SEO Report
January 2014

Scope of the report:

- Current status of Search engine visibility vs. Search traffic
- Keyword activity summary
- SEO efforts analysis on the targeted markets
- Landing pages progress
- New keyword opportunities

Each section contains the technical and content findings following the progress evaluation in January 2014, as well as the goals for the next reporting period. We plan to continue our SEO efforts for Google Mobile and focus on optimizing the landing pages for this market.

Current status of Search engine visibility vs. Search traffic

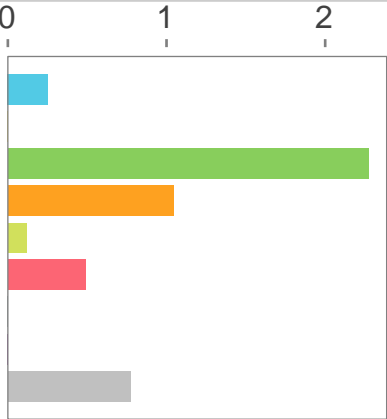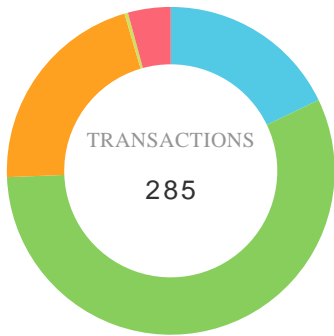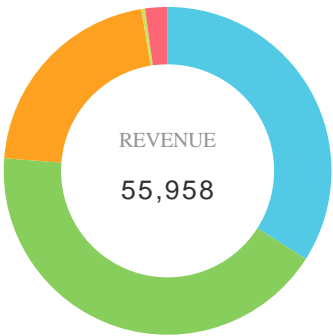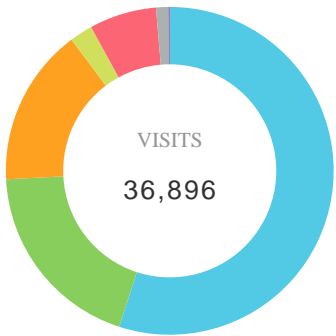This section presents the evolution of your website's traffic during the last 30 days.
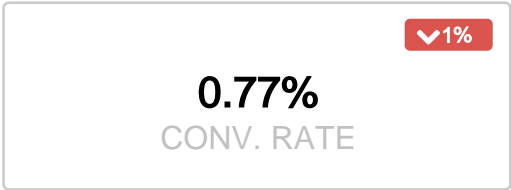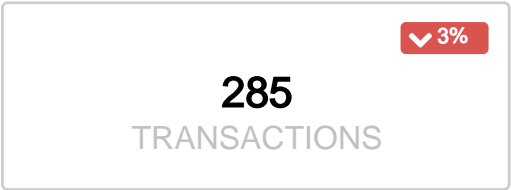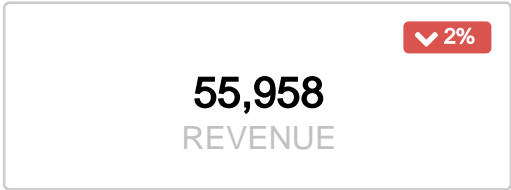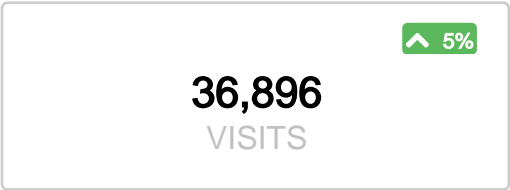
We noticed an overall traffic growth of 5% which was determined by our latest optimization efforts to increase the visibility in the search engine. We expect this growth to be reflected also in the revenue from the next reporting period.

Our next step is to continue with the optimization and focus on minimizing the funnels drop-offs.

YourLogo

SEO Report
www.allrecipes.com

⌃ 5%	⌄ 2%	⌄ 3%	⌄ 1%
36,896 VISITS	**55,958** REVENUE	**285** TRANSACTIONS	**0.77%** CONV. RATE

VISITS
36,896

REVENUE
55,958

TRANSACTIONS
285

0   1   2

⬤ Organic ⬤ Paid Search ⬤ Referral ⬤ Direct ⬤ Social ⬤ Email ⬤ Campaigns ⬤ Display

YourLogo

Legend:
- Organic
- Paid Search
- Referral
- Direct
- Social
- Email
- Campaigns
- Display
- Visibility Score
- All
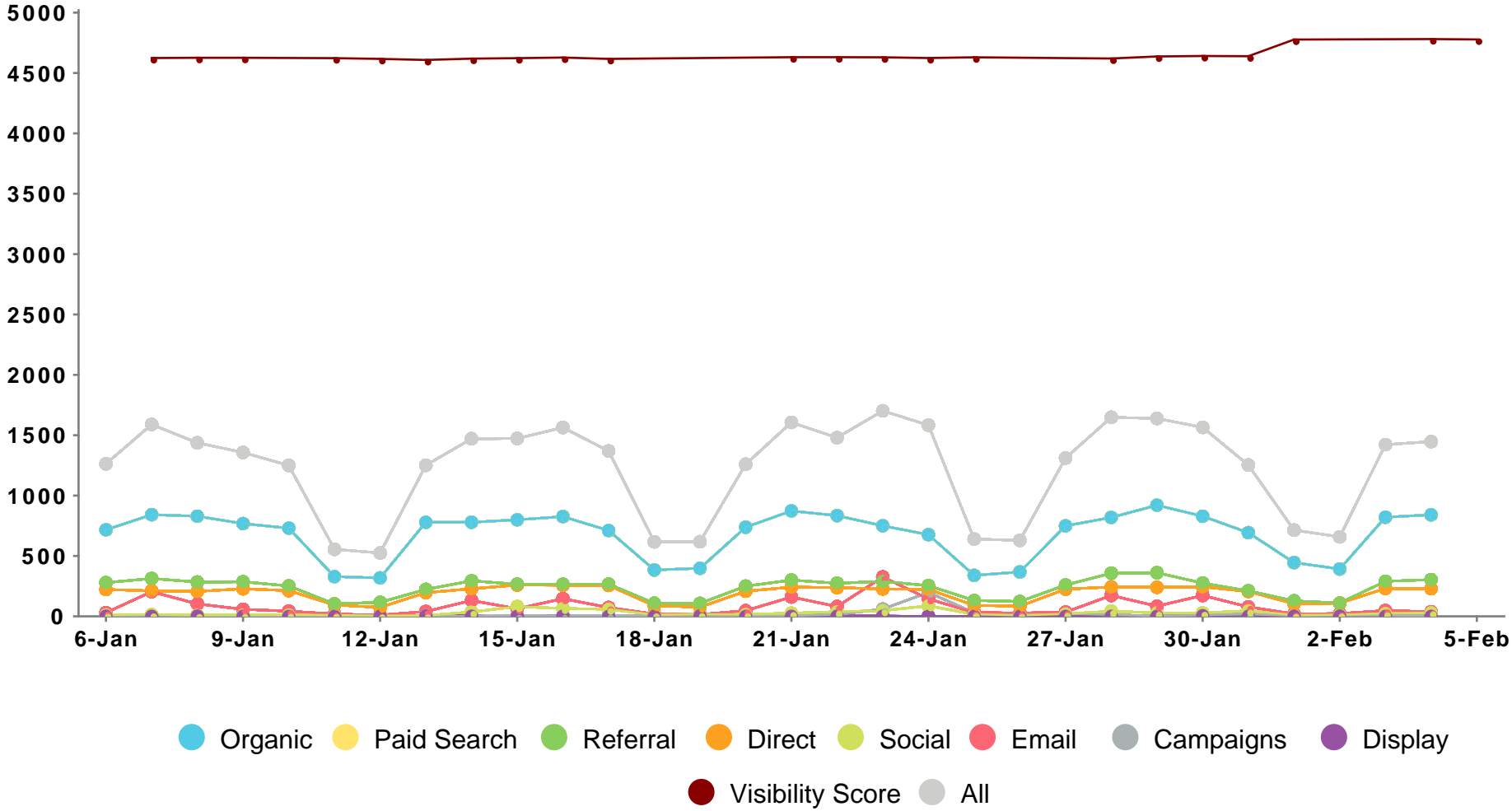
Keyword activity summary

This section presents the overall keyword ranking progress during the last 30 days.

The number of keywords for which we rank higher this month grew by 3%. Following our analysis, we noticed that this ascending evolution brought your website from Top 10 to Top 5 for 7 keywords.
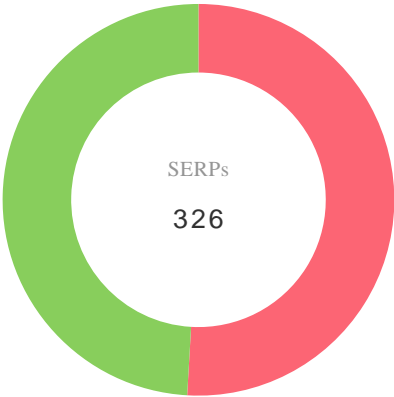
For the next month, we plan to continue our optimization efforts and focus on the keywords for which we are not currently in Top 10.

YourLogo

SEO Report

www.allrecipes.com

SERPs

326

3
↑ 3%
MOVED UP

5
↓ 2%
MOVED DOWN

0
— 0%
NEW RANKINGS

0
— 0%
NO LONGER RANKING
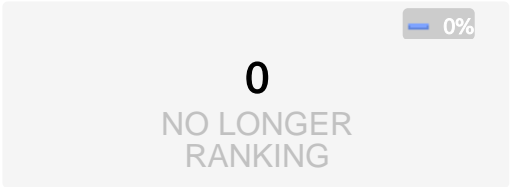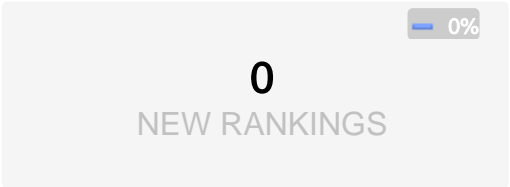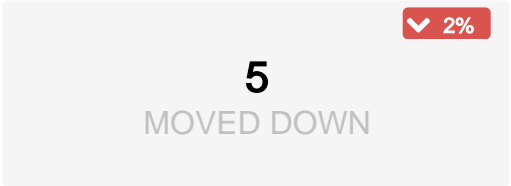
● First Page   160   ● Not first page   166

163 Keywords over 2 Search Engines

Top 1	Top 3	Top 5	Top 10	Top 20
126	157	160	160	161
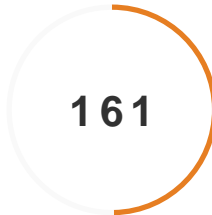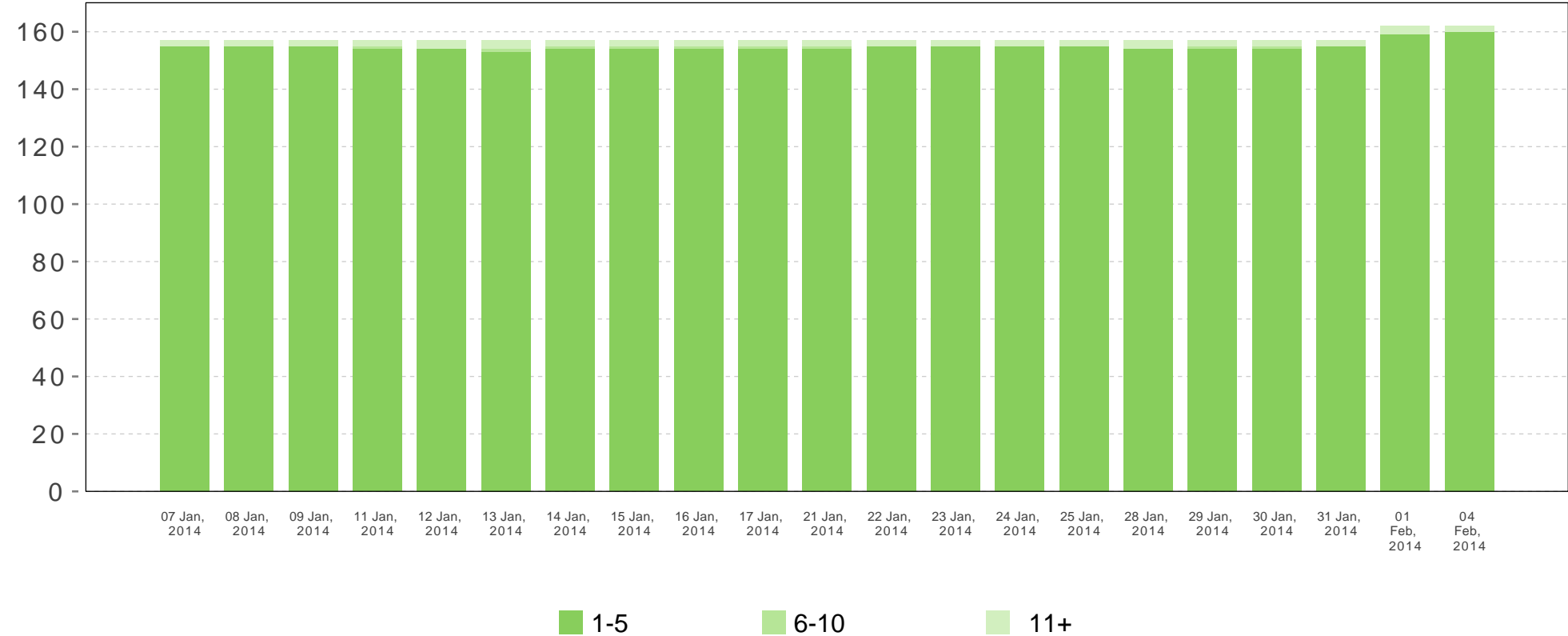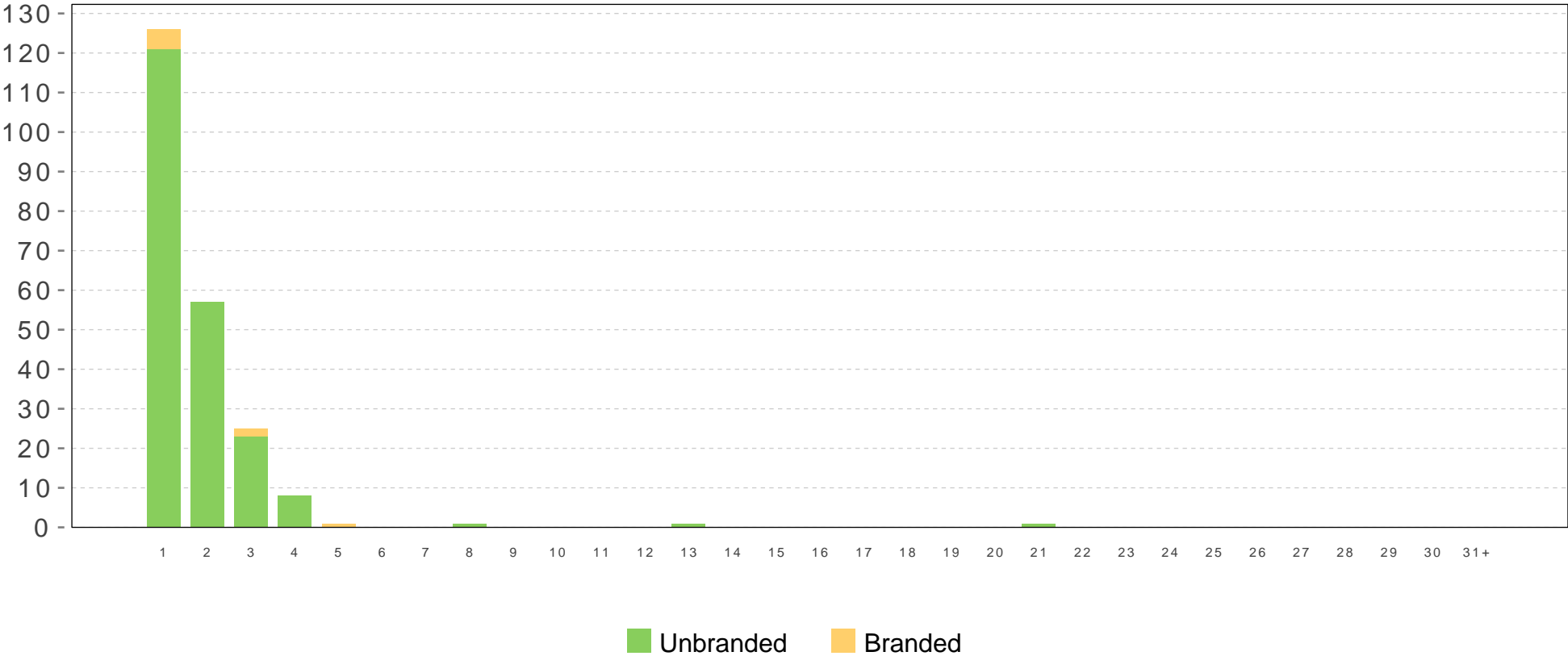
Keywords over position range

Legend: 1-5, 6-10, 11+

Branded vs Unbranded rankings by position

Unbranded   Branded

SEO efforts analysis on the targeted markets

This section presents the ranking positions that moved up in the search engines, from the previous reporting period.

Positions are displayed in comparison mode for Google and Google Mobile. During the last 30 days, we noticed a faster growth in rankings on the mobile market, which is a result of our local optimization efforts.

For the next reporting period, we plan to continue monitoring closely the mobile market, which was recently added to our campaign, and prepare an on-page optimization plan.

YourLogo

SEO Report
www.allrecipes.com

National Targeted Keywords

Keyword *Filter: (Moved Up)*	www.allrecipes.com Google ^	Mobile	cuisinart.com Google	Mobile
chicken breast recipes	1 ⌃1	⊟	⊟	⊟
carrot cake	1 ⌃1	2 ⌃3	⊟	⊟
ground beef recipes	1 ⌃1	⊟	⊟	⊟
stuffed shells	1 ⌃1	4 ⌃1	⊟	⊟
salmon recipes	1 ⌃1	4 ⌃1	⊟	⊟
crepes	1 ⌃1	⊟	8 ⌄5	⊟
red velvet cake recipe	1 ⌃2	2 ⌃1	⊟	⊟
chicken salad recipe	1 ⌃1	⊟	⊟	⊟
chicken pot pie	1 ⌃1	⊟	⊟	⊟
banana bread recipe	2 ⌃1	⊟	2 ⌃1	⊟
beef stew	2 ⌃3	2 ⌃3	⊟	⊟
healthy recipes	3 ⌃1	⊟	⊟	⊟

Local Targeted Keywords

Keyword *Filter: (Moved Up)*	www.allrecipes.com Google ^	Mobile	cuisinart.com Google	Mobile
shrimp recipes	1 ⌃1	2 ⌃1	⊟	⊟
peach cobbler	2 ⌃2	⊟	⊟	⊟
banana bread	2 ⌃1	⊟	⊟	⊟

YourLogo

Recipes

	www.allrecipes.com		cuisinart.com	
Keyword *Filter: (Moved Up)*	Google^	Mobile	Google	Mobile
shrimp recipes	1 ▲1	▬	▬	▬
chicken breast recipes	1 ▲1	▬	▬	▬
ground beef recipes	1 ▲1	1 ▲1	▬	▬
salmon recipes	1 ▲1	▬	▬	▬

Landing pages progress

This section shows a 30 day evolution of the home page, and of the landing pages we have created at the beginning of our campaign, that currently rank on the first page of the search engines targeted.

For the Google market, we plan to continue the on-page optimization strategy, while for the Google Mobile market we would like to start improving the responsive design on the recently created landing pages.

SEO Report

www.allrecipes.com

broccoli recipes
Google

Website *Filter: (Top 10)*	Position⌄	Page⌄	Type
http://allrecipes.com/recipes/side-dish/vegetables/broccoli/	1 ▭	1	🔍

mashed potatoes
Google

Website *Filter: (Top 10)*	Position⌄	Page⌄	Type
http://allrecipes.com/recipe/basic-mashed-potatoes/	5 ▭	1	🔍

roasted pumpkin seeds
Google

Website *Filter: (Top 10)*	Position⌄	Page⌄	Type
http://allrecipes.com/recipe/roasted-pumpkin-seeds/	3 ▭	1	🔍

spaghetti recipe
Google

Website *Filter: (Top 10)*	Position⌄	Page⌄	Type
http://allrecipes.com/recipes/pasta/spaghetti/	4 ⌃1	1	🔍

green bean casserole
Google

Website *Filter: (Top 10)*	Position⌄	Page⌄	Type
http://allrecipes.com/recipe/grandmas-green-bean-casserole/	4 ⌃1	1	🔍

breakfast casserole
Google

Website *Filter: (Top 10)*	Position⌄	Page⌄	Type
http://allrecipes.com/recipes/breakfast-and-brunch/breakfast-casserole/	1 ▭	1	🔍

chocolate chip cookies

Google

Website *Filter: (Top 10)*	Position⌄	Page⌄	Type
http://allrecipes.com/recipe/best-chocolate-chip-cookies/	2 ▬	1	🔍

spaghetti squash

Google

Website *Filter: (Top 10)*	Position⌄	Page⌄	Type
http://allrecipes.com/recipe/spaghetti-squash-i/	2 ▬	1	🔍

peach cobbler

Google

Website *Filter: (Top 10)*	Position⌄	Page⌄	Type
http://allrecipes.com/recipe/fresh-southern-peach-cobbler/	2 ⌃2	1	🔍

guacamole recipe

Google

Website *Filter: (Top 10)*	Position⌄	Page⌄	Type
http://allrecipes.com/recipe/guacamole/	3 ⌄2	1	🔍

shrimp recipes

Google

Website *Filter: (Top 10)*	Position⌄	Page⌄	Type
http://allrecipes.com/recipes/seafood/shellfish/shrimp/	1 ⌃1	1	🔍

cupcake recipes

Google

Website *Filter: (Top 10)*	Position⌄	Page⌄	Type
http://allrecipes.com/recipes/desserts/cakes/cupcakes/	1 ▬	1	🔍

New keyword opportunities

This section presents the new keywords for which we would like to create new landing pages during the next reporting period. The commercial value of each keyword is reflected in the Average monthly searches and the Cost per click columns.

We estimate a number of 3 landing pages to be ready within the next 30 days.

SEO Report

www.allrecipes.com

www.allrecipes.com

8 Google

Keywords *Filter: (Not Ranked)*	Position^	Competition	Searches	CPC
crab cake recipe	➖	Low	65,000	$0.72
crepes	➖	Low	60,500	$1.21
pancake recipes	➖	Medium	33,100	$0.72
blueberry muffins	➖	Low	60,500	$1.72
how to cook salmon	➖	Low	33,100	$1.18