



SEO Optimization

Quarterly Status Report

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RCCA-Central Jersey SEO Report April 1, 2019-June 30, 2019

SEO Totals

GSC: Search Performance (Overview)

Site: <https://centraljerseyrcca.com/> | Search type: Web | Period: 01 Apr - 30 Jun, 2019

Total clicks

3.8K +11%

Total impressions

177.0K -10%

Average CTR

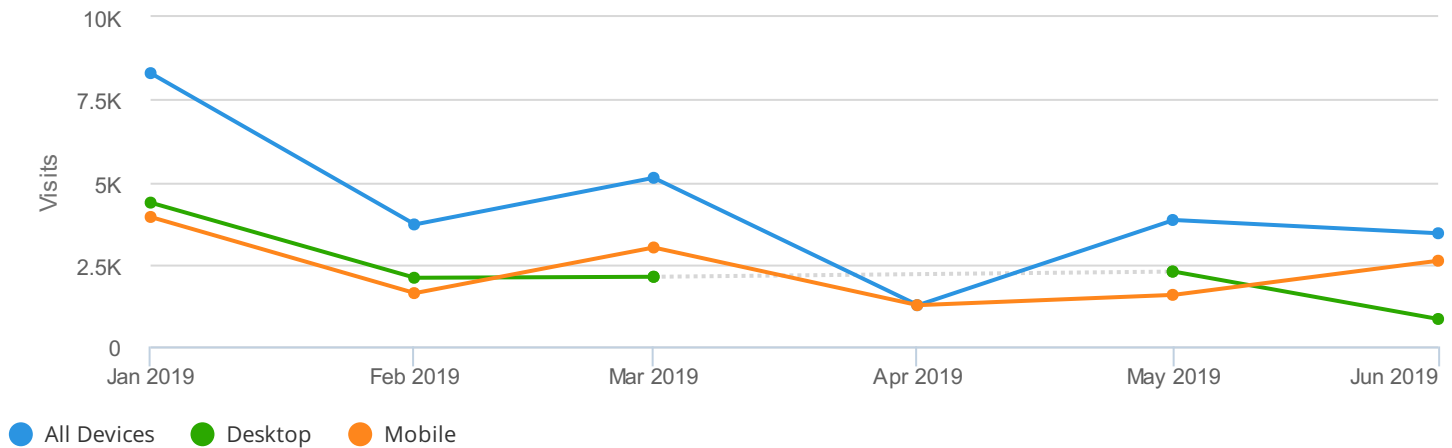
2.17% +23%

Average position

22.2 -8%

Traffic Analytics: Metrics Chart (Visits)

centraljerseyrcca.com | All Regions | Last 6 months



Traffic Status

Organic Branded Search

US | centraljerseyrcca.com

80 0% TRAFFIC

Keywords

2

Branded vs Non-Branded

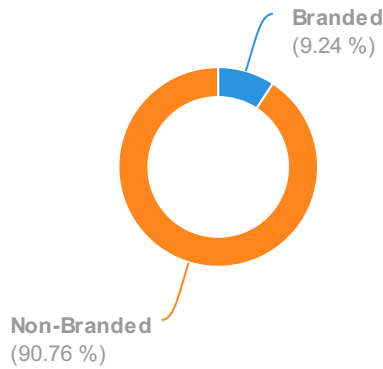
US | centraljerseyrcca.com

9.24%

Branded Traffic

90.76%

Non-Branded Traffic



Backlinks: Totals

Root Domain: centraljerseyrcca.com

Total Backlinks

1.3K

The number of links pointing to the queried URL

Referring IPs

96

The number of IPs pointing to the queried URL

Organic Search: Summary

US | centraljerseyrcca.com

866

-49%

TRAFFIC

SEMrush Rank

891.2k

Keywords

938

11%

Traffic Cost

\$2.3K

-37%

Authority Score

26

Authority Score is a compound metric that measures the strength and popularity of the domain. It is calculated based on Page Score, Domain Score, Trust Score, and other data.

Referring Domains

114

The number of Domains pointing to the queried URL

Traffic Summary

Google Analytics: Overview

Account: RCCA - CJD | View: CentralJerseyRCCA.com | Traffic channel: All | Segment: All Users | Period: 01 Apr - 30 Jun, 2019

Sessions

11.6K -25%

The number of sessions within the date range

New Sessions

73.18% -5%

An estimate of the percentage of first time visits

Pages / Sessions

2.33 +15%

The average number of pages viewed during a session

Bounce Rate

59.35% -10%

The percentage of single-page visits

Avg. Session Duration

00:01:33 +10%

The average length of a Session

Goal Completions

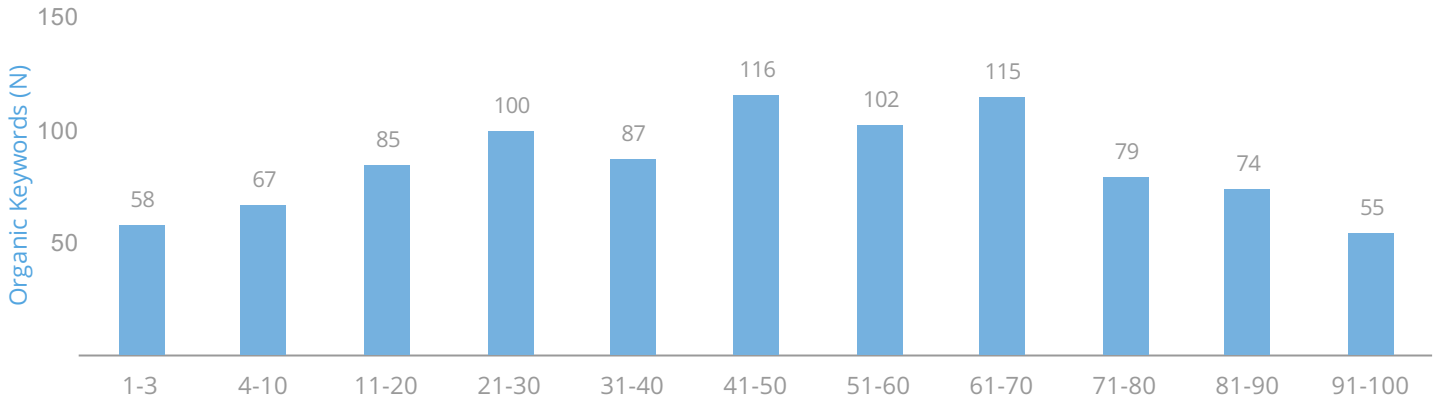
96 +1100%

The total number of conversions

New Keywords & SEO Keyword Movement

Organic Search: Keyword Position Distribution

US | centraljerseyrcca.com



Position Changes: New Organic Keywords 1 - 6 (6)

US | centraljerseyrcca.com

New Keyword	Pos ▼	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Result	Trend	Last Update
beneath it all somerville nj	92	20	81.06	0.00	↗	< 0.01	0.00	0.00	340,000		a day ago
central illinois hematology oncology center	92	20	76.28	0.00	↗	< 0.01	0.00	0.05	5,150,000		2 days ago
cancer caregiver support groups nj	77	20	67.49	0.00	↗	< 0.01	0.00	0.54	2,910,000		2 days ago
colon rectal surgeons east brunswick nj	65	20	83.91	0.00	↗	< 0.01	0.00	0.28	92		2 days ago
chase bank north brunswick nj	64	20	87.98	0.00	↗	< 0.01	0.00	0.00	79		2 days ago
central therapy somerset nj reviews	50	20	86.05	0.00	↗	< 0.01	0.00	0.25	72		2 days ago

GSC: Search Performance (Data by Category)

Site: <https://centraljerseyrcca.com/> | Search type: Web | Period: 01 Apr - 30 Jun, 2019

Queries	Clicks ▼	Impressions	CTR	Position
see your chart	101	6,782	1.49%	4.5
seeyourchart	94	11,261	0.83%	5.8

Queries	Clicks ▼	Impressions	CTR	Position
rcca east brunswick	62	565	10.97%	2.4
rcca hamilton	60	164	36.59%	1.6
regional cancer care associates	58	3,272	1.77%	3.2
rcca somerset	52	451	11.53%	2.5
rcca central jersey	38	74	51.35%	1.3
rcca	37	7,274	0.51%	6.5
bruno fang	36	113	31.86%	1.8
rcca nj	29	684	4.24%	2.7
rcca edison	26	325	8.00%	2.6
732-390-7750	25	119	21.01%	1.3
see my chart	22	1,445	1.52%	5.3
7323907750	22	106	20.75%	1.8
dr david richards	22	320	6.88%	4.7
rcca east brunswick nj	20	126	15.87%	2.0
philip pancari md	20	48	41.67%	4.5
regional cancer care associates east brunswick	19	155	12.26%	1.7
philip pancari	19	50	38.00%	4.2
regional cancer care associates edison nj	19	99	19.19%	2.9

Top 10 SEO Pages + Competitors

Organic Search: Pages 1 - 100 (101)

US | centraljerseyrcca.com

URL	Traffic % ▼	Keywords
https://centraljerseyrcca.com/	43.53	184
https://centraljerseyrcca.com/locations/east-brunswick/	8.54	9
https://centraljerseyrcca.com/doctors-providers/david-richards-md/	4.84	11
https://centraljerseyrcca.com/doctors-providers/	4.61	34
https://centraljerseyrcca.com/doctors-providers/michael-nissenblatt/	4.27	10
https://centraljerseyrcca.com/locations/edison/directions/	2.65	28
https://centraljerseyrcca.com/doctors-providers/bruno-fang/	2.65	5
https://centraljerseyrcca.com/services/	2.30	13
https://centraljerseyrcca.com/locations/hamilton/	2.19	6
https://centraljerseyrcca.com/doctors-providers/robert-fein-md/	2.07	12
https://centraljerseyrcca.com/locations/east-brunswick/reviews/	2.07	4
https://centraljerseyrcca.com/doctors-providers/richard-schuman/	1.61	10
https://centraljerseyrcca.com/patient-info/see-your-chart/	1.61	4
https://centraljerseyrcca.com/locations/somerset/	1.50	5
https://centraljerseyrcca.com/doctors-providers/maqsood-amjad/	1.50	8
https://centraljerseyrcca.com/locations/somerville/	1.27	20
https://centraljerseyrcca.com/doctors-providers/rachel-carroll-fnp-bc/	1.27	5
https://centraljerseyrcca.com/doctors-providers/phillip-reid/	1.27	9
https://centraljerseyrcca.com/doctors-providers/sameer-desai-md/	1.15	11
https://centraljerseyrcca.com/doctors-providers/kathleen-toomey/	1.15	10
https://centraljerseyrcca.com/doctors-providers/brian-canavan/	1.03	10
https://centraljerseyrcca.com/locations/somerset/directions/	0.80	34
https://centraljerseyrcca.com/doctors-providers/ellen-ronnen/	0.80	5
https://centraljerseyrcca.com/doctors-providers/beiqing-pan/	0.80	6
https://centraljerseyrcca.com/doctors-providers/steven-young/	0.57	5
https://centraljerseyrcca.com/doctors-providers/amita-patel/	0.57	3

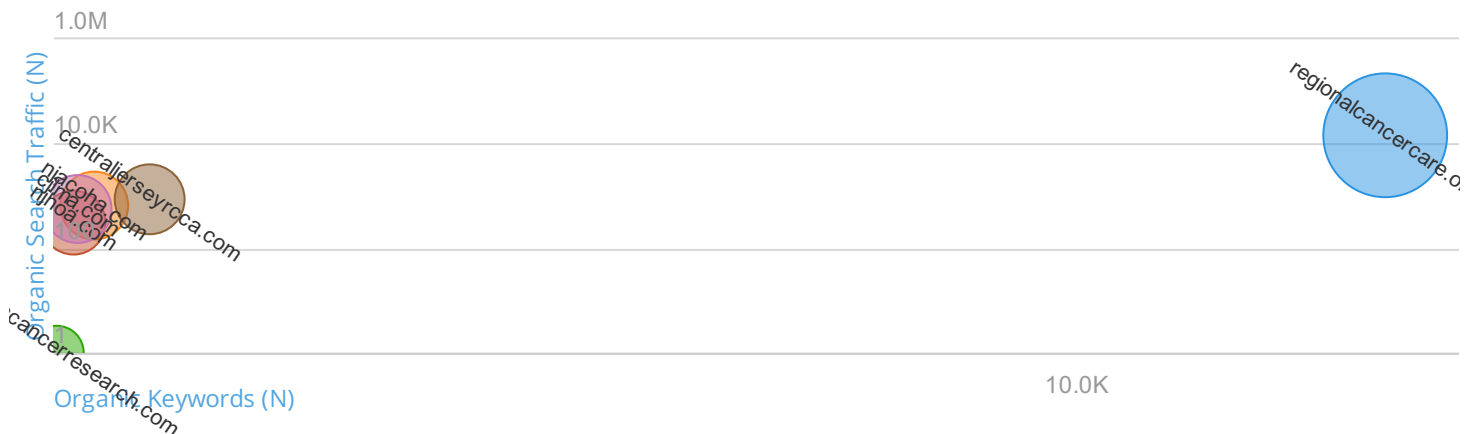
URL	Traffic % ▼	Keywords
https://centraljerseyrcca.com/about/qopi-certification/	0.46	16
https://centraljerseyrcca.com/doctors-providers/george-karp/	0.34	10
https://centraljerseyrcca.com/national-cervical-health-awareness-month/	0.34	2
https://centraljerseyrcca.com/locations/edison/	0.23	5
https://centraljerseyrcca.com/doctors-providers/james-salwitz/	0.23	13
https://centraljerseyrcca.com/doctors-providers/bruce-wallach/	0.23	10
https://centraljerseyrcca.com/locations/edison/reviews/	0.23	5
https://centraljerseyrcca.com/locations/directions-monroe-township/	0.23	16
https://centraljerseyrcca.com/doctors-providers/aysha-khalid/	0.23	4
https://centraljerseyrcca.com/doctors-providers/edward-licitra/	0.11	2
https://centraljerseyrcca.com/doctors-providers/seeta-trivedi/	0.11	10
https://centraljerseyrcca.com/locations/hamilton/directions-hamilton/	0.11	28
https://centraljerseyrcca.com/services/cancer-support/	0.11	26
https://centraljerseyrcca.com/locations/east-brunswick/directions/	0.11	50
https://centraljerseyrcca.com/services/pharmacy/	0.11	11
https://centraljerseyrcca.com/patient-info/forms-documents/	< 0.01	1
https://centraljerseyrcca.com/prevent-skin-cancer/	< 0.01	1
https://centraljerseyrcca.com/about/accessibility/	< 0.01	2
https://centraljerseyrcca.com/contact-us/request-an-appointment/	< 0.01	1
https://centraljerseyrcca.com/wp-content/uploads/2019/02/Infusion-Referral-Form-2.19.pdf	< 0.01	12
https://centraljerseyrcca.com/locations/somerville/directions/	< 0.01	61
https://centraljerseyrcca.com/wp-content/uploads/2016/05/RCCA-New-Patient-Packet.pdf	< 0.01	7
https://centraljerseyrcca.com/contact-us/internet-privacy-policy/	< 0.01	2
https://centraljerseyrcca.com/tag/nutrition-during-cancer-treatment/	< 0.01	1
https://centraljerseyrcca.com/services/palliative-care/	< 0.01	11
https://centraljerseyrcca.com/patient-info/cancer-care-resources/	< 0.01	1
https://centraljerseyrcca.com/tag/breast-cancer-treatment/	< 0.01	1
https://centraljerseyrcca.com/signs-thyroid-cancer/	< 0.01	4
https://centraljerseyrcca.com/doctors-providers/valerie-shanderfnp-aocnp/	< 0.01	3

URL	Traffic % ▼	Keywords
https://centraljerseyrcca.com/services/hematology/	< 0.01	7
https://centraljerseyrcca.com/doctors-providers/keilynn-alicea-msn-apn-c/	< 0.01	2
https://centraljerseyrcca.com/cancer-tips-family/	< 0.01	3
https://centraljerseyrcca.com/protecting-skin-cancer/	< 0.01	1
https://centraljerseyrcca.com/doctors-providers/marcus-porcelli-md/	< 0.01	6
https://centraljerseyrcca.com/services/radiation-oncology/	< 0.01	10
https://centraljerseyrcca.com/doctors-providers/joshua-oderanti-np/	< 0.01	3
https://centraljerseyrcca.com/services/chemotherapy/	< 0.01	7
https://centraljerseyrcca.com/wp-content/uploads/2018/01/Financial-Assistance-List-11.17.pdf	< 0.01	7
https://centraljerseyrcca.com/patient-info/blog/	< 0.01	1
https://centraljerseyrcca.com/doctors-providers/craig-lampert-md/	< 0.01	3
https://centraljerseyrcca.com/doctors-providers/philip-a-pancari/	< 0.01	1
https://centraljerseyrcca.com/past-events/	< 0.01	5
https://centraljerseyrcca.com/tips-quit-smoking/	< 0.01	2
https://centraljerseyrcca.com/services/infusion/	< 0.01	9
https://centraljerseyrcca.com/wp-content/uploads/2018/04/CJD-Website-New-Pt.-Packet-4.18.pdf	< 0.01	3
https://centraljerseyrcca.com/breast-cancer/	< 0.01	2
https://centraljerseyrcca.com/wp-content/uploads/2019/03/Infus-Ref-Form-General-2.19.pdf	< 0.01	2
https://centraljerseyrcca.com/warning-signs-colorectal-cancer/	< 0.01	3
https://centraljerseyrcca.com/about/	< 0.01	3
https://centraljerseyrcca.com/patient-info/faq/	< 0.01	3
https://centraljerseyrcca.com/tag/cancer-treatment/	< 0.01	1
https://centraljerseyrcca.com/colon-cancer/	< 0.01	3
https://centraljerseyrcca.com/wine-and-roses/	< 0.01	3
https://centraljerseyrcca.com/is-cancer-hereditary-or-just-bad-luck/	< 0.01	3
https://centraljerseyrcca.com/patient-info/notice-of-privacy-practices/	< 0.01	5
https://centraljerseyrcca.com/cancer-support-groups/	< 0.01	2
https://centraljerseyrcca.com/author/steve-mitchell/	< 0.01	1
https://centraljerseyrcca.com/locations/somerset/reviews/	< 0.01	1

URL	Traffic % ▼	Keywords
https://centraljerseyrcca.com/doctors-providers/michael-j-rodia-jr-pa-c/	< 0.01	1
https://centraljerseyrcca.com/national-breast-cancer-awareness-month-is-breast-cancer-curable/	< 0.01	2
https://centraljerseyrcca.com/locations/monroe-township/	< 0.01	6
https://centraljerseyrcca.com/patient-info/insurancefinancial-policy/	< 0.01	1
https://centraljerseyrcca.com/wp-content/uploads/2016/05/Permission-for-RCCA-CJD-to-Release-Med-Info.pdf	< 0.01	1
https://centraljerseyrcca.com/doctors-providers/jonathan-rosenbluth/	< 0.01	5
https://centraljerseyrcca.com/hematology-can-improve-blood-count/	< 0.01	7
https://centraljerseyrcca.com/wp-content/uploads/2016/05/Patient-Assistance-Resources-1.pdf	< 0.01	1
https://centraljerseyrcca.com/doctors-providers/shannon-woerner/	< 0.01	4
https://centraljerseyrcca.com/contact-us/	< 0.01	2
https://centraljerseyrcca.com/services/clinical-trials/	< 0.01	2
https://centraljerseyrcca.com/about/patient-testimonials/	< 0.01	7
https://centraljerseyrcca.com/wp-content/uploads/2017/03/ACS-2017-Night-of-Wine-and-Roses-Save-the-Date-1.pdf	< 0.01	1
https://centraljerseyrcca.com/wp-content/uploads/2016/05/RCCA-CJD-Billing-Policy-1.pdf	< 0.01	1
https://centraljerseyrcca.com/events/	< 0.01	14
https://centraljerseyrcca.com/infusion-treatments-for-multiple-sclerosis/	< 0.01	3

Organic Search: Competitive Position Map

US | centraljerseyrcca.com



Reputation Management

