

SECRETS UNVEILED

The 10 metrics

we use to

maintain our

dominant

ranking position

METRIC ID



METRIC NAME



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..... **Share of Voice**

02

..... **Organic Traffic**

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..... **Domain Rating**

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..... **Google Curiosity Index**

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..... **Positions Distribution**

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..... **Top-20 Pages Performance**



METRIC

01

Share of Voice (SOV)
(Aka visibility)

Definition

SOV refers to the percentage of clicks that land on your website as compared to all of your tracked keywords combined.

METRIC

01

Share of Voice

The Math

$$\frac{\text{Total clicks x keywords you track}}{\text{Clicks resulting to your website}}$$

=

$$\frac{100 \times 10}{20}$$

=

$$\frac{1.000}{20}$$

=

0.5% SOV



METRIC

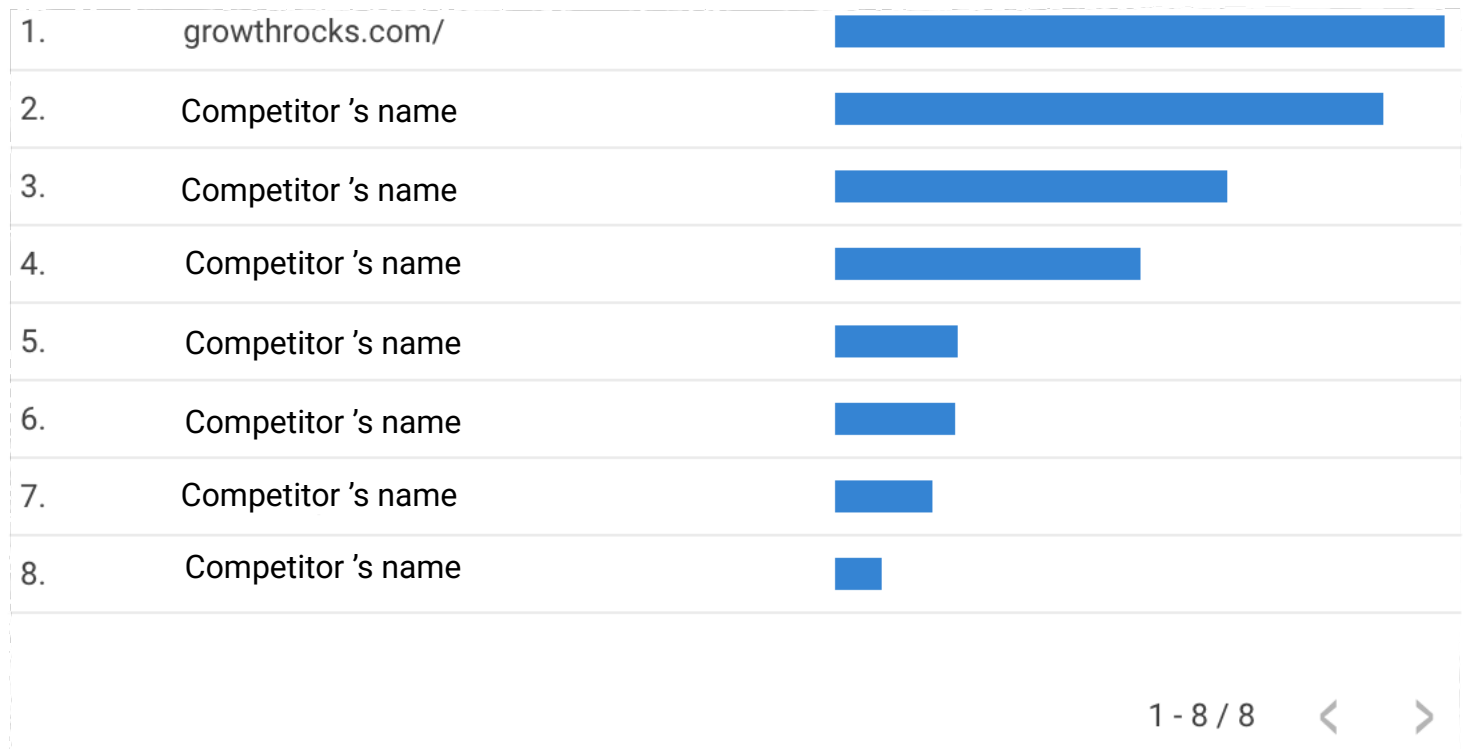
01

Share of Voice

The Visual #1

You and your selected competitors

Tracked keywords are always the basis
(All of them)



19%

Your SOV

If you only track a single keyword and all top 10 positions in Google are occupied by pages from your website (meaning you get all possible traffic from that keyword), your share of voice is 100%.

However, if you only occupy the #1 spot, while your competition takes the rest, your share of voice would be somewhere around 30% (depending on the CTR curve of the search results for that particular keyword).



METRIC

01

Share of Voice

The Visual #2

You and your selected competitors

Your Average Position

Your SOV

1.	Competitor's name	10.54	56.66%
2.	Competitor's name	11.36	21.79%
3.	growthrocks.com/	16.56	116.12%
4.	Competitor's name/	21.4	19.96%
5.	Competitor's name	22.78	121.49%
6.	Competitor's name	26.05	81.1%
7.	Competitor's name	36.9	7.2%
8.	Competitor's name	43.16	17.91%

Better
Position

Better
SOV

PS. Having a higher average position than your competitors does not necessarily mean you will have a higher SOV score.



METRIC

02

Organic Traffic

Definition

That's the absolute number.

It is only for this number that you do ALL those SEO efforts.

This is about traffic coming to your website after searching on Google and other search engines



METRIC

02

Organic Traffic

The Visual



	Source / Medium	New Users ▾	% Δ	Bounce Rate	% Δ
1.	google / organic		15.7% ↑	12.24%	26.5% ↑
2.	bing / organic		-22.0% ↓	9.68%	-22.0% ↓
3.	duckduckgo / organic		-5.3% ↓	11.11%	-68.3% ↓
4.	yahoo / organic		-25.0% ↓	10%	-
5.	ecosia.org / organic		0.0%	11.11%	-44.4% ↓
6.	baidu / organic		-	25%	-
7.	yandex / organic		-50.0% ↓	16.67%	-50.0% ↓
	Grand total		14.0% ↑	12.19%	22.6% ↑

1 - 7 / 7 < >

Analyzing the bounce rate per landing page will help you better understand it. Despite the fact that the diagram above includes ALL pages, in reality not all pages are equally valuable to your business.

METRIC

02

Organic Traffic

Tip

Having organic traffic means nothing if you don't properly and carefully select the keywords that are relevant for your business and convert into leads.

Traffic is easy, but **relevant** traffic is what you want ;)



METRIC

03

Domain Rating

Definition

Is a metric developed by Ahrefs that measures the strength and authority of your website's backlink profile on a scale of 0 to 100.

Not a generic metric



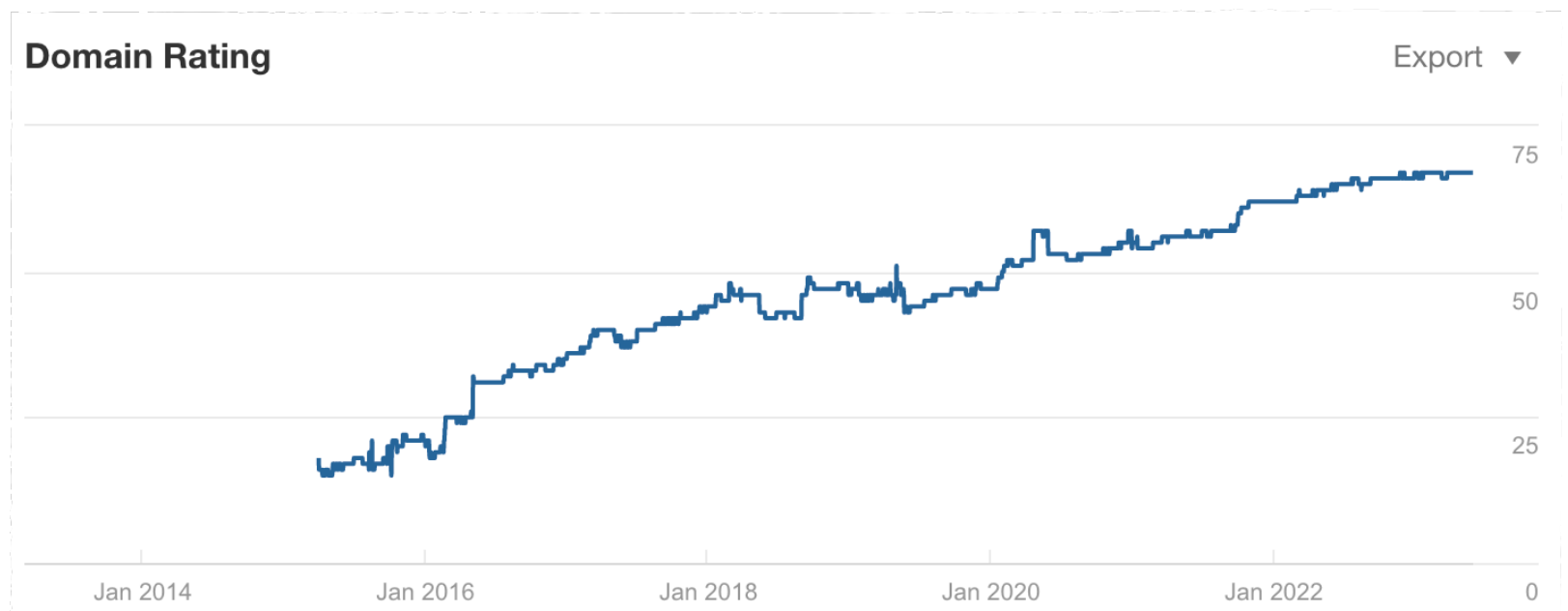
A website with a high domain rating is more likely to rank higher in search engine results.

METRIC

03

Domain Rating

The Visual



When you compare your progress on Domain Rating with that of your competitor, you'll see if you're going faster than them, when they'll catch you up, and where you'll be a year from now.

METRIC

04

Positions Distribution

Definition

In Positions Distribution, you can see how many keywords have either decreased or increased in position for your website.

The right side shows the total keywords per ranking group and the history of movements.



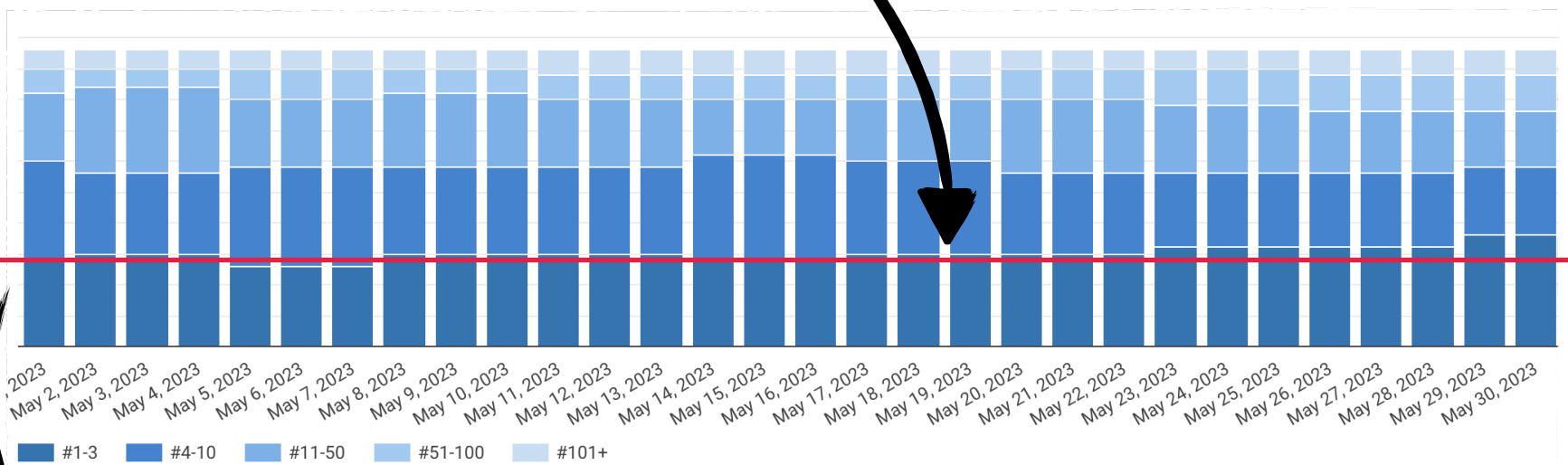
METRIC

04

Positions Distribution

The Visual

Baseline for positions 1-3



You can use this diagram to answer the following questions:

1. What is the number of keywords introduced to the top-3 positions?
2. Where did we get them? After or at the new entrance to the range?
3. During a period, how did we start and how did we end?

Further analysis of the keywords will reveal whether you have gained or lost keywords that were important for your business

METRIC

05

Google Curiosity Index

Definition

A Google Curiosity Index shows how your brand awareness changes over time based on the number of people searching for your branded keyword(s).

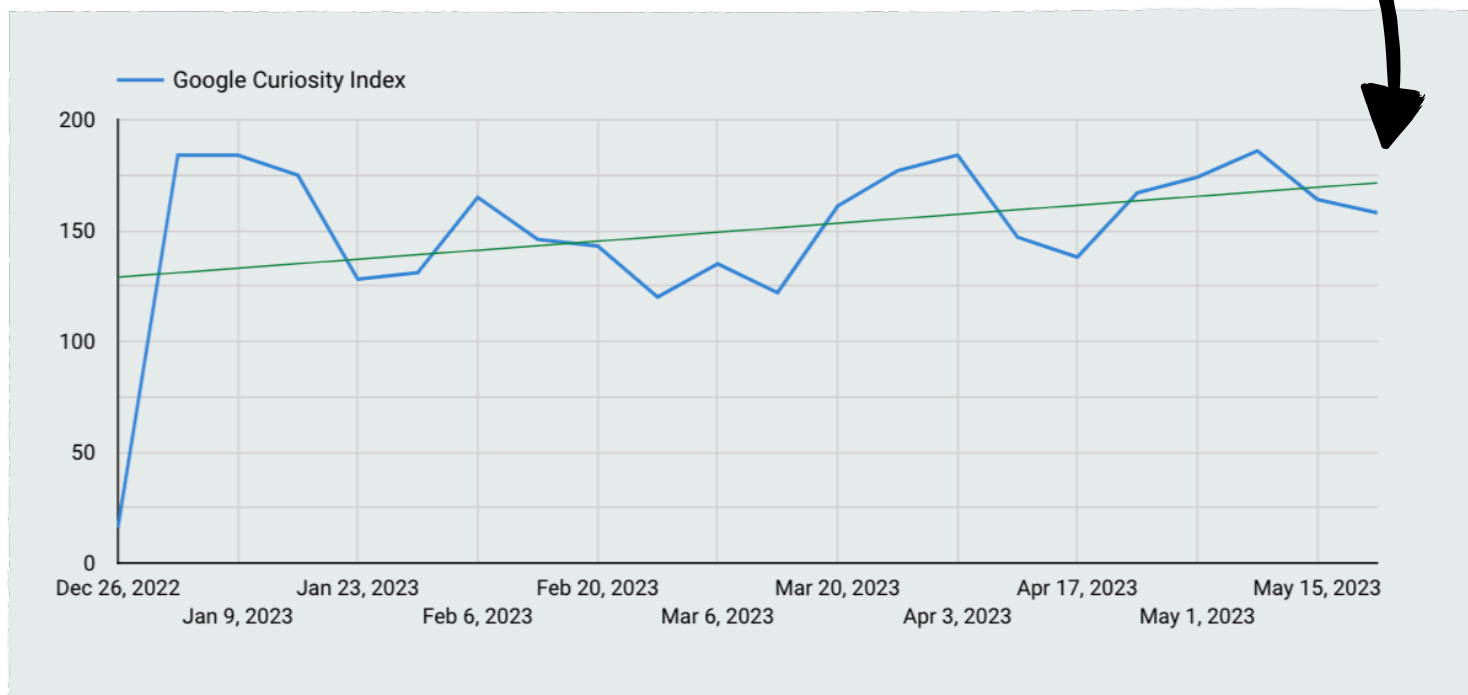
METRIC

05

Google Curiosity Index

The Visual

Trend Line



Many factors such as campaigns, reviews, events, new programs, publicity, and more will affect this diagram's volatility (ups and downs).

If you want to “normalize” all of the above, you must always include a trend line in a linear manner, so that you can see the progress as quickly as possible

METRIC

06

Referring Domain Rating

Definition

The Referring Domain Rating measures the distribution of Domain Rating (as per metric 03) but for external websites with backlinks referring to your site.

It tells you if you get references from high-quality sites.

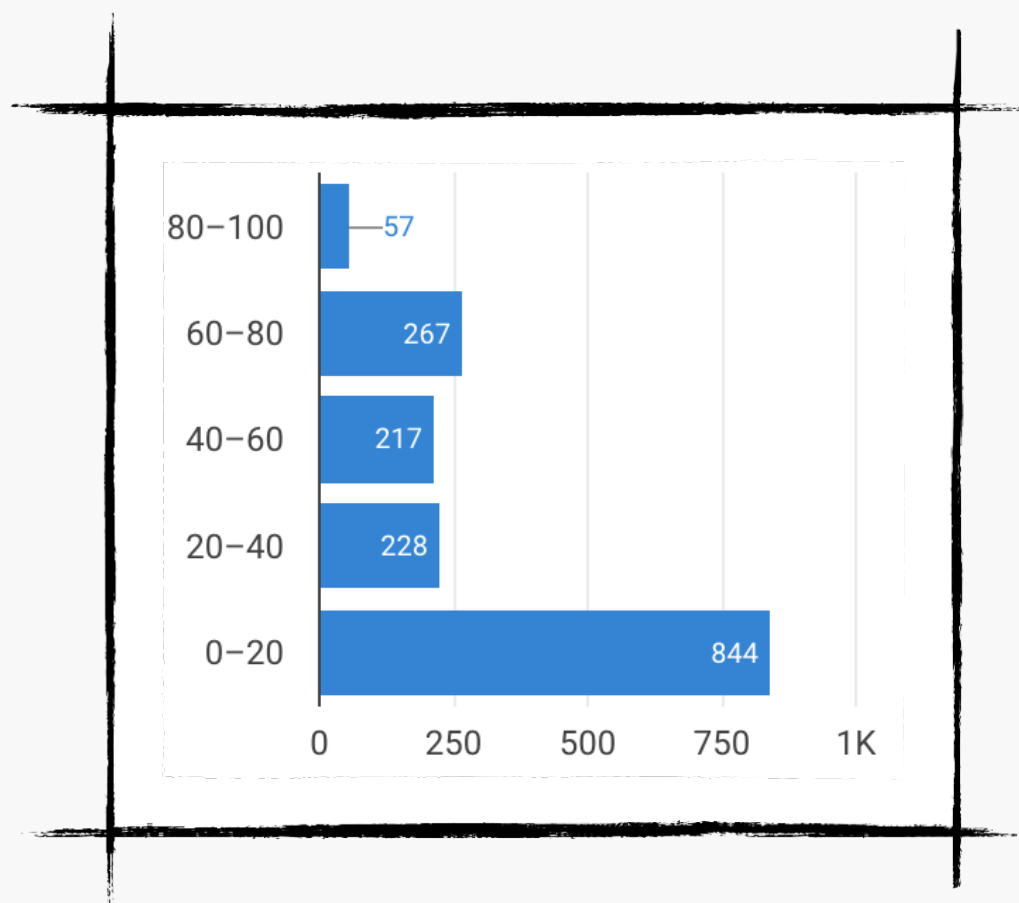


METRIC

06

Referring Domain Rating

The Visual



You need to remember few points:

- 1) A high DR does not necessarily mean great quality. There are some sites that make it to increase their DR, but their content is 100% useless.
- 2) Backlinks aren't always under your control, particularly where they come from. You need to setup a process that you check every backlink you get in order to do specific actions like:
 - I. Disavow those links that could harm your credibility
 - II. Leverage the backlink on your content
 - III. Leverage the backlink on your Social Media

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07

Top Organic Pages

Definition

A website's top organic pages receive the most traffic from search engines.

These pages are typically well-optimized for search engines and contain high-quality content relevant to the search terms used by users.



METRIC

07

Top Organic Pages

The Visual

URL	Traffic	Δ	Keywords	Δ	Top keyword	Volume	Position
https://growthrocks.com/blog/startup-consulting-firms/	1307	95	310	35	startup consulting	5000	3
https://growthrocks.com/blog/marketing-consulting-firms/		-17	156	5	marketing consulting firms	900	3
https://growthrocks.com/blog/top-startup-marketing-agencies/		-17	325	69	startup marketing agency	450	1
https://growthrocks.com/blog/top-digital-marketing-blogs/		177	160	56	digital marketing blogs	700	6
https://growthrocks.com/blog/big-five-tech-companies-acquisitions/		188	233	12	big 5 companies	1400	7
https://growthrocks.com/blog/top-growth-hacking-agencies/		19	47	-2	growth hacking agency	250	1
https://growthrocks.com/blog/early-startup-traction/		-9	21	1	early traction meaning	150	1
https://growthrocks.com/		42	9	1	growthrocks	80	1
https://growthrocks.com/blog/learn-growth-hacking-courses/			17	-1	growth hacking course	250	5
https://growthrocks.com/blog/black-friday-history-facts/		-6	95	1	black friday history 1090	250	1

This report will help you answer few questions:

- 1) Which pages get most of the organic traffic
- 2) What traffic we get from them
- 3) What keywords are been used to get clicks. Are the relevant to your business and with what indent?
- 4) How much potential traffic can be generated by those keywords based on their total volume
- 5) What position resulted in traffic; higher positions don't always result in more traffic



METRIC

08

Backlinks Attributes

Definition

A backlink's attribute provides an indication of the **quality of the relationships** built with other websites owners.

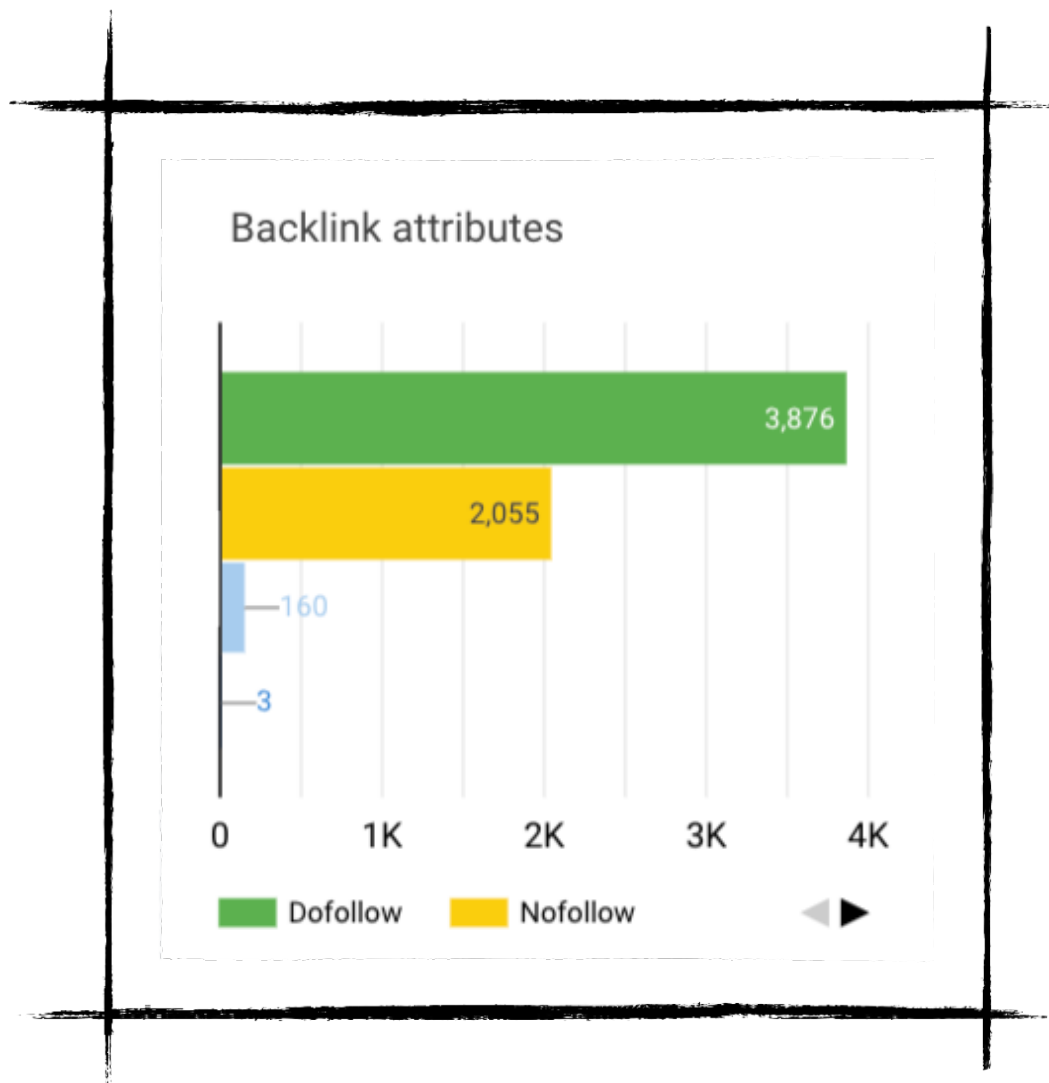
You may be more likely to receive a dofollow attributed link from another website owner when your relationship is good.

METRIC

08

Backlinks Attributes

The Visual



Dofollow vs. nofollow: A dofollow link is a link that passes PageRank to the linked website. A nofollow link does not pass PageRank. It is generally considered better to have dofollow links than nofollow links. That's why you should spend time building relationships.

REMEMBER: While nofollow links may not bring PageRank, they may bring highly credible leads and clicks



METRIC

09

Site Engagement

Definition

Again, SEO isn't just about getting traffic; it's about serving the user, and by serving the user, you serve your business.

Hence, optimizing the user's journey is the ultimate goal of your on-page/on-site SEO.

Make sure this task is not left to people not responsible for driving traffic...



METRIC

09

Site Engagement

The Visual

Formula	email	Form Name	Time	Current URL	Value
A...	valeria@	(not set)	Sat May 6, 2023 2:00 PM	https://growthrocks.com/team/	5
O...	Overall 17	Overall 16	Overall 16	https://growthrocks.com/blog/top-startup-marketing-agen...	2
				https://growthrocks.com/	2
				https://growthrocks.com/company/	1
				https://growthrocks.com/contact/	1
				https://growthrocks.com/unlocking-user-acquisition/	1
		Express of Inter...	Sat May 6, 2023 2:00 PM	https://growthrocks.com/unlocking-user-acquisition/	1
		Overall 1	Overall 1		
	c.li	(not set)	Tue May 23, 2023 8:00...	https://growthrocks.com/your-marketing-consultant/	2
	Overall 13	Overall 12	Overall 8	https://growthrocks.com/company/	2
				https://growthrocks.com/team/	1
			Mon May 29, 2023 11:0...	https://growthrocks.com/your-marketing-consultant/	2
			Overall 4	https://growthrocks.com/growth-services-tiers/cmo-office/	2
		Express of Inter...	Mon May 29, 2023 11:0...	https://growthrocks.com/growth-services-tiers/cmo-office/	1
		Overall 1	Overall 1		

Many simple questions go unanswered: How many times a user visited our website before engaging, which pages that user visited, what's the percentage of users engaging on our forms. Are they of good quality?



METRIC

10

Top-20 Pages Performance

Definition

There is more to SEO than getting traffic.

The purpose of SEO is to drive relevant traffic, traffic that is of value, traffic that consumes the content in the way you believe, traffic that converts.

To achieve that, you need to keep changing every single page, till it happens for every one of them.



METRIC

10

Top-20 Pages Performance

The Visual

Users that through this page have been identified

Users clicking off page

Current URL (No parameters) Top 20 · A ▾	A View Page Count Unique	B Form Enter... Count Unique	C Email Capt... Count Unique	D Form Sub... Count Unique	E Outbound ... Count Unique	F Internal Cli... Count Total	G Identify Count Total
https://growthrocks.com/	2,921	118	43	39	61	882	44
https://growthrocks.com/write-for...	932	113	83	71	26	200	83
https://growthrocks.com/blog/star...	878	13	8	-	117	151	8
https://growthrocks.com/blog/top...	628	41	27	-	101	227	24
https://growthrocks.com/contact/	625	57	52	46	33	55	52
https://growthrocks.com/blog/	518	51	5	5	9	324	8
https://growthrocks.com/blog/big...	430	1	-	-	3	60	-
https://growthrocks.com/blog/info...	376	1	-	-	6	68	-
https://growthrocks.com/blog/lear...	339	19	14	9	55	18	13
https://growthrocks.com/blog/link...	323	-	-	-	1	21	-
https://growthrocks.com/blog/top...	322	4	1	-	48	73	1
https://growthrocks.com/jobs/	298	-	-	-	4	34	-
https://growthrocks.com/blog/top...	259	7	2	1	72	76	4
https://growthrocks.com/blog/ma...	247	2	1	-	25	44	-

Form's engagement per page

It's a funnel world...

1. Users should first visit the page (each page)
2. Users should find a form to engage with us at some point
3. Users should enter the form and start completing it
4. Users should submit the form (or drop-off)
5. Users could leave the page to an outbound link you added
6. Users could stay and navigate to other internal pages you have added and then you start from step 2 above...



METRIC

10

Top-20 Pages Performance

Remember:

**YOU
CANNOT
OPTIMIZE
WHAT
YOU
DON'T
KNOW**



SO

WHAT'S

NEXT

?

Our SEO Marketing Stack

1

... coming the 15 of June

How to configure those reports

2

... coming the 30 of June

Theo Moulos
Group CEO

Do you have
questions?
I would be happy
to answer them

Book me [here](#)

Theo Moulos
CEO GrowthRocks

