



SEO Optimization

Monthly Status Report

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SEO Totals

GSC: Search Performance (Overview)

Site: <https://www.rosecrance.org/> | Search type: Web | Period: 01 Oct - 31 Dec, 2019

Total clicks

1.1K +112%

Total impressions

49.7K +19%

Average CTR

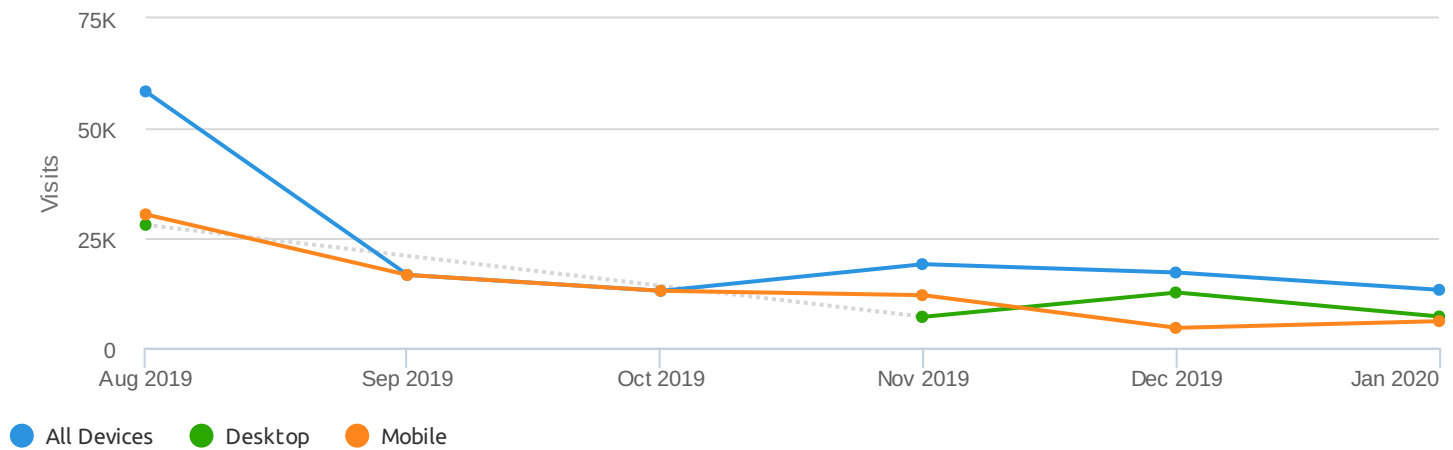
2.31% +79%

Average position

16 -34%

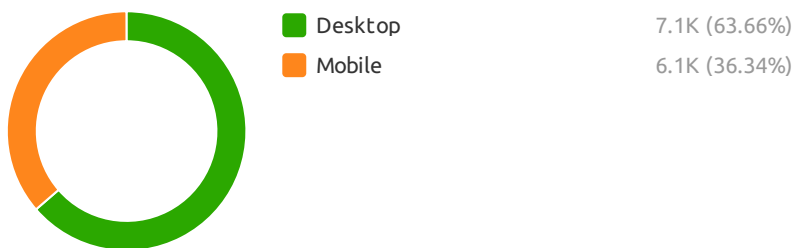
Traffic Analytics: Metrics Chart (Visits)

rosecrance.org | All Regions | Last 6 months



Traffic Analytics: Traffic Share by Device

rosecrance.org | All Regions | January 2020



Traffic Status

Organic Branded Search

US | rosecrance.org

7.9K 0% TRAFFIC

Keywords

208

Branded vs Non-Branded

US | rosecrance.org

53.40% **46.60%**
Branded Traffic Non-Branded Traffic



Organic Search: Summary

US | rosecrance.org

14.7K 5% TRAFFIC

SEMrush Rank	116.5k	
Keywords	8.9K	0%
Traffic Cost	\$64.8K	3%

Backlinks: Totals

Root Domain: Rosecrance.org

Total Backlinks

676.0K

The number of links pointing to the queried URL

Referring IPs

1.3K

The number of IPs pointing to the queried URL

Authority Score

47

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

1.2K

The number of Domains pointing to the queried URL

Traffic Summary

Traffic Analytics: Summary

rosecrance.org | All Devices | All Regions | January 2020

Visits

13.2K -22.96%

Unique Visitors

9.7K -40.06%

Pages / Visit

2.19 -34.93%

Avg. Visit Duration

01:46 -74.27%

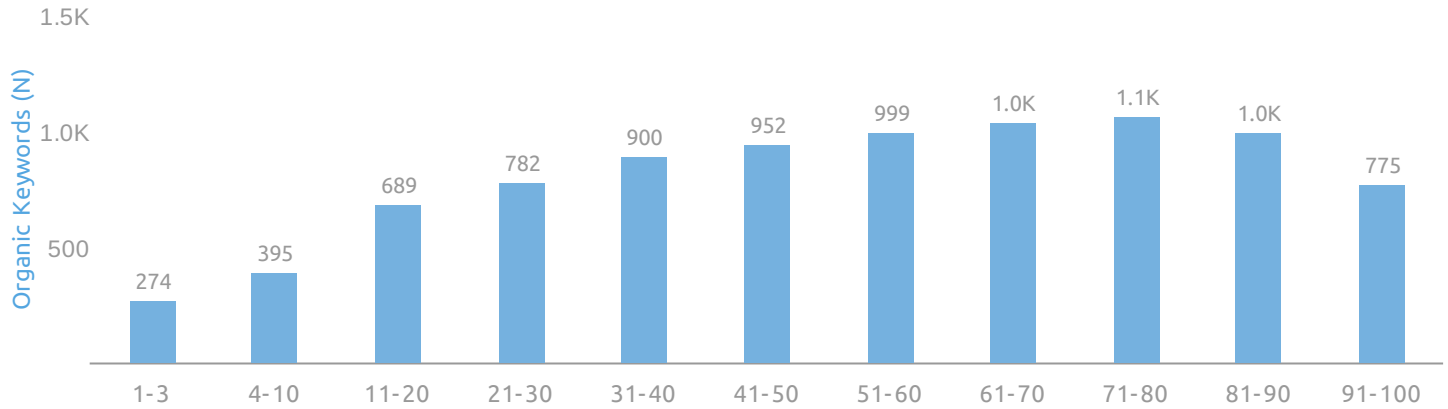
Bounce Rate

40.89% -16.82%

New Keywords & SEO Keyword Movement

Organic Search: Keyword Position Distribution

US | rosecrance.org



Insert:

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

US | rosecrance.org

Filtered by:

Include > Keyword > Containing > teens

New Keyword	Pos ▼	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Result	Trend	Last Update
talking to teens about drugs	33	30	71.07	1.21	🔗	< 0.01	0.00	0.30	22,300,000		18 hours ago

GSC: Search Performance (Data by Category)

Site: <https://www.rosecrance.org/> | Search type: Web | Period: 01 Apr - 14 Jul, 2019

Queries	Clicks ▼	Impressions	CTR	Position
rosecrance	4,396	17,042	25.80%	2.2
rosecrance rockford	888	4,882	18.19%	2.0
rosecrance rockford il	651	3,132	20.79%	1.8
rosecrans	381	3,308	11.52%	9.2
rosecrance champaign	376	2,159	17.42%	1.6
rosecrance champaign il	341	2,241	15.22%	1.7
rosecrance health network	190	1,120	16.96%	2.1

Queries	Clicks ▼	Impressions	CTR	Position
rosecrance crystal lake	166	1,742	9.53%	2.4
rosecrance careers	143	265	53.96%	1.1
rosecrance rockford	142	1,092	13.00%	2.0
rosecrance mental health	127	1,016	12.50%	1.7
rosecrance ware center	126	2,132	5.91%	2.5
rosecrance lakeview	123	1,261	9.75%	2.1
rosecrance jobs	110	298	36.91%	1.5
rosencrance	109	1,036	10.52%	1.6
rosecrance rockford illinois	100	623	16.05%	1.8
rosecrance chicago	93	1,049	8.87%	2.5
rosecrance rehab	91	828	10.99%	1.6
rosecrance treatment center	91	782	11.64%	1.9
facts about heroin	90	895	10.06%	6.8

Top 10 SEO Pages + Competitors

Organic Search: Pages 1 - 100 (813)

US | rosecrance.org

URL	Traffic % ▼	Keywords
https://rosecrance.org/	31.31	2044
https://rosecrance.org/central-illinois/	8.86	164
http://www.rosecrance.org/wp-content/uploads/2018/09/U.S.-Molly.pdf	5.46	148
https://rosecrance.org/understanding-drug-alcohol-abuse/signs-symptoms-heroin/	5.07	51
https://rosecrance.org/locations/rosecrance-harrison-campus/	3.97	86
https://rosecrance.org/locations/	3.89	155
https://rosecrance.org/rosecrance-ware-center/	3.18	26
https://rosecrance.org/locations/rosecrance-lakeview/	3.08	151
https://rosecrance.org/locations/rosecrance-crystal-lake/	3.01	48
https://rosecrance.org/careers/	2.55	242
https://rosecrance.org/rosecrance-berry-campus/	2.25	10
https://rosecrance.org/understanding-drug-alcohol-abuse/heroin-facts/	1.95	122
https://rosecrance.org/our-team/	1.86	8
https://rosecrance.org/locations/rosecrance-griffin-williamson-campus/	1.53	34
https://rosecrance.org/addiction-treatment/adults/	1.53	37
https://rosecrance.org/rosecrance-mulberry-center/	1.26	24
https://rosecrance.org/rockford-il-surrounding-areas/	1.19	32
https://rosecrance.org/locations/rosecrance-mchenry/	1.15	30
https://rosecrance.org/locations/greendale-recovery-house/	1.12	16
https://rosecrance.org/wp-content/uploads/2018/11/US-bromo_dragongfly.pdf	1.06	7
https://rosecrance.org/locations/marlowe-recovery-house/	0.98	16
https://rosecrance.org/wp-content/uploads/2018/11/US-DXM-2016.pdf	0.91	169
https://rosecrance.org/locations/rosecrance-des-plaines/	0.79	40
https://www.rosecrance.org/wp-content/uploads/2018/09/IL-K2-s.pdf	0.77	32
https://rosecrance.org/locations/rosecrance-walnut-street/	0.75	22
https://rosecrance.org/locations/woodstock-recovery-home/	0.61	37

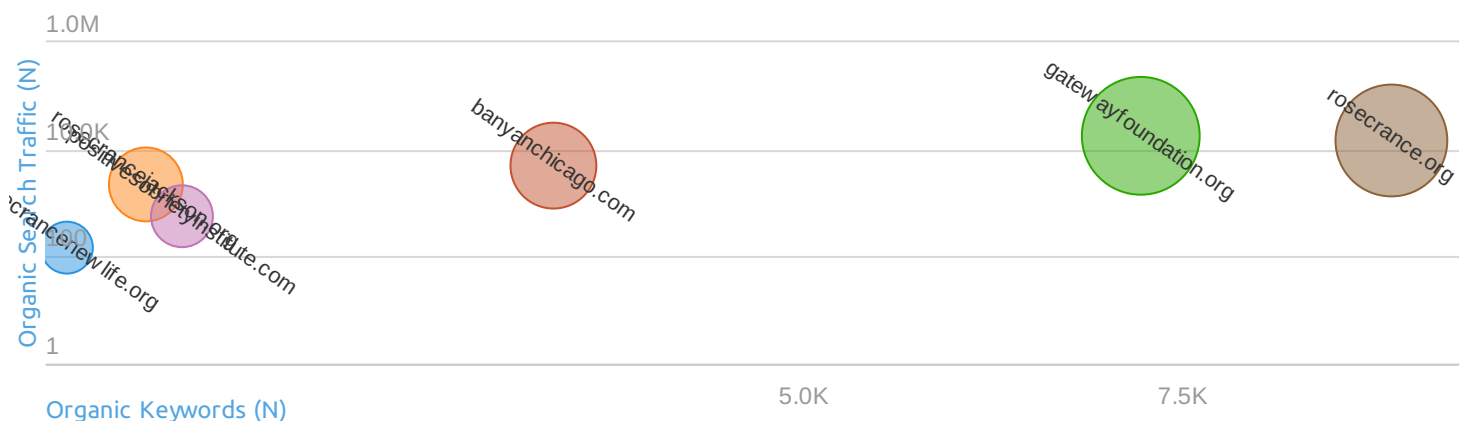
URL	Traffic % ▼	Keywords
https://rosecrance.org/locations/rosecrance-danville/	0.59	27
https://rosecrance.org/rosecrance-belvidere-clinic/	0.54	25
https://rosecrance.org/locations/hillman-recovery-house/	0.53	13
https://rosecrance.org/sober-living-chicago-how-to-get-a-fresh-start/	0.50	27
https://rosecrance.org/locations/rosecrance-moreland/	0.47	40
https://rosecrance.org/locations/rosecrance-fox-drive/	0.39	37
https://rosecrance.org/home-story-begins/	0.38	7
https://rosecrance.org/locations/rosecrance-la-grange/	0.32	24
https://rosecrance.org/mental-health/	0.31	22
https://rosecrance.org/understanding-drug-alcohol-abuse/heroin-addiction-treatment/	0.29	17
https://rosecrance.org/rosecrances-annual-flower-day-gensler-gardens-success/	0.27	1
https://rosecrance.org/rosecrance-harrison-campus-virtual-tour/	0.23	6
https://rosecrance.org/locations/aspen-counseling/	0.22	42
http://www.rosecrance.org/wp-content/uploads/2011/08/SASS-Fact-Sheet-2013.pdf	0.21	10
https://rosecrance.org/7-signs-your-loved-one-is-hiding-a-heroin-addiction/	0.21	69
https://www.rosecrance.org/locations/rosecrance-killarney-street/	0.21	1
https://rosecrance.org/rosecrance-foundation-fund-support-mental-health-services/	0.19	4
https://rosecrance.org/addiction-treatment/12-steps/	0.18	41
https://rosecrance.org/locations/rosecrance-northbrook/	0.17	40
https://rosecrance.org/about/reviews/reviews-rosecrance-harrison-campus/	0.17	5
https://rosecrance.org/wp-content/uploads/2018/09/IL-Inhalants.pdf	0.15	52
https://rosecrance.org/rosecrance-griffin-williamson-campus-virtual-tour/	0.13	12
https://rosecrance.org/chicago-and-surrounding-suburbs/	0.13	59
https://rosecrance.org/about/reviews/	0.11	8
https://rosecrance.org/rosecrance-offers-intensive-outpatient-programs-across-illinois/	0.10	3
https://rosecrance.org/locations/new-life-center/	0.10	42
https://rosecrance.org/wp-content/uploads/2018/09/mhjj-program_2015.pdf	0.09	1
https://rosecrance.org/about/reviews/reviews-rosecrance-griffin-williamson-campus/	0.09	8
https://rosecrance.org/relocated-rosecrance-ware-center-bigger-home-adult-mental-health-services/	0.08	6

URL	Traffic % ▼	Keywords
https://rosecrance.org/mchenry-county-il/	0.08	23
https://rosecrance.org/locations/rosecrance-jackson-centers/	0.08	70
https://rosecrance.org/about/history/	0.07	22
https://rosecrance.org/rhc_04/	0.06	1
https://rosecrance.org/remember-alumni-workshop-today-rosecrance-harrison-campus/	0.06	1
https://rosecrance.org/locations/rosecrance-dakota-clinic/	0.06	18
https://rosecrance.org/mental-health/mental-health-treatment-teens-young-adults/	0.05	43
https://rosecrance.org/wp-content/uploads/2019/12/Adolescent-Drug-Terminology-and-Trends-2017-18.pdf	0.05	79
http://www.rosecrance.org/wp-content/uploads/2011/08/06062013_Alcohol_and-SA_FAQ_Sheet.pdf	0.05	6
http://www.rosecrance.org/wp-content/uploads/2011/08/ill-crack-cocaine_Layout-1.pdf	0.05	18
https://rosecrance.org/addiction-treatment/adults/for-families/	0.05	6
https://rosecrance.org/work-begins-rosecrance-ware-center/	0.05	2
https://rosecrance.org/rosecrance-lakeview-staff/	0.05	17
https://rosecrance.org/wp-content/uploads/2018/02/reach-winter-2018_reduced.pdf	0.05	178
https://rosecrance.org/mental-health/children-family-services/	0.04	37
https://rosecrance.org/relocated-rosecrance-ware-center-integrates-mental-health-addiction-services/	0.04	2
https://rosecrance.org/alumni-reflection-jam-alker/	0.04	6
https://rosecrance.org/media-report-closing-singer-mental-health-center-rosecrances-plans-future/	0.04	2
https://rosecrance.org/relying-circadian-rhythms-teens/	0.04	1
https://rosecrance.org/wp-content/uploads/2018/11/US-K2-2016.pdf	0.03	66
https://rosecrance.org/understanding-drug-alcohol-abuse/marijuana-facts/	0.03	12
https://rosecrance.org/grand-opening-at-rosecrance-on-moreland/	0.03	3
https://rosecrance.org/rosecrance-opens-center-recovery-central-illinois/	0.03	6
https://rosecrance.org/wp-content/uploads/2019/12/Vaping-and-Drug-Trends.pdf	0.03	6
http://www.rosecrance.org/wp-content/uploads/2017/03/Mulberry.pdf	0.03	6
https://rosecrance.org/wp-content/uploads/2016/01/2016-winter-reach-rosecrance-elec.pdf	0.03	6
http://www.rosecrance.org/wp-content/uploads/2017/10/rcu-factsheet.pdf	0.03	8
https://rosecrance.org/experiential-therapy-more-than-just-fun-and-games/	0.03	15
https://rosecrance.org/rosecrance-merge-prairie-center-central-illinois/	0.03	7

URL	Traffic % ▼	Keywords
https://rosecrance.org/events-calendar/	0.03	24
https://rosecrance.org/rosecrance-swedishamerican-announce-mental-health-partnership/	0.02	40
https://rosecrance.org/rosecrance-champaign-benefit-deemed-success/	0.02	1
http://www.rosecrance.org/wp-content/uploads/2018/03/Rosecrance-Des-Plaines.pdf	0.02	4
https://rosecrance.org/rosecrance-lakeview-virtual-tour/	0.02	4
https://rosecrance.org/our-team/faces-of-rosecrance/amy-young/	0.02	6
https://rosecrance.org/rosecrance-crystal-lake-alumni-cafe/	0.02	2
https://rosecrance.org/rosecrance-names-new-vice-president-of-payer-relations/	0.02	3
https://rosecrance.org/wifr-23-reports-success-rosecrance-triage-center/	0.02	2
https://rosecrance.org/rosecrance-mchenry-county-invites-public-open-houses-april-9-10-sites/	0.02	5
https://rosecrance.org/wp-content/uploads/2018/11/US-Club-Drugs-2016.pdf	0.02	17
https://rosecrance.org/understanding-drug-alcohol-abuse/teen-marijuana-abuse/	0.02	14
https://rosecrance.org/rosecrance-ware-center-relocation-featured-rockford-register-star-wifr-wrex/	0.02	6
https://rosecrance.org/rosecrance-host-mobile-pantry-northern-illinois-food-bank/	0.02	13
https://rosecrance.org/mchenry-county-recovery-home-program/	0.02	4
https://rosecrance.org/recovery-living-focus-newly-opened-rosecrance-lakeview/	0.02	5

Organic Search: Competitive Position Map

US | rosecrance.org



Reputation Management

