ETERNITY

VERMONT WOOD WORKS COUNCIL

VERMONT WOOD - SEO & DIGITAL MARKETING REPORT

Search Engine Visibility & Competitors

NUMBER OF ORGANIC KEYWORDS IN TOP 10 BY DOMAIN

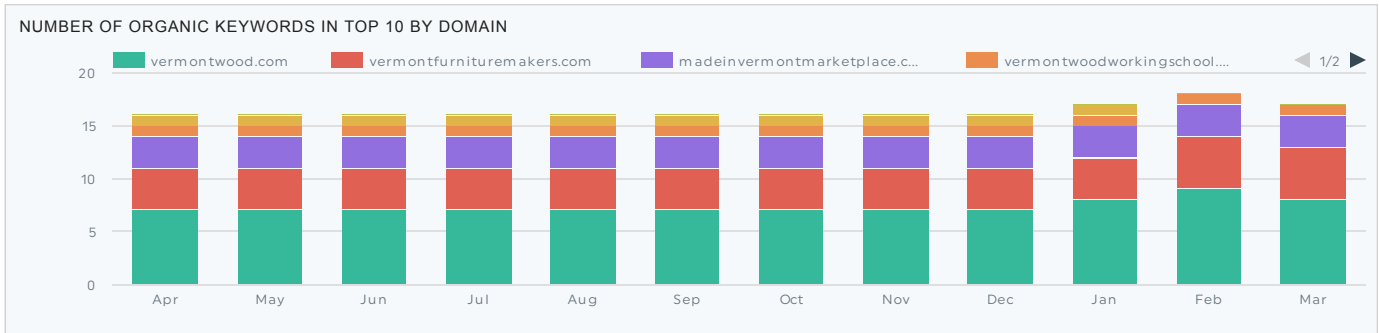◼ vermontwood.com ◼ vermontfurnituremakers.com ◼ madeinvermontmarketplace.c... ◼ vermontwoodworkingschool... ◀ 1/2 ▶

ORGANIC SEARCH ENGINE VISIBILITY
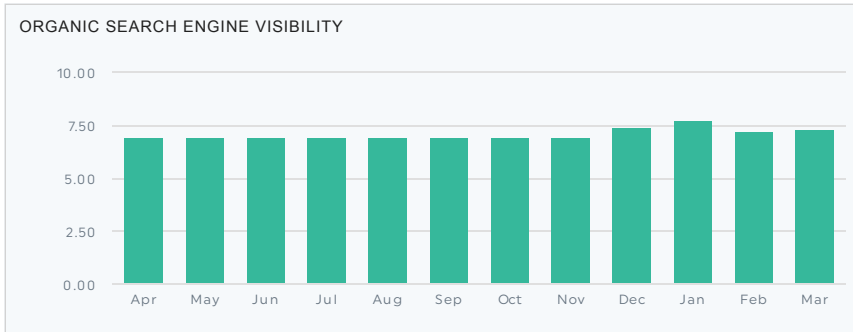
ORGANIC VISIBILITY INCL. COMPETITORS

Domain	Organic visibility	Previous pe
● vermontwood.com	7.28	+0.76
● madeinvermontmarketplace.com	6.88	+3.34
● vermontfurnituremakers.com	2.79	+5.87
● vermontwoodworkingschool.com	1.56	=
● vtfpa.org	0.14	-10.78
● vermontwoodlands.org	0.05	+144.72

Google Keyword Ranking Distribution

 # OF KEYWORDS TRACKED

29

 # OF KEYWORDS IN TOP 3

0

Previous period	Previous year
-100%	**-100%**

 # OF KEYWORDS IN TOP 10

8

Previous period	Previous year
-11%	**14%**

 # OF KEYWORDS IN TOP 20

10

Previous period	Previous year
0%	**0%**
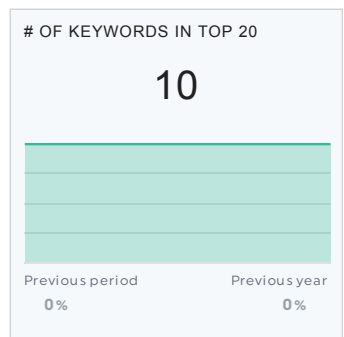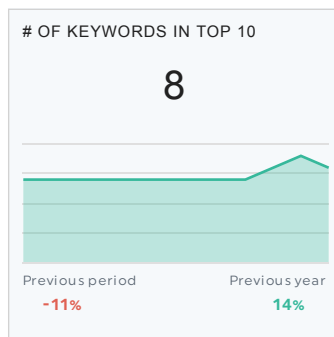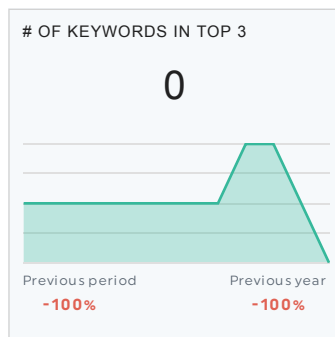
Google Keyword Rankings

ORGANIC POSITION

Keyword	Organic position ^	Position change
vermont wooden toys	4	=
vermont wooden artisans	4	=
woodworkers vermont	4	=
vermont wooden gifts	4	^2
vermont timber products	5	=
vermont wood products	5	=
vermont lumber	5	=
vermont handmade furniture	9	^2
vermont custom cabinetry	12	⌄2
vermont made furniture	12	^2
handcrafted vermont products	27	⌄3
vermont building supplies	49	⌄14
vermont butcher blocks	66	^34
made in vermont	68	^1
vermont made products	71	^5
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

NOTES

The "Organic Position" means the item ranking on the Google search result page. There are approximatley 10 items per page of results.

Example: An organic position of 3 means that keyword is ranking on PAGE 1 and ITEM number 3 on PAGE 1.

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

CONVERSIONS BY CAMPAIGN

Campaign	Conversions ⌄		Cost / Conversions		Cost	
Search - Brand	3.00	+3.00	$31.73	+$31.73	$95.18	+$19.18
Search	3.00	+2.00	$139.84	-$143.21	$419.51	+$136.46
Display - Retarget	1.00	=	$303.45	-$0.62	$303.45	-$0.62
Display - Placements	1.00	-2.00	$151.31	+$101.09	$151.31	+$0.65
Search/Remarketing - Brand	0.00	=	N/A	N/A	$0.00	=
Search - Competitors	0.00	=	N/A	N/A	$74.69	+$21.50
YouTube - Bumper	0.00	=	N/A	N/A	$16.42	-$5.79

IMPRESSIONS	CLICKS	CONVERSIONS	CONVERSION RATE
38,883	418	8.00	1.91%

Previous period **-9%**	Previous year **-88%**

Previous period **-5%**	Previous year **-65%**

Previous period **60%**	Previous year **700%**

Previous period **68%**	Previous year **2,288%**

SEARCH IMPRESSION SHARE	SEARCH LOST IS (BUDGET)	AVERAGE CPC	COST
55.91%	1.24%	$2.54	$1,060.55

Previous period **-7%**	Previous year **22%**

Previous period **-69%**	Previous year **-96%**

Previous period **25%**	Previous year **220%**

Previous period **19%**	Previous year **13%**

TOP KEYWORDS WITH QUALITY SCORE

Keyword	Clicks ⌄		Impressions		Click-Through Rate (CTR)		Quality Score	
[eternity web]	14	+2	42	-2	33.33%	+6.06%	10	=
[digital marketing]	8	+3	92	-17	8.70%	+4.11%	7	=
[eternity]	5	+1	35	-13	14.29%	+5.95%	7	-1
[eternity marketing]	5	+4	22	+8	22.73%	+15.58%	10	=
[website design companies near me]	5	+3	40	-5	12.50%	+8.06%	5	=
[website designer near me]	4	=	27	-10	14.81%	+4.00%	6	=
+web +design +vt	4	-4	96	-89	4.17%	-0.16%	7	=
[web designer]	3	=	54	+30	5.56%	-6.94%	7	=
"four nine design"	3	=	28	-3	10.71%	+1.04%	1	=
+eternity +web	3	-3	32	+12	9.38%	-20.63%	10	=

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	
Ad name: HTML5 - Build Relationship 001- 300x250px.zip; 300 x 250;	1.00	+1.00	$15.31	+$15.31	$15.31	+$15.31	882	+878	8	+8
We've Got You Covered | Websites & Relationships | Get Better Results Online	1.00	+1.00	$229.60	+$229.60	$229.60	-$11.71	16,192	-3,761	134	-23
ETERNI	0.00	=	N/A	N/A	$0.91	+$0.91	167	+100	1	+1
Ad name: HTML5 - Build Relationship 001- 300x250px.zip; 300 x 250;	0.00	=	N/A	N/A	$0.88	+$0.88	301	+241	1	+1
Ad name: IMAGE - Build Relationship	0.00	=	N/A	N/A	$0.00	=	124	+37	0	=
Ad name: IMAGE - Build Relationship 001-160x600px.jpg; 160 x 600	0.00	=	N/A	N/A	$0.00	=	327	+30	0	=

Google Analytics
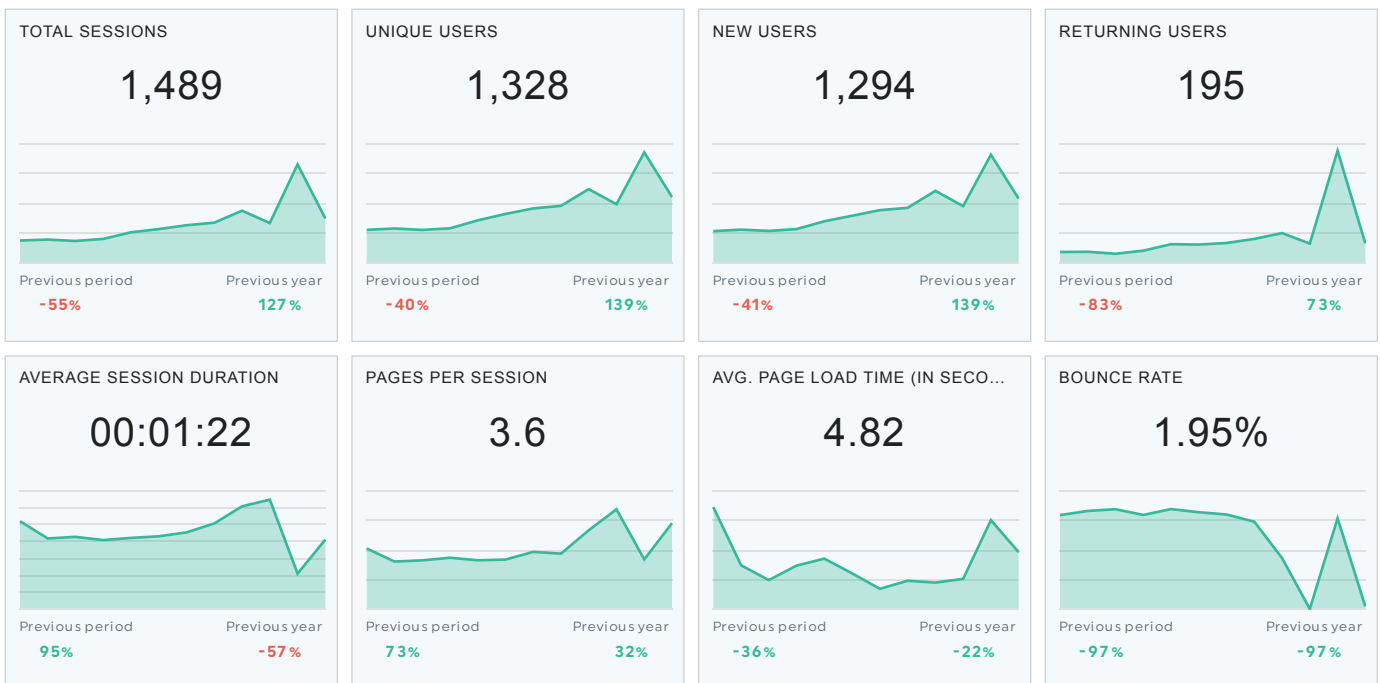
TOTAL SESSIONS	UNIQUE USERS	NEW USERS	RETURNING USERS
1,489	1,328	1,294	195
Previous period -55%	Previous period -40%	Previous period -41%	Previous period -83%
Previous year 127%	Previous year 139%	Previous year 139%	Previous year 73%

AVERAGE SESSION DURATION	PAGES PER SESSION	AVG. PAGE LOAD TIME (IN SECO...)	BOUNCE RATE
00:01:22	3.6	4.82	1.95%
Previous period 95%	Previous period 73%	Previous period -36%	Previous period -97%
Previous year -57%	Previous year 32%	Previous year -22%	Previous year -97%

CONVERSIONS	CONVERSION RATE	CONTACT FORMS COMPLETIONS	CONTACT FORMS
0	0.00%	0	There is no data for this period

Previous period	Previous year	Previous period	Previous year	Previous period	Previous year
0%	0%	0%	0%	0%	0%

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	500
● View Profile	96
● Email Click	5
● Facebook Click - VWWC	5
● Phone Click	5
● Phone Click - VWWC	5
● Newsletter Signup	4
● Instagram Click - VWWC	3

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	756
● vermontwood.com / referral	367
● (direct) / (none)	208
● baidu.com / referral	37
● yahoo / organic	25
● duckduckgo / organic	22
● bing / organic	19
● vermontvacation.com / referral	13
● vermontwoodworkingschool.com / referral	8
● us4.admin.mailchimp.com / referral	7
● sogou / organic	4
● Eternity / website	3
● accdvermont.gov / referral	2
● bestofvermont.cabotcheese.coop / referral	2
● vtfpa.org / referral	2
● w.vermontwood.com / referral	2
● coccoc.com / referral	1

TOP PAGES

Page Path	Pageviews ⌄
● /	1,571
● /find-vermont-wood-products	490
● /furniture-residential	368
● /woodware-and-gifts	176
● /the-tree-house-hardwoods-and-millshop	130
● /buildings-and-cabins	116
● /smead-woodcraft	112
● /millwork-windows-and-doors	108
● /toys-and-games	104
● /lumber	102
● /woodshop-equipment	102
● /cabinetry-and-built-ins	86
● /who-we-are	86
● /appalachian-engineered-flooring	76
● /vermont-woods-studios	76
● /board-of-our-team	68
● /events/	66

TOP REFERRERS

Source	Sessions ⌄
● vermontwood.com	367
● baidu.com	37
● vermontvacation.com	13
● vermontwoodworkingschool.com	8
● us4.admin.mailchimp.com	7
● accd.vermont.gov	2
● bestofvermont.cabotcheese.coop	2
● vtfpa.org	2
● w.vermontwood.com	2
● coccoc.com	1

TOP SEARCH ENGINES

Source	Sessions ⌄	Previous period
● google	91.4%	-5.9%
● yahoo	3.0%	+2.3%
● duckduckgo	2.7%	+1.7%
● bing	2.3%	+1.3%
● sogou	0.5%	+0.4%
● ecosia.org	0.1%	+0.1%

91.4%

TOP BROWSERS

Browser	Sessions ⌄
● Chrome	840
● Safari	388
● Firefox	64
● Edge	60
● UC Browser	37
● Samsung Internet	33
● Internet Explorer	16
● Android Browser	9
● Opera	9
● Android Webview	7

TOP OPERATING SYSTEMS

Operating System	Sessions ⌄
● Windows	554
● Android	338
● iOS	270
● Macintosh	265
● Chrome OS	29
● Linux	27
● (not set)	5
● OpenBSD	1

TOP REGIONS

Region	Sessions ⌄
● Vermont	331
● New York	132
● Massachusetts	99
● (not set)	68
● California	61
● Connecticut	59
● New Hampshire	39
● New Jersey	29
● Shanghai	23
● Illinois	21

TOP CITIES

City	Sessions ⌄
● (not set)	131
● New York	56
● Burlington	49
● Stowe	29
● Shanghai	23
● Colchester	21
● Boston	19
● Los Angeles	14
● Zhongshan	14
● Cossayuna	13

Google Search Console

AVERAGE POSITION (SITE)

27.8
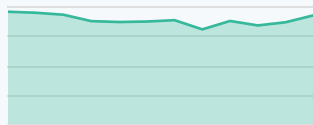
Previous period	Previous year
7%	-9%

AVERAGE CTR (PAGES)

1.22%

Previous period	Previous year
-15%	26%

TOP CLICKS (PAGES)

Pages	Clicks ∨
● /	107
● /furniture-residential	61
● /the-tree-house-hardwoods-and-millshop	46
● /find-vermont-wood-products	36
● /client_media/files/History%20of%20Woodworking%20L...	35
● /buildings-and-cabins	31
● /appalachian-engineered-flooring	30
● /smead-woodcraft	30
● /vermont-woods-studios	27
● /toys-and-games	26
● /woodshop-equipment	25
● /woodware-and-gifts	19
● /millwork-windows-and-doors	17
● /lumber	14
● /carvings-and-sculptures	13
● /j.-k.-adams-company-inc	13
● /vermont-woodworking-school	13

TOP CLICKS (QUERIES)

Queries	Clicks ∨
● vermont wood studios	15
● vermont furniture makers	14
● smead woodcraft	12
● vermont woodworkers	10
● vermont wood	9
● tree house hardwoods	8
● treehouse hardwoods	7
● vermont made furniture	7
● vermont woods studios	6
● appalachian engineered flooring	5
● built by newport	5
● vermont wood products	5
● vermont woodworking	5
● jk adams	4
● new england woodcraft	4
● vermont cabin builders	4
● vermont sawmills	4
● andrew pearce bowls	3
● appalachian flooring	3
● clear lake furniture	3
● stark mountain woodworking	3
● treehouse wood	3
● vermont furniture maker	3
● vermont woodworking school	3
● andrew pearce	2
● bob gasperetti	2
● ce bradley	2
● copeland furniture bradford vt	2
● copeland furniture vermont	2
● gagnon lumber	2
● russell supply	2

TOTAL CLICKS (SITE)

731

Previous period	Previous year
-7%	104%

TOTAL IMPRESSIONS (SITE)

54,958

Previous period	Previous year
11%	62%

TOP IMPRESSIONS (DEVICES)

Device Type	Impressions ∨
● Desktop	36,104
● Mobile	17,471
● Tablet	1,383

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.