ETERNITY

VERMONT WOOD WORKS COUNCIL

Search Engine Visibility & Competitors

NUMBER OF ORGANIC KEYWORDS IN TOP 10 BY DOMAIN

● vermontwood.com　● vermontfurnituremakers.com　● madeinvermontmarketplace.com　● vtfpa.org　◀ 1/2 ▶
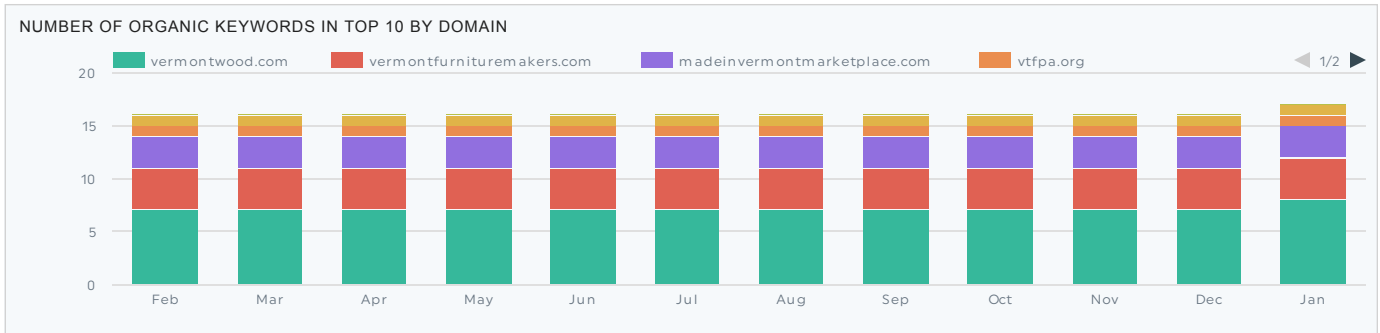

ORGANIC SEARCH ENGINE VISIBILITY
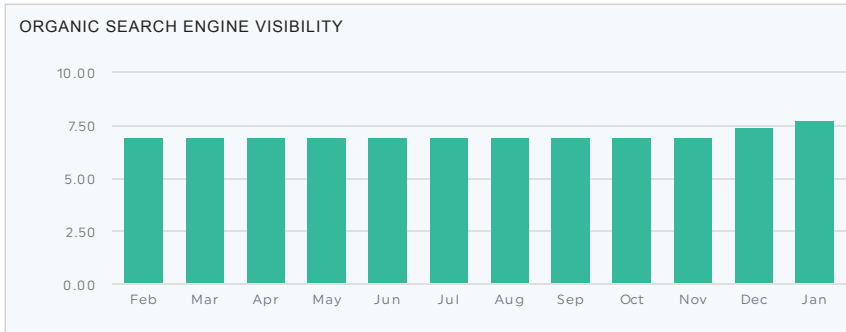
ORGANIC VISIBILITY INCL. COMPETITORS

Domain	Organic visibility	Previous pe
● vermontwood.com	7.71	+3.68
● madeinvermontmarketplace.com	6.67	-1.82
● vermontfurnituremakers.com	2.54	+1.70
● vermontwoodworkingschool.com	1.56	-1.42
● vtfpa.org	0.44	-42.63
● vermontwoodlands.org	0.06	+6.74

Google Keyword Ranking Distribution

OF KEYWORDS TRACKED

29

OF KEYWORDS IN TOP 3

2

Previous period	Previous year
0%	**100%**

OF KEYWORDS IN TOP 10

8

Previous period	Previous year
14%	**14%**

OF KEYWORDS IN TOP 20

10

Previous period	Previous year
0%	0%
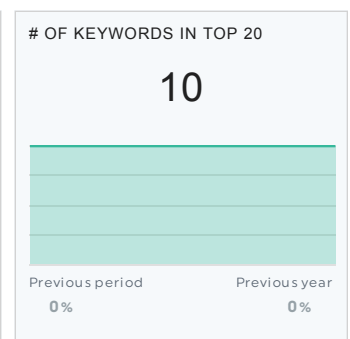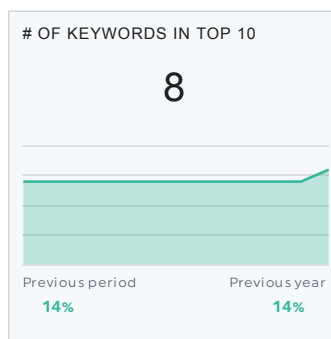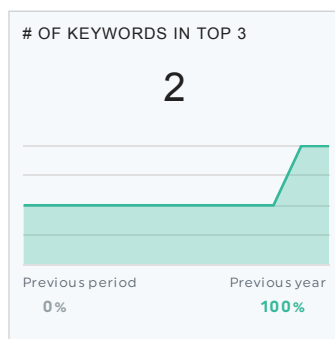
Google Keyword Rankings

ORGANIC POSITION

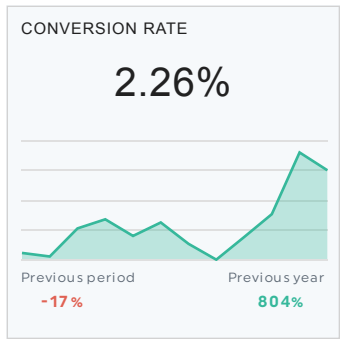| Keyword	Organic position ∧	Position change
vermont wood products	2	∧4
vermont wooden toys	3	=
vermont wooden artisans	4	=
woodworkers vermont	4	=
vermont timber products	5	=
vermont lumber	5	=
vermont wooden gifts	7	∨2
vermont handmade furniture	11	=
vermont custom cabinetry	14	∨2
vermont made furniture	14	=
vermont building supplies	30	∧3
handcrafted vermont products	38	∨18
vermont butcher blocks	64	∨5
made in vermont	69	∨18
vermont made products	74	∨13
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	4.00	+3.00	$85.10	-$167.25	$340.41	+$88.06
Display - Placements	3.00	+3.00	$50.60	+$50.60	$151.79	+$151.79
Search - Brand	2.00	-2.00	$37.70	+$24.00	$75.40	+$20.60
YouTube - Bumper	0.00	=	N/A	N/A	$23.24	+$15.99
Display - Retarget	0.00	-1.00	N/A	-$304.18	$304.02	-$0.16
Search - Competitors	0.00	=	N/A	N/A	$46.29	+$46.29

IMPRESSIONS	CLICKS	CONVERSIONS	CONVERSION RATE
43,937	398	9.00	2.26%

	Previous period	Previous year
IMPRESSIONS	15%	-91%
CLICKS	35%	-80%
CONVERSIONS	13%	80%
CONVERSION RATE	-17%	804%

SEARCH IMPRESSION SHARE	SEARCH LOST IS (BUDGET)	AVERAGE CPC	COST
50.16%	25.44%	$2.36	$941.15

	Previous period	Previous year
SEARCH IMPRESSION SHARE	-29%	-27%
SEARCH LOST IS (BUDGET)	99%	100%
AVERAGE CPC	-9%	413%
COST	22%	4%

TOP KEYWORDS WITH QUALITY SCORE

Keyword	Clicks ⌄		Impressions		Click-Through Rate (CTR)		Quality Score	
[eternity web]	13	+6	37	+9	35.14%	+10.14%	10	=
+web +design +vt	11	+4	164	+92	6.71%	-3.01%	7	=
[eternity]	6	+3	32	-7	18.75%	+11.06%	8	=
[digital marketing]	6	-5	136	+5	4.41%	-3.99%	7	=
+eternity +web	5	-1	22	+1	22.73%	-5.84%	10	=
[website design vermont]	5	+5	40	+20	12.50%	+12.50%	7	=
"Union Street Media"	5	+5	89	+84	5.62%	+5.62%	3	=
+digital +marketing +in	3	+3	46	+19	6.52%	+6.52%	N/A	N/A
"eternity burlington"	2	+1	11	+9	18.18%	-31.82%	8	=
[eternity marketing]	2	-7	21	=	9.52%	-33.33%	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	3.00	+1.00	$48.75	-$2.02	$146.26	+$44.71	13,854	+4,568	137	+38
Bumper 6 - Next Level	0.00	=	N/A	N/A	$11.58	+$7.70	1,444	+971	1	+1
ETERNITY Building websites & relationships Web Design · Digital Marketing	0.00	=	N/A	N/A	$0.00	=	187	-5	0	=
ETERNITY Building websites & relationships Web Design · Digital Marketing	0.00	=	N/A	N/A	$0.00	=	65	+20	0	=
ETERNITY Web Design · Digital Marketing	0.00	=	N/A	N/A	$4.60	+$4.60	86	+39	4	+4
ETERNITY Building websites & relationships Web Design · Digital Marketing	0.00	=	N/A	N/A	$0.00	=	54	-46	0	=

Google Analytics
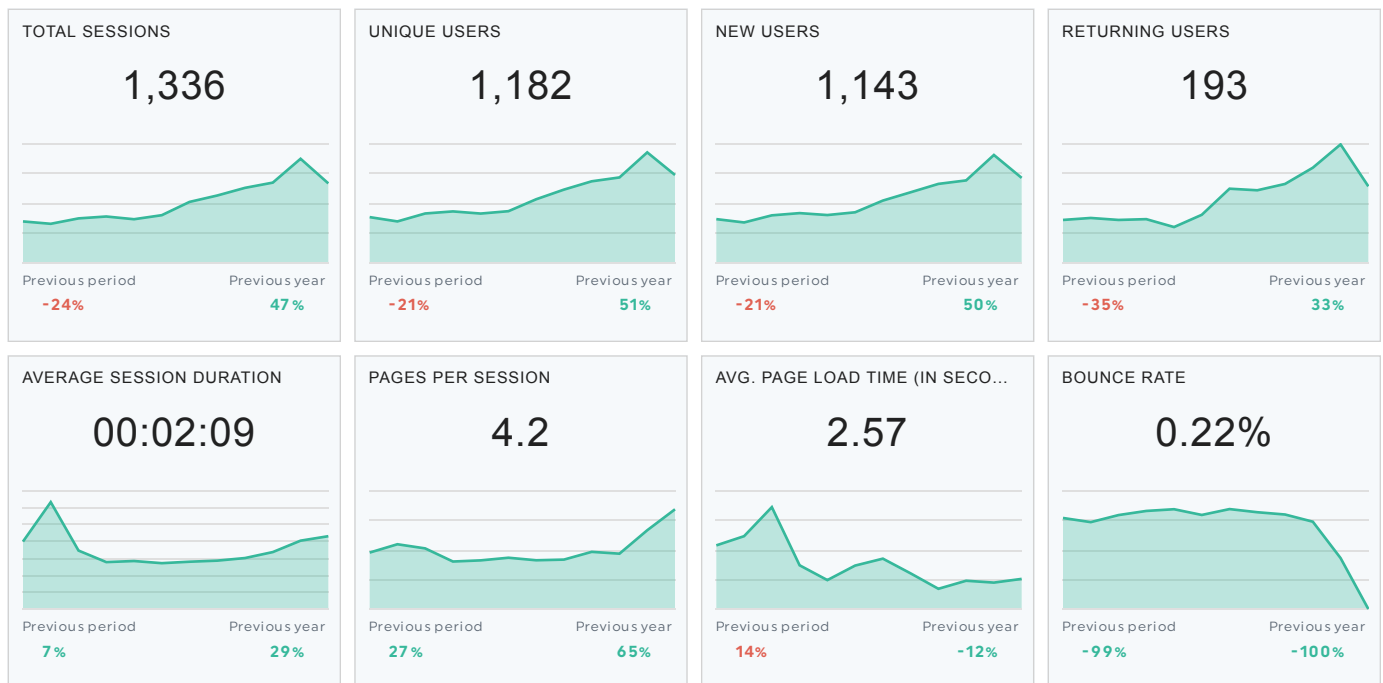
TOTAL SESSIONS	UNIQUE USERS	NEW USERS	RETURNING USERS
1,336	1,182	1,143	193
Previous period -24% / Previous year 47%	Previous period -21% / Previous year 51%	Previous period -21% / Previous year 50%	Previous period -35% / Previous year 33%

AVERAGE SESSION DURATION	PAGES PER SESSION	AVG. PAGE LOAD TIME (IN SECO...	BOUNCE RATE
00:02:09	4.2	2.57	0.22%
Previous period 7% / Previous year 29%	Previous period 27% / Previous year 65%	Previous period 14% / Previous year -12%	Previous period -99% / Previous year -100%

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	736
● View Profile	166
● Phone Click	23
● Facebook Click - VWWC	5
● Newsletter Signup	5
● Phone Click - VWWC	2
● Email Click	1
● 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	848
● (direct) / (none)	318
● yahoo / organic	39
● bing / organic	38
● baidu.com / referral	27
● duckduckgo / organic	16
● vermontwoodworkingschool.com / referral	5
● ecosia.org / organic	4
● Eternity / website	4
● us4.campaign-archive.com / referral	4
● vermontwood.com / referral	4
● facebook.com / referral	3
● maplelandmark.com / referral	3
● vermontvacation.com / referral	3
● search.aol.com / referral	2
● vtfpa.org / referral	2
● accd.vermont.gov / referral	1

TOP PAGES

Page Path	Pageviews ⌄
● /	965
● /find-vermont-wood-products	612
● /furniture-residential	466
● /the-tree-house-hardwoods-and-millshop	192
● /lumber	180
● /woodware-and-gifts	176
● /millwork-windows-and-doors	124
● /buildings-and-cabins	122
● /woodshop-equipment	114
● /join-now	108
● /smead-woodcraft	108
● /vwwc-members-connect	108
● /appalachian-engineered-flooring	94
● /cabinetry-and-built-ins	86
● /contact-us	80
● /j.-k.-adams-company-inc	76
● /who-we-are	76

TOP REFERRERS

Source	Sessions ⌄
● baidu.com	27
● vermontwoodworkingschool.com	5
● us4.campaign-archive.com	4
● vermontwood.com	4
● facebook.com	3
● maplelandmark.com	3
● vermontvacation.com	3
● search.aol.com	2
● vtfpa.org	2
● accd.vermont.gov	1

TOP SEARCH ENGINES

Source	Sessions ⌄	Previous period
● google	89.7%	-1.6%
● yahoo	4.1%	+2.0%
● bing	4.0%	-0.3%
● duckduckgo	1.7%	+0.2%
● ecosia.org	0.4%	+0.1%

89.7%

TOP BROWSERS

Browser	Sessions ⌄
● Chrome	646
● Safari	466
● Firefox	80
● Edge	73
● UC Browser	26
● Samsung Internet	16
● Internet Explorer	10
● Android Browser	9
● Safari (in-app)	4
● Amazon Silk	2

TOP OPERATING SYSTEMS

Operating System	Sessions ⌄
● Windows	455
● iOS	335
● Macintosh	308
● Android	167
● Linux	53
● Chrome OS	16
● (not set)	2

TOP REGIONS

Region	Sessions ⌄
● Vermont	413
● New York	133
● Massachusetts	120
● (not set)	94
● Connecticut	69
● New Hampshire	49
● Oregon	42
● California	35
● Florida	28
● Ohio	23

TOP CITIES

City	Sessions ⌄
● (not set)	173
● New York	57
● Burlington	38
● Boardman	37
● Rutland	34
● South Burlington	29
● Colchester	26
● Stowe	23
● Essex	22
● Boston	21

Google Search Console

AVERAGE POSITION (SITE)

25.3
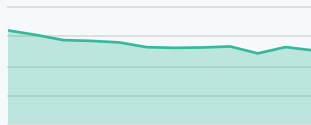
Previous period	Previous year
-4%	-22%

AVERAGE CTR (PAGES)

1.41%

Previous period	Previous year
-12%	28%

TOP CLICKS (PAGES)

Pages	Clicks ∨
🟢 /	147
🔴 /furniture-residential	70
🟣 /the-tree-house-hardwoods-and-millshop	61
🟠 /woodware-and-gifts	29
🟡 /appalachian-engineered-flooring	26
🟢 /client_media/files/History%20of%20Woodworking%20L...	25
🔵 /find-vermont-wood-products	25
🟢 /smead-woodcraft	24
🔴 /millwork-windows-and-doors	23
🟢 /woodshop-equipment	23
🟢 /j.-k.-adams-company-inc	21
🔵 /lumber	20
🟣 /buildings-and-cabins	18
🟢 /vermont-woodworking-school	18
🟢 /toys-and-games	17
🔴 /vermont-woods-studios	17
🟣 /cabinetry-and-built-ins	16

TOP CLICKS (QUERIES)

Queries	Clicks ∨
🟢 treehouse hardwoods	23
🔴 vermont furniture makers	17
🟣 vermont woodworkers	14
🟠 vermont wood studios	12
🟡 smead woodcraft	10
🟢 gagnon lumber	9
🔵 jk adams	8
🟢 vermont woodworks	8
🔴 new england woodcraft	7
🟢 vermont wood works	7
🟢 andrew pearce bowls	6
🔵 tree house hardwoods	6
🟣 vermont woodworking	6
🟢 appalachian engineered flooring	5
🟢 vermont wood	5
🔴 vermont wood furniture	5
🟣 vermont woodworking school	5
🟠 appalachian flooring	4
🟡 vermont furniture	4
🟡 allied lutherie	3
🔵 baker lumber	3
🟣 built by newport	3
🔴 copeland furniture	3
🟢 copeland furniture vermont	3
🟢 jk adams vermont	3
🔵 kitchen cabinets vermont	3
🔵 the tree house	3
🟢 vermont lumber mills	3
🟢 vermont wood furniture makers	3
🔴 vermont wood products	3
🟣 cutting boards made in vermont	2

TOTAL CLICKS (SITE)

808

Previous period	Previous year
-14%	80%

TOTAL IMPRESSIONS (SITE)

50,979

Previous period	Previous year
-3%	38%

TOP IMPRESSIONS (DEVICES)

Device Type	Impressions ∨
🟢 Desktop	32,809
🔴 Mobile	16,853
🟣 Tablet	1,317

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.