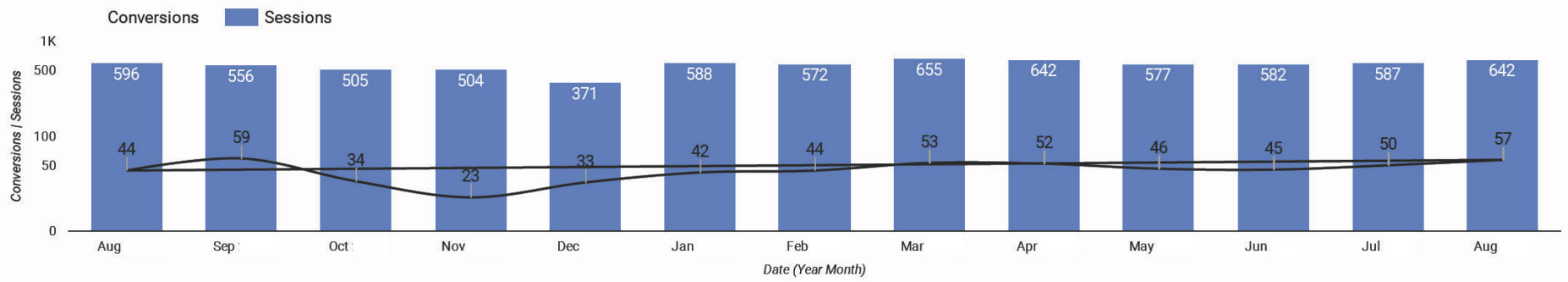
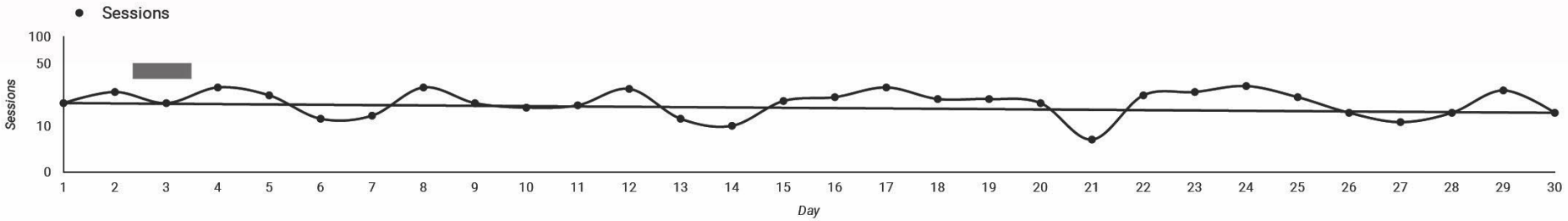
Organic SEO | Organic Overview





Month Over Month

New users	Sessions	Engaged sessions	Engagement rate	Conversions
392	564	385	68.26%	49
↓ -14.4% from previous month	↓ -12.0% from previous month	↓ -11.1% from previous month	↑ 1.1% from previous month	↓ -14.0% from previous month

Monthly sessions and conversions from organic (unpaid) Google search over 13 months, daily sessions for the current month, and month-over-month totals for new users, sessions, engagement, and conversions.

Organic SEO | Top Landing Pages

	Page title	Page path	Sessions ▾	% Δ	Engaged sessions	% Δ	Conversions	% Δ
1.	[redacted] Window & Door Replacement	/	280	-19.5%	225	-17.3%	3	-40.0%
2.	Front Door Replacement & Installation in [redacted] | Windows & Doors	/doors/	65	-38.1%	55	-35.3%	0	-100.0%
3.	Custom Window Replacement & Installation in [redacted] Windows & Doors	/custom-windows/	55	-24.7%	47	-20.3%	0	-
4.	Get a Free Quote | [redacted] Windows & Doors	/get-a-quote/	46	-20.7%	41	-26.8%	0	-100.0%
5.	Contact Us | [redacted] Windows & Doors	/contact/	45	36.4%	36	20.0%	5	150.0%
6.	Our Service Area | [redacted] Windows & Doors	/cities/	29	-42.0%	28	-41.7%	0	-
7.	About Us | [redacted] Windows & Doors	/about/	28	12.0%	23	4.5%	10	900.0%
8.	Entry Door Installation & Replacement in [redacted] Windows & Doors	/doors/entry-doors/	26	-10.3%	22	-21.4%	0	-
		Grand total	**564**	**-12.0%**	**385**	**-11.1%**	**49**	**-14.0%**

1 - 87 / 87

Month Over Month

New users	Sessions	Engaged sessions	Engagement rate	Conversions
392	564	385	68.26%	49
-14.4% from previous month	-12.0% from previous month	-11.1% from previous month	1.1% from previous month	-14.0% from previous month

The pages on your website that organic visitors land on most, with sessions, engaged sessions, and conversions for each page compared to the previous month.

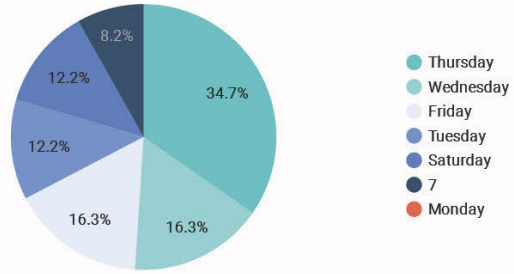
Organic SEO | Organic Conversions

Month Over Month

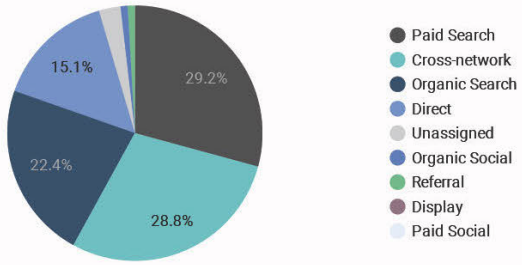
	Page title	Event name	Source	Conversions	% Δ
1.	Thank You for Requesting A Quote | Windows & Doors	form_submit_get_quote	google	17	-50.0%
2.	About Us | Windows & Doors	phone_number_click	duckduckgo	10	-
3.	Thank You - Hero Quote - | Windows & Doors	form_submit_hero_quote	google	7	-12.5%
4.	Contact Us | Windows & Doors	phone_number_click	google	4	300.0%...
			Grand total	**49**	**-14.0%**

Year Over Year

	Page title	Event name	Source	Conversions	% Δ
1.	Thank You for Requesting A Quote | Windows & Doors	form_submit_get_quote	google	17	-52.8%
2.	About Us | Windows & Doors	phone_number_click	duckduckgo	10	-
3.	Thank You - Hero Quote - | Windows & Doors	form_submit_hero_quote	google	7	-12.5%
4.	Contact Us | Windows & Doors	phone_number_click	google	4	-
			Grand total	**49**	**-16.9%**



Month Over Month



New users	Sessions	Engaged sessions	Engagement rate	Conversions
392	564	385	68.26%	49
-14.4% from previous month	-12.0% from previous month	-11.1% from previous month	1.1% from previous month	-14.0% from previous month

The actions organic visitors take, like quote requests and phone-number clicks, by page and source, compared month over month and year over year, with breakdowns by day of week and traffic channel.

Organic SEO | Search Visibility

Top Keywords By Position

	Query	Average Position	% Δ	Impressions	% Δ
1.	door	1.47	-75.9%	36	-18.2...
2.	custom home doors	1.52	-13.4%	31	-3.1...
3.	vindows & doors	1.59	0.0%	110	-8.3...
4.	windows	1.67	-20.3%	66	0.0%...
5.	vinyl window replacement expert	1.68	-5.7%	25	-21.9...
6.	windows	1.83	-12.6%	89	-39.9...
7.	vindows and doors	1.92	2.1%	106	-13.1...
8.	french doors	1.98	-4.5%	43	0.0%...
9.	sliding glass door replacement	2.07	-27.1%	28	-26.3...
10.	sliding door	2.21	-22.5%	29	-12.1...
11.	high-end door replacement	2.25	33.6%	32	-15.8...
12.	custom doors	2.26	-48.8%	34	9.7%...
13.	eplacement doors	2.55	-53.6%	31	-24.4...
14	energy-efficient luxury windows	2.59	72.9%	32	0.0%

1 - 100 / 721

Top Keywords By Impressions

	Query	Impressions	% Δ	Average Position	% Δ
1.	door replacement	805	-3.8%	15.96	-18.9...
2.	window replacement	669	-10.4%	16.21	-11.1...
3.	replacement windows in	654	41.9%	24.47	560....
4.	replacement windows in	634	37.5%	16.65	452....
5.	window replacement in	617	1,956.7%	17.34	-25.1...
6.	replacement windows in	566	26.1%	20.37	83.8...
7.	replacement windows in	546	28.5%	35.45	33.0...
8.	window replacement companies ...	540	39.2%	45.24	21.9...
9.	replacement windows	537	-14.8%	40.07	-11.3...
10.	window company	527	-14.6%	34.34	-37.9...
11.	replacement windows in	500	12.4%	24.86	69.5...
12.	replacement windows near me	498	-15.7%	31.32	-11.2...
13.	window replacement	492	-52.7%	42.48	-27.4...
14	window companies near me	453	15.0%	31.69	-20.9

1 - 100 / 4136

Month Over Month

Impressions	Clicks	Site CTR	Average Position
94,022	232	0.25%	33.6
-29.4% from previous month	-13.8% from previous month	22.2% from previous month	-18.0% from previous month

The keywords your website ranks for on Google, sorted by average position and by impressions, plus total impressions, clicks, click-through rate, and average position.