

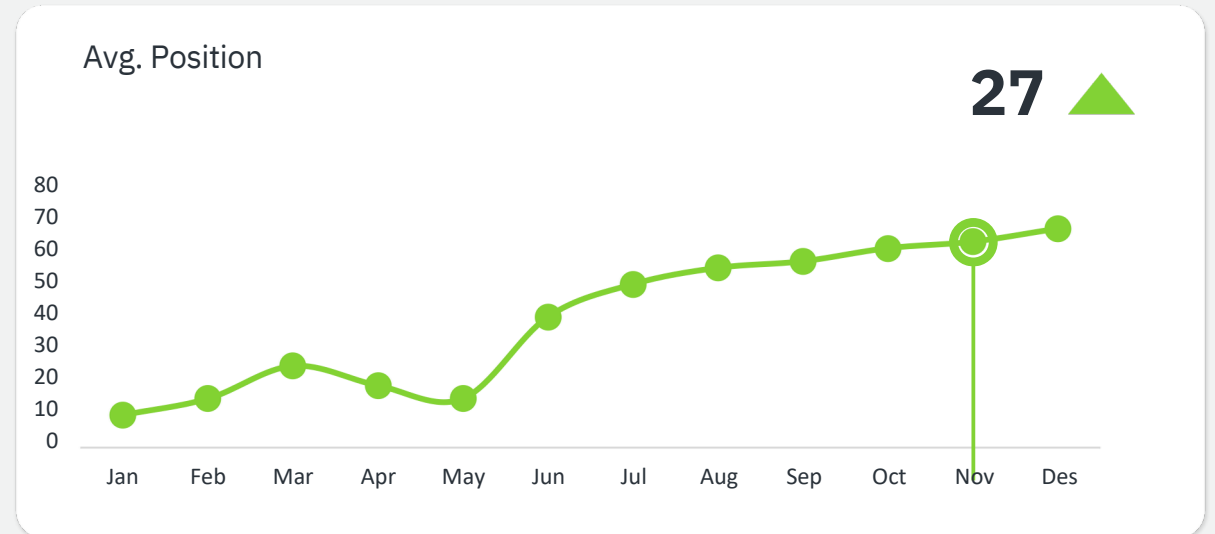
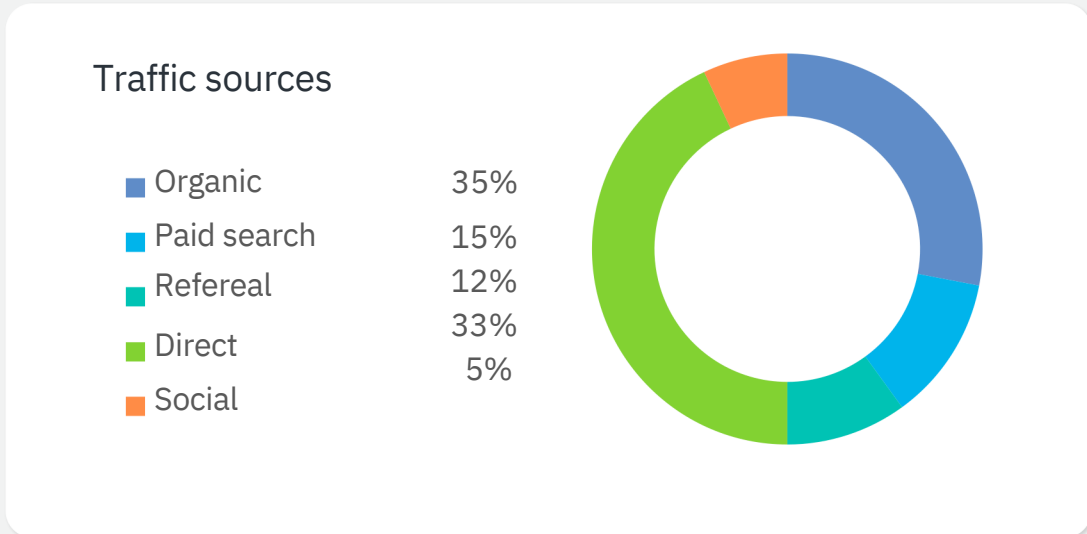
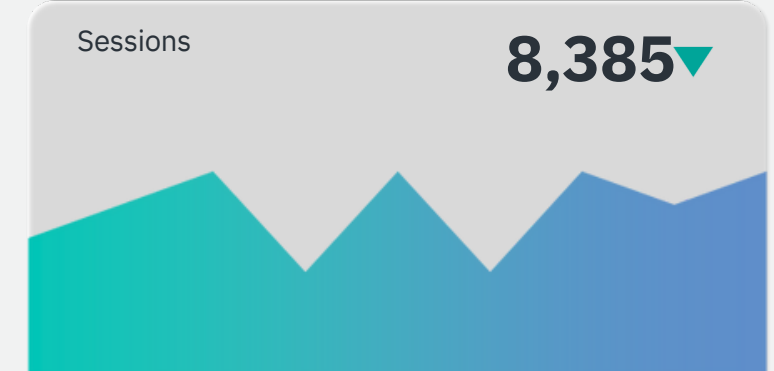
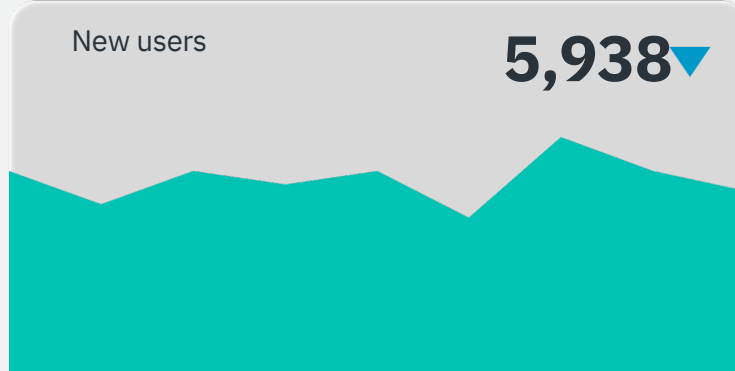
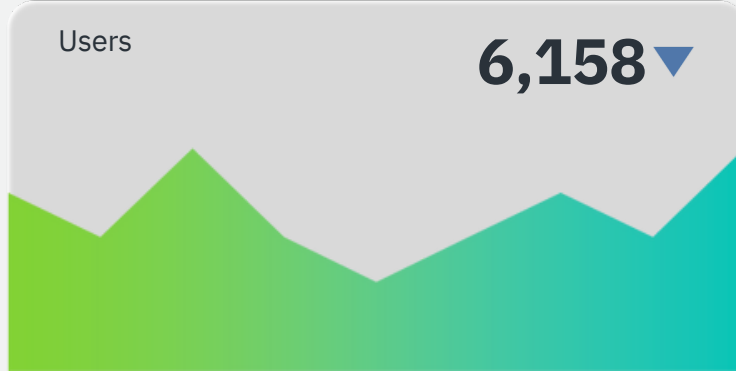
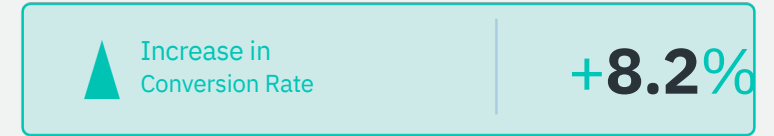
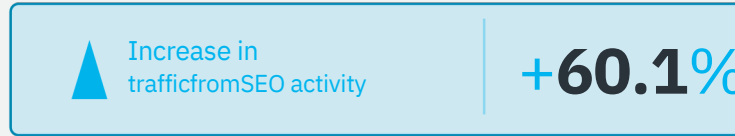
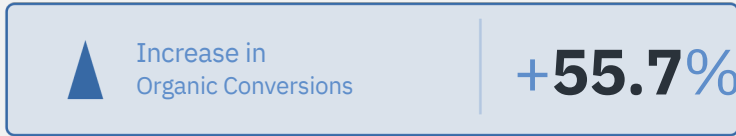


SEO PROHUB
Grow your business online.

CASE STUDY

PENWOODFURNITURE wanted to improve its organic traffic, which drills down to higher SERP rankings with targeted keywords.





Top Keyword Trends

| # | Keyword | Position | Clicks |
|----|---------------------------------------|----------|--------|
| 1 | Mennonite Furniture Guelph | 1 | 170 |
| 2 | Custom Dining Tables Toronto | 1 | 166 |
| 3 | Solid Wood Furniture Ontario | 1 | 162 |
| 4 | Solid Wood Furniture Toronto Solid | 1 | 151 |
| 5 | Wood Furniture Mississauga | 2 | 150 |
| 6 | Cambridge Mennonite Furniture Wood | 2 | 148 |
| 7 | Furniture Toronto | 2 | 145 |
| 8 | Toronto Wood Furniture | 2 | 132 |
| 9 | Mennonite Furniture Cambridge Ontario | 2 | 122 |
| 10 | Mennonite Furniture Cambridge | 2 | 118 |
| 11 | Mennonite Furniture Guelph | 1 | 115 |
| 12 | Custom Dining Tables Toronto | 1 | 109 |

Sessions
8,385

Unique Visitors
5,938

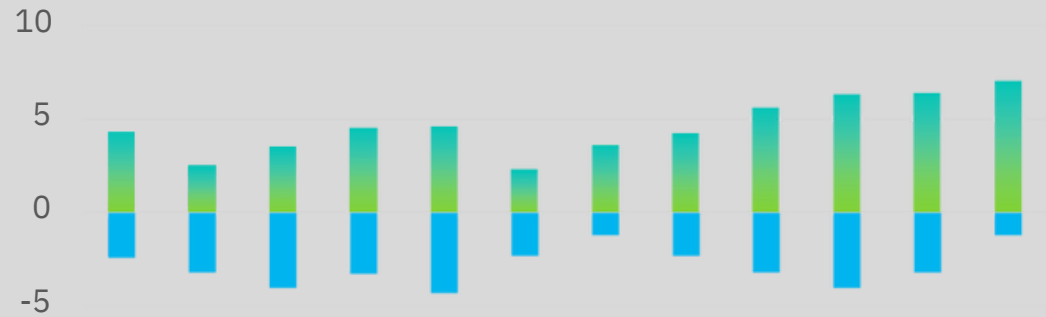
Page/Visits
3,7131

Avg/Visit Duration
00.08:02

Bounce Rate
0.9%

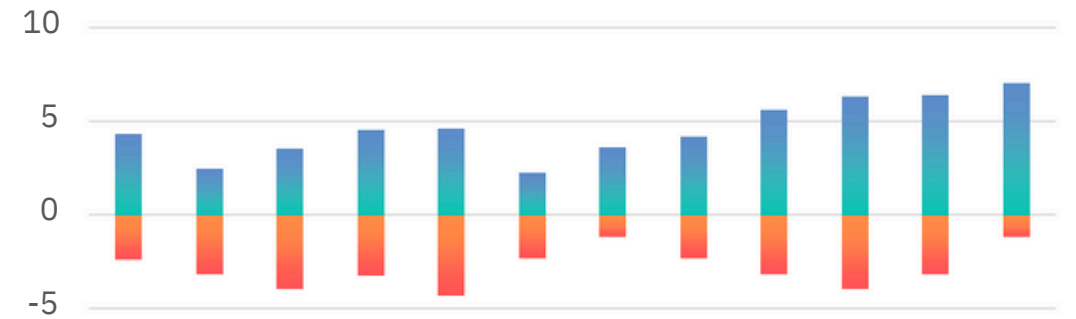
Keyword's

09 Sep, 2019 - 20 Sep, 2022



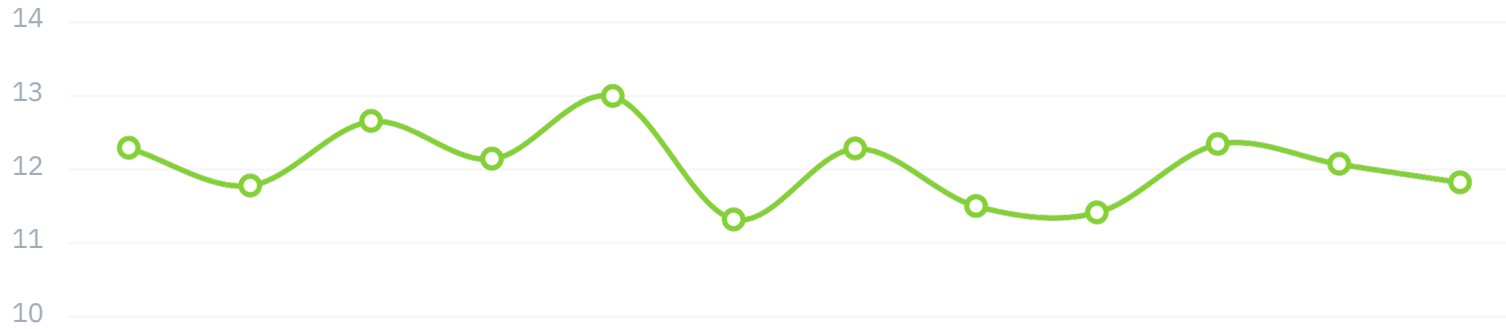
Backlinks

23 Oct, 2019 - 04 Nov, 2022



Sessions

15,568 ▲ 90%



20,236

Sessions

▲ 80%

Goal Completions



Display Organic

Other

Search

Social

Referral

Email

Paid Search

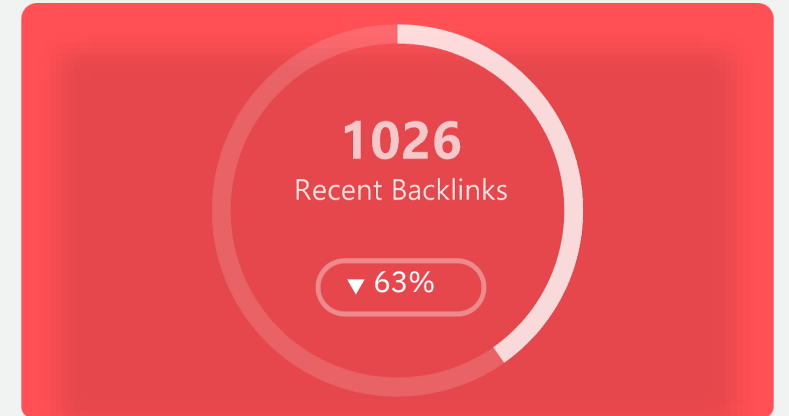
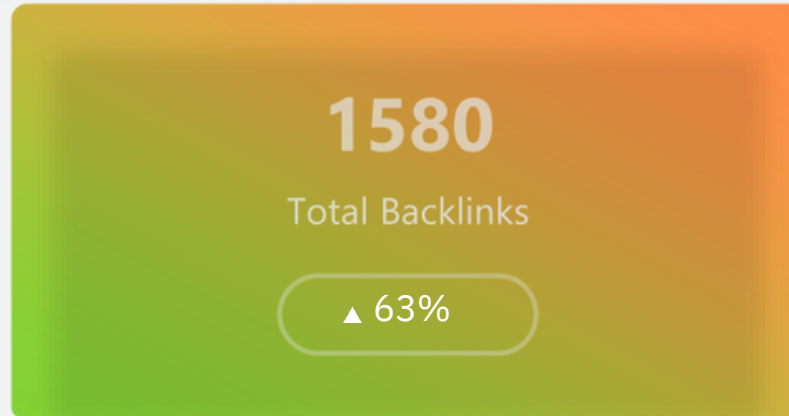
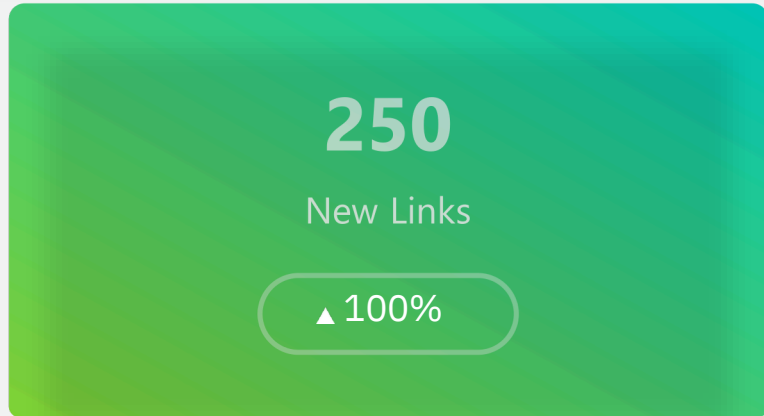
Direct



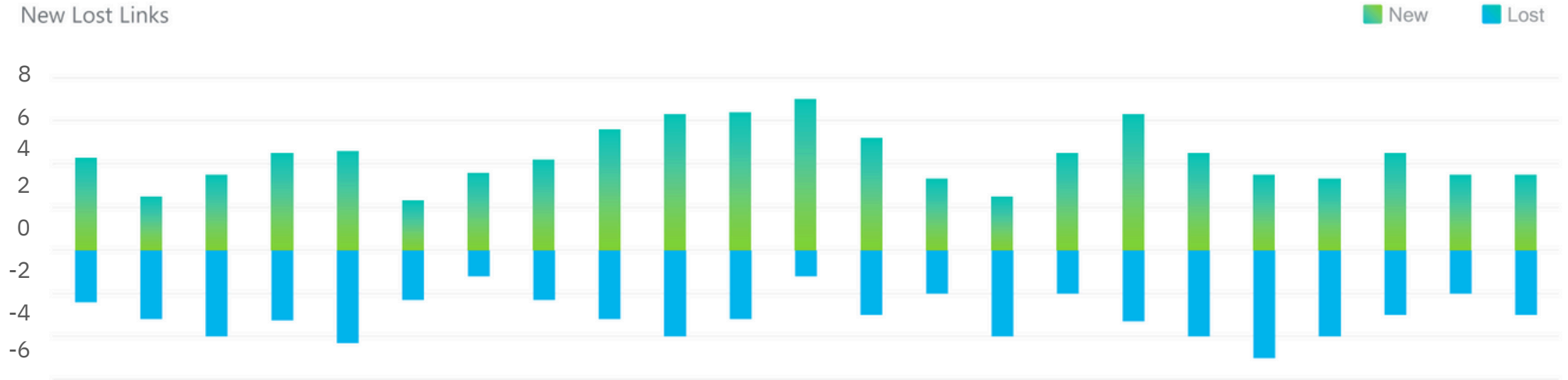
10,236

Goal Completions

▼ 63%



New Lost Links



Goal Conversion
Last 14 day, daily

8.2%

Conversion rate

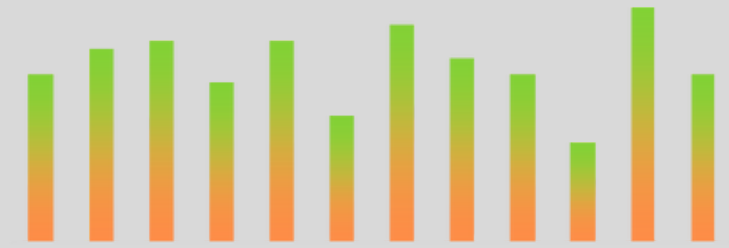
Goal Conversion
Last 14 day, daily

8.2%
Conversion rate



Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Goal Conversion
Last 14 day, daily



Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Goal Value
Last 14 day, daily

1,460
23.25 / day

Goal Conversion
Last 14 day, daily

1,631
23.25 / day



Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Goal Conversion
Last 14 day, daily



- Search Engines
- Social Media
- Direct
- Other

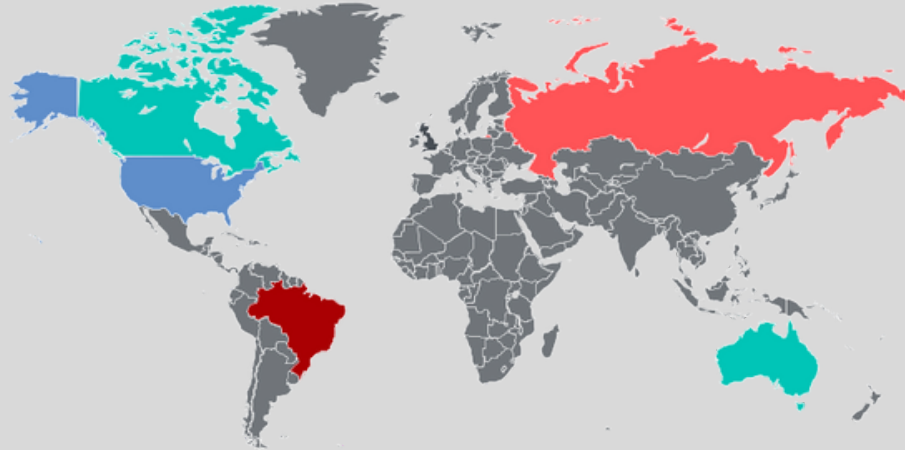
Countries

Canada

65%

USA

45%



Traffic Overview

6,140

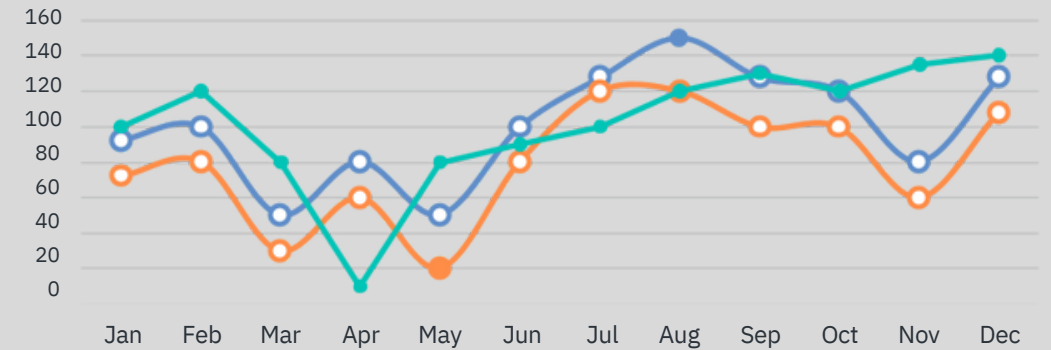
User

9,200

Sessions

37,260

6/day



Contestant Overview

2:22s

Avg. time on page

8,140

Avg. Bounce rate %

36,456

Avg. exit rate %

Contestant Overview

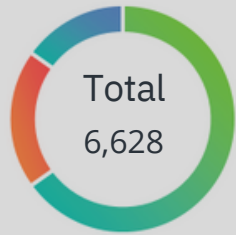
330.4

Goal Value

%8.11

Conversion rate

Active Visitor



65%
Desktop

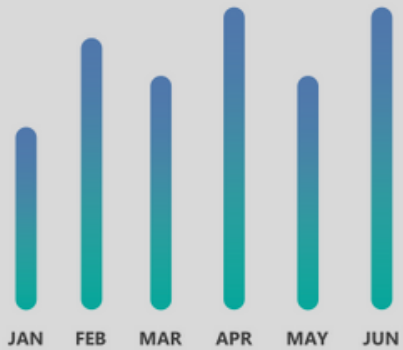
20%
Tablet

15%
Phone

Sessions Via Organic Search



Visitor by Type



Regional Map



Session
5,352,48



Page view
3,625,000



Avg. user
41,478,46



Bounce Rate
2764952



NewSession
8,445,78



Conversion
2764952

