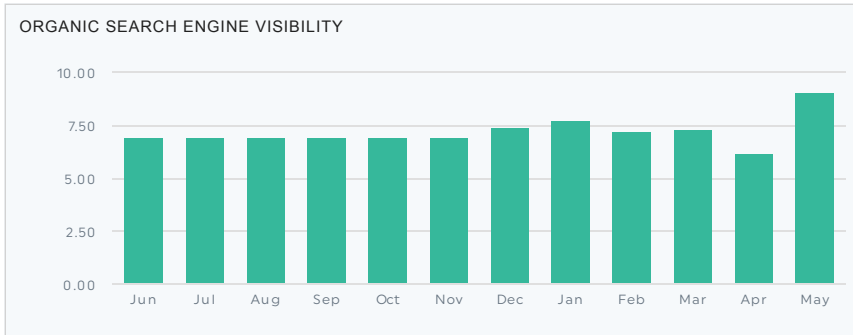
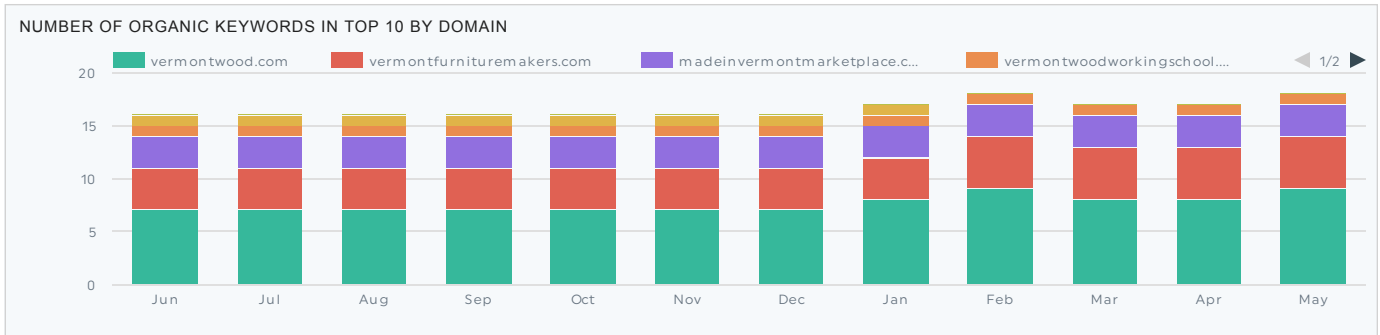


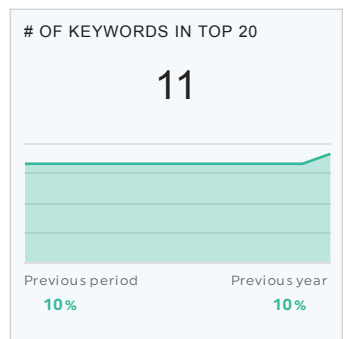
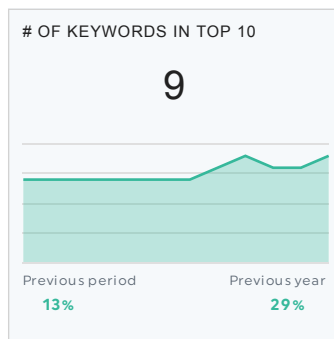
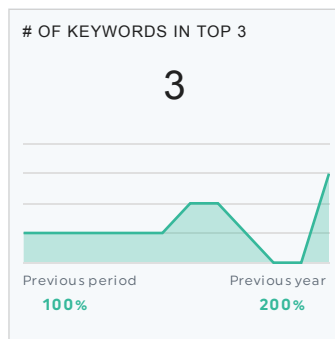
Search Engine Visibility & Competitors



ORGANIC VISIBILITY INCL. COMPETITORS

Domain	Organic visibility	Previous pe
vermontwood.com	9.08	+47.10
madeinvermontmarketplace.com	6.60	-0.09
vermontwoodworkingschool.com	4.35	+191.21
vermontfurnituremakers.com	3.09	+22.57
vermontwoodlands.org	0.14	+80.98
vtfpa.org	0.12	+9.84

Google Keyword Ranking Distribution

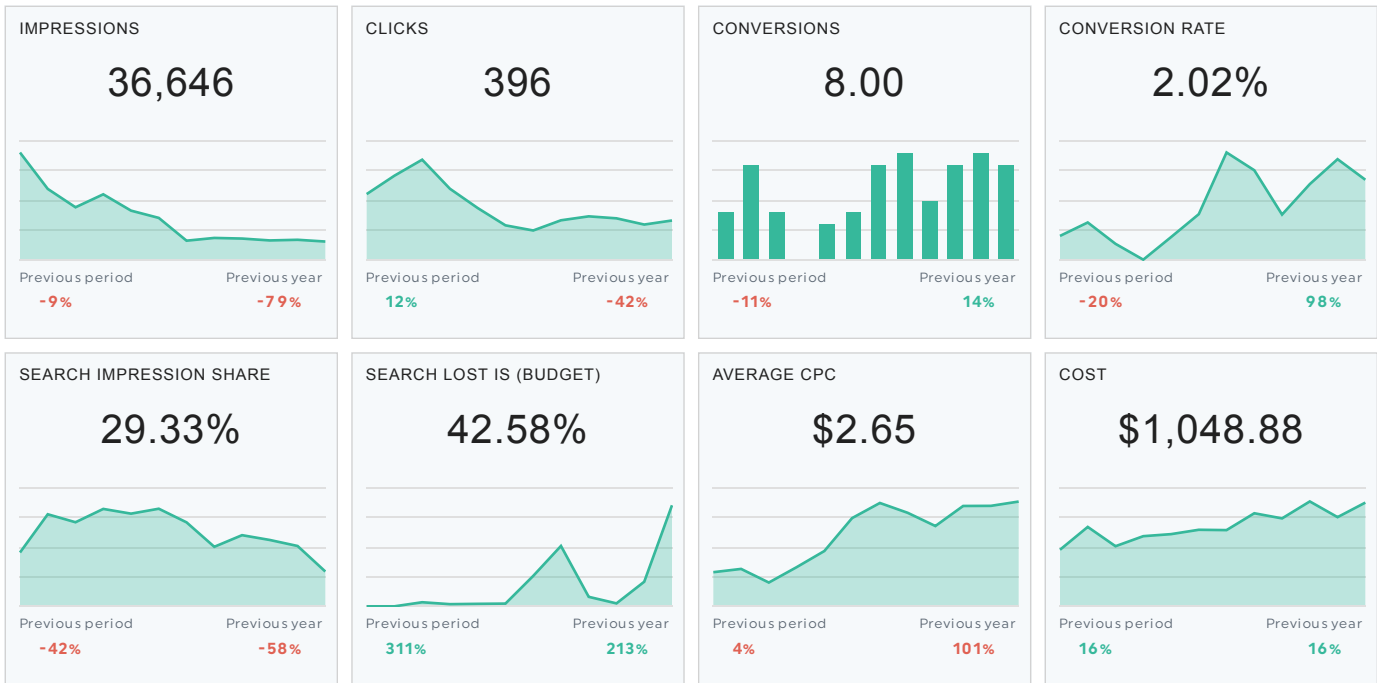


Google Keyword Rankings

ORGANIC POSITION			NOTES
Keyword	Organic position ^	Position change	
vermont wooden cabinets	2	^1	<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 artisans	2	^2	
vermont wooden gifts	3	^3	
vermont wooden toys	4	=	
vermont timber products	5	=	
woodworkers vermont	5	v1	
vermont wood products	5	=	
vermont lumber	5	=	
vermont handmade furniture	9	=	
vermont custom cabinetry	12	v1	
vermont made furniture	12	^1	
vermont building supplies	26	=	
handcrafted vermont products	27	^7	
vermont butcher blocks	38	^20	
vermont made products	55	^13	
made in vermont	72	^10	
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 v		Cost / Conversions		Cost	
Search - Testing Max Conversions	2.00	+2.00	\$95.22	+\$95.22	\$190.44	+\$190.44
Search - Brand	2.00	-1.00	\$23.80	+\$3.64	\$47.59	-\$12.89
Display - Retarget	2.00	=	\$152.11	+\$1.28	\$304.22	+\$2.55
Display - Placements	2.00	=	\$76.29	+\$0.35	\$152.58	+\$0.69
Display - Custom Intent	0.00	=	N/A	N/A	\$100.13	+\$100.13
Search/Remarketing - Brand	0.00	=	N/A	N/A	\$0.00	-\$4.93
Search	0.00	-2.00	N/A	-\$133.85	\$189.48	-\$78.23
Search - Competitors	0.00	=	N/A	N/A	\$41.88	-\$50.81
YouTube - Bumper	0.00	=	N/A	N/A	\$22.56	+\$0.18



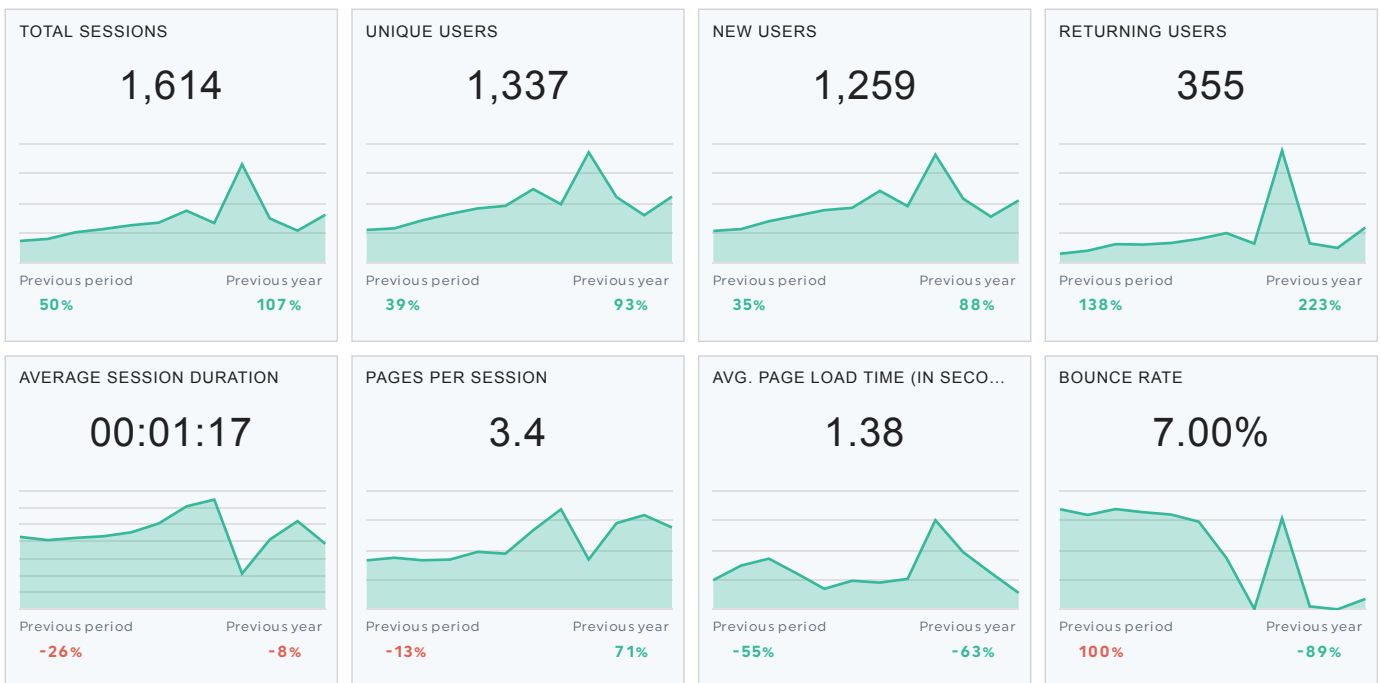
TOP KEYWORDS WITH QUALITY SCORE

Keyword	Clicks		Impressions		Click-Through Rate (CTR)		Quality Score	
[eternity marketing]	6	+6	14	+8	42.86%	+42.86%	10	=
[eternity web]	6	-7	36	-3	16.67%	-16.67%	10	=
+web +design +vt	6	+4	82	-10	7.32%	+5.14%	7	=
"eternity vermont"	5	=	14	-2	35.71%	+4.46%	9	=
[digital marketing]	5	+3	64	-27	7.81%	+5.61%	7	=
[eternity]	4	=	31	-20	12.90%	+5.06%	7	=
[web design companies]	4	+4	14	+10	28.57%	+28.57%	5	=
[web development firm]	4	+2	9	-3	44.44%	+27.78%	N/A	N/A
[vermont website design]	3	+1	27	-8	11.11%	+5.40%	7	=
+eternity +web	2	-3	25	+4	8.00%	-15.81%	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						
 We've Got You Covered Websites & Relationships Get Better Results Online	2.00	=	\$93.63	-\$17.38	\$187.27	-\$34.77	8,921	-3,742	106	-5	
 We've Got You Covered Websites & Relationships Get Better Results Online	2.00	+2.00	\$41.37	+\$41.37	\$82.73	+\$17.92	5,249	-834	54	+2	
Ad name: Image - Build Relationship 002-300x1050.jpg; 300 x 1050	0.00	=	N/A	N/A	\$0.27	+\$0.27	11	+11	1	+1	
Ad name: Image - Build Relationship 002-160x600px.jpg; 160 x 600	0.00	=	N/A	N/A	\$0.00	=	26	+26	0	=	
 ETERNITY Building websites & relationships Web Design - Digital Marketing	0.00	=	N/A	N/A	\$0.00	=	56	+56	0	=	
Ad name: Image - Build Relationship 002-300x600px.jpg; 300 x 600	0.00	=	N/A	N/A	\$55.88	+\$55.88	492	+492	23	+23	

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	459
View Profile	132
Phone Click	8
Email Click	7
Instagram Click - VWWC	4
Facebook Click - VWWC	3
Newsletter Signup	2
Phone Click - VWWC	2
YouTube Click - VWWC	2
Email 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	635
(direct) / (none)	458
vermontwood.com / referral	361
baidu.com / referral	36
bing / organic	24
duckduckgo / organic	22
yahoo / organic	22
vermontvacation.com / referral	21
Eternity / website	5
vermontwoodworkingschool.com / referral	4
vtfpa.org / referral	4
bestofvermont.cabotcheese.coop / referral	2
mailchi.mp / referral	2
spyfu.com / referral	2
accdvermont.gov / referral	1
admin.mannixmarketing.com / referral	1
currierforestproducts.com / referral	1

TOP PAGES

Page Path	Pageviews
/	1,677
/find-vermont-wood-products	418
/furniture-residential	298
/lumber	193
/millwork-windows-and-doors	144
/woodware-and-gifts	124
/press-and-media/	108
/contact-us	106
/appalachian-engineered-flooring	100
/smead-woodcraft	92
/cabinetry-and-built-ins	90
/the-tree-house-hardwoods-and-millshop	80
/woodshop-equipment	80
/carvings-and-sculptures	78
/board-of-our-team	76
/buildings-and-cabins	70
/events/	70

TOP REFERRERS

Source	Sessions
vermontwood.com	361
baidu.com	36
vermontvacation.com	21
vermontwoodworkingschool.com	4
vtfpa.org	4
bestofvermont.cabotcheese.coop	2
mailchi.mp	2
spyfu.com	2
accd.vermont.gov	1
admin.mannixmarketing.com	1

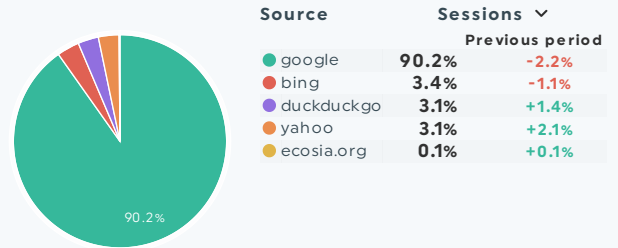
TOP REGIONS

Region	Sessions
Vermont	254
New York	139
(not set)	113
Massachusetts	96
Quebec	65
Guangdong Province	53
California	46
Gansu	42
Connecticut	41
New Hampshire	41

TOP CITIES

City	Sessions
(not set)	244
Montreal	56
New York	56
Guangzhou	51
Burlington	32
Zhengzhou	20
Shanghai	19
Boston	18
South Burlington	18
Rutland	17

TOP SEARCH ENGINES



TOP BROWSERS

Browser	Sessions
Chrome	1,001
Safari	332
Firefox	81
Edge	79
Samsung Internet	42
UC Browser	37
Internet Explorer	11
Amazon Silk	7
Android Browser	6
Android Webview	6

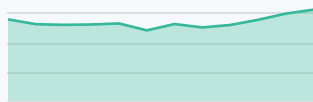
TOP OPERATING SYSTEMS

Operating System	Sessions
Windows	693
Android	380
iOS	274
Macintosh	208
Chrome OS	43
Linux	12
(not set)	2
Firefox OS	1
OS/2	1

Google Search Console

AVERAGE POSITION (SITE)

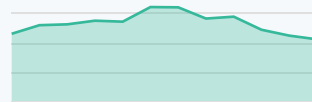
31.2



Previous period: 5%
Previous year: 10%

AVERAGE CTR (PAGES)

1.06%



Previous period: -6%
Previous year: -15%

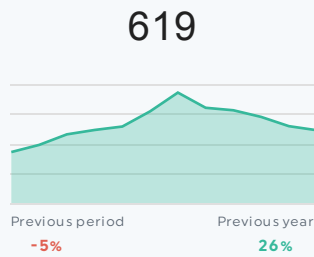
TOP CLICKS (QUERIES)

Queries	Clicks
vermont wood studios	14
smead woodcraft	11
vermont woodworking	11
vermont furniture makers	10
vermont woodworkers	7
gagnon lumber	6
vermont natural coatings	6
tree house hardwoods	5
treehouse hardwoods	5
vermont lumber mills	5
vermont wood	5
vermont wood products	5
appalachian engineered flooring	4
built by newport	4
tablelegs.com	4
vermont made furniture	4
allied lutherie	3
treehouse lumber	3
treehouse wood	3
vermont cabin builders	3
vermont sawmills	3
vermont woodcrafters	3
vermont wooden toys	3
vermont woodworking school	3
appalachian flooring	2
newport furniture parts	2
the treehouse hardwoods & mill shop	2
tim tierney vermont	2
vermont hardwood	2
vermont made cutting boards	2
vermont wood company	2

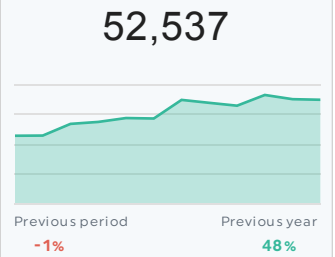
TOP CLICKS (PAGES)

Pages	Clicks
/	106
/furniture-residential	37
/lumber	37
/appalachian-engineered-flooring	33
/millwork-windows-and-doors	32
/the-tree-house-hardwoods-and-millshop	31
/smead-woodcraft	26
/vermont-woods-studios	23
/client_media/files/History%20of%20Woodworking%20L...	22
/find-vermont-wood-products	18
/woodshop-equipment	17
/buildings-and-cabins	15
/cabinetry-and-built-ins	11
/carvings-and-sculptures	11
/httpswwwtablelegs.com	11
/toys-and-games	11
/gagnon-lumber-inc	10

TOTAL CLICKS (SITE)



TOTAL IMPRESSIONS (SITE)



TOP IMPRESSIONS (DEVICES)

Device Type	Impressions
Desktop	34,751
Mobile	16,717
Tablet	1,069

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.