

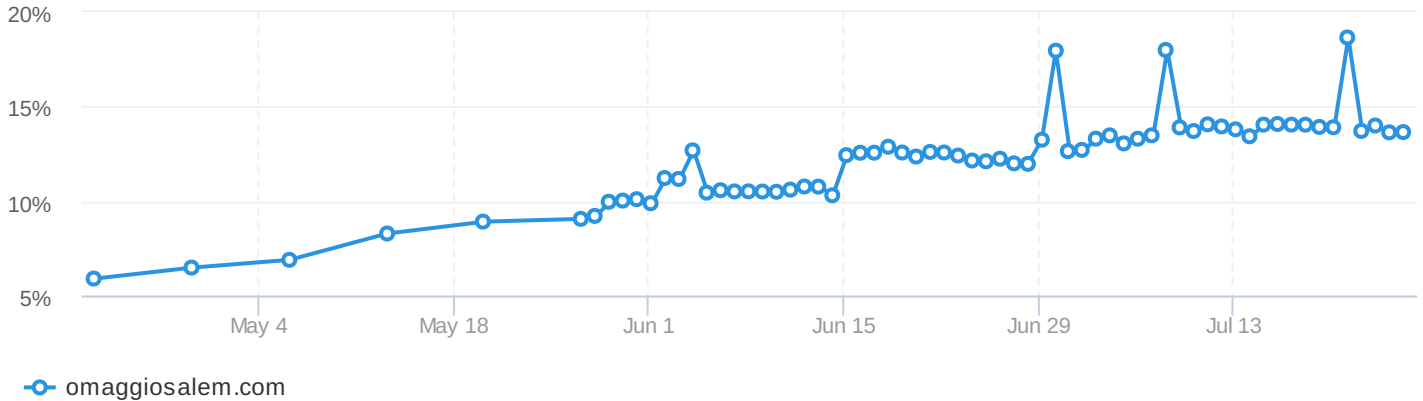


# Position Tracking: Overview (organic)

Sample Client

# Position Tracking: Overview (organic) Period Apr 27 – Jul 25, 2020

## Visibility



## Keyword Rankings 1 - 14 (14)

Keyword	SERP Features	omaggiosalem.com	
		25 Jul ▲	Diff
1. salem nh hair salon	📍🖼️★🔗📺	2 📍	+7
2. salem nh salon	📍🖼️★🔗	2 📍	+4
3. salem nh hair styling	📍🖼️★	2 📍	+7
4. salem nh hair treatment	📍🖼️★📺🔗	2 📍	+8
5. hair extensions salem nh	📍🖼️★📺🔗	8 🔗	+2
6. salem nh hair extensions	📍🖼️★📺🔗	8 🔗	+5
7. places to get hair extensions salem nh	📍🖼️★📺🔗	8 🔗	+3
8. salem nh skin treatment	📍🖼️★	10	-2
9. salem nh nail services	📍🖼️★📺🔗	13	-3
10. salem nh facials	📍★🔗	13	+1
11. salem nh waxing	📍🖼️★📺🔗	14	-3
12. salem nh pedicures	📍🖼️★	24	-2
13. salem nh hair removal	📍📺🖼️★📺🔗	25	-9
14. salem nh nail salon	📍🖼️★📺🔗	26	-4

# Google Analytics

## Google Analytics: Overview

Account: <https://www.omaggiosalem.com/> | View: All Web Site Data | Traffic channel: All | Segment: All Users | Period: 26 Apr - 24 Jul, 2020

### Sessions

**4.1K** +46%

The number of sessions within the date range

### New Sessions

**70.06%** +8%

An estimate of the percentage of first time visits

### Pages / Sessions

**2.46** +9%

The average number of pages viewed during a session

### Bounce Rate

**41.25%** -21%

The percentage of single-page visits

### Avg. Session Duration

**00:01:37** -5%

The average length of a Session

### Goal Completions

**0** 0%

The total number of conversions

## Google Analytics: Top Landing Pages

Account: <https://www.omaggiosalem.com/> | View: All Web Site Data | Traffic channel: All | Segment: All Users | Period: 26 Apr - 24 Jul, 2020

No.	Landing Page	Sessions ▼	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
1	/	3,125 (75.39%)	74.34%	2,323 (79.99%)	29.44%	2.76	00:01:53
2	/services/	358 (8.64%)	53.63%	192 (6.61%)	82.12%	1.38	00:00:47
3	/book-appointment/	296 (7.14%)	47.97%	142 (4.89%)	68.58%	1.75	00:01:01
4	/contact/	66 (1.59%)	30.30%	20 (0.69%)	92.42%	1.14	00:00:11
5	/about-us/	51 (1.23%)	62.75%	32 (1.10%)	52.94%	2.14	00:01:29
6	/gallery/	47 (1.13%)	38.30%	18 (0.62%)	82.98%	1.40	00:01:14
7	/gift-cards/	26 (0.63%)	76.92%	20 (0.69%)	92.31%	1.08	00:00:59
8	/company-policies/	18 (0.43%)	66.67%	12 (0.41%)	94.44%	1.06	00:00:00
9	/?fbclid=IwAR1mEurHZaTNInCaCw_r91AhqL4ad28ve2CU2Jzfk8zmcUAeBJN_kuLNFbk	2 (0.05%)	100.00%	2 (0.07%)	100.00%	1.00	00:00:00
10	/?fbclid=IwAR2Ng99jPcGDFwVEQduaODn-k_ecOT_zDJ1npz6jrPMvagf75-0xjgN_InQ	2 (0.05%)	100.00%	2 (0.07%)	50.00%	3.50	00:01:30
11	/?fbclid=IwAR3Os2DC_bGYjg71JIE4hdAIYcLRXBJ3Pv62tGhZvz4yI5gmOJ5zeTCWNm0	2 (0.05%)	50.00%	1 (0.03%)	100.00%	1.00	00:00:00
12	/hair-extensions-2/	2 (0.05%)	50.00%	1 (0.03%)	0.00%	2.00	00:00:02

No.	Landing Page	Sessions ▼	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration
13	/?et_fb=1&et_bfb=1&PageSpeed=off	1 (0.02%)	0.00%	0 (0.00%)	0.00%	5.00	00:04:00
14	/?fbclid=IwAR0-HoXsFuGPaaywX2NDWwrsFy7BPEg2kOGdwmq9uhiGKDm6HNxU5NpD1_c	1 (0.02%)	100.00%	1 (0.03%)	0.00%	3.00	00:00:54
15	/?fbclid=IwAR0-jWy0BKZLoeNBR5Hbi_rFapWWD6YFVkusFebP1xjTNQ_V5WVlkdYMKw	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
16	/?fbclid=IwAR04s4lMBnaoAFNyHx9b5-N2_Fp_iR7RRC9bncV_1srX4R-gZBhncj1NkTo	1 (0.02%)	100.00%	1 (0.03%)	0.00%	9.00	00:02:10
17	/?fbclid=IwAR07aV6Cr2DMQ8IK751tjTcqHDWmc6Hp8ruqe28mSupAgf1hkilJvyoyH0s	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
18	/?fbclid=IwAR0bkh2kc1kv5zZnkxq6c26ivcwr_dY5XDnAyW93WEauWJVOboCJXXqs7ws	1 (0.02%)	100.00%	1 (0.03%)	0.00%	6.00	00:02:04
19	/?fbclid=IwAR0bvtG-qkjvhHgggvkr_SGoHR4u_P34-L0RZdo_GrW3uH63GZ6zr2ZkkGs	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
20	/?fbclid=IwAR0dzoo07xSSyPXcBk149oH7ks_Vxp2nNgj019CFh0VZgppa9btLgHqrajo	1 (0.02%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00
21	/?fbclid=IwAR0f-uwdiTMVzHkLaOKjLnqzECYf6RDojrebAWgKN1qufXqIM9l4O7pdk9Y	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
22	/?fbclid=IwAR0gZK8JaSk5QDP4NRn1SREdDlcwCjpKojSvEEtT0CkgDS81JreXgDQEvw	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
23	/?fbclid=IwAR0H63iGds6jAFDVN6GZpVIB_2tqS7L6kmYOO18dBl7p7LLVHmqtlSNEulc	1 (0.02%)	100.00%	1 (0.03%)	0.00%	3.00	00:00:22
24	/?fbclid=IwAR0H6dKDasLszjUdrfBiOxuhwa3N1JQmKS-ZGoZCSEK_tu-exUfAe5ZCeuQ	1 (0.02%)	100.00%	1 (0.03%)	0.00%	2.00	00:00:04
25	/?fbclid=IwAR0JABfmMKkndVWvHDtRhDHXEFWPss8JCo-e3og5ctuhmEn0c-6vZ5YTmk	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
26	/?fbclid=IwAR0KGQICmlytHpxfcfhNyYW57XjWXMqdzBZCW-siAoZtd6FuouTcN1k6zeQ	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
27	/?fbclid=IwAR0Le1t-8_q3ooqJoLbWGctg7UNsEVwU3kY0BjmCcZ7d14wuYbQSSHEs8R8	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
28	/?fbclid=IwAR0LjG6VH27LOGmplVSLOb1ZsO9nkPe97xrr7oBvH8YjHCCLFL7xvbizKno	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00

No.	Landing Page	Sessions ▼	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration
29	/?fbclid=IwAR0lOs5r3WxOTz8KSeIFnUtVQdCnhNlxYw7g2IS5qjRX9_6DsdFRX8m4sVU	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
30	/?fbclid=IwAR0LWPx8uoS3S-QmvXzGRQIt7rNgk_cHt3N3Z4MRttsnAiW0jWKYSGGj6jU	1 (0.02%)	100.00%	1 (0.03%)	0.00%	3.00	00:01:37
31	/?fbclid=IwAR0MPXFT_n6ijJw29TCtcSaVW1nVc2hHeRWN80cGJ5FXAeUkzCa6cxdLSVE	1 (0.02%)	100.00%	1 (0.03%)	0.00%	5.00	00:13:03
32	/?fbclid=IwAR0o8DXkD1V17SMcid-RGpIRwcvUW2OBQDXw0T8xUUCbRQv6OdvaGhy465A	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
33	/?fbclid=IwAR0ozB6pN4EQ60r0LJ7YLXuJDih4AbMCLZXda066w_NWCJAWgtNUVfa9d-4	1 (0.02%)	100.00%	1 (0.03%)	0.00%	3.00	00:00:22
34	/?fbclid=IwAR0P2NtQEozd3ZM2LWQUoAStzPOjpnVixWOWpKWJyIDTiZno7uLrqn7u7GI	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
35	/?fbclid=IwAR0PvgPiig69iLJocPntDzZPr58FasveIEvbbkZvMac98agV-LMRRbo8s	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
36	/?fbclid=IwAR0QL62oz7gTvS97jlrkCnAQQ3GMyRduy96z57CHcqXCUnBMjwLv-zQoghs	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
37	/?fbclid=IwAR0qSqXrVWL6i0NOM5ucb-fSXVwsz1opnXoREMJxmAefBRc77xg5Ys-ERbE	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
38	/?fbclid=IwAR0QzEUj-htkori_uAvu8iK3T1uHjsHHglwI6ulPs8VYniVqpPvye7traR0	1 (0.02%)	100.00%	1 (0.03%)	0.00%	7.00	00:06:12
39	/?fbclid=IwAR0rZj4C7rxoxLKG9bhJXBMJ4CP2_surPzbYfYue8Qly4GVkaRhZlyA7uso	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
40	/?fbclid=IwAR0sXc2EqAQrL6SJS8SMk0qfw1v2O2VSWickoWfyVrnY6M7hlUgh1_B4i_CM	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
41	/?fbclid=IwAR0TpA7IYtPqtE8MVrod1Wjj90g6w8X_z10SuWfnbc3_XdPw1Q9teSZdZPk	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
42	/?fbclid=IwAR0UheMQfyZINc0c2NCwuM7TkdgtzWKC982LuUmoOrBwMBi2CabNGR6xLhY	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
43	/?fbclid=IwAR0UsJFsamPK4qam_LwiOKr_T6bx63D49EDb03-Nt3-jscCT6QW7mV7SJOI	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
44	/?fbclid=IwAR0VK55vlnpIXYucPEWjpmPArnapHNb9hoPzSLYhQMD-MKEL_BiunNYJlCg	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00

No.	Landing Page	Sessions ▼	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration
45	/?fbclid=IwAR0WYrQpbk4F8bCKhHmHxWOzkrfdHlvJarfOroWRALbdui7SMOwRYqNbHW4	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
46	/?fbclid=IwAR103PIGdpqH0YUIaAkRfaeaCisSlxa8a_2U45XKCNinaavdDfr9hiMA44Q	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
47	/?fbclid=IwAR10fPwsk6sHvAs_pj6gdmPbYXcW_qkFUyElPT1s9UwrRZJAP3-rQFMaugA	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
48	/?fbclid=IwAR14TmBJY6Lfk5ii45gMNTuZM_L1QcTVrh2wx9Mk-1BF-lcC-vaSTqcsuk0	1 (0.02%)	100.00%	1 (0.03%)	0.00%	10.00	00:36:28
49	/?fbclid=IwAR17Q6wUYM1fErmHCQvFu_dnwkwD460-RuK5PsWwKt2CS3LJu7NZ_9m49Nw	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
50	/?fbclid=IwAR191_6r8jlmbk9dqoyzXJajlnRMaXsPPIQy1ZZlR_idy2m2MUBYhCGWo2I	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00

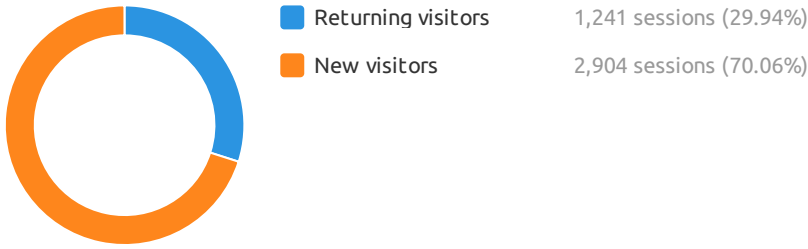
## Google Analytics: Source / Medium

Account: <https://www.omaggiosalem.com/> | View: All Web Site Data | Traffic channel: All | Segment: All Users | Period: 26 Apr - 24 Jul, 2020

No.	Source / Medium	Users ▼	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
1	google / organic	1,759 (58.42%)	1,698 (58.47%)	2,486 (59.98%)	32.78%	2.73	00:01:50
2	(direct) / (none)	717 (23.81%)	709 (24.41%)	1,046 (25.24%)	59.75%	1.81	00:01:22
3	l.facebook.com / referral	142 (4.72%)	135 (4.65%)	161 (3.88%)	31.06%	2.59	00:01:17
4	m.facebook.com / referral	109 (3.62%)	103 (3.55%)	117 (2.82%)	80.34%	1.31	00:00:08
5	bing / organic	73 (2.42%)	68 (2.34%)	100 (2.41%)	33.00%	3.29	00:01:51
6	facebook.com / referral	65 (2.16%)	60 (2.07%)	66 (1.59%)	71.21%	1.77	00:00:21
7	yahoo / organic	46 (1.53%)	43 (1.48%)	59 (1.42%)	20.34%	3.31	00:02:37
8	m.yelp.com / referral	37 (1.23%)	35 (1.21%)	37 (0.89%)	13.51%	2.59	00:01:00
9	yelp.com / referral	18 (0.60%)	16 (0.55%)	18 (0.43%)	16.67%	3.22	00:01:57
10	duckduckgo / organic	14 (0.46%)	14 (0.48%)	15 (0.36%)	33.33%	2.93	00:02:12

### Google Analytics: New Vs Returning Visitors

Account: <https://www.omaggiosalem.com/> | View: All Web Site Data | Traffic channel: All | Segment: All Users | Period: 26 Apr - 24 Jul, 2020



Total: 4,145 sessions (100%)

### Google Analytics: Metrics Chart

Account: <https://www.omaggiosalem.com/> | View: All Web Site Data | Traffic channel: All | Segment: All Users | Period: 26 Apr - 24 Jul, 2020

