



Main Web Presence

■ Web Presence Report

Period: March 2015 / February 2015

Kluster: All English Keywords

Your Client - Main Web Presence

Report: Web Presence Report

Period: March 2015 / February 2015

Kluster: All English Keywords



The gShift Web Presence Report is designed to provide a comprehensive overview of SEO, social and competitive metrics related to a brand's Web Presence. gShift recommends selecting two date ranges in order to identify trends and suggests selecting a Keyword Kluster to focus attention on a specific group of related keywords.

Annotations/Notes can be added to any gShift Report to highlight items of note or to make recommendations based on data-driven insights regarding trends in keyword positions, social signals, backlinks, competition, traffic or conversions.

Summary

▲ 122,998 / 110,895
Sessions

▲ 61,906 / 58,186
Conversions

▼ 2,982 / 3,100
Backlinks

▲ 149,428 / 142,266
Page Social Signals

▲ 356,565 / 335,272
Network Social Signals



A simple annotation here would point out all metrics have shown positive growth except for Backlinks, which may be an area to investigate or focus attention on.

Google Analytics Overview

Blog Website

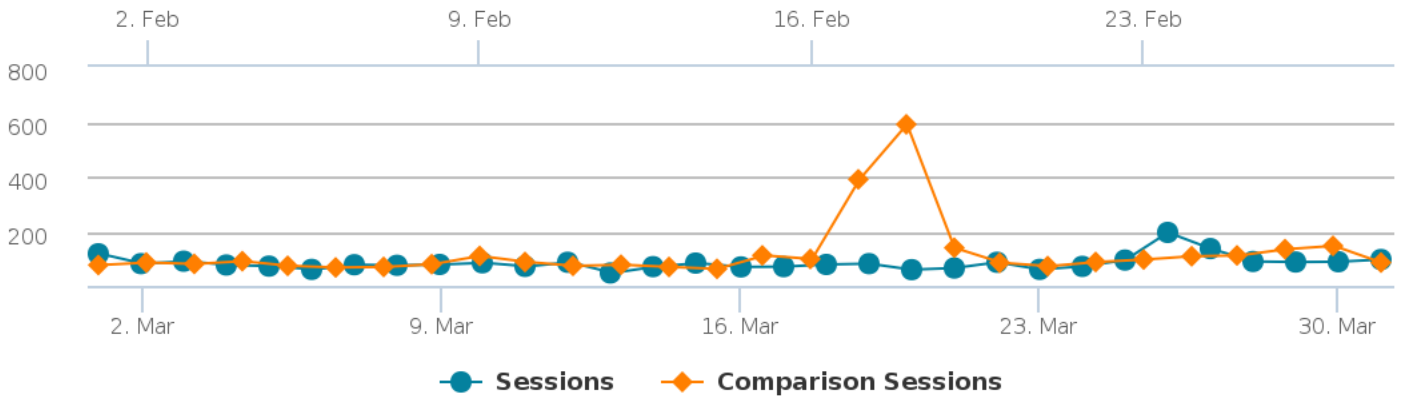
▼ 2,591 / 3,346
Sessions

▼ 4,927 / 6,083
PageViews

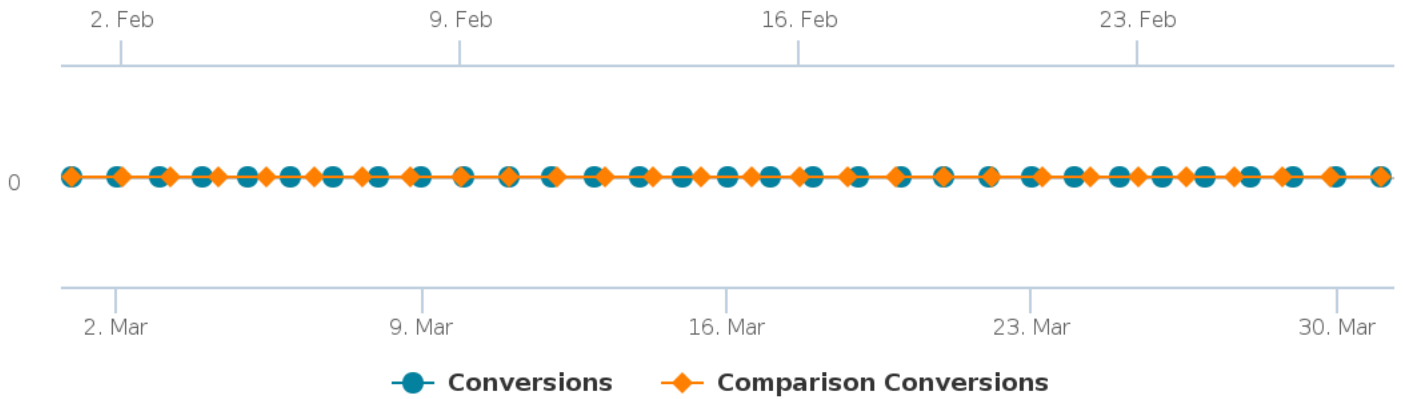
▼ 75% / 78%
Bounce Rate %

0 / 0
Conversions

Total Site Sessions



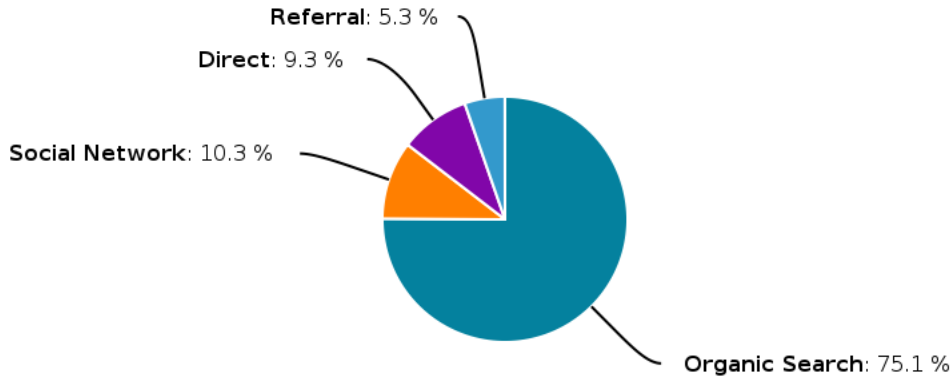
Total Site Conversions



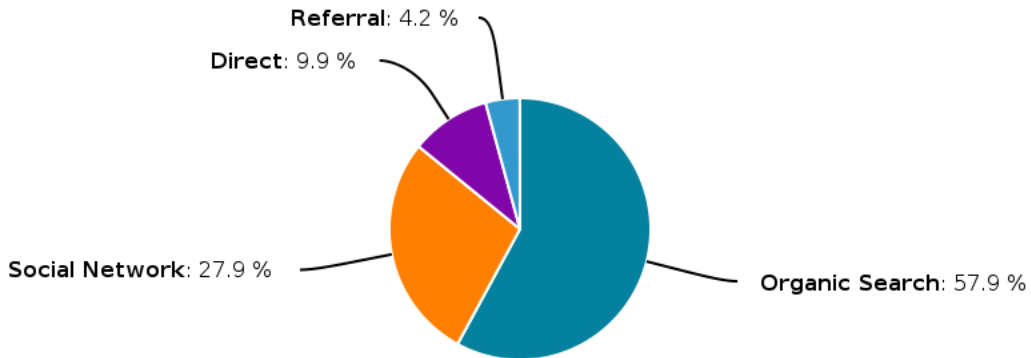
Website Metrics By Channel

Channel	Sessions	Pageviews	Conversions	Bounce Rate
Organic Search	1,946 / 1,939 ↑	3,772 / 3,982 ↓	0 / 0	74% / 73% ↑
Social Network	267 / 934 ↓	411 / 1,200 ↓	0 / 0	85% / 88% ↓
Direct	240 / 331 ↓	517 / 656 ↓	0 / 0	76% / 77% ↓
Referral	138 / 142 ↓	227 / 245 ↓	0 / 0	78% / 82% ↓

Sessions



Comparison Sessions



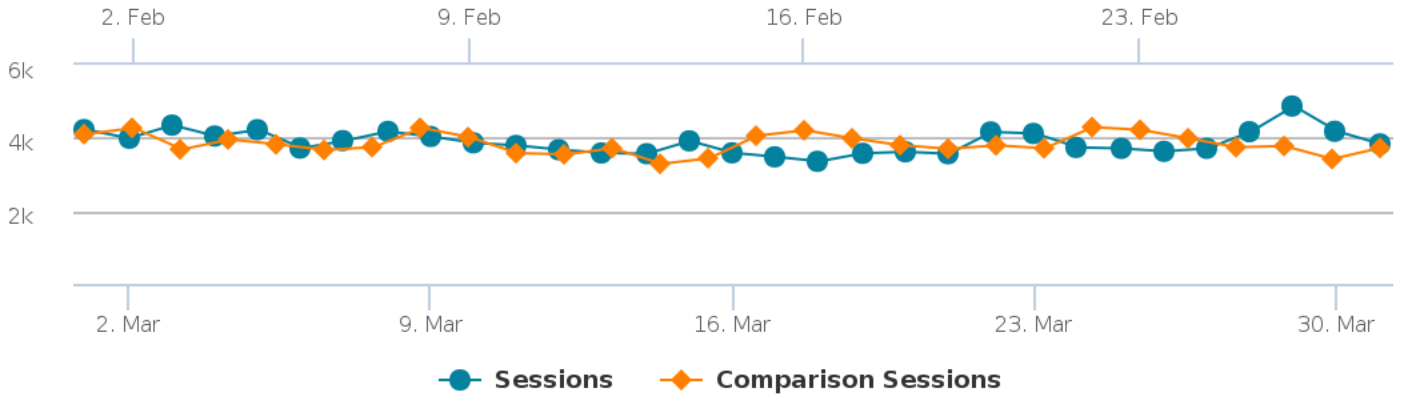
Mobile

▼ 840 / 1,266 Sessions
 ▼ 32% / 38% % of Traffic
 ▼ 1,431 / 1,917 PageViews
 ▼ 79% / 83% Bounce Rate %
 0 / 0 Conversions

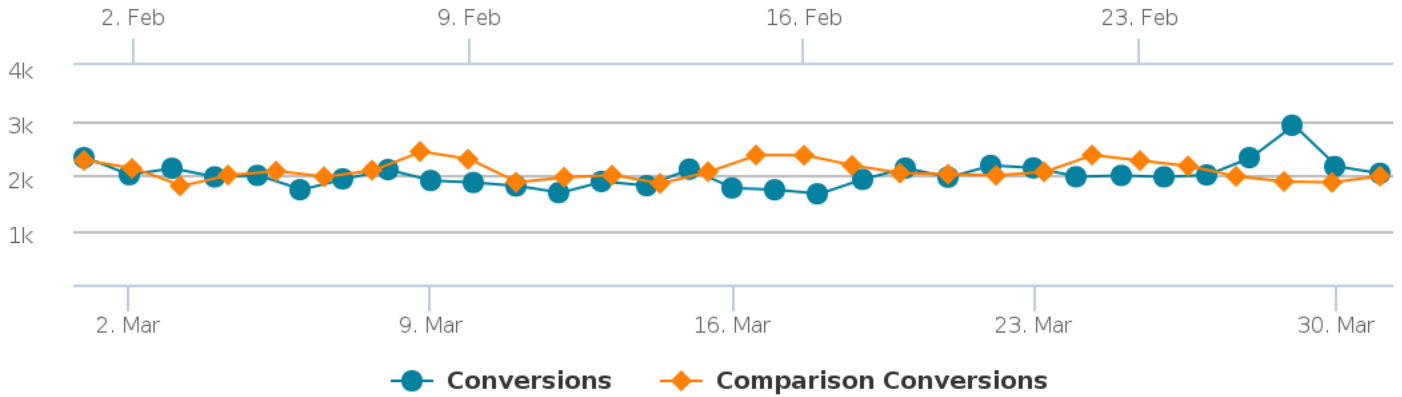
Primary Website

▲ 120,407 / 107,549 Sessions
 ▲ 330,511 / 286,603 PageViews
 ▼ 58% / 60% Bounce Rate %
 ▲ 61,906 / 58,186 Conversions

Total Site Sessions



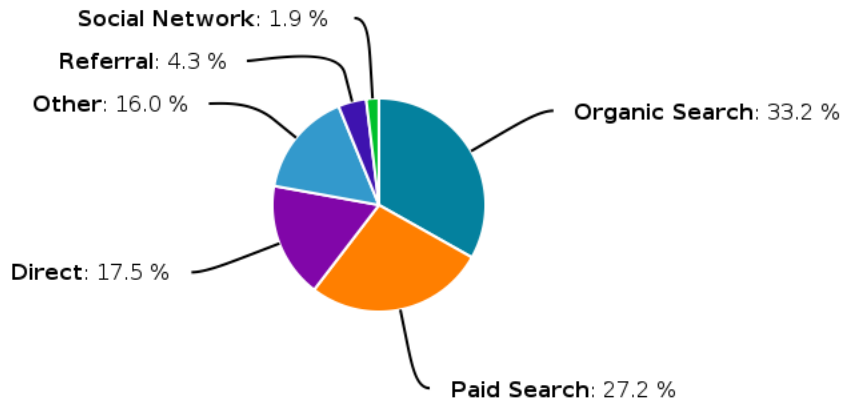
Total Site Conversions



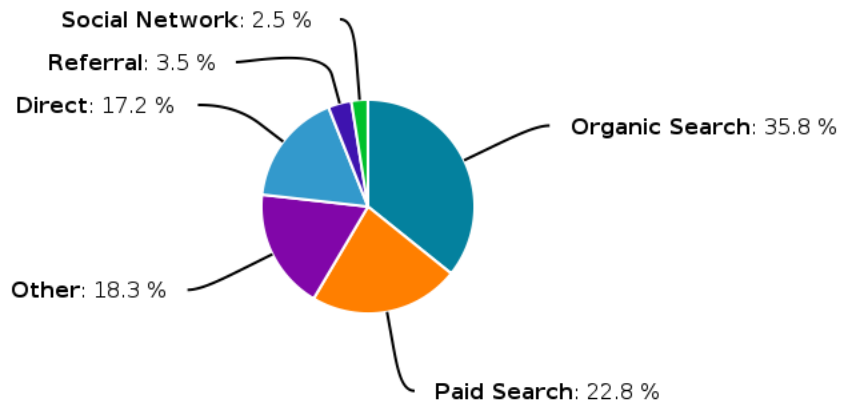
Website Metrics By Channel

Channel	Sessions	Pageviews	Conversions	Bounce Rate
Organic Search	39,942 / 38,466 ↑	129,287 / 126,028 ↑	19,010 / 18,946 ↑	50% / 51% ↓
Paid Search	32,793 / 24,474 ↑	91,755 / 68,607 ↑	23,547 / 21,679 ↑	55% / 55% ↓
Direct	21,029 / 18,461 ↑	50,434 / 40,781 ↑	6,414 / 5,122 ↑	68% / 71% ↓
Other	19,207 / 19,654 ↓	32,830 / 32,272 ↑	9,109 / 9,692 ↓	75% / 76% ↓
Referral	5,122 / 3,798 ↑	19,656 / 12,249 ↑	2,819 / 1,778 ↑	42% / 50% ↓
Social Network	2,314 / 2,696 ↓	6,549 / 6,666 ↓	1,007 / 969 ↑	49% / 56% ↓

Sessions



Comparison Sessions



Mobile

▲ 41,667 /
35,573
Sessions

▲ 35% / 33%
% of Traffic

▲ 95,357 /
78,778
PageViews

▼ 63% / 65%
Bounce Rate %

▲ 19,410 /
18,311
Conversions

Top Referrals

Blog Website

Source	Sessions	Conversions
semalt.semalt.com	26 / 37 ↓	0 / 0
buttons-for-website.com	21 / 14 ↑	0 / 0
google.com	14 / 8 ↑	0 / 0
search.tb.ask.com	8 / 9 ↓	0 / 0
xyz.us4.list-manage.com	7 / 11 ↓	0 / 0
bing.com	6 / 4 ↑	0 / 0
forum.abc.com	5 / 0 ↑	0 / 0
google.fr	5 / 3 ↑	0 / 0
duckduckgo.com	4 / 1 ↑	0 / 0
abc.com	4 / 19 ↓	0 / 0

Primary Website

Source	Sessions	Conversions
abc.com	880 / 236 ↑	478 / 19 ↑
forum.abc.com	360 / 0 ↑	278 / 0 ↑
sawmilltrader.com	335 / 385 ↓	257 / 292 ↓
forestry.about.com	318 / 240 ↑	245 / 158 ↑
forestryforum.com	236 / 234 ↑	137 / 149 ↓
vi.vipr.ebaydesc.com	222 / 232 ↓	191 / 186 ↑
google.fr	213 / 214 ↓	48 / 48
search.tb.ask.com	150 / 118 ↑	63 / 46 ↑
backwoodshome.com	125 / 113 ↑	46 / 32 ↑
us.wow.com	124 / 111 ↑	57 / 46 ↑

Top Cities Driving Traffic

Blog Website

City	Sessions	Conversions
Chicago, Illinois, United States	38 / 42 ↓	0 / 0
Toronto, Ontario, Canada	32 / 45 ↓	0 / 0
Minneapolis, Minnesota, United States	31 / 18 ↑	0 / 0
Houston, Texas, United States	25 / 25	0 / 0
San Francisco, California, United States	21 / 13 ↑	0 / 0
Dallas, Texas, United States	20 / 17 ↑	0 / 0
Montreal, Quebec, Canada	20 / 31 ↓	0 / 0
New York, New York, United States	20 / 17 ↑	0 / 0
Charlotte, North Carolina, United States	19 / 17 ↑	0 / 0
Seattle, Washington, United States	19 / 20 ↓	0 / 0

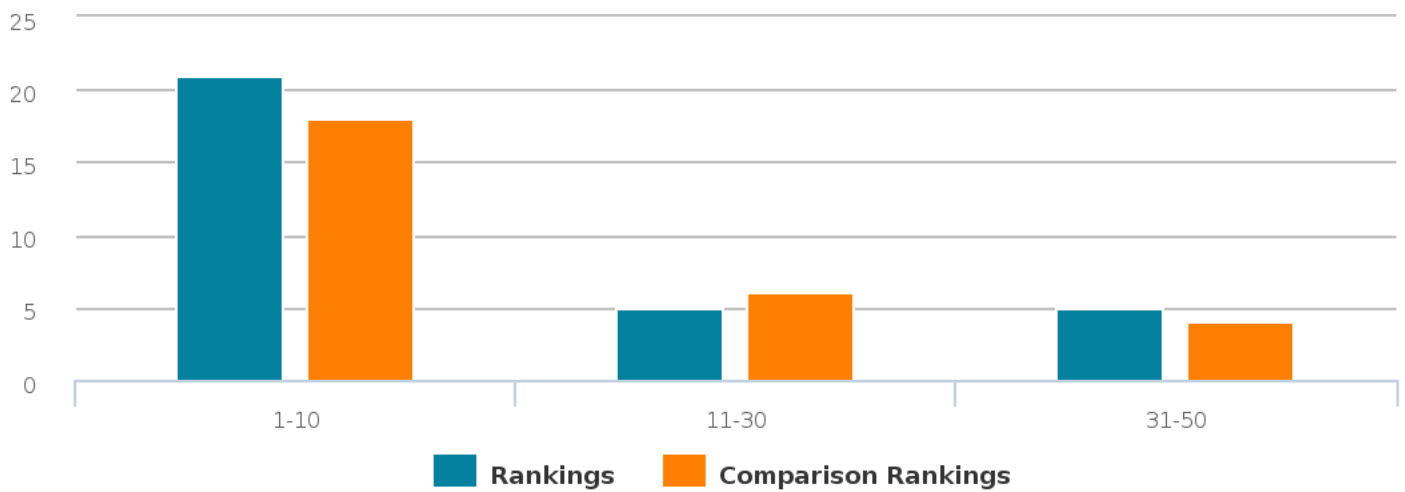
Primary Website

City	Sessions	Conversions
Toronto, Ontario, Canada	1,553 / 1,142 ↑	1,001 / 818 ↑
Montreal, Quebec, Canada	1,359 / 1,879 ↓	1,027 / 1,488 ↓
Lusaka, Zambia	1,171 / 1,069 ↑	80 / 71 ↑
Chicago, Illinois, United States	1,166 / 1,023 ↑	491 / 512 ↓
Nashville, Tennessee, United States	1,121 / 529 ↑	489 / 282 ↑
Houston, Texas, United States	1,078 / 898 ↑	527 / 438 ↑
New York, New York, United States	940 / 697 ↑	453 / 289 ↑
Laval, Quebec, Canada	882 / 257 ↑	674 / 223 ↑
Edmonton, Alberta, Canada	874 / 860 ↑	523 / 556 ↓
Dallas, Texas, United States	846 / 634 ↑	338 / 337 ↑

Keyword Position Distribution

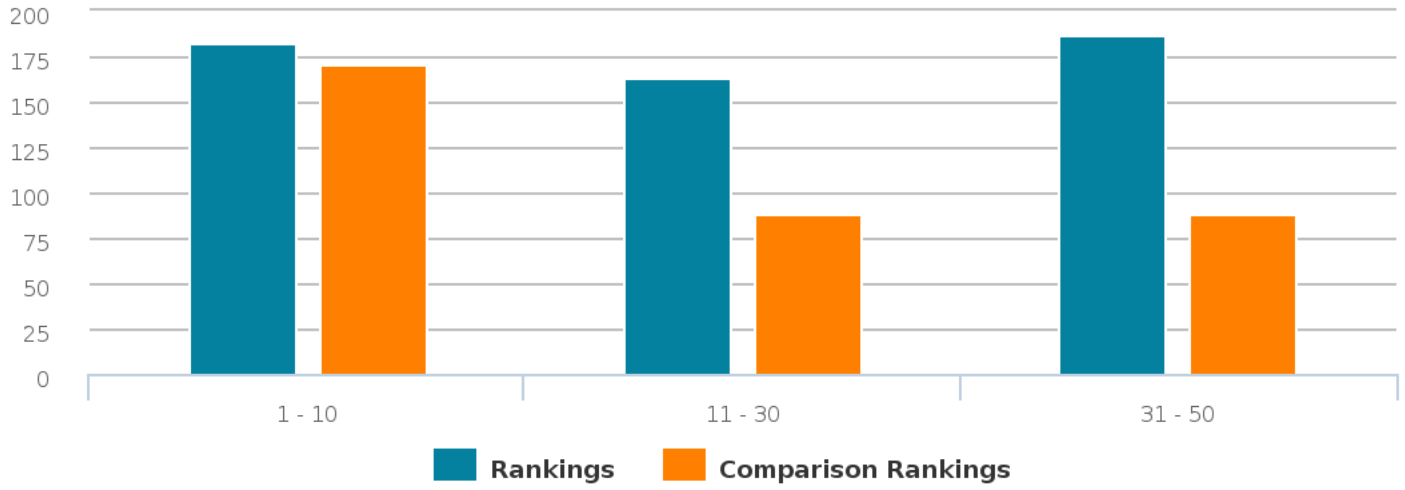
Google USA

Group	Number of Keyword Positions in Group
1-10	21 / 18 ↑
11-30	5 / 6 ↓
31-50	5 / 4 ↑



All Engines

Group	Number of Keyword Positions in Group
1 - 10	183 / 171 ↑
11 - 30	163 / 88 ↑
31 - 50	187 / 88 ↑



Top Keyword Positions

Keyword	†	Volume	††	Volume	†††	Volume
chainsaw sawmill	1 / 1	1,000	1 / 1	110	50+ / 50+	-
mobile bandsaw	1 / 1	30	1 / 1	10	50+ / 50+	-
portable sawmill for sale	1 / 4	1,000	3 / 4	170	50+ / 50+	-
bandmills	2 / 1	30	1 / 1	10	2 / 1	20
mobile band saw	2 / 2	30	1 / 1	10	50+ / 50+	-
mobile band saws	2 / 2	20	1 / 1	10	50+ / 50+	-
mobile bandsaws	2 / 2	20	1 / 1	10	50+ / 50+	-
mobile forestry equipment	2 / 2	0	1 / 1	0	50+ / 50+	-
log arch	3 / 3	720	3 / 3	110	50+ / 50+	-
saw mills	3 / 1	880	1 / 1	90	50+ / 50+	-
saw mill for sale	6 / 9	1,600	5 / 5	110	50+ / 50+	-
portable bandsaw blades	18 / 50+	20	5 / 50+	10	50+ / 50+	-
forestry equipment	32 / 23	1,600	16 / 15	320	50+ / 50+	-
band saw	50+ / 50+	22,200	16 / 50+	2,400	50+ / 50+	-
bandsaw blades	50+ / 50+	3,600	19 / 50+	320	50+ / 50+	-
forestry equipment supplies	50+ / 50+	10	42 / 39	10	50+ / 50+	-

† - Google United States
 †† - Google Canada
 ††† - Google United States

Backlinks

Source	Total Backlinks	Unique Domains
Blog Website	134 / 129 ↑	4 / 4
Primary Website	1,990 / 2,007 ↓	163 / 158 ↑
Off-Site Pages	858 / 964 ↓	37 / 53 ↓

Social

From All Sources

▲ 149,428 / 142,266
Page Social Signals

▼ 2,578 / 3,629
Referrals

▲ 1,005 / 966
Conversions

▲ 356,565 / 335,272
Network Social Signals

▼ 2% / 3%
Traffic %

▼ 2% / 2%
Conversion %

Social Signals and Analytics

Facebook - Page Social Signals

2,733
New Shares

▲ 47,746 / 45,013
Total Shares

▼ 2,399 / 3,403
Sessions

▼ 51% / 64%
Bounce Rate %

▲ 967 / 892
Conversions

Google+ - Page Social Signals

32
New Shares

▲ 2,222 / 2,190
Total Shares

▼ 31 / 64
Sessions

▼ 51% / 57%
Bounce Rate %

▼ 13 / 28
Conversions

Twitter - Page Social Signals

5
New Shares

▲ 254 / 249
Total Shares

▼ 12 / 46
Sessions

▼ 75% / 76%
Bounce Rate %

1 / 1
Conversions

LinkedIn - Page Social Signals

1 New Shares ▲ 83 / 82 Total Shares

▼ 6 / 14 Sessions ▼ 50% / 57% Bounce Rate % ▲ 4 / 2 Conversions

YouTube - Page Social Signals

New Shares Total Shares

▼ 31 / 34 Sessions ▲ 61% / 35% Bounce Rate % ▼ 7 / 39 Conversions

Pinterest - Page Social Signals

0 New Shares 6 / 6 Total Shares

▲ 99 / 68 Sessions ▲ 81% / 80% Bounce Rate % ▲ 13 / 4 Conversions

Social Metrics

Facebook - Network Social Signals Primary Brand Facebook Page

Total Page Likes	Total Posts	Total Post Shares	Total Post Likes	Total Post Comments
96,968 / 93,390 ▲	1,787 / 1,744 ▲	21,695 / 20,109 ▲	229,973 / 214,105 ▲	4,536 / 4,321 ▲
New Page Likes	New Posts	New Post Shares	New Post Likes	New Post Comments
3,578	43	1,586	15,868	215

g+ **Google+** - Network Social Signals
Primary Brand Google + Page

Total +1's	Total Reshares	Total Posts
1,410 / 1,404 ↑	453 / 452 ↑	920 / 918 ↑
New +1's	New Reshares	New Posts
6	1	2

Twitter - Network Social Signals

Primary Brand Twitter Page

Total Mentions	Total Retweets	Total Tweets	Total Followers
302 / 294 ↑	388 / 368 ↑	1,568 / 1,539 ↑	764 / 756 ↑
New Mentions	New Retweets	New Tweets	New Followers
8	20	29	8

in **LinkedIn** - Network Social Signals
Primary Brand LinkedIn Company Page

Followers	
New	Total
3	76 / 73 ↑

YouTube - Network Social Signals
Primary Brand YouTube Channel

Video Views		Channel Views	
New	Total	New	Total
108,144	3,230,537 / 3,118,426 ↑	107,672	2,285,363 / 2,174,029 ↑

Competition

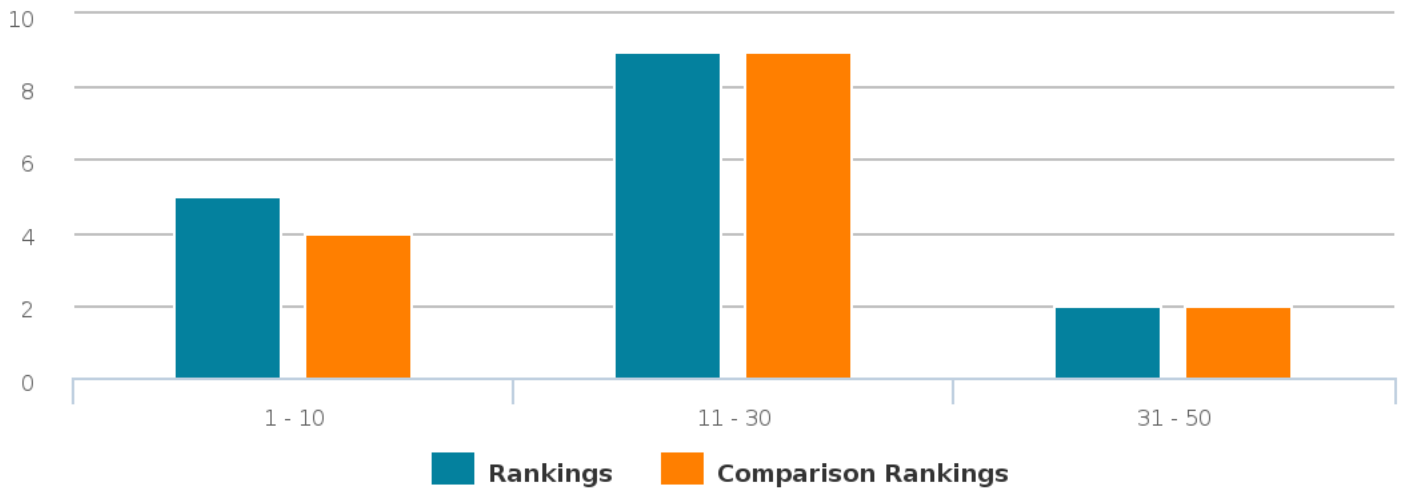
Backlinks

Web Site	Total Backlinks	Unique Domains
Hudson	144 / 144	74 / 74
Logosol Brazil	1 / 1	1 / 1
Logosol French	1 / 1	1 / 1
Logosol Germany	25 / 25	8 / 8
Logosol Moscow	0 / 0	0 / 0
Logosol Norway	79 / 79	9 / 9
Logosol Spanish	1 / 1	1 / 1
Logosol Sweden	98 / 102 ↓	23 / 23
Lucas Mill	695 / 694 ↑	11 / 11
Lucas Mill Brazil	1 / 1	1 / 1
Peterson Sawmills	724 / 729 ↓	40 / 39 ↑
SMG Champion	3 / 3	4 / 4
Timberking	770 / 773 ↓	53 / 53
Woodland Mills	695 / 698 ↓	20 / 20
Woodmizer	1,013 / 1,016 ↓	132 / 132
Woodmizer Brazil	0 / 0	0 / 0
Woodmizer French	1 / 1	1 / 1
Woodmizer Germany	7 / 7	7 / 7
Woodmizer Russia	0 / 0	0 / 0
Woodmizer Spanish	2 / 15 ↓	2 / 2
Woodmizer Spanish (Spain)	3 / 3	2 / 2

Top Competitor | Hudson / Hudson

Google USA

Group	Number of Keyword Positions in Group
1 - 10	5 / 4 ↑
11 - 30	9 / 9
31 - 50	2 / 2



All Engines

Group	Number of Keyword Positions in Group
1 - 10	11 / 10 ↑
11 - 30	24 / 26 ↓
31 - 50	28 / 26 ↑

