



SEO Report

Q3 Summary

1. Organic Search Traffic

Overall Organic keyword search traffic with a breakout of Branded vs Non-Branded keyword traffic.

Why is this important?

It is important to monitor the total number of keyword-driven organic visitors as well as the percentage of Branded vs. Non-Branded keywords. The goal is to have a nice balance of Non-Branded vs Branded keywords (balance is dependent upon goals).

Organic Search: Summary

US | centraljerseyrcca.com

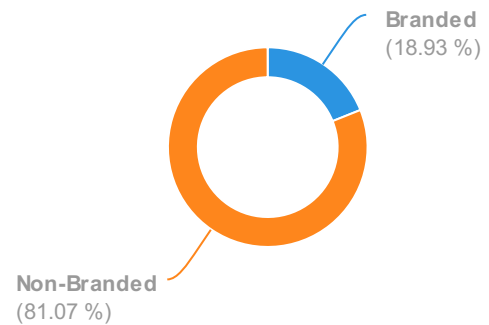
676 -7% TRAFFIC

SEMrush Rank	1.0m	
Keywords	922	4%
Traffic Cost	\$1.7K	3%

Branded vs Non-Branded

US | centraljerseyrcca.com

18.93% **81.07%**
Branded Traffic Non-Branded Traffic



2. Traffic Share by Device

GSC: Search Performance (Data by Category)

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

Devices	Clicks ▼	Impressions	CTR	Position
Desktop	1,650	95,464	1.73%	26.8
Mobile	1,204	58,258	2.07%	16.1
Tablet	228	4,201	5.43%	6.6

3. Backlink Overview

Benefits of Backlinks:

Faster Indexing and with quality Backlinks, better site authority score.

What is a good authority score?

A higher score reflects a stronger trust signal (100 is the best possible score, 0 is the worst possible score). In general, somewhere over a score of 20 (for both metrics) can be considered healthy.

Backlinks: Totals

Root Domain: centraljerseyrcca.com

Total Backlinks

562

The number of links pointing to the queried URL

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 IPs

111

The number of IPs pointing to the queried URL

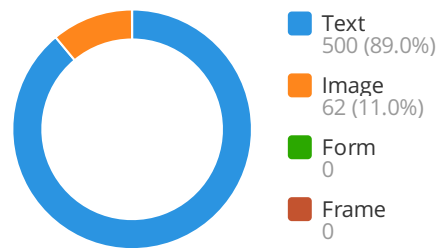
Referring Domains

105

The number of Domains pointing to the queried URL

Backlinks: Types

Root Domain: centraljerseyrcca.com



4. Organic Keyword Trends

The first column in Blue represents Current organic Keyword SERPs (search engine results pages) positioning and the 'Diff' (+ or -) in green represents the keyword SERPS position movement.

Keyword Rankings 1 - 10 (18)

Keyword	centraljerseyrcca.com		
	24 Jul	09 Oct	Diff ▲
1. 34 36 progress street edison nj	4	1	+3
2. rcca east brunswick	3	1	+2
3. rachel carroll	6	4	+2
4. rcca hamilton nj	3	2	+1
5. 732 390 7750	1	1	0
6. dr david richards	1	1	0
7. central jersey oncology	1	1	0
8. regional cancer care associates	5	5	0
9. cancer care associates	10	10	0
10. hematology oncology of central nj	1	1	0

Keyword Rankings 1 - 10 (20)

Keyword	centraljerseyrcca.com	
	30 Sep ▲	Diff
1. rcca east brunswick	1	+2
2. 732 390 7750	1	0
3. dr david richards	1	0
4. central jersey oncology	1	0
5. hematology oncology of central nj	1	0
6. richard schuman	1	0
7. dr bruno fang east brunswick nj	1	0
8. bruno fang	1	0
9. rcca hamilton nj	2	+1

Keyword

centraljerseyrcca.com

30 Sep ▲

Diff

10. robert fein

2

-1

US | centraljerseyrcca.com



6. Reputation Management

