

# Jade Mills



SEO CAMPAIGN SUMMARY

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# Overview

# SEO Campaign Summary Overview

JadeMillsEstates.com

- As you approach the end of your yearly SEO campaign, we've empirically assessed your website's organic search performance and keyword rankings.
- We'll cover the Key Performance Indicators (KPIs) that signify the success and impact of your SEO campaign.
- We'll end with an expert analysis of your performance and provide recommendations

The logo for Jade Mills Estates features the name "Jade Mills" in a large, elegant, black cursive script. Below it, the word "Estates" is written in a smaller, clean, black sans-serif font.



# Definitions

*What Each KPI Means*



#### ENGAGED SESSIONS

A website session that lasts longer than 10 seconds, has a conversion event, or has at least 2 pageviews/screenviews

#### NON-BRANDED KEYWORDS


Keywords that **do not** include the agent's name, brokerage, or group, such as "Beverly Hills real estate agent"

#### ORGANIC SESSIONS

A website session that originates from an organic search on a search engine like Google or Bing

#### ENGAGEMENT RATE

The number of Engaged Sessions divided by the total number of sessions; used to determine if a landing page matches user-intent.



#### AVERAGE RANKING POSITION

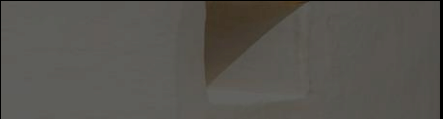
The average position where your website ranks in search engine page results over a specific period of time

#### AVERAGE ENGAGEMENT TIME

The average amount of time users spend on your website with a page in focus or app screen in the foreground

#### IMPRESSIONS

The number of times any URL from your site appeared in search results for a specific query.





# Organic Search Performance

*Traffic, Engagement, &  
Impressions*

# Organic Traffic Metrics

JADE MILLS

	<b>Organic Sessions</b>	<b>Organic Engaged Sessions</b>	<b>Organic Engagement Rate</b>	<b>Organic Average Engagement Time</b>
<b>1/1/23 - 12/31/23</b>	65,318	40,150	61.47%	47s
<b>1/1/22 - 12/31/22</b>	45,196	26,693	59.06%	57s
<b>% Change</b>	44.52%	50.41%	4.08%	-17.87%

# Organic Search Impressions

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	Impressions
1/1/23 - 12/31/23	1,952,356
1/1/22 - 12/31/22	609,880
% Change	220.12%



# Keyword Rankings

*Non-branded Keyword Wins*

# Keyword Rankings

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Keyword	1/2023 Ranking	1/2024 Ranking	1/1/23 - 12/31/23 Impressions	1/1/22 - 12/31/22 Impressions	Percentage Change in Impressions
beverly hills real estate agent	4	1	9,481	3,057	210.14%
bel air luxury homes	9	9	2,637	796	231.28%
real estate agent	4	1	67,475	6,960	869.46%
beverly hills realtor	7	3	5,084	1,701	198.88%
realtor	14	2	18,689	28,131	-69.11%



# SEO Performance Analysis

*What the Data Tells Us*

# Analysis

## ORGANIC SEARCH PERFORMANCE

We can very clearly see that the website's organic traffic significantly increased over the last (12) months when compared to the previous (12) months. We saw healthy traffic increases, which are indicated by the number of sessions. We saw an increase in the number of sessions, engaged sessions & impressions on the website from organic search. These metric increases allow us to conclude that the organic search presence of JadeMillsEstates.com increased over the last (12) months and likely targeted the intended audience.



# Analysis

## KEYWORD RANKINGS

We can very clearly see that the website maintained and/or improved its Google rankings in **Jan. 2024** when compared to **Jan. 2023**. The improved Google search engine visibility for the various keywords increased the likelihood of additional search engine clicks to JadeMillsEstates.com.

<input type="checkbox"/> Keyword	Pos. Jan 4	Pos. Jan 6	Diff
<input type="checkbox"/> bel air real estate agent	↔ 8	↔ 1	↑7
<input type="checkbox"/> beverly hills agent	↔ 5	↔ 1	↑4
<input type="checkbox"/> beverly hills real estate agency	↔ 7	1	↑6
<input type="checkbox"/> beverly hills real estate agent	↔ 4	↔ 1	↑3
<input type="checkbox"/> beverly hills real estate agents	↔ 6	↔ 1	↑5
<input type="checkbox"/> jade mills	↔ 1	↔ 1	0
<input type="checkbox"/> real estate agent	↔ 4	1	↑3
<input type="checkbox"/> realtor	14	2	↑12
<input type="checkbox"/> beverly hills realtor	↔ 7	↔ 3	↑4
<input type="checkbox"/> troudale estates real estate agent	7	6	↑1
<input type="checkbox"/> troudale estates houses	8	7	↑1

# Thank you.

For general inquiries, please email your Custom  
Success Manager