



Performance Report

Client Name

www.xtensio.com

Thursday, July 20th, 2017

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

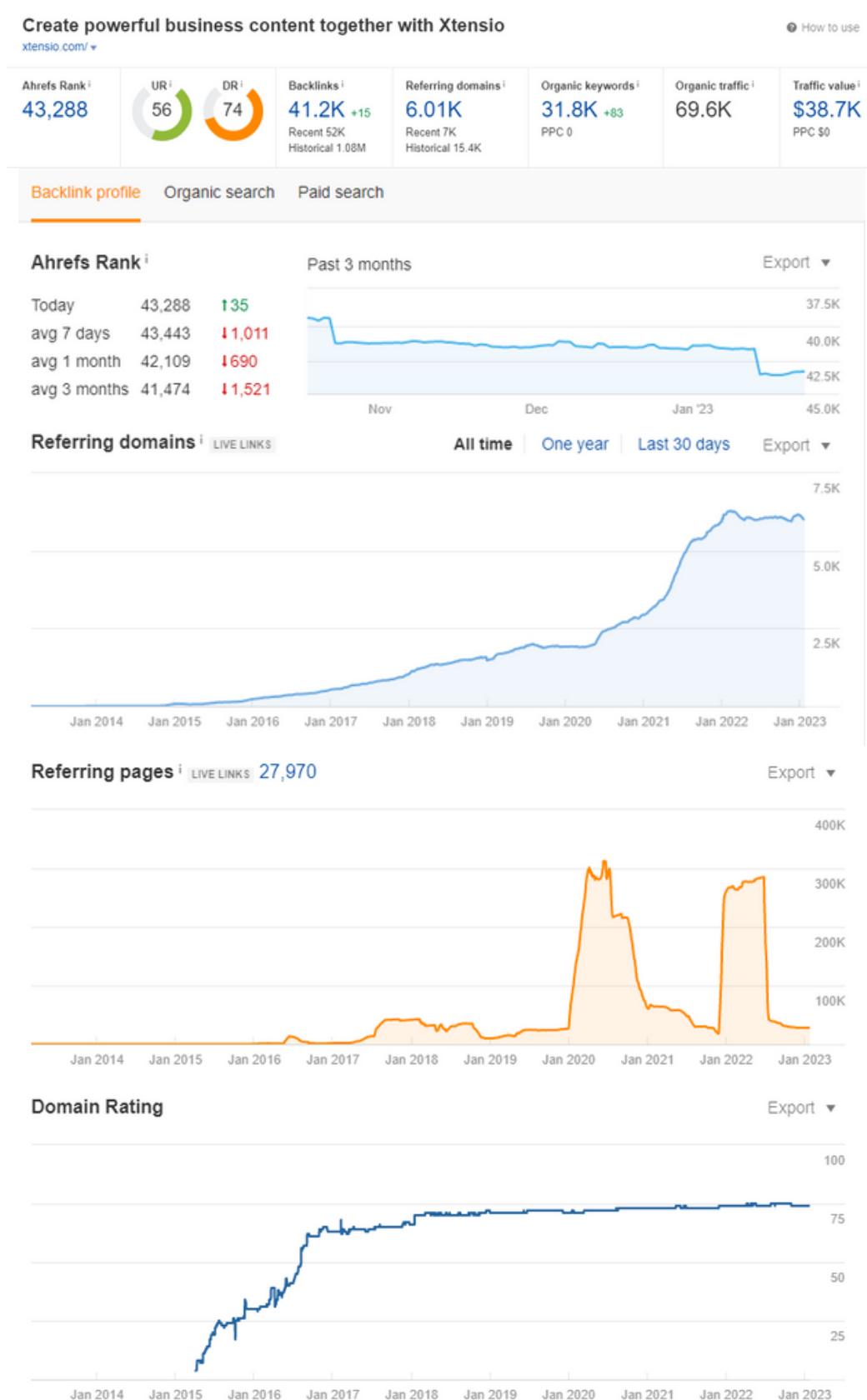
This section presents the overall keyword ranking progress from the start of the campaign. For the next month, we plan to continue our optimization efforts and focus on the keywords which are not currently in Top 10.

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://xtensio.com/how-to-create-a-sales-sheet/ | sales sheet | 1100 | 8 | 4 | 1 | +3 | 51 | 196 | 145 |
| https://xtensio.com/how-to-make-a-one-pager/ | one pager business | 400 | 13 | 4 | 1 | +3 | 39 | 150 | 111 |
| https://xtensio.com/how-to-write-a-usability-testing-report/ | usability report | 150 | 9 | 5 | 1 | +4 | 13 | 62 | 49 |
| https://xtensio.com/user-persona-template/ | persona templates free | 150 | 39 | 2 | 1 | +1 | 23 | 57 | 34 |
| https://xtensio.com/how-to-create-a-persona/ | develop persona | 450 | 78 | 7 | 3 | +4 | 21 | 52 | 31 |
| https://xtensio.com/swot-analysis-template/ | editable swot analysis template | 400 | 43 | 4 | 3 | +1 | 36 | 45 | 9 |
| https://xtensio.com/how-to-create-a-fact-sheet/ | how to create fact sheet | 150 | 28 | 4 | 3 | +1 | 33 | 42 | 8 |
| https://xtensio.com/fact-sheet-template/ | sample of fact sheet | 200 | 23 | 4 | 3 | +1 | 33 | 41 | 8 |
| https://xtensio.com/how-to-make-a-media-kit/ | brand media kit | 80 | 42 | 7 | 1 | +6 | 4 | 28 | 24 |
| https://xtensio.com/how-to-create-a-case-study-creator/ | case study creator | 150 | 34 | 4 | 3 | +1 | 26 | 18 | -8 |

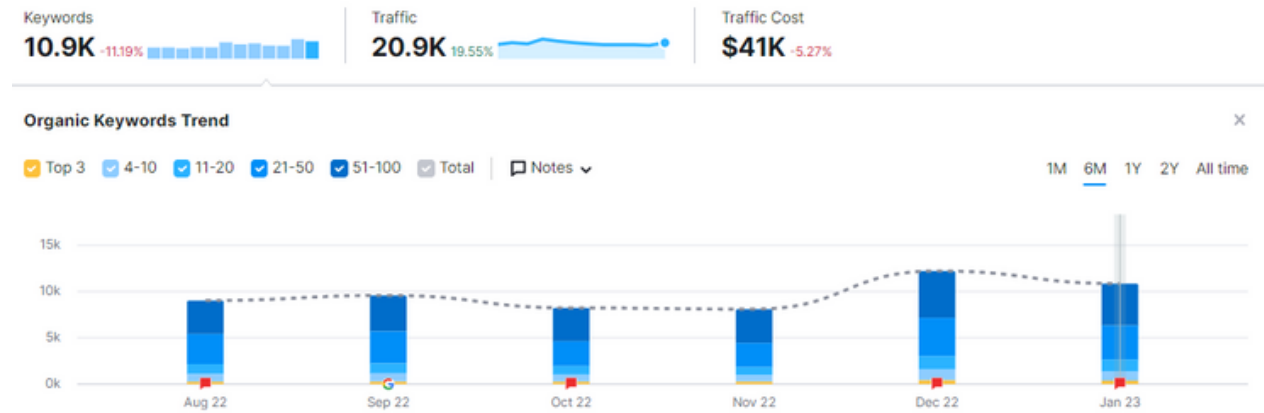
Backlink Graph

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:



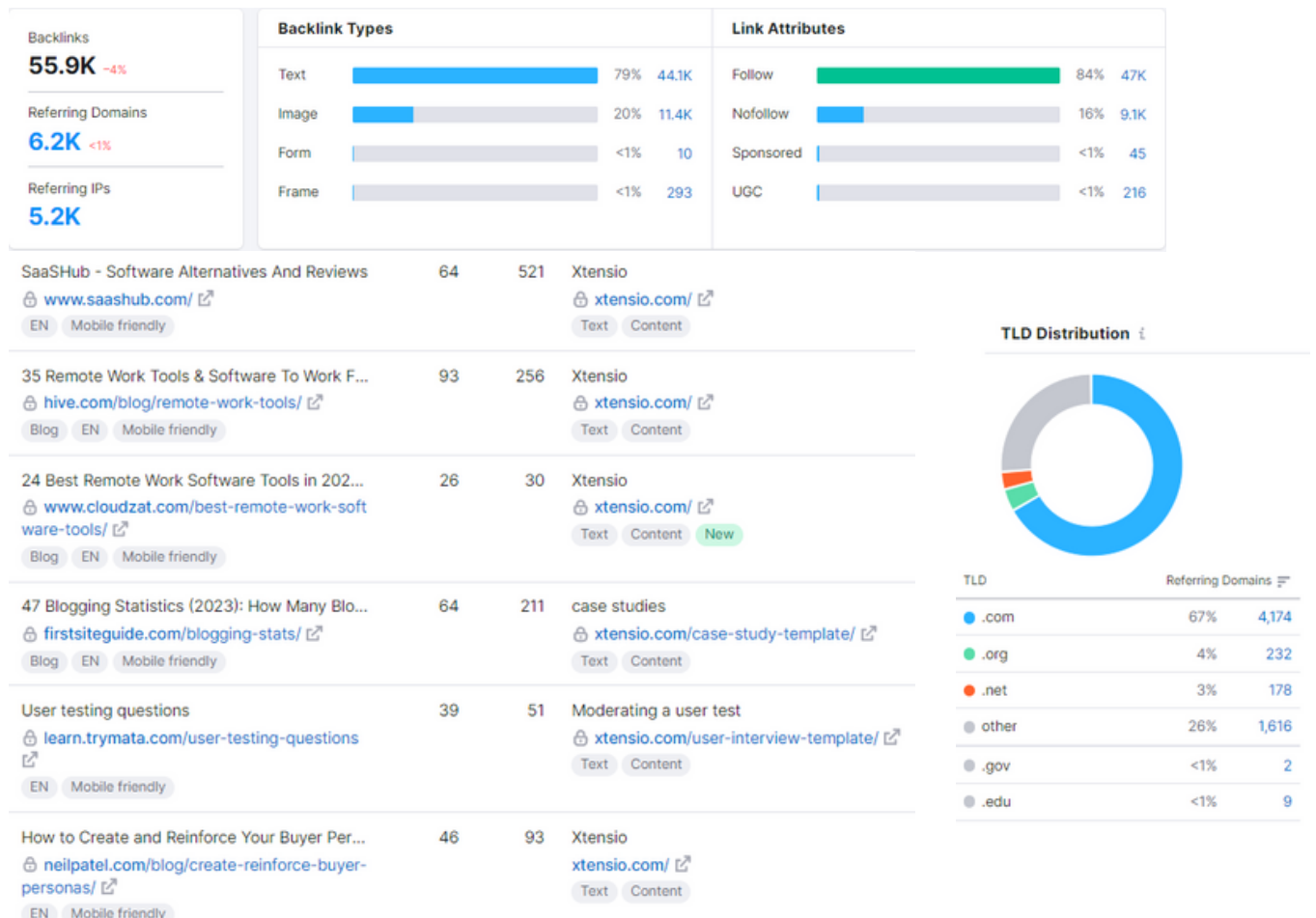
Keyword Rankings

Due to our SEO efforts, the website is currently ranking for over 10K 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!