



Performance Report

Client Name

www.car.co.uk

Thursday, February 8th, 2023

Table of Contents

Current Status Of Search Engine Visibility And Search Traffic	3
SERP Rankings & Charts	3
Backlink Graph	4
Keyword Rankings	5
Backlinks and Top Anchors	5

Current Status Of Search Engine Visibility And Search Traffic

We noticed overall traffic growth for the month of June which is a result of our latest optimization efforts to increase the visibility of your website in search engines.

We expect this growth to be reflected also in the revenue. Our next step is to continue with the offsite optimization and focus on minimizing the funnel drop-offs.

SERP Rankings & Charts

This section presents the overall keyword ranking progress from the start of the campaign. For the next month, we plan to continue our optimization efforts and focus on the keywords which are not currently in Top 10.

Listed below is the current ranking screenshot.

Landing Page URL	Keyword	Volume	KD	Previous position	Current position	Position change	Previous traffic	Current traffic	Traffic change
https://www.car.co.uk/scrap-my-car	scrap my car	71000	57	2	1	1	29658	28830	828
https://www.car.co.uk/media/guides/vehicle-auctions/a-guide-to-category-n-cars	cat n	15000	6	7	1	6	335	3707	3372
https://www.car.co.uk/media/guides/insurance/insuring-a-category-n-car	cat n insurance	1300	2	3	1	2	92	671	580
https://www.car.co.uk/scrap-my-car/locations/north-west/greater-manchester	scrap car manchester	450	1	5	2	3	71	342	271
https://www.car.co.uk/media/blogs/vehicle-auctions/how-much-cheaper-are-cars-at-auction	auction prices for cars	800	17	7	1	6	37	279	242
https://www.car.co.uk/scrap-my-car/locations/south-west/bristol	scrap car bristol	600	1	5	2	3	56	273	216
https://www.car.co.uk/scrap-my-car/locations/west-midlands/birmingham	scrap my car birmingham	350	3	2	1	1	106	262	156
https://www.car.co.uk/scrap-my-car/locations/london	scrapping a car london	600	7	4	1	3	59	227	168
https://www.car.co.uk/media/guides/scraping-your-car/scrap-car-prices-everythin	scrap value of cars uk	600	22	3	1	2	66	204	138

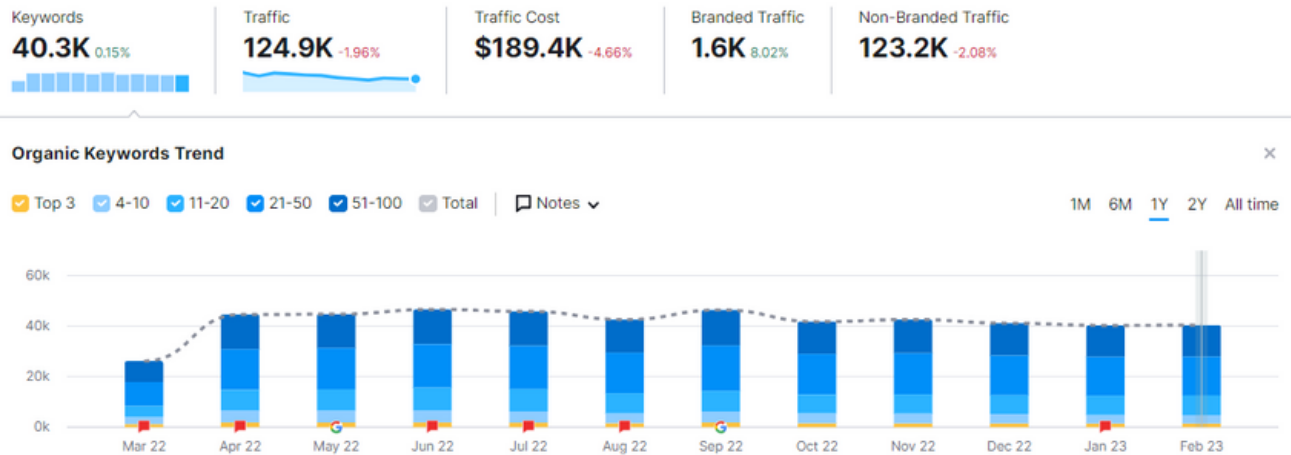
Backlink Graph

There is a nice increase in the websites backlink graph this is because we are building links on daily basis to increase the number of good backlinks. Please have a look at the attached screenshot:



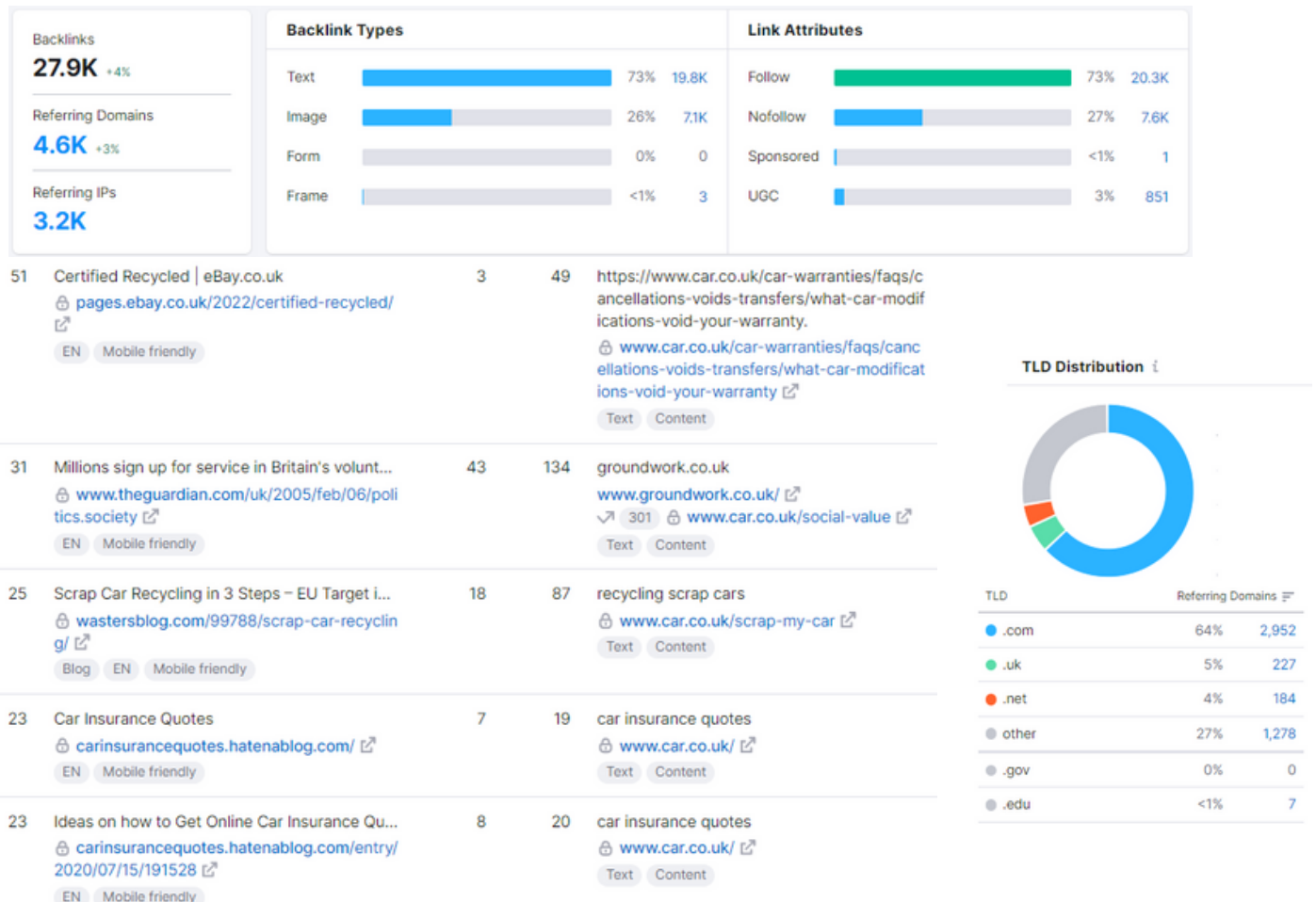
Keyword Rankings

Due to our SEO efforts, the website is currently ranking for over 40.3 K keywords. Please have a look at the below screenshot.



Backlinks and Top Anchors

We have also mentioned some of our top backlinks and top anchors for the website. Please have a look at the attached screenshot for reference:



ThankYou!