



Position Tracking: Landscape (organic)

SEO Audit

Position Tracking: Landscape (organic)

Tracking URL: [\[redacted\]](#)

Device & Location: Desktop, United States (Google)

Report Type: Organic

Volume Type: National

Period: Jun 01 – 07, 2021

Local pack: yes

Hotels pack: yes

Position Tracking: Overview

| Desktop, United States (Google) | Organic | Jun 01 – 07, 2021

Visibility

14.36% +0.13%



Estimated Traffic

50.31 +2.93



Average Position

37.40 ↓ 0.17



This metric is based on CTR and shows a domain's progress in the Google top 100. The more visibility you have, the better. A 100-percent visibility would mean that the domain being tracked is ranking in the first position for all keywords in your campaign.

The estimated amount of traffic your domain is receiving while ranking for the keywords in your current campaign. It is calculated by multiplying the average CTR for each position your domain has by its keyword volume.

The average ranking of all keywords in your current campaign.

Position Tracking: Keywords Overview

| Desktop, United States (Google) | Organic | Jun 01 – 07, 2021

Top 3

11

new 3
lost 3



Top 10

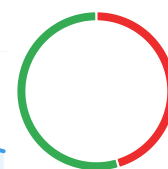
34

new 0
lost 3



Improved vs. Declined

18 vs. **15**



Top 20

44

new 1
lost 1



Top 100

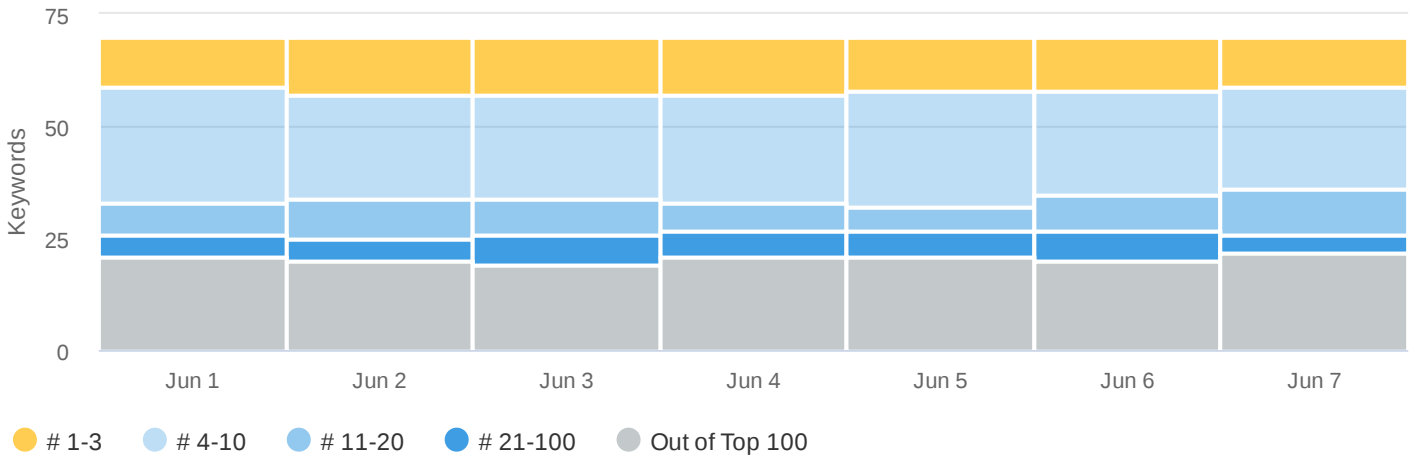
48

new 0
lost 1



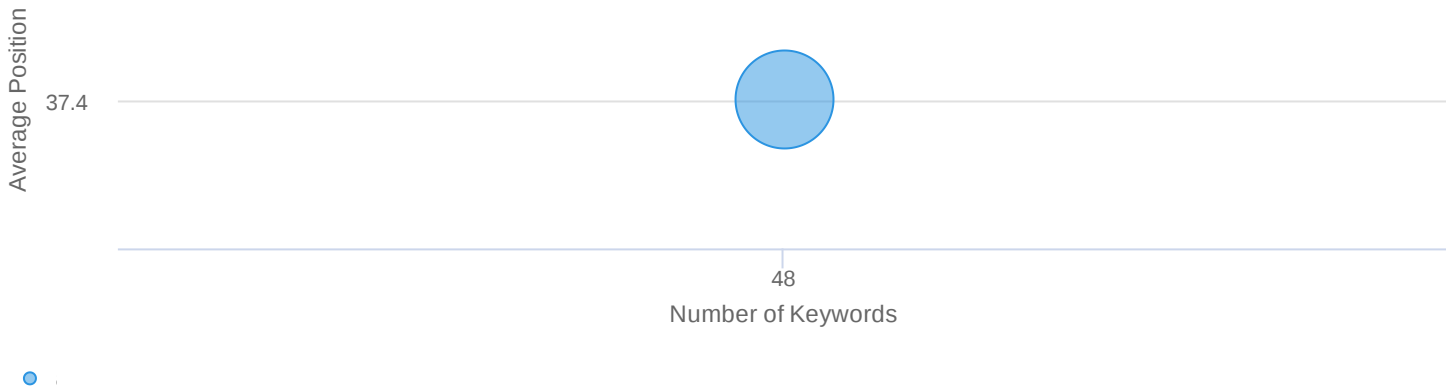
Position Tracking: Rankings Distribution Chart

| Desktop, United States (Google) | Organic | Jun 01 – 07, 2021



Position Tracking: Top Competitors Chart

| Desktop, United States (Google) | Organic | Jun 01 – 07, 2021



Position Tracking: Top Competitors by Visibility

| Desktop, United States (Google) | Organic | Jun 01 – 07, 2021

Domain	Visibility
	14.36% +0.13

Position Tracking: Top Keywords by Positive Impact

| Desktop, United States (Google) | Organic | Jun 01 – 07, 2021

Total Positive Impact: **+2.95%**

Keyword	Visibility Gain ▼
	+1.19%
no load vul	+1.06%
commission free life insurance	+0.12%
transfer for value rules for life insurance	+0.10%
broker general agency	+0.09%

i Keywords for which your domain's rankings increased the most in the selected time period

Position Tracking: Top Keywords by Negative Impact

| Desktop, United States (Google) | Organic | Jun 01 – 07, 2021

Total Negative Impact: **-2.83%**

Keyword	Visibility loss ▲
no commission life insurance	-0.94%
zero commission life insurance	-0.94%
ag 49 life insurance	-0.34%
no load life insurance	-0.18%
no load life insurance policy	-0.08%

i Keywords for which your domain's rankings dropped the most in the selected time period

Position Tracking: Top Keywords by Positions

| Desktop, United States (Google) | Organic | Jun 01 – 07, 2021

Keyword	Pos. ▼	Visibility
no load vul	1 ↑ 2	1.43%
	1 0	1.43%
	1 ↑ 4	1.43%
	1 0	1.43%
financial justification for life insurance	2 0	0.49%

Position Tracking: SERP Features Linking to Domain

| Desktop, United States (Google) | Jun 01 – 07, 2021

SERP Feature	Keywords		
	Linking to Your Domain	Linking to Any Domain	In Campaign
Featured snippet	0	14	70
Local pack	0	5	70
Reviews	0	26	70
Site Links	2	42	70
Video	0	17	70
Featured video	0	0	70
Knowledge Panel	0	9	70
Hotels	0	0	70

In campaign: All keywords in your campaign.

Linking to Any Domain: Keywords that trigger SERP features linking to any domain.

Linking to Your Domain: Keywords that trigger SERP features linking to your domain.

SERP features are tracked on the last day of the selected time period.

Position Tracking: SERP Features Not Linking to Domain

| Desktop, United States (Google) | Jun 01 – 07, 2021

SERP Feature	Keywords	
	Not Linking to Any Domain	In Campaign
News (Top stories)	6	70
People also ask	55	70
Image pack	10	70
Twitter	0	70
Instant answer	1	70
Shopping ads	0	70
AdWords top	4	70
AdWords bottom	8	70
Flights	0	70

In campaign: All keywords in your campaign.

Not Linking to Any Domain: Keywords that trigger SERP features not linking to any domain.

SERP features are tracked on the last day of the selected time period.

Position Tracking: Top Pages by Estimated Traffic

| Desktop, United States (Google) | Organic | Jun 01 – 07, 2021

URL	Keywords	Avg. Position	Diff	Est. Traffic ▼	Diff
https://www. .net/wp-content/uploads/2019/02/Online-Lab-Access-Handout.pdf	8	8.50	↑ 0.50	19.59	+2.17
https://www. .net/higher-taxes-are-inevitable-the-tax-time-bomb/	3	17.66	↓ 1.66	17.87	-0.90
https://www. .net/	7	6.42	↑ 0.43	9.88	+1.84
https://www. .net/ag-49-changed-iul-sales-ed-stark-clu/	3	5.33	↓ 1.00	1.08	-0.01
https://www. .net/wp-content/uploads/2015/06/Transfer-for-Value-Rule-2015.pdf	3	5.66	↑ 2.00	0.53	+0.08

Position Tracking: Top Improved Pages

.net | Desktop, United States (Google) | Organic | Jun 01 – 07, 2021

URL	Keywords	Avg. Position	Diff	Est. Traffic	Diff ▼
https://www. .net/wp-content/uploads/2019/02/Online-Lab-Access-Handout.pdf	8	8.50	↑ 0.50	19.59	+2.17
https://www. .net/	7	6.42	↑ 0.43	9.88	+1.84
https://www. .net/why-fee-advisors-should-consider-no-load-low-load-vuls/	1	1.00	↑ 2.00	0.12	+0.09
https://www. .net/wp-content/uploads/2015/06/Transfer-for-Value-Rule-2015.pdf	3	5.66	↑ 2.00	0.53	+0.08
https://www. .net/from-the-desk-of-gonzalo-garcia-will-the-lifetime-exemption-sunset-on-january-1-2026-or-sooner/	1	15.00	↑ 3.00	0.20	+0.02

Position Tracking: Top Declined Pages

.net | Desktop, United States (Google) | Organic | Jun 01 – 07, 2021

URL	Keywords	Avg. Position	Diff	Est. Traffic	Diff ▲
https://www. .net/higher-taxes-are-inevitable-the-tax-time-bomb/	3	17.66	↓ 1.66	17.87	-0.90
https://www. .net/the-impossible-search-for-no-load-life-insurance/	8	4.62	↓ 0.62	0.29	-0.21
https://www. .net/what-it-means-to-make-a-gift-under-the-federal-gift-tax-system/	3	14.33	↑ 20.17	0.09	-0.10
https://www. .net/create-an-enduring-presence-in-your-clients-lives-with-legacyshield/	1	24.00	↓ 10.00	0.15	-0.06

URL	Keywords	Avg. Position	Diff	Est. Traffic	Diff ▲
https://www. .net/wp-content/uploads/2018/01/1.25.2017-Introducing-a-VUL-Product.pdf	0	-	↓ 96.00	0	-0.03