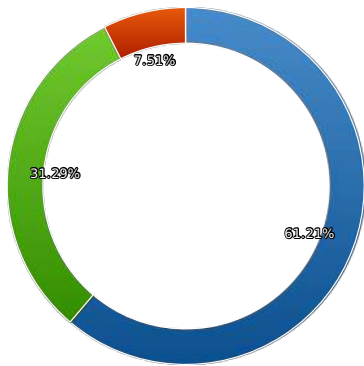


## Top Devices (03/01/2018 - 03/31/2018)

### TOP DEVICES

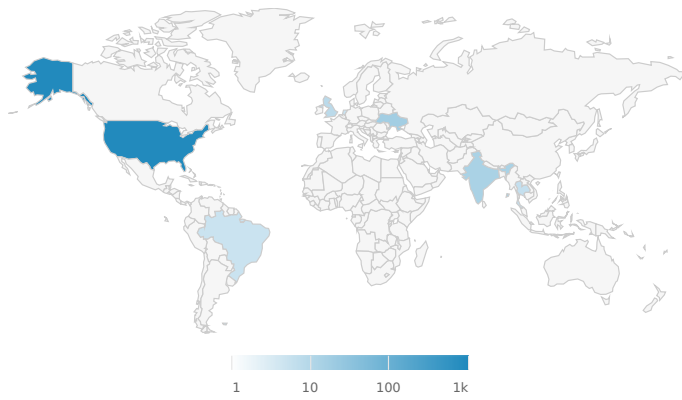
Sessions by device



Desktop 61.21%    Mobile 31.29%    Tablet 7.51%

## Top Countries (03/01/2018 - 03/31/2018)

### TOP COUNTRIES



Country	Impressions	%
United States	868	89.12%
Ukraine	17	1.75%
India	13	1.33%
United Kingdom	8	0.82%
Thailand	6	0.62%
Netherlands	5	0.51%
Brazil	5	0.51%
Other	52	5.34%
<b>Total</b>	<b>974</b>	

## BRAND VISIBILITY

This Brand Visibility report provides daily rank position for brand-related pages that are ranking in the top 20 search engine results.

**Positions Distribution** chart provides the total number of times any of your brand pages ranked in the top 20 on the day of the report.

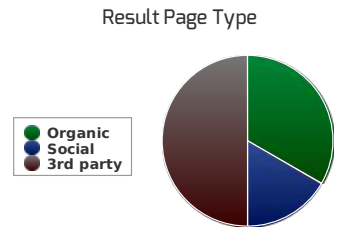
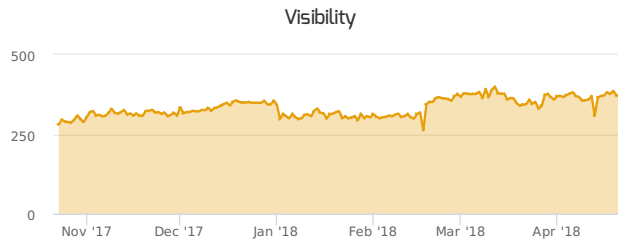
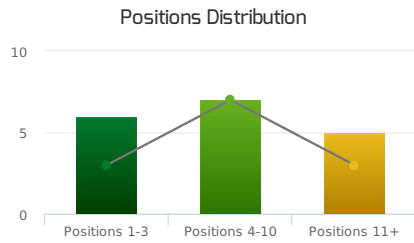
The **Visibility Graph** displays the trend of the brand's visibility across all search engines tracked in the campaign over time.

The **Results Page Type pie chart** provides a graphic representation of the number of the brand top 20 search results by type - Organic, Maps, Social, Apps, Directory and 3rd party sites. You can hover over any section in the pie chart to view the number of positions for that page type.

In the **Top 20 Positions** column, if the brand ranks for the associated keyword in the top 20 SERP results, you'll find the Rank and type of brand page along with a logo icon, if available. If an icon does not display for the page type, you can hover over the area between rank and third party to reveal the URL.

### Brand Visibility Report

Showing results for Google USA



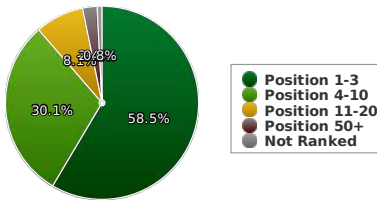
Keyword	Top 20 Positions	Total Positions	Page 1 Coverage
jaguar	<ul style="list-style-type: none"> <li>1  Organic</li> <li>2  Social</li> <li>3 3rd Party</li> <li>4  3rd Party</li> <li>5  3rd Party</li> <li>9  Social</li> <li>10 3rd Party</li> <li>11  Social</li> <li>17 3rd Party</li> </ul>	9	70%
jaguar cars	<ul style="list-style-type: none"> <li>1  Organic</li> <li>2  Organic</li> <li>3  Organic</li> <li>4  3rd Party</li> <li>5 3rd Party</li> <li>9 3rd Party</li> <li>15 3rd Party</li> </ul>	7	60%
luxury sedan	<ul style="list-style-type: none"> <li>17  Organic</li> </ul>	1	0%
diesel luxury sedan	<ul style="list-style-type: none"> <li>15  Organic</li> </ul>	1	0%

KEYWORD PERFORMANCE

Keyword Change

Daily	<b>20</b> ▲ Went up	<b>21</b> ▼ Went
Weekly	<b>28</b> ▲ Went up	<b>23</b> ▼ Went
Monthly	<b>33</b> ▲ Went up	<b>34</b> ▼ Went
Overall	<b>6</b> ▲ Went up	<b>66</b> ▼ Went

Keyword Positions



Gain & Loss

1st	<b>43</b> Positions	<b>-32</b> ▼ Overall
2nd	<b>17</b> Positions	<b>3</b> ▲ Overall
3rd	<b>12</b> Positions	<b>2</b> ▲ Overall
Top 10	<b>109</b> Positions	<b>1</b> ▲ Overall

Keyword Performance

In these Keyword Rankings reports, the following icons represent the appearance of special features in Google Organic and Mobile search results:

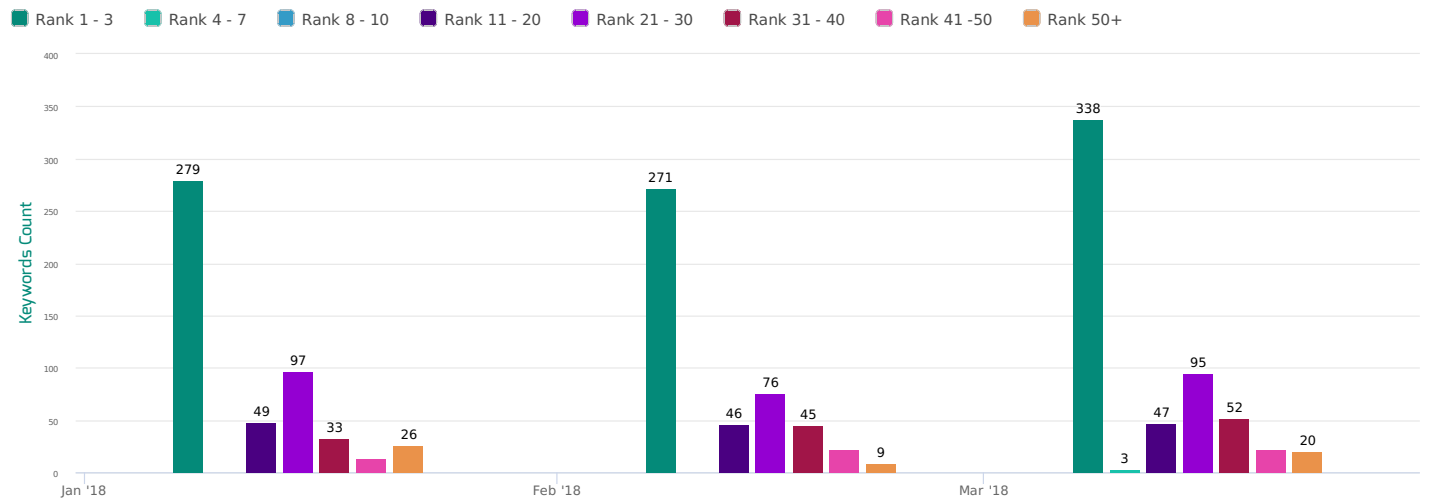
- AMP
- News Result
- Breadcrumbs
- Phone
- Carousel
- Rating
- Featured Snippet
- Search Box
- HTTPS
- Sitelinks
- Image Thumbnail
- Structured Snippets
- Local Result
- Video Thumbnail
- Mobile Friendly

Rank > Dashboard (03/31/2018)

SE	URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Daily	Weekly	Monthly	Vol.
Google Mobile	www.allrecipes.com	/recipe/12873/lemon-pepper-pasta...	seafood recipes	1	1	1	-	▲3 (4)	-	22,200
Google Mobile	www.allrecipes.com	/recipes/84/healthy-recipes/?pag...	healthy recipes	1	1	1	-	-	▲1 (2)	246,000
Google Mobile	www.allrecipes.com	/recipes/87/everyday-cooking/veg...	vegetarian recipes	1	1	1	▲10 (11)	-	▲10 (11)	165,000
Google Mobile	www.allrecipes.com	/recipe/87845/manicotti-italian-...	italian food recipes	1	1	1	-	▲3 (4)	-	8,100
Google Mobile	www.allrecipes.com	/recipes/362/desserts/cookies/	cookie recipes	1	1	1	▲1 (2)	▲2 (3)	▲1 (2)	165,000
Google Mobile	www.allrecipes.com	/recipe/10813/best-chocolate-chi...	best chocolate chip cookies recipe	1	1	1	-	-	-	1,300
Google Mobile	www.allrecipes.com	/recipes/79/desserts/	dessert recipes	1	1	1	-	-	-	165,000
Google Mobile	www.allrecipes.com	/recipe/230528/new-years-eve-chi...	new years eve recipes	3	1	1	▲8 (9)	▲6 (7)	-	880
Dish	dish.allrecipes.com	/10-recipes-grandma-proud-can-ma...	grandma's favorite comfort food recipes	1	1	1	-	-	-	0
Google Mobile	www.allrecipes.com	/recipes/156/bread/	bread recipes	1	1	2	▲3 (5)	-	▲5 (7)	90,500
Google Mobile	www.allrecipes.com	/recipe/12682/apple-pie-by-grand...	best apple pie recipe	1	1	2	-	-	-	14,800
Google Mobile	www.allrecipes.com	/recipes/253/everyday-cooking/sl...	crock pot recipes	1	1	2	▲10 (12)	-	▲6 (8)	301,000
Google Mobile	www.allrecipes.com	/recipe/14685/slow-cooker-beef-s...	stew recipes	1	1	2	-	-	▲1 (3)	22,200
Google Mobile	www.allrecipes.com	/recipe/16999/grandmas-homemade-...	grandma's banana nut bread	1	1	2	-	-	-	40
Google Mobile	www.allrecipes.com	/recipe/236609/honey-garlic-slow...	slow cooker recipes	1	1	3	-	▲2 (5)	-	301,000
Google Mobile	www.allrecipes.com	/recipes/16369/soups-stews-and-c...	soup recipes	2	1	3	-	▲1 (4)	▲4 (7)	165,000
Google Mobile	www.allrecipes.com	/recipes/695/world-cuisine/asian...	chinese food recipes	1	1	3	▲4 (7)	▲1 (4)	▲6 (9)	22,200
Google Mobile	www.allrecipes.com	/recipe/17981/one-bowl-chocolate...	chocolate cake recipe	1	1	3	-	-	▲3 (6)	301,000
Google Mobile	www.allrecipes.com	/recipe/219165/chef-johns-easy-a...	how to make apple pie	3	1	4	-	-	-	22,200
Google Mobile	www.allrecipes.com	/recipes/96/salad/	salad ideas	1	1	4	-	▲1 (5)	-	14,800
Google Mobile	www.allrecipes.com	/recipes/76/appetizers-and-snack...	appetizer ideas	4	1	6	-	-	▲2 (8)	12,100

	www.allrecipes.com		/recipes/78/breakfast-and-brunch...	what to make for breakfast	4	2	10	▲1 (11)	▲4 (14)	▲7 (17)	3,600
	www.allrecipes.com		/recipes/96/salad/	easy salads	4	2	10	▼1 (9)	-	▲2 (12)	2,900

### Campaign Rank Position Progress (01/01/2018 - 03/31/2018)
























































































































































### Widgets > Performance Summary (01/01/2018 - 03/31/2018)



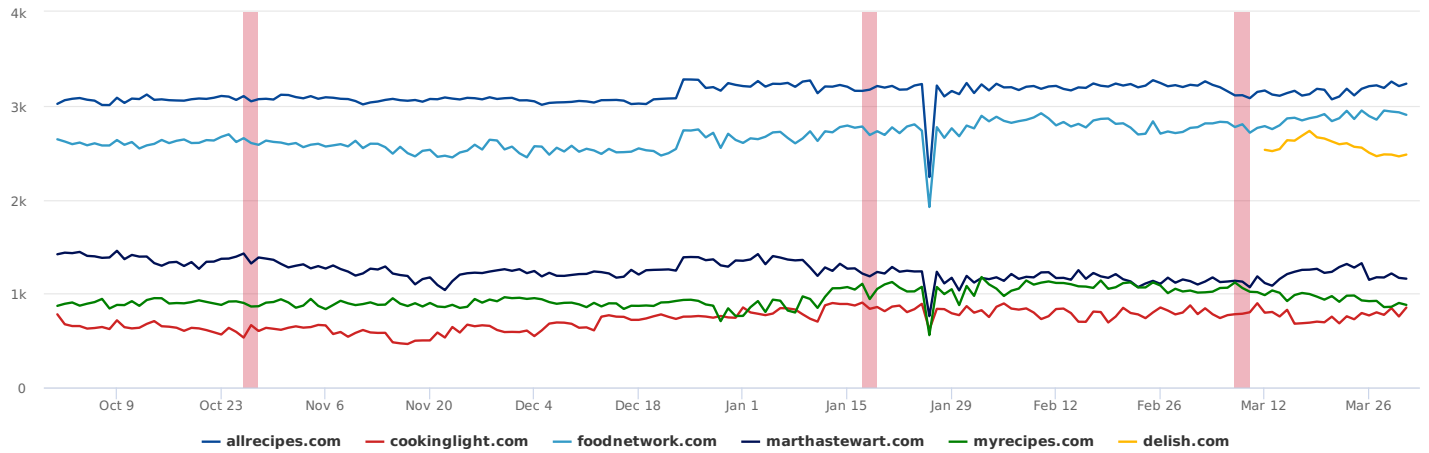
### Keyword Rankings by Search Engine (03/31/2018)

Keyword						Best Rank	Avg. Rank	PPC	Vol.
appetizer ideas	6 ▲2		6 ▲1		6 ▲2	6	6	Low	12,100
best apple pie recipe	2		2		2	2	2	Low	14,800
best chocolate chip cookies recipe	1		1		1	1	1	Low	1,300
bread recipes	2 ▲5		1 ▲1		1 ▲1	1	1	Low	90,500
chicken recipes	7 ▼1		1		1	1	3	Medium	673,000
chinese food recipes	3 ▲6		2		2 ▼1	2	2	Low	22,200
chocolate cake recipe	3 ▲3		3 ▲4		3 ▲4	3	3	Low	301,000
cookie recipes	1 ▲1		1		1	1	1	Low	165,000
crock pot recipes	2 ▲6		7 ▼3		7 ▼3	2	5	Low	301,000
desert recipes	11 ▼10		1		1	1	4	Low	4,400
dessert recipes	1		1		1	1	1	Low	165,000
easy salads	10 ▲2		4 ▲2		4 ▲1	4	6	Low	2,900
french food recipes	4		5 ▼1		5 ▼1	4	5	Low	4,400

grandma's banana nut bread	2	   	2	 	2	 	2	2	Low	40
grandma's brownies	5  <sup>1</sup>	   	5  <sup>1</sup>	 	5  <sup>1</sup>	 	5	5	Low	170
grandma's favorite comfort food recipes	1	 	1		1		1	1	Low	0
healthy recipes	1  <sup>1</sup>	 	1		1		1	1	Medium	246,000
how to make apple pie	4	   	4	 	4	  	4	4	Low	22,200
italian food recipes	1		1	  	1	  	1	1	Low	8,100
japanese food recipes	10  <sup>9</sup>		1	 	1	 	1	4	Low	6,600
lunch recipes	2  <sup>1</sup>		1		1		1	1	Low	33,100
mexican food recipes	4  <sup>1</sup>	 	2		3  <sup>1</sup>		2	3	Low	18,100
new years eve recipes	1		7  <sup>4</sup>		5  <sup>2</sup>		1	4	Low	880
pasta recipes	6  <sup>1</sup>		3  <sup>2</sup>		3  <sup>2</sup>		3	4	Low	201,000
recipes for kids	5  <sup>2</sup>	 	4		4  <sup>1</sup>		4	4	Medium	40,500
salad ideas	4	 	4  <sup>2</sup>		4  <sup>2</sup>		4	4	Low	14,800
salad recipes	11  <sup>9</sup>	 	1  <sup>1</sup>	 	1  <sup>1</sup>	 	1	4	Low	165,000
seafood recipes	1		1	 	1		1	1	Low	22,200
slow cooker recipes	3		2	 	1  <sup>1</sup>	 	1	2	Low	301,000
soup recipes	3  <sup>4</sup>	 	1	 	1	 	1	2	Low	165,000
stew recipes	2  <sup>1</sup>		3	 	2  <sup>1</sup>	 	2	2	Low	22,200
vegetarian lunch ideas	62  <sup>27</sup>	 	57  <sup>33</sup>		57  <sup>32</sup>		57	59	Low	4,400
vegetarian recipes	1  <sup>10</sup>	 	1	 	1	 	1	1	Low	165,000
what to make for breakfast	10  <sup>7</sup>	 	17		14  <sup>4</sup>		10	14	Low	3,600
what to make for dinner	15  <sup>4</sup>	 	11		13  <sup>2</sup>		11	13	Low	27,100
what to make for lunch	8  <sup>1</sup>	 	10  <sup>3</sup>		8  <sup>1</sup>		8	9	Low	2,400

## COMPETITOR ANALYSIS

### Top Competitor Visibility (10/01/2017 - 03/31/2018)



### Competitor Website Rank Distribution (30 days) (03/31/2018)

Google Mobile (google.com) (total of 41 keywords)

SE	URL	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	Rank 4-10	Rank 11-20	Rank 21-50	Rank 50+	Visibility Score	P	DBL
Google	allrecipes.com	10	8	4	13	4	0	1	1,039	11,776,821	23,530,243
Google	foodnetwork.com	5	3	5	11	12	2	1	868	1,081,831	30,053,470
Google	delish.com	4	4	5	7	11	6	2	766	169,276	1,237,432
Google	marthastewart.com	0	0	1	7	7	14	7	340	358,065	16,550,949
Google	cookinglight.com	1	2	0	5	5	9	13	293	87,205	1,734,477
Google	myrecipes.com	0	0	0	4	10	10	6	260	403,494	4,464,788

## Rank > Competitor Rank Comparison (03/31/2018)

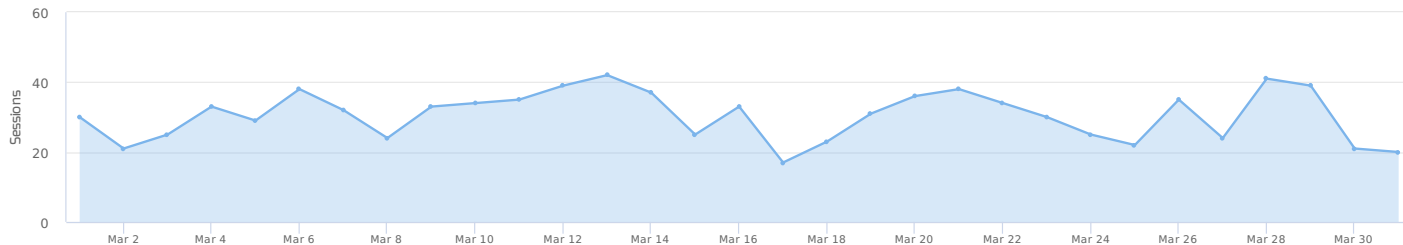
Google Mobile (google.com)

Keyword	Vol.	allrecipes.com	cookinglight.com	delish.com	foodnetwork.com	marthastewart.com	myrecipes.com
appetizer ideas	12,100	6	2	7	1	12	5
best apple pie recipe	14,800	2	56	34	7	17	29
best chocolate chip cookies recipe	1,300	1	-	37	19	13	27
bread recipes	90,500	2	65	32	11	46	57
chicken recipes	673,000	7	38	2	11	50	13
chinese food recipes	22,200	3	47	1	4	-	72
chocolate cake recipe	301,000	3	-	23	8	30	46
cookie recipes	165,000	1	-	4	7	10	38
crock pot recipes	301,000	2	-	5	3	-	7
desert recipes	4,400	11	84	12	14	16	-
dessert recipes	165,000	1	88	2	4	6	-
easy salads	2,900	10	25	4	1	107	9
french food recipes	4,400	4	84	3	6	21	-
healthy recipes	246,000	1	15	5	3	46	12
how to make apple pie	22,200	4	18	25	3	6	34
italian food recipes	8,100	1	43	11	7	94	50
japanese food recipes	6,600	10	86	12	25	-	50
lunch recipes	33,100	2	42	15	8	11	-
mexican food recipes	18,100	4	43	3	2	99	82
pasta recipes	201,000	6	1	11	12	38	25
recipes for kids	40,500	5	9	1	2	46	16
salad ideas	14,800	4	72	1	3	10	30
salad recipes	165,000	11	8	15	12	16	7
seafood recipes	22,200	1	13	8	19	22	-
slow cooker recipes	301,000	3	86	12	11	17	18
soup recipes	165,000	3	11	16	2	5	18
stew recipes	22,200	2	39	14	4	30	12
vegetarian lunch ideas	4,400	62	58	65	56	22	-
vegetarian recipes	165,000	1	2	59	3	66	61
what to make for breakfast	3,600	10	78	30	1	60	41
what to make for dinner	27,100	15	7	2	1	77	-
what to make for lunch	2,400	8	14	3	11	93	-

# SEARCH TRAFFIC ANALYSIS

## Traffic Overview (03/01/2018 - 03/31/2018)

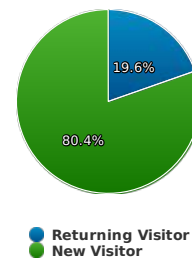
Mar 01, 2018 - Mar 31, 2018



## Traffic Overview

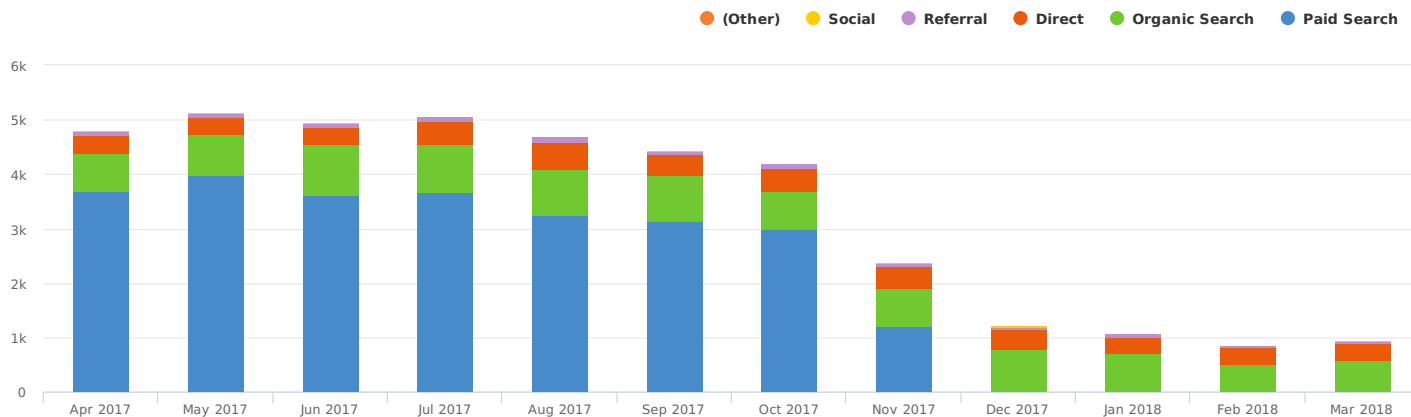
Sessions <b>946</b>	Users <b>780</b>	Page Views <b>2,079</b>
Pages/Session <b>2.20</b>	Avg. Time on Site <b>0:02:06</b>	Bounce Rate <b>71.14%</b>
New Users <b>80.34%</b>		

### New vs Returning

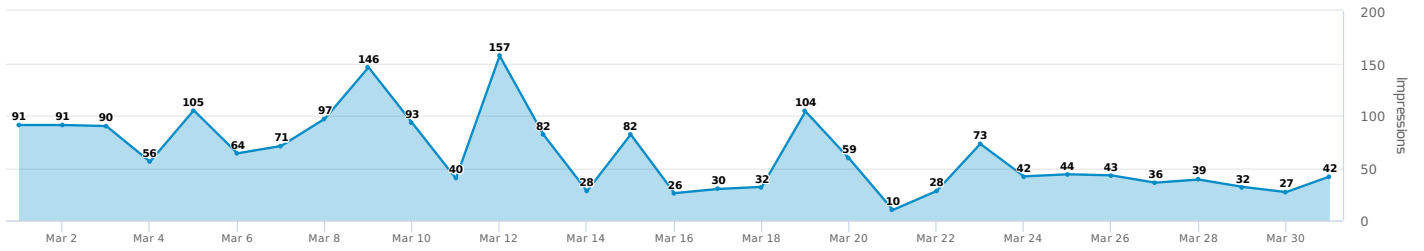


## Channel Grouping (04/01/2017 - 03/31/2018)

### CHANNEL GROUPING







YouTube Channel Analytics (03/01/2018 - 03/31/2018)

PERFORMANCE

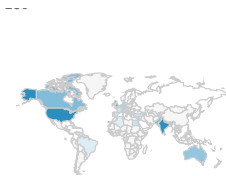
Views  
362

Minutes Watched  
495

DEMOGRAPHICS

TOP GEOGRAPHIES

- United States
- India
- Israel
- United Kingdom
- Philippines



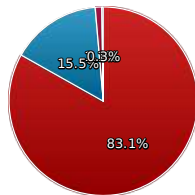
GENDER

- Male - N/A
- Female - N/A

DISCOVERY

TOP PLAYBACK LOCATIONS

- YouTube watch page
- Embedded player on other websites
- YouTube channel page
- Other



TOP TRAFFIC SOURCES

- External website
- YouTube search
- YouTube suggested video
- YouTube channel page
- Unknown - direct
- YouTube Guide
- YouTube - other
- YouTube playlists
- END\_SCREEN
- YouTube playlist page

