



# SEO REPORT

July, 2024

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# Executive summary

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- Search visibility is a **+14.28%** increase.
- Daily site visits increased by **17 to 108%** MoM to **78** in total.
- Got **13** new backlinks from different sites.
- Direct traffic Increased by **298.3%** In the Month Of July.
- Also, organic Search Increased By **3.0% In the Month Of July.**
- Post **30+ blog** On The Third Party Website.

# Overall Site SEO Score



<https://theholistik.com>

## Overall Site Score

A very good score is between 60 and 80. For best results, you should strive for 70 and above.



**22** of 22  
All Items

**8** of 22  
Critical Issues

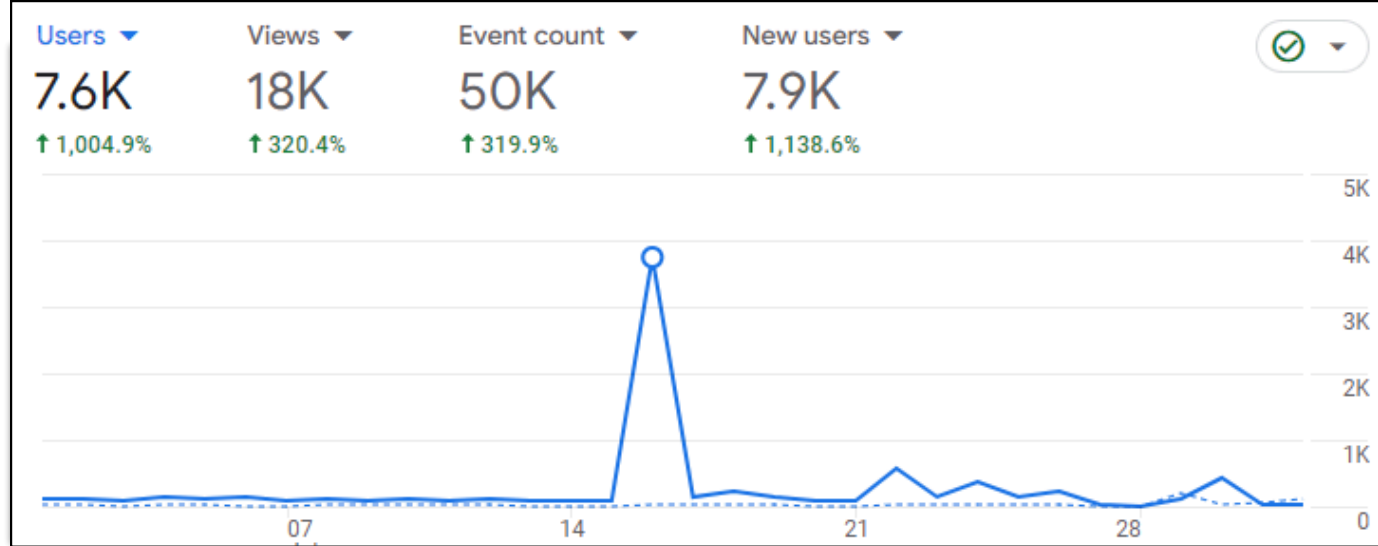
**0** of 22  
Recommended

**14** of 22  
Good Results

# Performance Summary

# Organic traffic

- Performance is up In Month Of July.
- We gaine **7.6k** new USers onThe Website.
- Also Got **18K** Organic View.
- New Users Increse **7.9k** in the Last Month.

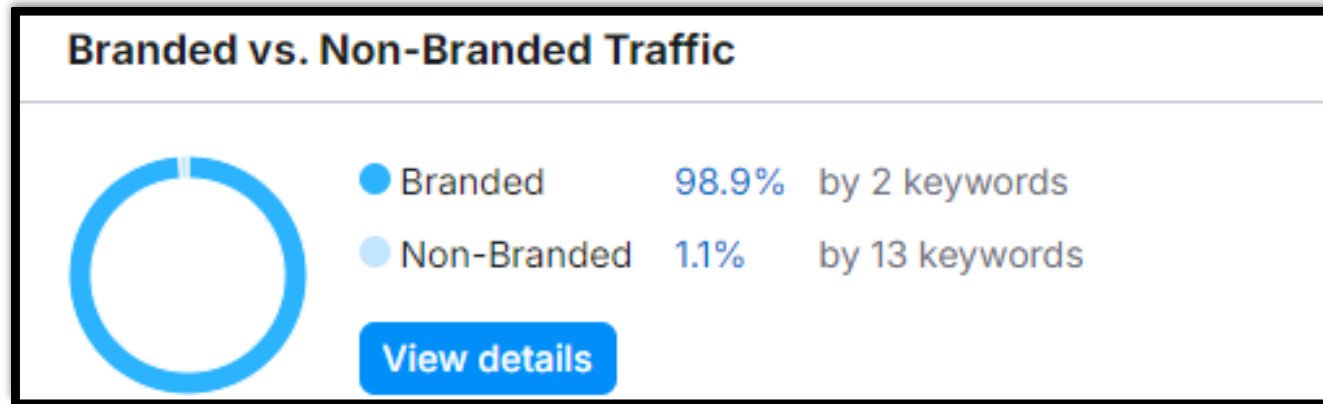


(Note: this is GA data)

# Brand vs non brand

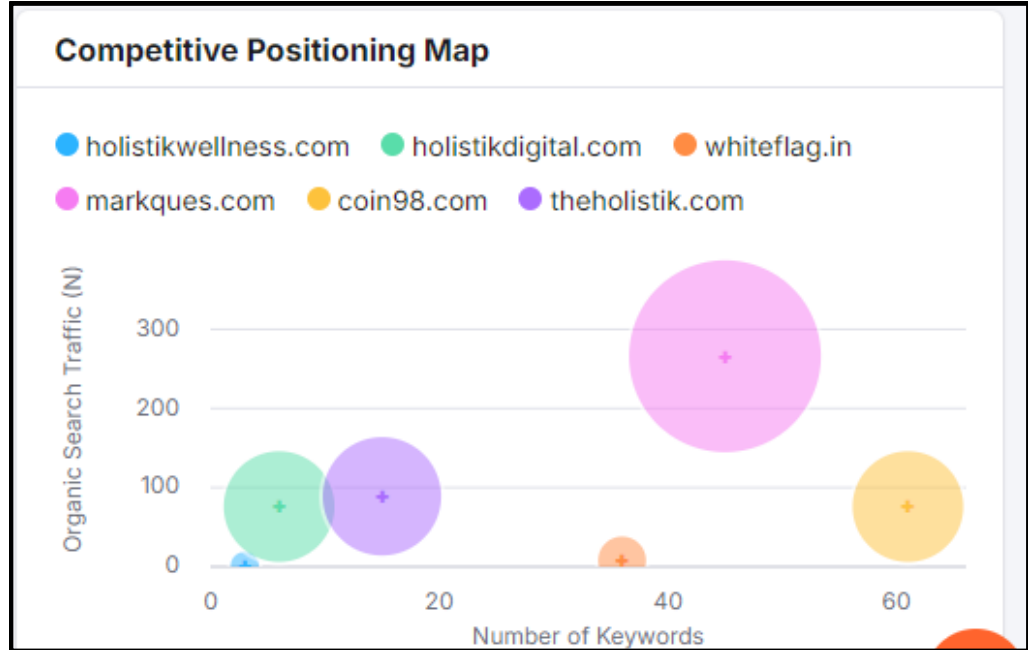
MoM

- Not a big change in the absolute metrics MoM. But we're doing better for the most important keywords, as seen before.



# Organic competitors

- Our website has seen the biggest growth amongst competitors MoM.








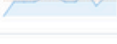

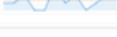


# Keyword Rankings













# Keyword rankings progress overview

- Our keyword strategy focuses on tapping into low-competition, high-potential markets, ensuring maximum visibility and engagement for your brand.
- With our data-driven approach, we're targeting keywords that offer the best opportunities for growth and market penetration.
- By focusing on these strategic keywords, we can help you capture untapped market segments and drive significant organic traffic to your site.






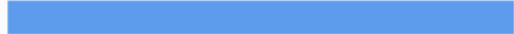
Keyword	Rank	Traffic %	Volume	KD %	CPC (USD)	# of Results	Search Trend
wanderer purses	46	0	70	●	1.93	1.6M	
buyersguide.org	58	0	40	●	0.5	58.7M	
holistike	12	0	70	●	0	55.7K	
holistike	19	0	70	●	0	55.7K	
holistike	29	0	70	●	0	55.7K	
bill clip	25	0	170	●	1.23	188M	
savvy handbags	57	0	320	●	2.95	2.5M	
party razzle	42	0	110	●	0.29	2.1M	
backpacks with detachable daysack	54	0	1.9K	●	0	263K	
majesty brands	86	0	170	●	1	14.5M	

# Top 10 Keyword Rankings in the specific location

Top Keyword Rankings				
This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.				
Keyword	Country & Language	Position	Total Searches	Estimated Traffic
limitless watches	 EN	4	3,600	237
gifting idea	 EN	66	40,500	85
the holistik	 EN	1	260	79
holistik	 MS	4	880	58
holistik	 DE	3	480	47
holistik	 NL	3	480	47
holistik	 NL	9	2,400	36
holistik	 EN	6	880	30
limitless watches	 EN	3	260	25
holistik	 EN	2	140	23

"Gifting Ideas" tops with 40,500 searches but modest traffic (23). "Limited Watches" is at position 4 with 3,600 searches and 85 traffic. "The Holstik" ranks 9th with 260 searches and 23 traffic. Other language keywords also contribute. Focus on high-traffic keywords for better SEO results.

# Keyword Positions

Position	Keywords	
Position 1	1	
Position 2-3	7	
Position 4-10	11	
Position 11-20	7	
Position 21-30	11	
Position 31-100	67	

# Links

# New and lost referring domains

- Green shows new referring domains gained over time
- Red shows lost Backlinks over time

Link Attributes			
Follow	<div><div></div></div>	41%	54
Nofollow	<div><div></div></div>	59%	77
Sponsored	<div><div></div></div>	0%	0
UGC	<div><div></div></div>	0%	0

Backlinks ⓘ

**131** -28%

Referring Domains

**43** +5%

Referring IPs

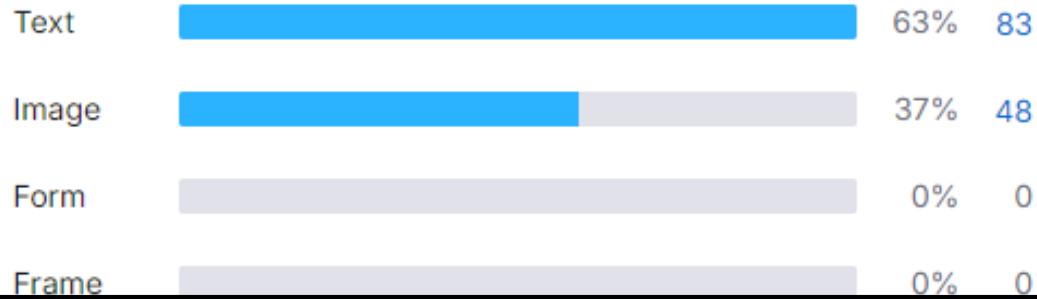
**46**

## Backlink Types

Text	<div><div></div></div>	63%	83
Image	<div><div></div></div>	37%	48
Form	<div><div></div></div>	0%	0
Frame	<div><div></div></div>	0%	0

# Backlink Types & Link Attributes

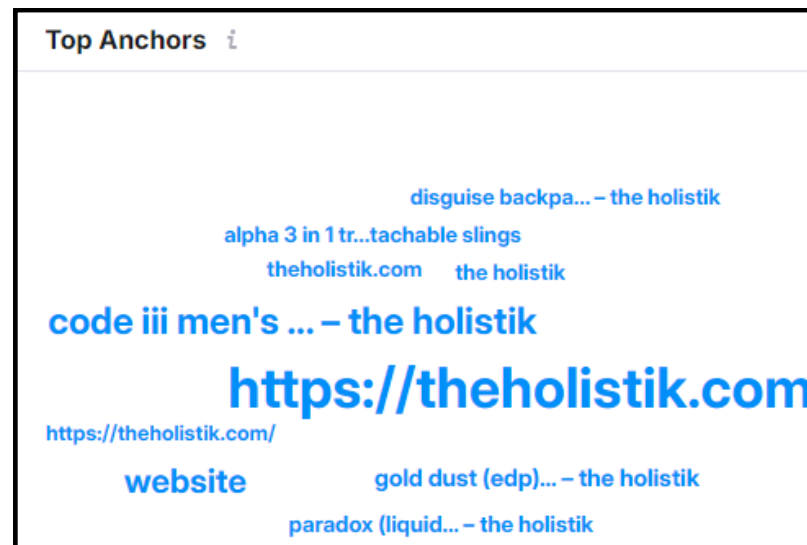
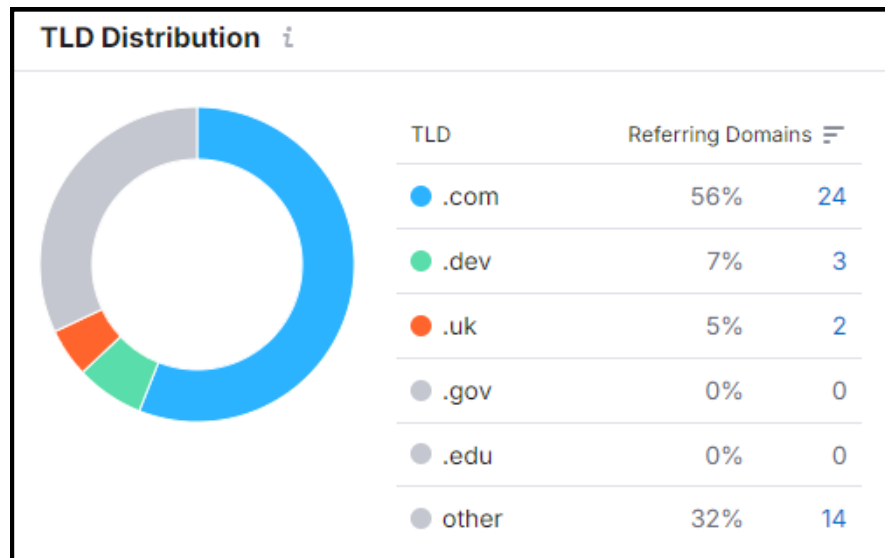
## Backlink Types



## Link Attributes













# Top Anchors & TLD Distribution



# New referring domains highlights

- Green highlights links from our link-building Strategy.
- The rest is the snowball/flywheel effect of having great content.

Root Domain / Category	Backlinks
<a href="#">faithfullyflowers.com</a>  <span>New</span>	> 2
<a href="#">getbacklinkseo.com</a>  <span>New</span>	> 2
<a href="#">sitziafratelliangiargiu.com</a>  <span>New</span>	> 2
<a href="#">alzahraagarden.com</a>  <span>New</span>	> 1
<a href="#">es-proprete.fr</a>  <span>New</span>	> 1
<a href="#">goldeine.com</a>  <span>New</span>	> 1
<a href="#">haron-service.ch</a>  <span>New</span>	> 1
<a href="#">italiadigitale.me</a>  <span>New</span>	> 1
<a href="#">relxnn.com</a>  <span>New</span>	> 1
<a href="#">uplinke-ai-optimization.za.com</a>  <span>NoFollow</span>	> 1



# Link opportunities

## New Keywords

Opportunity Alert! 🌟 We've found some low-hanging fruits for you!  
Take a look at these keywords:










- watch sunglasses combo — Volume 140
- watch and belt combo — Volume 170
- watch and wallet combo — Volume 590

Targeting these keywords could help you increase organic traffic

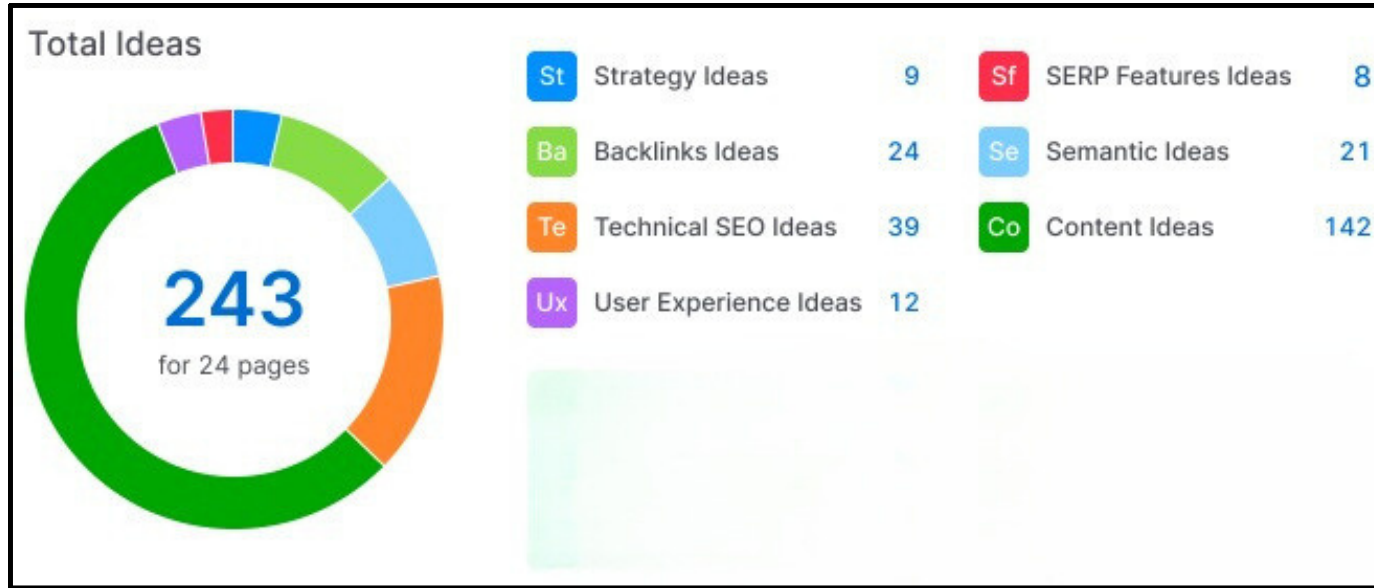
There are a number of link opportunities we should be focusing on such as improving internal linking, tracking down unlinked brand mentions and implementing redirects.

# Content

# Content Ideas For Targeted pages

Page	Keywords	Total Volume	Content 
<a href="https://theholistik.com/product/gold-dust-edp-100ml/">https://theholistik.com/product/gold-dust-edp-100ml/</a> 	<u>golden dust perfume</u>	210	4 ideas
<a href="https://theholistik.com/product/clever-stylish-sling-bag/">https://theholistik.com/product/clever-stylish-sling-bag/</a> 	<u>smart sling bag</u>	140	5 ideas
<a href="https://theholistik.com/product-category/accessories/sunglasses/">https://theholistik.com/product-category/accessories/sunglasses/</a> 	<u>holi sunglasses</u>	170	6 ideas
<a href="https://theholistik.com/product/alpha-3-in-1-travel-backpack/">https://theholistik.com/product/alpha-3-in-1-travel-backpack/</a> 	<u>3 in 1 backpack</u>	170	2 ideas
<a href="https://theholistik.com/product/code-iii-mens-combo/">https://theholistik.com/product/code-iii-mens-combo/</a> 	<u>wallet and perfume combo</u>	260	5 ideas
<a href="https://theholistik.com/product/traverse-stylish-travel-backpack/">https://theholistik.com/product/traverse-stylish-travel-backpack/</a> 	<u>stylish travel backpacks</u>	210	2 ideas
<a href="https://theholistik.com/">https://theholistik.com/</a> 	<u>holi handbags</u>	390	4 ideas
<a href="https://theholistik.com/product/active-face-wash-50ml/">https://theholistik.com/product/active-face-wash-50ml/</a> 	<u>active face wash</u>	210	1 ideas

# opportunities



SEO Strategy Overview: We have 243 actionable ideas, including 142 content, 39 technical SEO, 24 backlinks, and 21 semantic improvements. This All ideas offering a growth opportunity of over 240%.

# Next Steps

# Roadmap progress

- Now we have finished the content creation we will move onto fixing the ongoing technical SEO issues
- We will organize training for your team in the second month



You can make a roadmap using Canva or a spreadsheet

# Next Steps

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- Launch a link building campaign around the new and free online tool we've been developing.
- Audit and optimize content to get more featured snippets. We currently get ~8% of all FS available for keywords we rank for on the first SERP, while Competitor 1 gets ~13%. This is a good traffic growth opportunity.
- Work on improving Largest Contentful Paint (LCP)—the only Core Web Vitals metric we can still quite easily improve.

**Thank you**