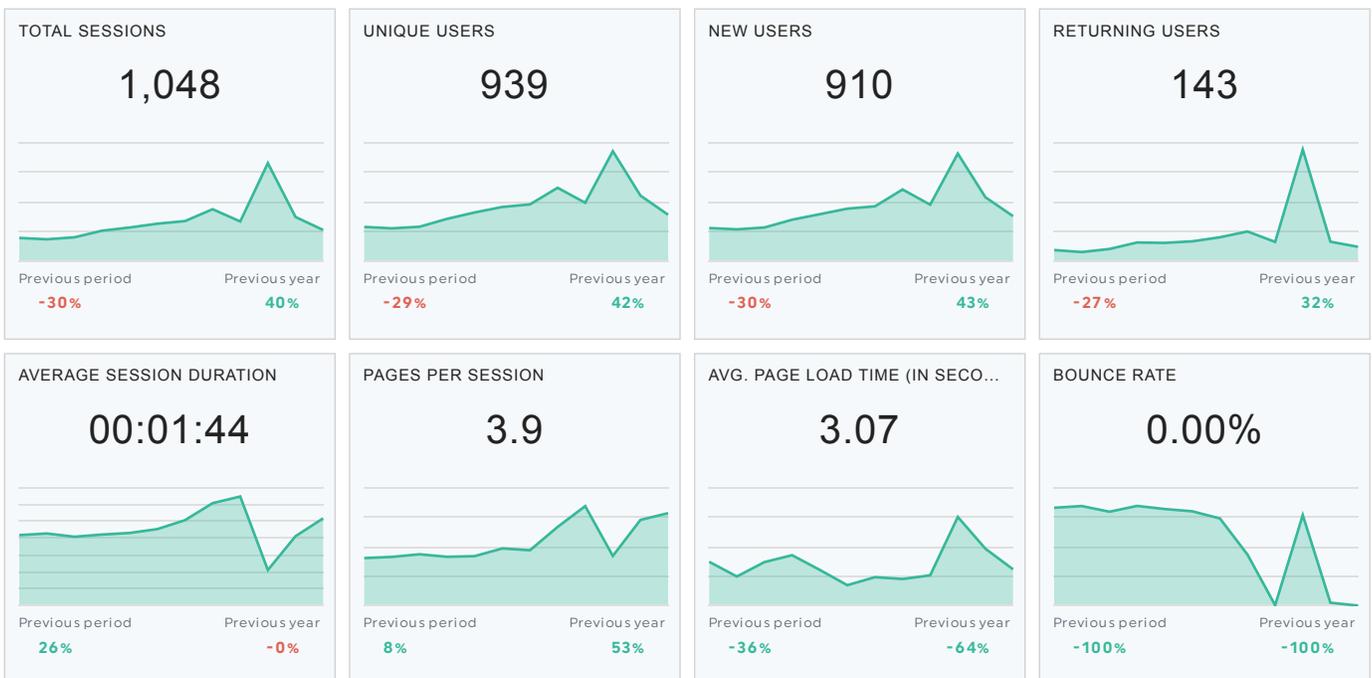
TOP KEYWORDS WITH QUALITY SCORE

Keyword	Clicks		Impressions		Click-Through Rate (CTR)		Quality Score	
[eternity web]	12	-2	34	-8	35.29%	+1.96%	10	=
"scout digital"	5	+4	51	+19	9.80%	+6.68%	3	=
"eternity vermont"	5	+4	16	+5	31.25%	+22.16%	9	=
+eternity +web	5	+2	21	-11	23.81%	+14.43%	10	=
+digital +marketing +in	4	+4	29	-18	13.79%	+13.79%	N/A	N/A
[eternity]	4	-1	43	+8	9.30%	-4.98%	7	=
+digital +marketing +vt	3	+1	15	-17	20.00%	+13.75%	7	=
"bluehouse group"	3	+1	17	-14	17.65%	+11.20%	3	=
[digital marketing]	2	-6	89	-3	2.25%	-6.45%	7	=
+web +design +vt	2	-2	92	-4	2.17%	-1.99%	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	2.00	+1.00	\$109.43	-\$120.18	\$218.85	-\$10.75	12,095	-4,097	107	-27	
 Ad name: HTML5 - Build Relationship 002-300x250px.jpg; 300 x 250	1.00	+1.00	\$12.86	+\$12.86	\$12.86	+\$12.86	1,160	+1,073	7	+7	
 Ad name: HTML5 - Build Relationship 001-300x250px.zip; 300 x 250;	1.00	=	\$18.91	+\$3.60	\$18.91	+\$3.60	1,871	+989	13	+5	
 Ad name: Image - Build Relationship 001-120x600px.jpg; 120 x 600	0.00	=	N/A	N/A	\$0.00	=	808	+197	0	=	
 Ad name: Image - Build Relationship 001-120x600px.jpg; 120 x 600	0.00	=	N/A	N/A	\$0.00	=	10	-11	0	=	
 Ad name: Image - Build Relationship 001-200x200px.jpg; 200 x 200	0.00	=	N/A	N/A	\$0.00	=	22	+5	0	=	

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	312
View Profile	84
Email Click	14
Phone Click	12
Instagram Click - VWWC	7
Facebook Click - VWWC	4
Newsletter Signup	2
Phone Click - VWWC	1
Pinterest Click - VWWC	1
YouTube Click - VWWC	1

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	673
(direct) / (none)	236
bing / organic	32
baidu.com / referral	26
vermontvacation.com / referral	13
duckduckgo / organic	12
us4.campaign-archive.com / referral	11
yahoo / organic	8
Eternity / website	6
mailchi.mp / referral	5
vermontwoodworkingschool.com / referral	5
search.aol.com / referral	4
bestofvermont.cabotcheese.coop / referral	3
us4.admin.mailchimp.com / referral	3
vtfpa.org / referral	3
facebook.com / referral	2
mail.google.com / referral	2

TOP PAGES

Page Path	Pageviews
/	688
/find-vermont-wood-products	386
/furniture-residential	238
/gagnon-lumber-inc	170
/the-tree-house-hardwoods-and-millshop	126
/lumber	124
/woodware-and-gifts	118
/smead-woodcraft	94
/press-and-media/	82
/buildings-and-cabins	78
/contact-us	74
/appalachian-engineered-flooring	70
/board-of-our-team	70
/join-now	70
/cabinetry-and-built-ins	66
/millwork-windows-and-doors	66
/carvings-and-sculptures	64

TOP REFERRERS

Source	Sessions
baidu.com	26
vermontvacation.com	13
us4.campaign-archive.com	11
mailchimp	5
vermontwoodworkingschool.com	5
search.aol.com	4
bestofvermont.cabotcheese.coop	3
us4.admin.mailchimp.com	3
vtfpa.org	3
facebook.com	2

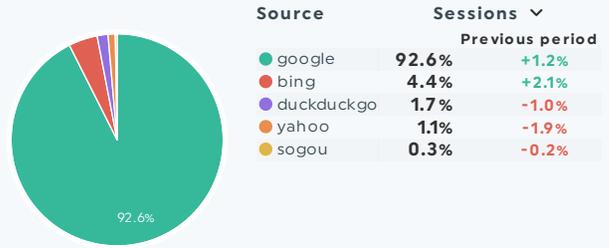
TOP REGIONS

Region	Sessions
Vermont	335
New York	100
Massachusetts	76
New Hampshire	59
Sichuan	51
(not set)	45
Florida	32
New Jersey	32
Connecticut	27
California	25

TOP CITIES

City	Sessions
(not set)	110
Chengdu	51
New York	47
Rutland	43
Burlington	31
Shelburne	22
Shanghai	17
Essex	14
Montpelier	14
Stowe	14

TOP SEARCH ENGINES



TOP BROWSERS

Browser	Sessions
Chrome	528
Safari	320
Firefox	68
Edge	63
UC Browser	26
Internet Explorer	13
Samsung Internet	12
Amazon Silk	5
Android Browser	5
Opera	3

TOP OPERATING SYSTEMS

Operating System	Sessions
Windows	425
Macintosh	240
iOS	213
Android	146
Chrome OS	14
Linux	8
(not set)	5
Tizen	2

Google Search Console

AVERAGE POSITION (SITE)

29.9



Previous period: 8%
Previous year: 4%

AVERAGE CTR (PAGES)

1.13%



Previous period: -7%
Previous year: 3%

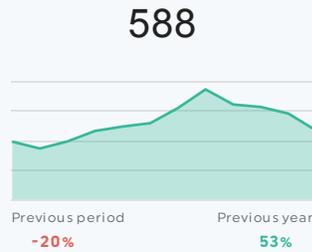
TOP CLICKS (QUERIES)

Queries	Clicks
gagnon lumber	39
vermont wood studios	9
vermont woodworkers	9
vermont furniture makers	8
vermont woodworking	8
vermont wood products	7
appalachian engineered flooring	6
smead woodcraft	5
tablelegs.com	5
jk adams	4
copeland furniture vermont	3
the tree house hardwoods & millshop	3
the treehouse	3
tree house hardwoods	3
treehouse wood	3
vermont natural coatings	3
vt wood	3
vwwc	3
andrew pearce	2
andrew pearce bowls	2
appalachian flooring	2
birdseye architecture	2
dick walker sawmill	2
furniture made in vermont	2
jk adams dorset vt	2
russell supply	2
treehouse hardwoods	2
vermont cabin builders	2
vermont hardwoods	2
vermont shed works	2
vermont wood	2

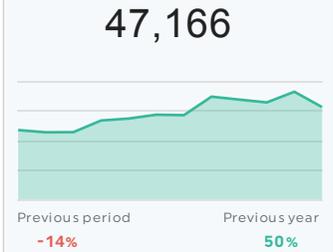
TOP CLICKS (PAGES)

Pages	Clicks
/	82
/gagnon-lumber-inc	59
/the-tree-house-hardwoods-and-millshop	37
/furniture-residential	36
/appalachian-engineered-flooring	24
/client_media/files/History%20of%20Woodworking%20L...	23
/smead-woodcraft	21
/lumber	20
/buildings-and-cabins	19
/vermont-woods-studios	17
/millwork-windows-and-doors	16
/woodshop-equipment	14
/find-vermont-wood-products	13
/toys-and-games	13
/carvings-and-sculptures	12
/dick-walker-sawmill-etc	12
/vermont-hardwoods	12

TOTAL CLICKS (SITE)



TOTAL IMPRESSIONS (SITE)



TOP IMPRESSIONS (DEVICES)

Device Type	Impressions
Desktop	30,815
Mobile	15,246
Tablet	1,105

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.