SEO CAMPAIGN

REPORT AUGUST 2024

Themycompany.com
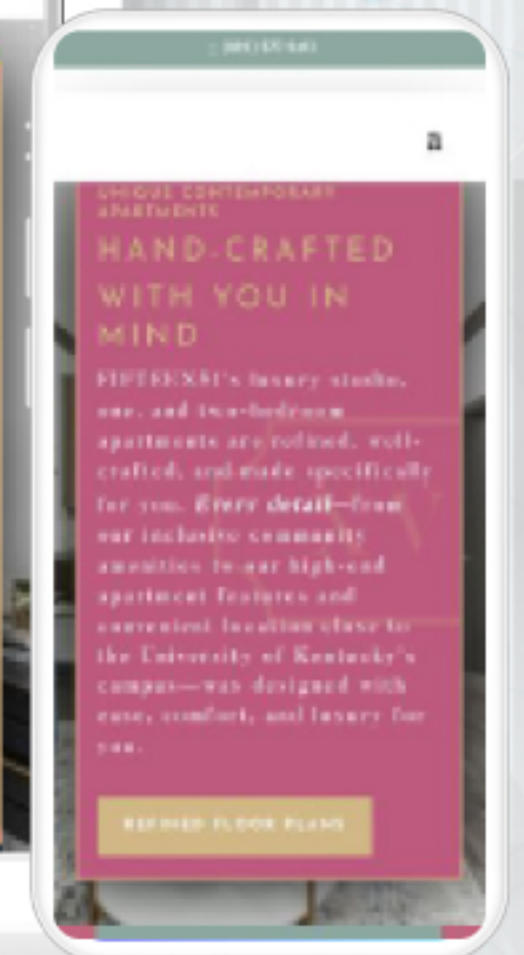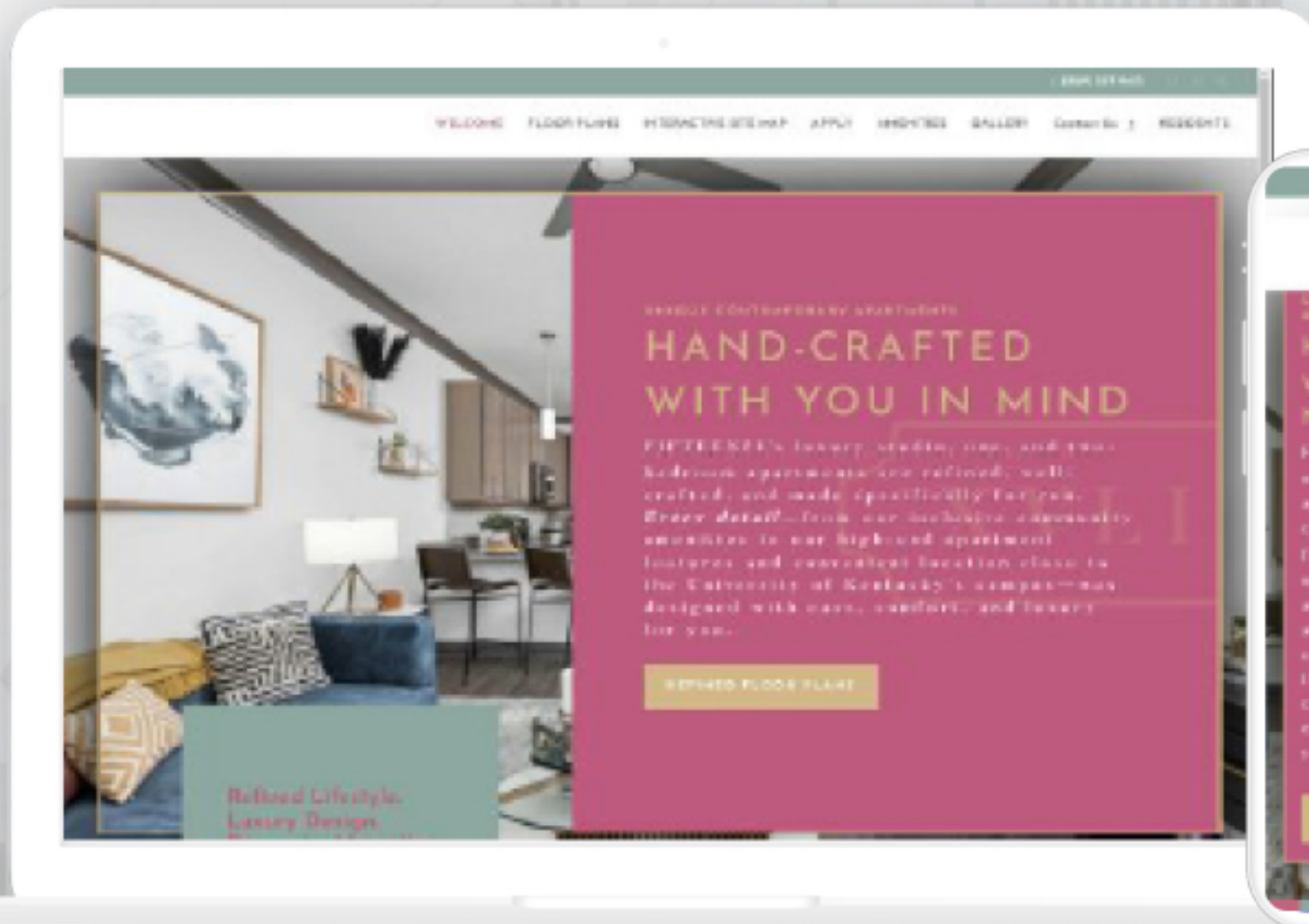
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HIGHLIGHTS SUMMARY

SEARCH ENGINE RANKINGS

- **6** keywords have improved since benchmark and moved to first page.
- **7** keywords have improved since benchmark and moved to second page.

GOOGLE ANALYTICS (JUN 28 2024 - JUL 28 2024)

- Achieved a total of **3556** Visits.
- **457** sessions from **Louisville** resulted in **12.85%** of all traffic.
- Achieved a total of **6452** page views.
- With **2688** visits, **New Visitors** accounted for most of the traffic.

GOOGLE BUSINESS PROFILE INSIGHT (JUN 28 2024 - JUL 28 2024)

- Your business was found on Google Search by **6560** people in the past 30 days.
- In the past 30 days, **704** people found your business on Google Maps.
- Your business received **120** calls, resulting in a **95%** increase over the previous 30 days.
- **172** people asked for directions to your business, a **97.67%** increase over the previous 30 days.
- Your website received **637** visits, a **96.7%** increase over the previous 30 days.
- **5** reviews were posted on Google in the past 30 days.

HIGHLIGHTS SUMMARY

GOOGLE SEARCH CONSOLE (JUN 28 2024 - JUL 28 2024)

- With **20.8k** page impressions, your website saw a **14.99%** increase in the last 30 days.
- Your website achieved **375** clicks, marking a **14.93%** increase in the last 30 days.

BACKLINKS

- We created **30** new backlinks this month.

SITE UPTIME MONITORING

- Over the past 30 days, your site was up **99.93%** of the time.

NEXT MONTH DELIVERABLES

Guest Blog Or Webpage Content Creation/ Revision (Based on finalized keywords)

GEO Backlinks

On-Page Optimization (continuation or updates as needed)

- Sitemaps
- Schema
- Hx, Image Alt & Internal Linking
- Canonical

Title & Meta Tag Optimization (continuation or updates as needed)

Fixing Site Errors from Google Search Console & Dashboard Crawler Section (additional pages if needed)

Website Uptime Monitoring

Weekly Executive Summary Reporting

Monthly SEO Performance Reporting

WORK SUMMARY

Deliverables	Total as of Month 23	Projected total over 24 Months
Total Trackable Keywords [Primary Keywords]	26	26
Website Content Writing Or Guest Blogging	12	12
GEO Backlinks	693	720
All-In-One Dashboard	☑	☑
Website Pages Optimized	☑	☑
• Hx Tag Optimizations	☑	☑
• Image Alt Optimizations	☑	☑
• Internal Linking Optimizations	☑	☑
• Schema & Canonical Set Up	☑	☑
• Google & Bing Search Console	☑	☑
• Sitemap	☑	☑
• Heatmap Code Setup	☑	☑
Website Audit And Fixing SEO Issues	☑	☑

WORK SUMMARY

Deliverables	Total as of Month 23	Projected total over 24 Months
Website Goal Conversion Tracking [Google Analytics] SEO KPI Dashboard And Metrics	☑	☑
Website Uptime Monitoring And Reporting	☑	☑
Weekly Website SEO Health Check Via Crawler Audit	☑	☑
Monthly SEO Performance Reporting	☑	☑

ON SITE OPTIMIZATION (TECHNICAL & CONTENT)

On Site Optimization Technical

TITLE & META TAGS OPTIMIZATION | (Document Url)

ON PAGE OPTIMIZATION
(HX, Image Alt & Internal Link Optimization) | (Document Url)

HOMEPAGE CONTENT | (Document Url)

GEO PAGES CONTENT | (Document Url)

HEATMAP CODE SETUP | Excellent! All pages of your website now have proper HeatMap Code Setup

INNER PAGE CONTENT | Good! Robots.txt file is properly set up on your website server and it points to your website's xml sitemap.

ON SITE OPTIMIZATION (TECHNICAL & CONTENT)

On Site Optimization Technical

☑	**LANDING PAGE CONTENT**	(Document Url)

☑	**WEBPAGE CONTENT**	(Document Url)

SEARCH ENGINE RANKINGS - GOOGLE

Highlights Summary

- **6** keywords have improved since benchmark and moved to the Page 1.

- **7** keywords have improved since benchmark and moved to the Page 2.

Primary Keywords

26	**8**	**7**	**23**	**1**
Total	On Page 1	On Page 2	Improved	Maintained

Additional Keywords

20	**7**
Total	On Page 1

Opportunity Keywords

18

Keywords (Page 2 -5)

SEARCH ENGINE RANKINGS - GOOGLE

Keywords Ranking on First Page in Major Search Engines
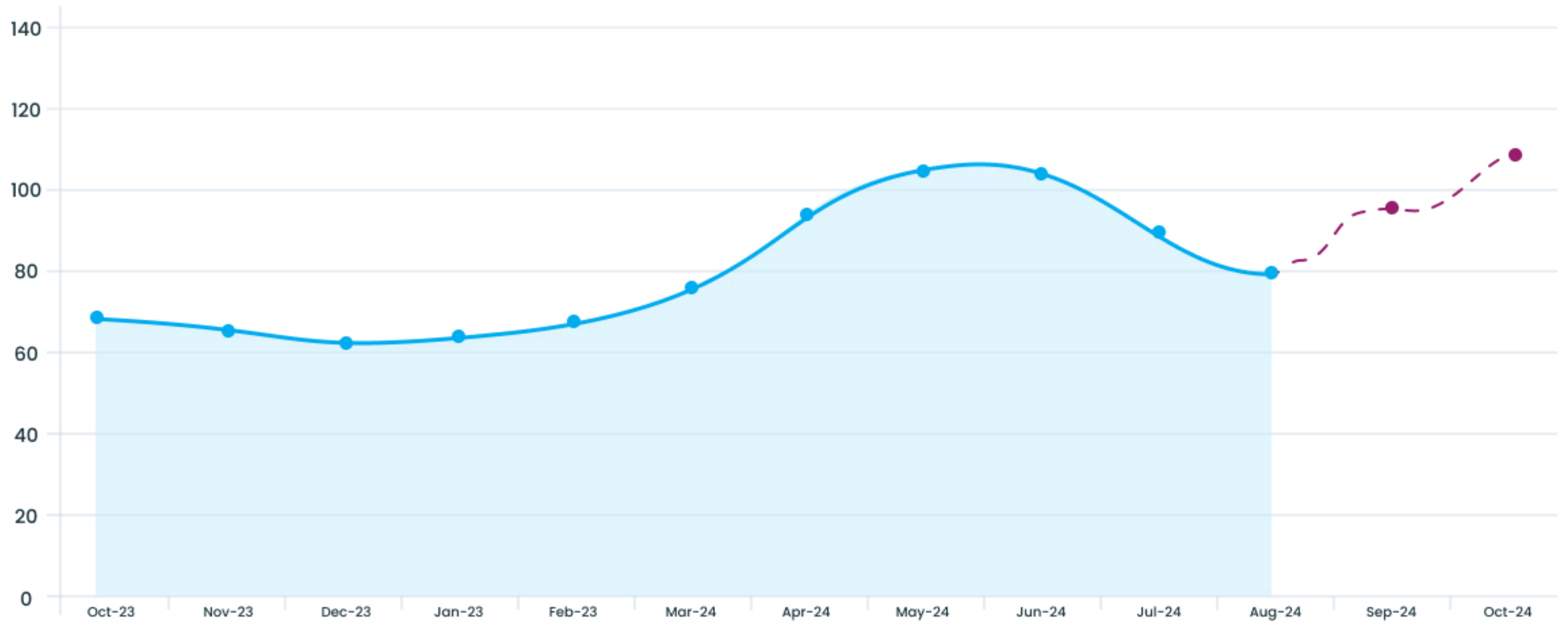
SEARCH ENGINE RANKINGS - GOOGLE

Google (US) Keywords	Current Aug 02, 2024	Previous Jul 05, 2024	Before SEO
Rental Apartments Lexington KY	📍 1	📍 2 ▲ 1	📍 1
Apartments For Rent Lexington KY	📍 1	📍 2 ▲ 1	📍 1
Luxury Apartments For Rent Richmond KY	📊 1	📊 1	8 ▲ 7
Luxury Apartments Richmond KY	📊 1	📊 1	9 ▲ 8
Luxury Apartments For Rent Lexington KY	📍 1	📊 1	📊 1
Luxury Apartments Lexington KY	📊 1	📊 1	9 ▲ 8
One Bathroom Apartment Lexington KY	📍 1	📊 1	10 ▲ 9
One Bathroom Apartment Richmond KY	📊 1	📊 1	9 ▲ 8
Apartments For Rent With Amenities Lexington KY	📍 1	📊 1	10 ▲ 9
One Bathroom Apartment For Rent Richmond KY	📊 1	📊 1	9 ▲ 8
One Bathroom Apartment For Rent Lexington KY	📍 1	📊 1	10 ▲ 9
Two Bedroom Apartments Richmond KY	📊 1	📊 1	9 ▲ 8
Two Bathroom Apartment For Rent Lexington KY	📍 1	📊 1	10 ▲ 9

*The Local Map Pack (📍), Knowledge panel (📊) and Carousel section (🖼) in the Google search results.

ADDITIONAL KEYWORDS

🏆 **Congratulations!**

Because Of The SEO Efforts, The Following Generic Key Terms Are Now Ranking On The First 2 Pages In Google.

Google (US) Keywords	Rank
Two Bathroom Apartment For Rent Lexington KY	1
Apartments Lexington KY	1
Two Bathroom Apartment For Rent Richmond KY	1
Apartments For Rent Richmond KY	1
One Bedroom Apartments Lexington KY	2
One Bedroom Apartments Richmond KY	2
Apartments For Rent With Amenities Richmond KY	2

SEARCH ENGINE RANKINGS - BING / YAHOO

Highlights Summary

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Primary Keywords

26	**6**	**7**	**21**	**1**
Total	On Page 1	On Page 2	Improved	Maintained

Opportunity Keywords

10

Keywords (Page 2 -5)

SEARCH ENGINE RANKINGS - BING / YAHOO

Keywords Ranking on Page 1
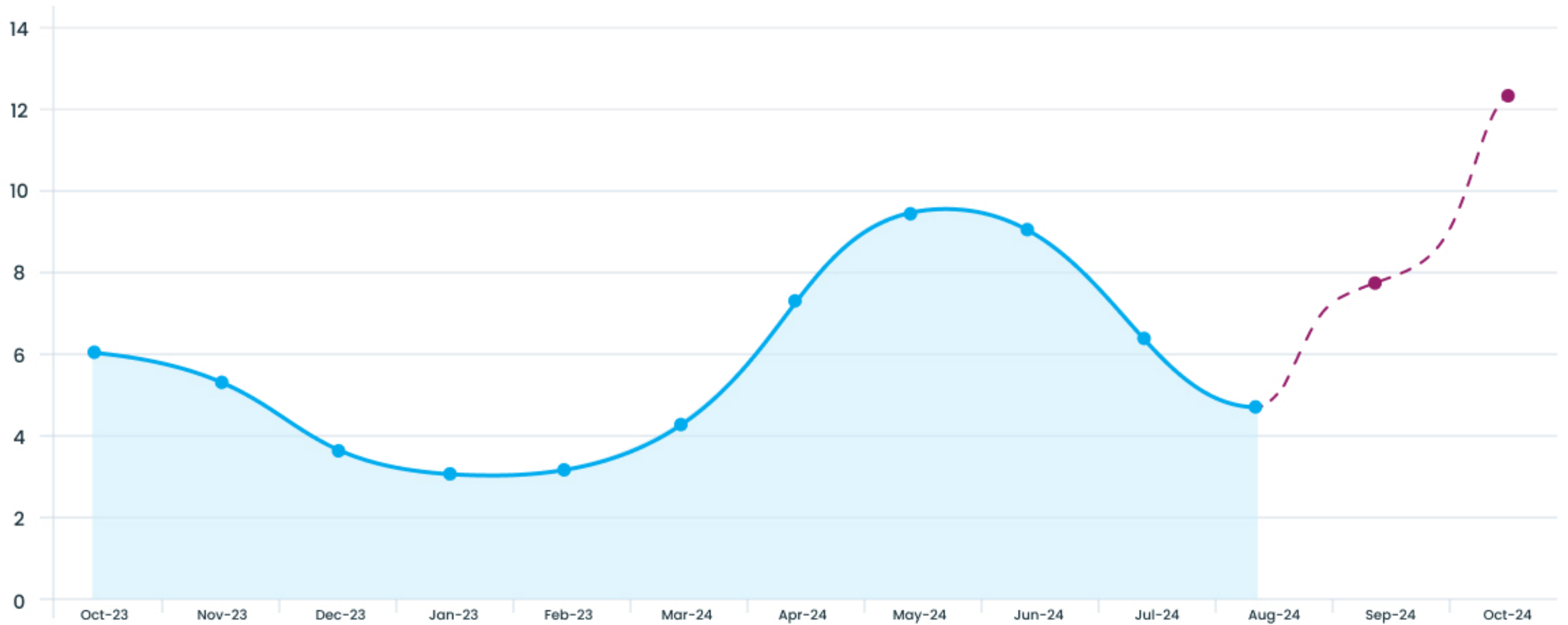
SEARCH ENGINE RANKINGS - BING / YAHOO

(US) Keywords	Current Feb 03, 2024	Previous Jan 06, 2024	Before SEO
Apartments For Rent With Amenities Lexington KY	📍 1	📍 2 ▲ 1	📍 1
Luxury Apartments Lexington KY	📍 1	📍 2 ▲ 1	📍 1
Luxury Apartments Richmond KY	📊 1	📊 1	8 ▲ 7
One Bathroom Apartment Richmond KY	📊 1	📊 1	9 ▲ 8
Luxury Apartments For Rent Richmond KY	📍 1	📊 1	📊 1
Two Bathroom Apartment For Rent Richmond KY	📊 1	📊 1	9 ▲ 8
One Bathroom Apartment For Rent Richmond KY	📍 1	📊 1	10 ▲ 9
Luxury Apartments For Rent Lexington KY	📊 1	📊 1	9 ▲ 8
One Bathroom Apartment Lexington KY	📍 1	📊 1	10 ▲ 9
One Bathroom Apartment For Rent Lexington KY	📊 1	📊 1	9 ▲ 8
Two Bedroom Apartments Richmond KY	📍 1	📊 1	10 ▲ 9
One Bedroom Apartments Lexington KY	📊 1	📊 1	9 ▲ 8
Two Bedroom Apartments For Rent Richmond KY	📍 1	📊 1	10 ▲ 9

*The Local Map Pack (📍), Knowledge panel (📊) and Carousel section (🖼) in the Google search results.

GOOGLE ANALYTICS - INSIGHTS

Highlights Summary (Jun 28 2024 - Jul 28 2024)

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3075
Overall Visits

87.45%
Percent New Visits

2689 New **386** Returning
New vs Returning Visitors

1084
Total Organic Traffic

51.01%
Organic Traffic Percentage

6452
Page Views

GOOGLE ANALYTICS - INSIGHTS

Overview (Jun 28 2024 - Jul 28 2024)
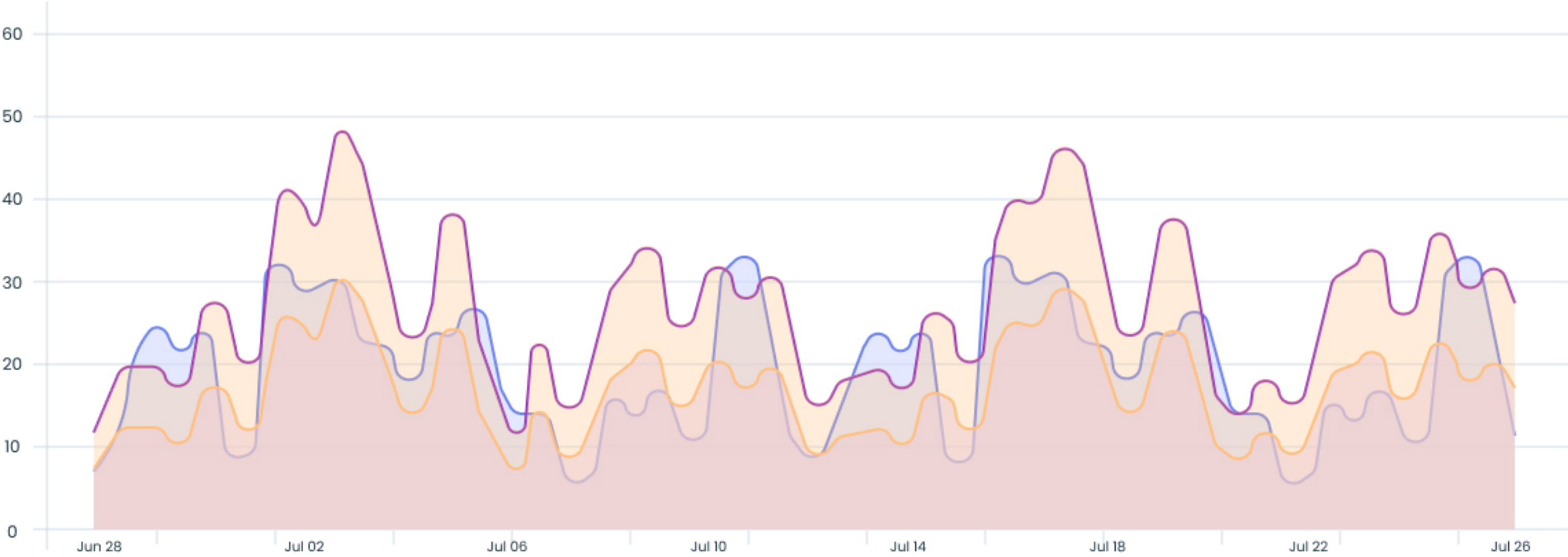
● Direct   ● Organic Search   ● Organic Search

469   **1084**   **546**

GOOGLE BUSINESS - INSIGHTS

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GOOGLE BUSINESS - INSIGHTS

7264
Total Views

6560
Total Searches

929
Total Actions

Overview
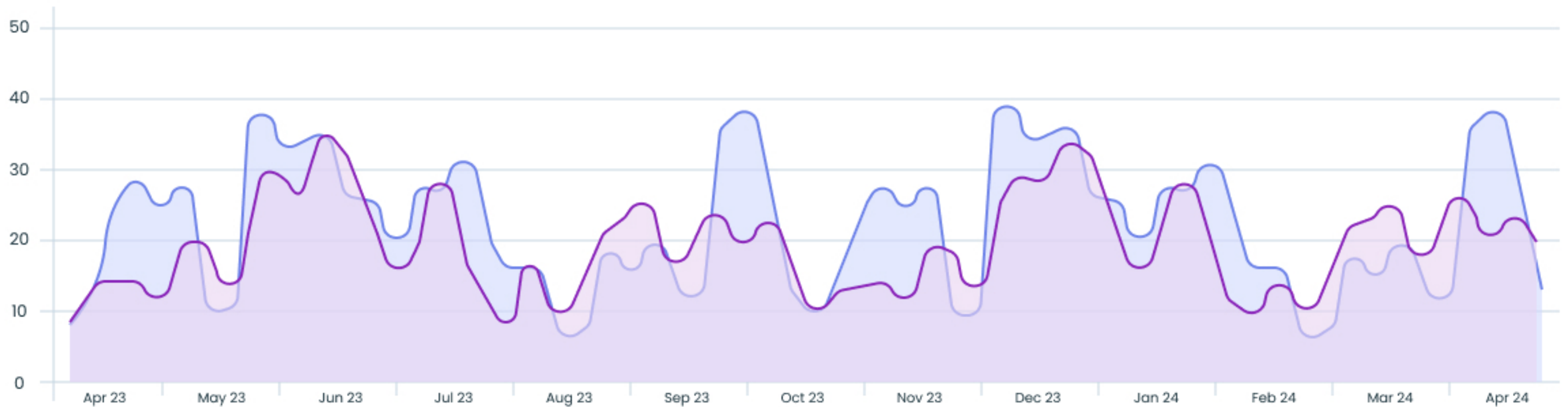
● Listing Search
6560

● Listing Maps
704

BACKLINKS

- We created **30** new backlinks this month

Links Acquired

Completed ●   Processing ●

BACKLINKS

We created 30 new backlinks this month

⭐ https://www.diigo.com/user/jamesdsouza1?query=%23Apartments-For-Rent-With-Amenities-Lexington-KY

⭐ https://aliceshown.livejournal.com/6880647.html

⭐ https://favemarks.net/story/manifesting-a-luxury-apartments-for-rent-in-lexington-ky-visit-fift...

⭐ https://mycoolbookmarks.com/story/manifesting-a-luxury-apartments-for-rent-in-lexington-ky-visi...

⭐ https://socialcrowd.biz/story/manifesting-a-luxury-apartments-for-rent-in-lexington-ky-visit-fi...

⭐ https://supercoolbookmarks.com/story/manifesting-a-luxury-apartments-for-rent-in-lexington-ky-v...

⭐ https://livebookmarks.org/story/manifesting-a-luxury-apartments-for-rent-in-lexington-ky-visit-...

⭐ https://bizvote.org/story/manifesting-a-luxury-apartments-for-rent-in-lexington-ky-visit-fifteen51/

Click here to download all backlinks.

HEATMAP

Here's a Heatmap of your home page displaying which parts of your page users visit and click frequently. You get to know what's hot and what's not, so you can make changes accordingly to increase conversions
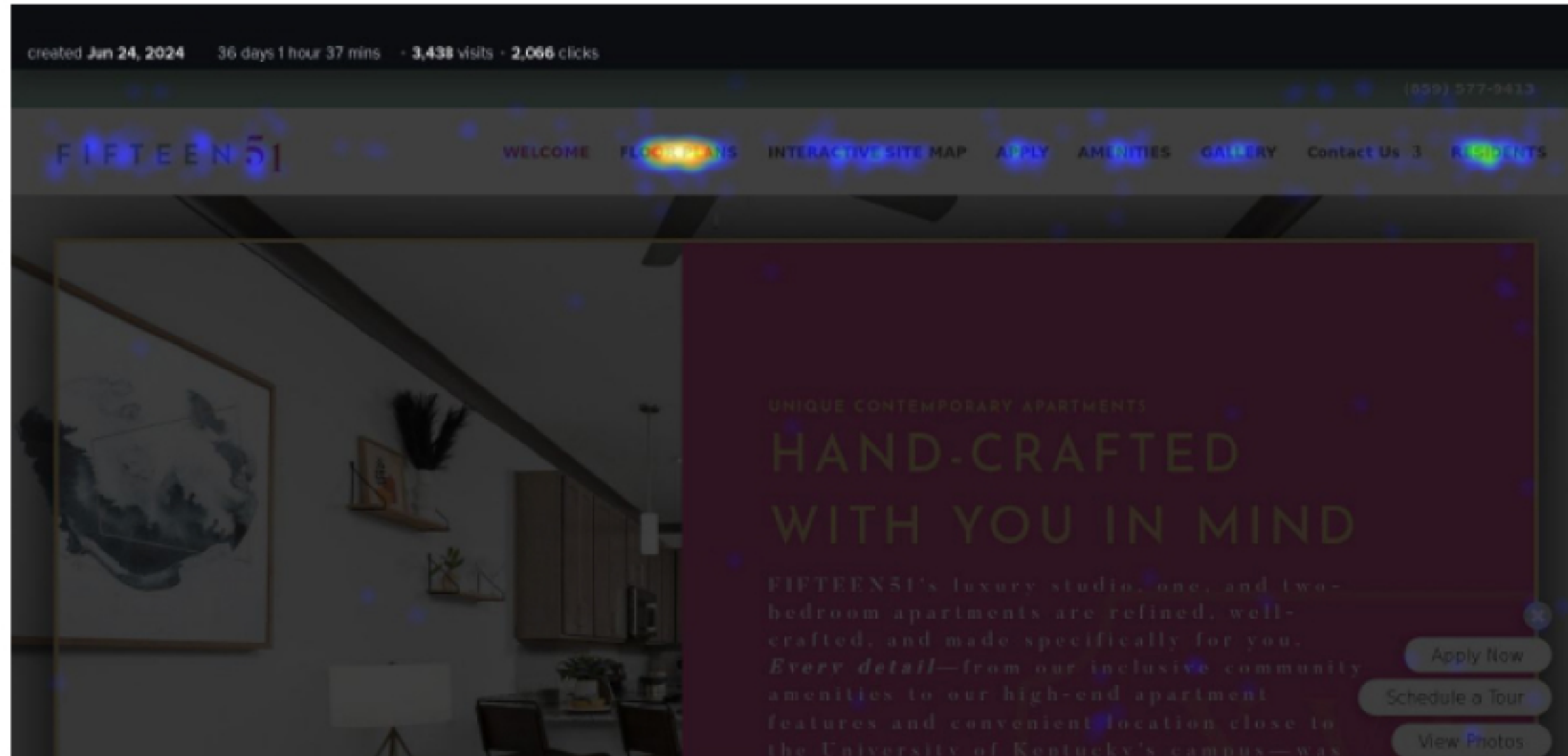
The brighter the area on the screen, the more people clicked on that spot. Click here to view full report.

OVERLAY IMAGE

With the overlay report, you will be able to see the number of clicks on each element of your web page.
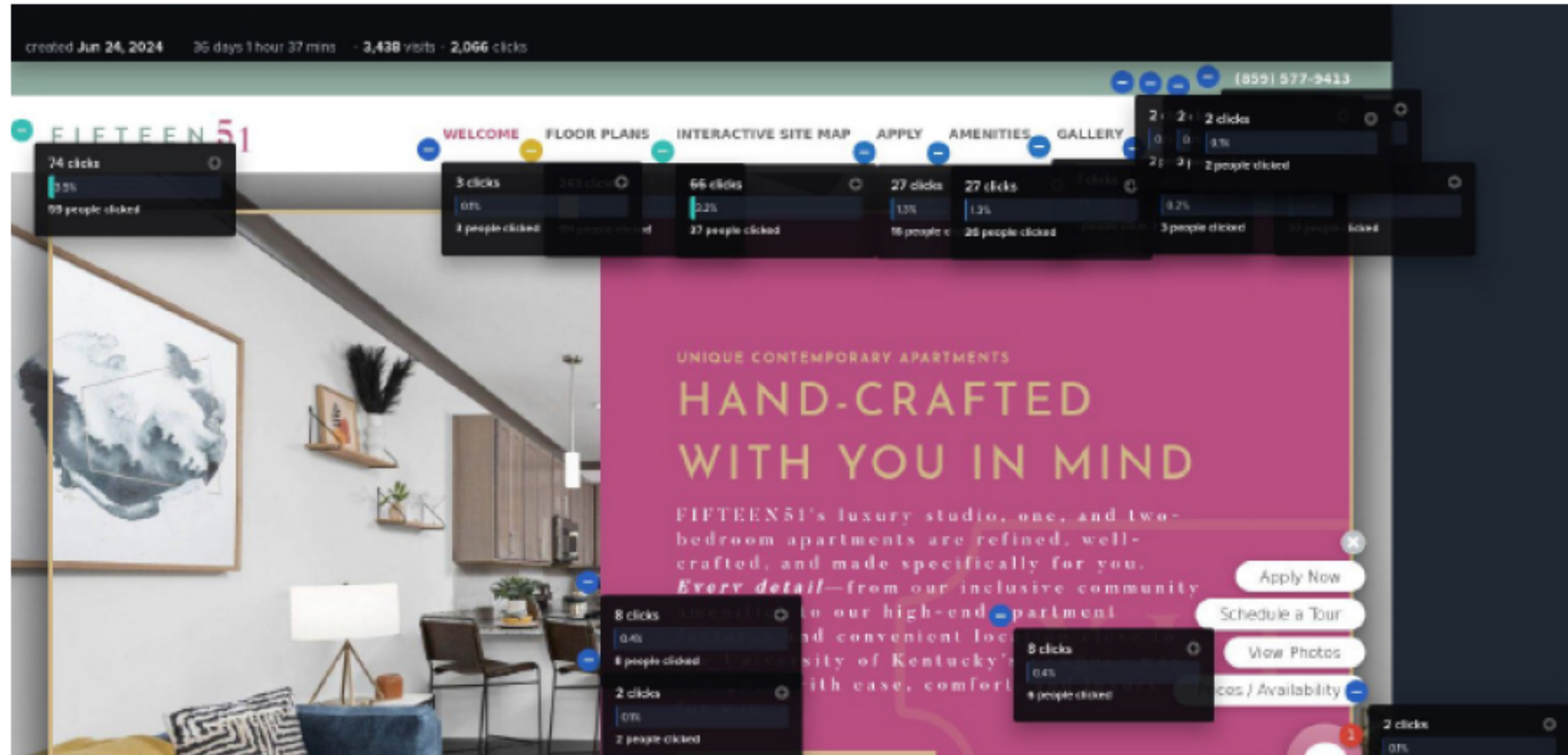
The blue icons represent the links with the least clicks, while the green, orange, and red icons represent links with progressively more clicks. Click here to view full report.

SCROLLMAP IMAGE

This report shows how far down the page people are scrolling and helps determine where visitors abandon the page. Now you'll know exactly where to add elements to hold a visitor's interest longer.
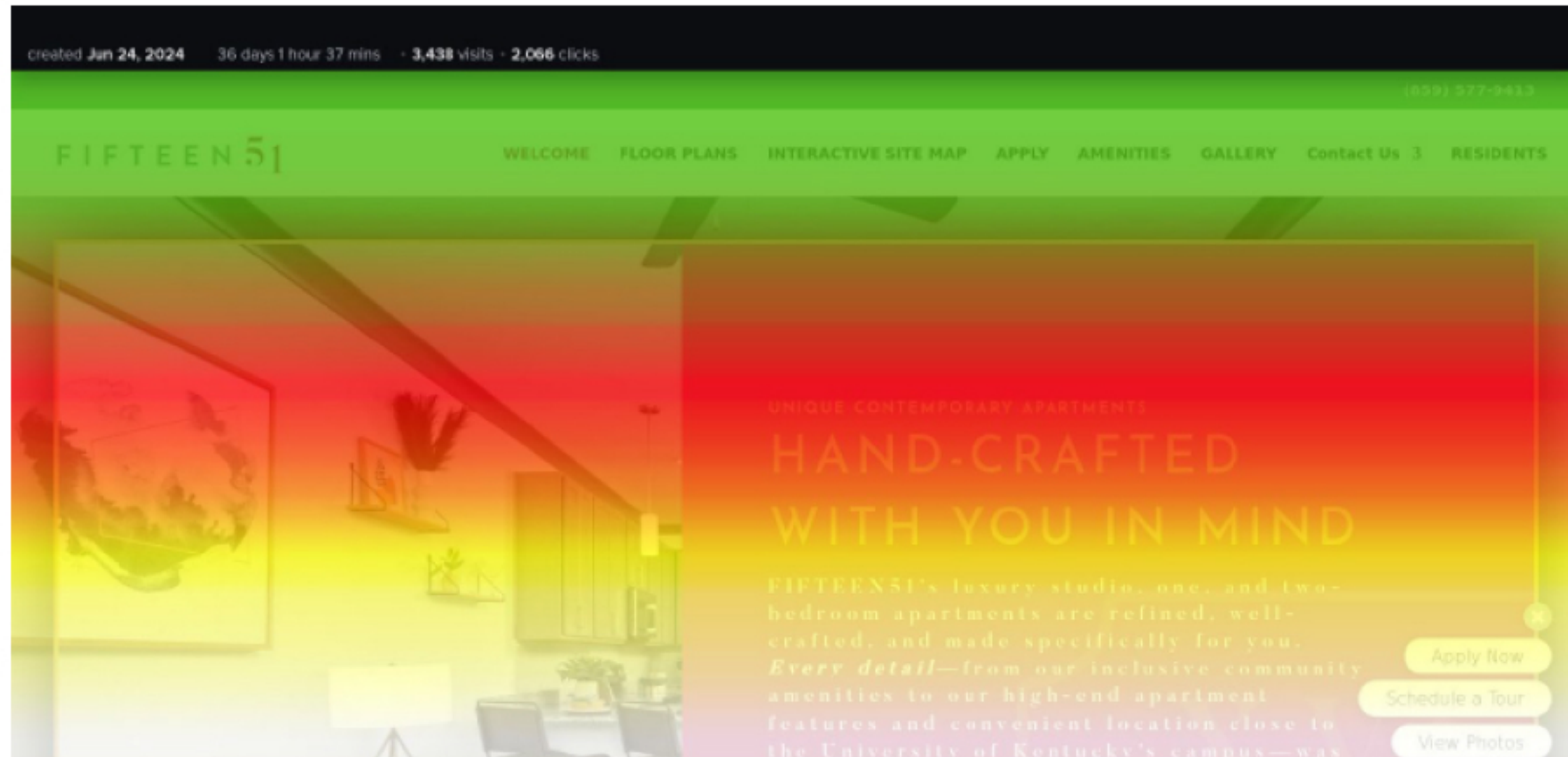

The sections of the page that are white and yellow represent the areas that people spent the most time viewing. The sections that are darker represent the areas that people spent the least amount of time viewing. For reference, a color meter shows the percentage of users corresponding to each color on the report
Click here to view full report.

SITE UP TIME MONITORING

Highlights Summary

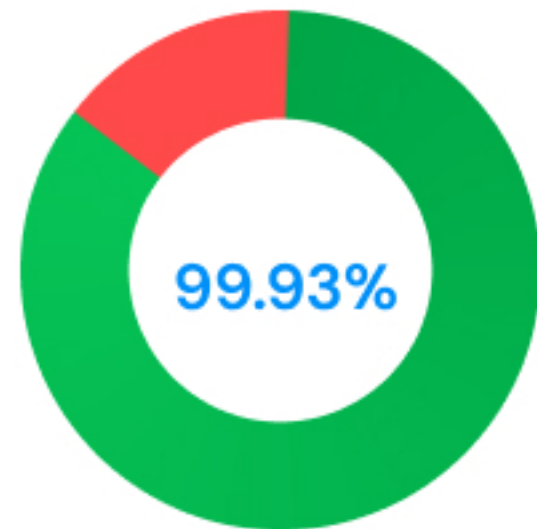- Your site was up **99.92%** over the prior 30 days.

8928	99.93%	0.07%
No. of Ping Performed	Website Online	Website Offline

Status Count

99.93%

- Website Online   ● Website Offline

8922   6

Total Uptime

● Online   ● Offline