

# Demystifying SEO: STUDIO GROW SEO training





# How does SEO work?

It's all about guiding Google.

It's all about words.



How much time should I spend?

30 minutes a week is enough!

15 minutes a week  $>$  0 minutes a week!



But don't leave it on the to-do list...



# The principles of SEO





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## Facebook, Inc.



facebook

Social network company

Facebook is an American for-profit corporation and online social media and social networking service based in Menlo Park, California. [Wikipedia](#)

**Stock price:** FB (NASDAQ) US\$139.53 -0.06 (-0.04%)

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**Founded:** February 2004, [Cambridge, Massachusetts, United States](#)

**Headquarters:** [Menlo Park, California, United States](#)

**Number of employees:** 17,048 (31 December 2016)

**Founders:** [Dustin Moskovitz](#), [Mark Zuckerberg](#), [Andrew McCollum](#), [Eduardo Saverin](#), [Chris Hughes](#)

**Subsidiaries:** [PrivateCore](#), [Oculus VR](#), [WhatsApp Inc.](#), [LiveRail](#), more

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Chairperson,  
Founder



**Sheryl Sandberg**  
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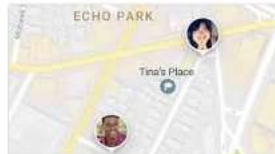
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[The Guardian](#) · 18 hours ago



Google slaps Symantec for sloppy certs, slow show of SNAFUs

[The Register](#) · 3 hours ago



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[The Independent](#) · 14 hours ago

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# Google

Technology company



[google.com](https://www.google.com)

Google is an American multinational technology company specializing in Internet-related services and products. These include online advertising technologies, search, cloud computing, software, and hardware.  
[Wikipedia](#)

**Founded:** 4 September 1998, Menlo Park, California, United States

**Headquarters:** Mountain View, California, United States

**CEO:** Sundar Pichai (2 Oct 2015–)

**Parent organization:** Alphabet Inc.

**Revenue:** 89.46 billion USD

**Subsidiaries:** YouTube, Nik Software, AdMob, ITA Software, more

**Founders:** Larry Page, Sergey Brin

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Barren moorland & traditional villages




Castle Howard

Elegant 18th-century house & estate




Fountains Abbey

Monastic ruins & landscaped gardens




Yorkshire Sculpture Park

Landscaped park for modern sculpture




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Time capsule-style Viking attraction




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Iconic Gothic-style Medieval cathedral




National Coal Mining Museum for England

Industrial museum with underground tours



Royal Armouries Museum

National museum of arms & armaments



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Flamingo Land

Family theme park

RHS Garden Harlow

Gardens reflecting the history of the area

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Area: 4,596 mi²

Origin: Scandinavian York


Destinations




York




Leeds



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Bradford




Harrogate


Colleges and Universities




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SHEFFIELD HALLAM UNIVERSITY



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Fishkeeper Leith


1 review · ££ · Tropical Fish Shop

70-74, Leith Mills., Bangor Rd · 0131 554 5415

Closing soon: 17:00



Website




Directions

Strictly Aquatics

1 review · Pet Shop

431 High St · 01592 565160

Open until 17:30




Directions


Water Wonders

No reviews · Aquarium and Pond Supplies


14-16 Gorgie Rd · 0131 346 7666



Website



Directions

 More places

Images for tropical fish

Report images



More images for tropical fish

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# SEO language dilemma #1



COLLEGE INFORMATION LIFE UNIVERSITY STUDY INTELLIGENT LEARNING STUDY WISDOM  
KNOWLEDGE SCIENCE LEVEL EXPERIMENT SYSTEM FACTS TEACHING KNOWLEDGE SCIENCE  
THEORY COGNITION READING LIFE EXPERIMENT PROGRAM LIFE KNOWLEDGE COGNITION  
LEARNING TRAINING TEACHER TRANSLATION COGNITION SYSTEM TRAINING  
INFORMATION FACTS PROGRAM INFORMATION TRAINING INTELLIGENT UNIVERSITY TEACH EXPERIMENT  
TRANSLATION UNIVERSITY KNOWLEDGE THEORY WISDOM PLAN LEVEL COLLEGE INTELLIGENT  
PROGRAM TEACHER TEACH EXPERIMENT COGNITION UNIVERSITY PLAN EXPERIMENT KNOWLEDGE TEST  
LEVEL TRAINING COGNITION LESSON EXPERIMENT INTELLIGENT PLAN KNOWLEDGE SCHOOL PROGRAM INFORMATION  
THEORY SYSTEM THINK LEVEL EDUCATION TEACH INTELLIGENT LECTURE SCIENCE  
UNIVERSITY WISDOM PLAN UNIVERSITY BOOKS THEORY KNOWLEDGE  
LIFE KNOWLEDGE CULTURE INFORMATION INTELLIGENT TRANSLATION TRAINING  
COGNITION BASICS TRAINING TEST THINK FACTS EXPERIMENT TEACHER LEVEL UNIVERSITY  
TEACHER UNIVERSITY IDEA TRANSLATION INFORMATION EXPERIMENT COGNITION LIFE CULTURE KNOWLEDGE  
BOOKS LECTURE INTELLIGENT LIFE TEACH LEVEL KNOWLEDGE LEVEL TEACH TEACHING INTELLIGENT  
INFORMATION SCHOOL TEST FACTS SCIENCE THEORY UNIVERSITY IDEA BASICS PLAN  
TEACHING THINK TEST LEARNING SCHOOL TRAINING TEST TRANSLATION INFORMATION COLLEGE  
TRANSLATION STUDY READING COLLEGE INTELLIGENT STUDY UNIVERSITY LIFE SCIENCE KNOWLEDGE  
WISDOM LECTURE LEVEL EXPERIMENT INTELLIGENT STUDY UNIVERSITY LIFE SCIENCE KNOWLEDGE







# SEO language dilemma #2



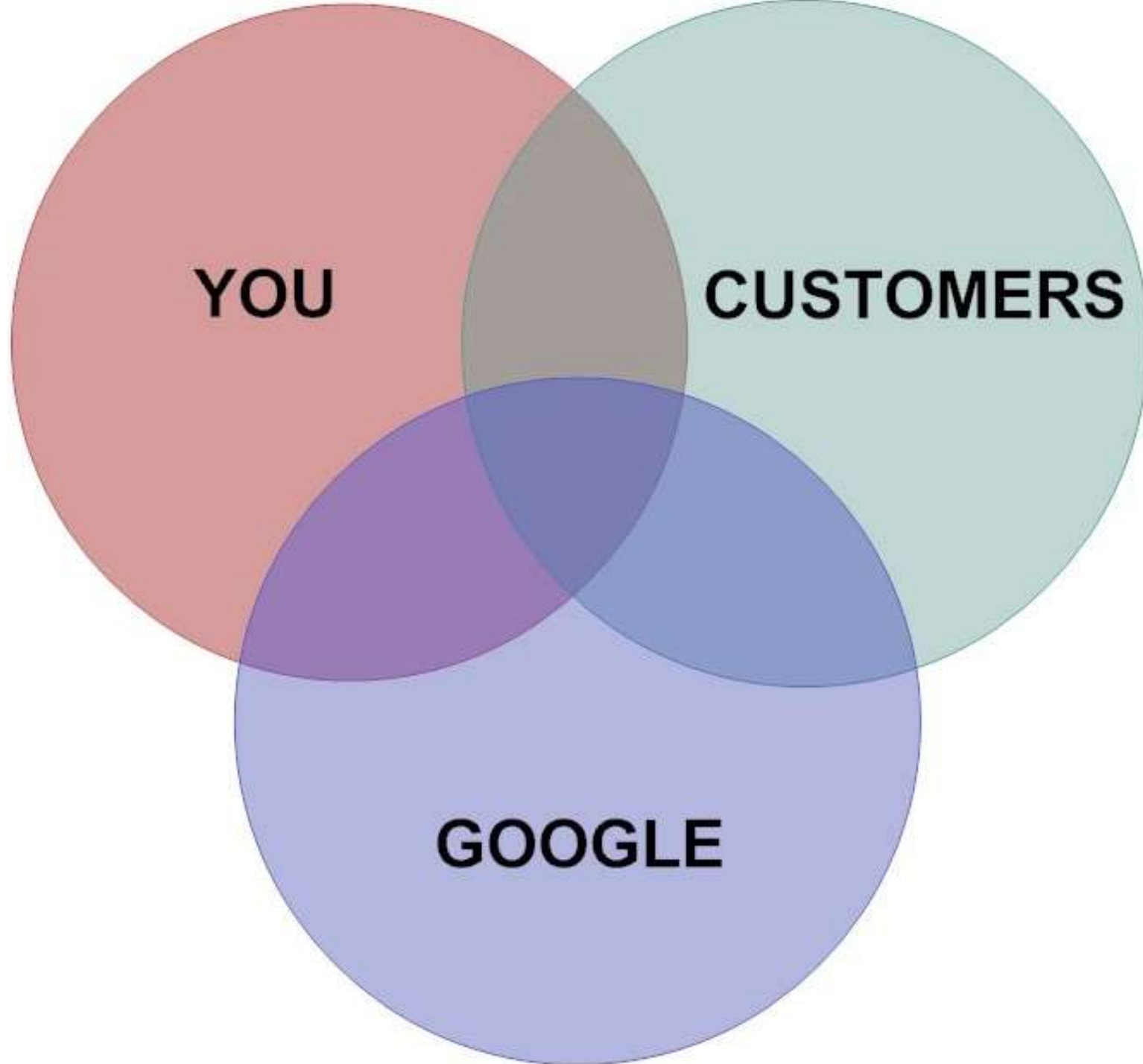
“We don’t know the language of our **potential** customers... or even our actual customers!”





How to choose







**3**

**ways**





**OPTION 1**







**OPTION 2**







# Keyword Planner





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Keyword ideas

Grouped ideas

Plan overview

Ad Groups

Keywords

Locations

Locations: United Kingdom

Language: English

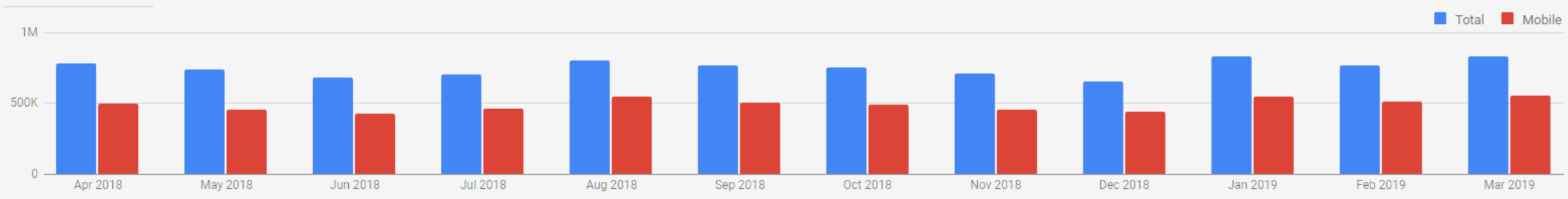
Search networks: Google

Q tropical fish

DOWNLOAD KEYWORD IDEAS

Last 12 months  
Apr 2018 - Mar 2019

Search volume trends



Found 1,013 keyword ideas

FILTER

COLUMNS

^

Show broadly related ideas; Exclude adult ideas

Add filter

RESET

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
Your search term						
<input type="checkbox"/> tropical fish	27,100	High	—	£0.11	£0.38	
Idea						
<input type="checkbox"/> fish tank	74,000	High	—	£0.11	£0.19	
<input type="checkbox"/> aquarium	49,500	High	—	£0.17	£1.75	
<input type="checkbox"/> fish tanks for sale	12,100	High	—	£0.12	£0.23	
<input type="checkbox"/> fish aquarium	4,400	High	—	£0.13	£0.57	
<input type="checkbox"/> saltwater aquarium	720	High	—	£0.12	£0.23	
<input type="checkbox"/> fish for sale	5,400	High	—	£0.10	£0.59	



**OPTION 3**



Sweet

Spot



Keyword ideas

Forecast

▼ Keyword plan

Saved keywords

Negative keywords

🔍

tropical fish

📍

United States

🌐

English

🔍

Google

📅

Feb 2021 - Jan 2022

📄

DOWNLOAD KEYWORD IDEAS

Broaden your search:

+ fish

+ marine life

+ aquarium fish

+ freshwater fish

+ exotic fish

+ aquaria

+ pet breeds

🔔




















Exclude adult ideas

ADD FILTER

1,361 keyword ideas available

COLUMNS

Keyword view

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
<input type="checkbox"/> betta fish for sale	14,800 	+50%	0%	High	—	US\$0.04	US\$0.27	
<input type="checkbox"/> tropical fish store near me	14,800 	+50%	0%	Medium	—	US\$0.80	US\$3.12	
<input type="checkbox"/> tropical fish for sale	2,400 	+21%	-19%	High	—	US\$0.09	US\$0.47	
<input type="checkbox"/> tropical fish tank	2,900 	0%	-17%	High	—	US\$0.19	US\$1.91	
<input type="checkbox"/> freshwater aquarium fish	12,100 	+22%	-18%	High	—	US\$0.08	US\$0.77	
<input type="checkbox"/> exotic fish	6,600 	+50%	0%	High	—	US\$0.12	US\$0.77	
<input type="checkbox"/> tropical aquarium	1,900 	-19%	-19%	Medium	—	US\$0.71	US\$4.47	
<input type="checkbox"/> tropical fish food	1,900 	-16%	0%	High	—	US\$0.38	US\$2.00	
<input type="checkbox"/> tropical fish shops near me	140 	-21%	-21%	Low	—	—	—	
<input type="checkbox"/> tropical fish store	14,800 	+22%	+22%	Low	—	US\$0.78	US\$2.72	
<input type="checkbox"/> aquarium catfish	2,900 	+24%	-18%	Low	—	US\$0.45	US\$1.29	
<input type="checkbox"/> exotic freshwater fish	2,900 	+24%	-18%	High	—	US\$0.10	US\$0.21	
<input type="checkbox"/> tropical fish near me	1,900 	+50%	0%	Medium	—	US\$0.60	US\$4.26	
<input type="checkbox"/> exotic fish for sale	2,400 	+53%	0%	High	—	US\$0.11	US\$0.60	
<input type="checkbox"/> tropical freshwater fish	4,400 	+50%	0%	High	—	US\$0.07	US\$0.44	
<input type="checkbox"/> female betta fish for sale	1,300 	+23%	-16%	High	—	US\$0.07	US\$0.34	
<input type="checkbox"/> tropical fish aquarium	2,900 	+21%	0%	High	—	US\$0.09	US\$1.56	
<input type="checkbox"/> tetramin	260 	-34%	-19%	High	—	US\$0.40	US\$3.00	
<input type="checkbox"/> tropical fish online	480 	+51%	-18%	High	—	US\$0.11	US\$0.38	

Refine keywords

EXPAND ALL

Brand or Non-Brand

Non-Brands, hikari, tetramin, amazon, api

Fish

betta, catfish, tetra, cichlid, community fish

Transaction

buy, sell

Color

black, red, blue, white, yellow

Others

wafers, fish aquatics, freshwater tropical fish...

GIVE FEEDBACK



Keyword ideas

Forecast

Keyword plan

Saved keywords

Negative keywords

Q tropical fish

United States

English

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Broaden your search: + fish + marine life + aquarium fish + freshwater fish + exotic fish + aquaria + pet breeds

Exclude adult ideas

ADD FILTER

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<input type="checkbox"/> tropical fish store near me	14,800	+50%	0%	Medium	—	US\$0.80	US\$3.12	
<input type="checkbox"/> tropical fish for sale	2,400	+21%	-19%	High	—	US\$0.09	US\$0.47	
<input type="checkbox"/> tropical fish tank	2,900	0%	-17%	High	—	US\$0.19	US\$1.91	
<input type="checkbox"/> freshwater aquarium fish	12,100	+22%	-18%	High	—	US\$0.08	US\$0.77	
<input type="checkbox"/> exotic fish	6,600	+50%	0%	High	—	US\$0.12	US\$0.77	
<input type="checkbox"/> tropical aquarium	1,900	-19%	-19%	Medium	—	US\$0.71	US\$4.47	
<input type="checkbox"/> tropical fish food	1,900	-16%	0%	High	—	US\$0.38	US\$2.00	
<input type="checkbox"/> tropical fish shops near me	140	-21%	-21%	Low	—	—	—	
<input type="checkbox"/> tropical fish store	14,800	+22%	+22%	Low	—	US\$0.78	US\$2.72	
<input type="checkbox"/> aquarium catfish	2,900	+24%	-18%	Low	—	US\$0.45	US\$1.29	
<input type="checkbox"/> exotic freshwater fish	2,900	+24%	-18%	High	—	US\$0.10	US\$0.21	
<input type="checkbox"/> tropical fish near me	1,900	+50%	0%	Medium	—	US\$0.60	US\$4.26	
<input type="checkbox"/> exotic fish for sale	2,400	+53%	0%	High	—	US\$0.11	US\$0.60	
<input type="checkbox"/> tropical freshwater fish	4,400	+50%	0%	High	—	US\$0.07	US\$0.44	
<input type="checkbox"/> female betta fish for sale	1,300	+23%	-16%	High	—	US\$0.07	US\$0.34	
<input type="checkbox"/> tropical fish aquarium	2,900	+21%	0%	High	—	US\$0.09	US\$1.56	
<input type="checkbox"/> tetramin	260	-34%	-19%	High	—	US\$0.40	US\$3.00	
<input type="checkbox"/> tropical fish online	480	+51%	-18%	High	—	US\$0.11	US\$0.38	

REFINE KEYWORDS

EXPAND ALL

Brand or Non-Brand  
Non-Brands, hikari, tetramin, amazon, api

Fish  
betta, catfish, tetra, cichlid, community fish

Transaction  
buy, sell

Color  
black, red, blue, white, yellow

Others  
wafers, fish aquatics, freshwater tropical fish...

GIVE FEEDBACK



Ready    -  100%







Keyword Stats 2022-03-08 at 10:12:43.csv

ShareComments

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
1	Keyword	Avg. monthly searches	Competition (indexed value)																					
2	tropical fish	40500	100																					
3	betta fish for sale	14800	95																					
4	tropical fish store near me	14800	59																					
5	tropical fish for sale	2400	96																					
6	tropical fish tank	2900	100																					
7	freshwater aquarium fish	12100	100																					
8	exotic fish	6600	95																					
9	tropical aquarium	1900	61																					
10	tropical fish food	1900	100																					
11	tropical fish shops near me	140	15																					
12	tropical fish store	14800	15																					
13	aquarium catfish	2900	16																					
14	exotic freshwater fish	2900	100																					
15	tropical fish near me	1900	56																					
16	exotic fish for sale	2400	92																					
17	tropical freshwater fish	4400	100																					
18	female betta fish for sale	1300	70																					
19	tropical fish aquarium	2900	97																					
20	tetramin	260	100																					
21	tropical fish online	480	92																					
22	best freshwater aquarium fish	1600	97																					
23	tropical fish for beginners	480	88																					
24	betta fish for sale near me	1300	88																					
25	buy betta fish online	1300	93																					
26	tropical fish for sale near me	390	58																					
27	black angel fish	880	14																					
28	buy tropical fish online	390	94																					
29	the wet spot tropical fish	1600	0																					
30	siamese fighting fish for sale	320	100																					
31	tropical fish supplies	1300	21																					
32	exotic fish store	1600	38																					
33	small tropical fish	390	94																					
34	best tropical fish	210	74																					
35	best place to buy betta fish online	720	80																					
36	betta fish online	590	79																					
37	tropical fish tanks for sale	30	100																					
38	angel fish freshwater	1300	43																					
39	hikari micro pellets	320	100																					
40	wetstottropicalfish	2400	1																					
41	tropical fish world	1000	3																					
42	tropical fish for sale online	880	100																					
43	livebearer fish	1000	3																					
44	tropical catfish	260	2																					

Keyword Stats 2022-03-08 at 10:12:43.csv

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Keyword Stats 2022-03-08 at 10\_12\_43.csv

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1	Keyword	Avg. monthly searches	Competition (indexed value)	Combined score															
2	tropical fish	40500	100	=B2*B2/C2															
3	betta fish for sale	14800	95																
4	tropical fish store near me	14800	59																
5	tropical fish for sale	2400	96																
6	tropical fish tank	2900	100																
7	freshwater aquarium fish	12100	100																
8	exotic fish	6600	95																
9	tropical aquarium	1900	61																
10	tropical fish food	1900	100																
11	tropical fish shops near me	140	15																
12	tropical fish store	14800	15																
13	aquarium catfish	2900	16																
14	exotic freshwater fish	2900	100																
15	tropical fish near me	1900	56																
16	exotic fish for sale	2400	92																
17	tropical freshwater fish	4400	100																
18	female betta fish for sale	1300	70																
19	tropical fish aquarium	2900	97																
20	tetramin	260	100																
21	tropical fish online	480	92																
22	best freshwater aquarium fish	1600	97																
23	tropical fish for beginners	480	88																
24	betta fish for sale near me	1300	88																
25	buy betta fish online	1300	93																
26	tropical fish for sale near me	390	58																
27	black angel fish	880	14																
28	buy tropical fish online	390	94																
29	the wet spot tropical fish	1600	0																
30	siamese fighting fish for sale	320	100																
31	tropical fish supplies	1300	21																
32	exotic fish store	1600	38																
33	small tropical fish	390	94																
34	best tropical fish	210	74																
35	best place to buy betta fish online	720	80																
36	betta fish online	590	79																

Keyword Stats 2022-03-08 at 10\_12\_43.csv

Print

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Figure 1.10: Microsoft Excel ribbon

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Analyze Data

ShareComments

D1

Combined score

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	Keyword	Avg. monthly searches	Competitor																
2	tropical fish	40500																	
3	betta fish for sale	14800																	
4	tropical fish store near me	14800																	
5	tropical fish for sale	2400																	
6	tropical fish tank	2900																	
7	freshwater aquarium fish	12100																	
8	exotic fish	6600																	
9	tropical aquarium	1900																	
10	tropical fish food	1900																	
11	tropical fish shops near me	140																	
12	tropical fish store	14800																	
13	aquarium catfish	2900																	
14	exotic freshwater fish	2900																	
15	tropical fish near me	1900																	
16	exotic fish for sale	2400																	
17	tropical freshwater fish	4400																	
18	female betta fish for sale	1300																	
19	tropical fish aquarium	2900																	
20	tetramin	260																	
21	tropical fish online	480	92																
22	best freshwater aquarium fish	1600	97																
23	tropical fish for beginners	480	88																
24	betta fish for sale near me	1300	88																
25	buy betta fish online	1300	93																
26	tropical fish for sale near me	390	58																
27	black angel fish	880	14																
28	buy tropical fish online	390	94																
29	the wet spot tropical fish	1600	0																
30	siamese fighting fish for sale	320	100																
31	tropical fish supplies	1300	21																
32	exotic fish store	1600	38																
33	small tropical fish	390	94																
34	best tropical fish	210	74																
35	best place to buy betta fish online	720	80																
36	betta fish online	590	79																

Keyword Stats 2022-03-08 at 10:12:43.csv

Ready

Average: 16402500 Count: 2 Sum: 16402500

120%

Format Cells

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Category:GeneralNumberCurrencyAccountingDateTimePercentageFractionScientificTextSpecialCustom

SampleCombined scoreDecimal places: 0Use 1000 Separator (-)Negative numbers:1,2341,234-1,234+1,234

Number is used for general display of numbers. Currency and Accounting offer specialized formatting for monetary value.

OKCancel







Keyword Stats 2022-03-08 at 10\_12\_43.csv

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Analyze Data

ShareComments

D1

Combined score

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	S
1	Keyword	Avg. monthly searches	Competition (indexed value)	Combined score													
2	tropical fish	40500	100	16,402,500													
3	betta fish for sale	14800	95	2,305,684													
4	tropical fish store near me	14800	59	3,712,542													
5	tropical fish for sale	2400	96	60,000													
6	tropical fish tank	2900	100	84,100													
7	freshwater aquarium fish	12100	100	1,464,100													
8	exotic fish	6600	95	458,526													
9	tropical aquarium	1900	61	59,180													
10	tropical fish food	1900	100	36,100													
11	tropical fish shops near me	140	15	1,307													
12	tropical fish store	14800	15	14,602,667													
13	aquarium catfish	2900	16	525,625													
14	exotic freshwater fish	2900	100	84,100													
15	tropical fish near me	1900	56	64,464													
16	exotic fish for sale	2400	92	62,609													
17	tropical freshwater fish	4400	100	193,600													
18	female betta fish for sale	1300	70	24,143													
19	tropical fish aquarium	2900	97	86,701													
20	tetramin	260	100	676													
21	tropical fish online	480	92	2,504													
22	best freshwater aquarium fish	1600	97	26,392													
23	tropical fish for beginners	480	88	2,618													
24	betta fish for sale near me	1300	88	19,205													
25	buy betta fish online	1300	93	18,172													
26	tropical fish for sale near me	390	58	2,622													
27	black angel fish	880	14	55,314													
28	buy tropical fish online	390	94	1,618													
29	the wet spot tropical fish	1600	0	#DIV/0!													
30	siamese fighting fish for sale	320	100	1,024													
31	tropical fish supplies	1300	21	80,476													
32	exotic fish store	1600	38	67,368													
33	small tropical fish	390	94	1,618													
34	best tropical fish	210	74	596													
35	best place to buy betta fish online	720	80	6,480													
36	betta fish online	590	79	4,406													

Keyword Stats 2022-03-08 at 10

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Count: 1362

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Keyword Stats 2022-03-08 at 10\_12\_43.csv

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	Keyword	Avg. monthly searches	Competition (indexed value)	Combined score															
2	tropical fish	40500	100	16,402,500															
3	tropical fish store	14800	15	14,602,667															
4	wetspot tropical fish	2400	1	5,760,000															
5	tropical fish store near me	14800	59	3,712,542															
6	betta fish for sale	14800	95	2,305,684															
7	freshwater aquarium fish	12100	100	1,464,100															
8	bob tropical fish	1900	3	1,203,333															
9	fish aquariums stores near me	8100	74	886,622															
10	fish food for betta	8100	100	656,100															
11	aquarium catfish	2900	16	525,625															
12	exotic fish	6600	95	458,526															
13	gerber's tropical fish	590	1	348,100															
14	tropical fish world	1000	3	333,333															
15	livebearer fish	1000	3	333,333															
16	papa jim's tropical fish	720	2	259,200															
17	tropical freshwater fish	4400	100	193,600															
18	neon tetra and betta	590	2	174,050															
19	angel fish for sale	2900	57	147,544															
20	neon tetra with betta	720	4	129,600															
21	aquarium fish store	1600	22	116,364															
22	tropical gar	480	2	115,200															
23	pet zone tropical fish	1000	9	111,111															
24	jb tropical fish	320	1	102,400															
25	todd's tropical fish	320	1	102,400															
26	tropical fish aquarium	2900	97	86,701															
27	tropical fish tank	2900	100	84,100															
28	exotic freshwater fish	2900	100	84,100															
29	tropical fish supplies	1300	21	80,476															
30	neptune's tropical fish	390	2	76,050															
31	tongs tropical fish	590	5	69,620															
32	smallest cory catfish	260	1	67,600															
33	exotic fish store	1600	38	67,368															
34	tropical fish near me	1900	56	64,464															
35	exotic fish for sale	2400	92	62,609															
36	tropical fish for sale	2400	96	60,000															

Keyword Stats 2022-03-08 at 10\_12\_43

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Keyword Stats 2022-03-08 at 10\_12\_43.csv

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A30

neptune's tropical fish

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	Keyword	Avg. monthly searches	Competition (indexed value)	Combined score															
2	tropical fish	40500	100	16,402,500															
3	tropical fish store	14800	15	14,602,667															
4	wetspottropicalfish	2400	1	5,760,000															
5	tropical fish store near me	14800	59	3,712,542															
6	betta fish for sale	14800	95	2,305,684															
7	freshwater aquarium fish	12100	100	1,464,100															
8	bob tropical fish	1900	3	1,203,333															
9	fish aquariums stores near me	8100	74	886,622															
10	fish food for betta	8100	100	656,100															
11	aquarium catfish	2900	16	525,625															
12	exotic fish	6600	95	458,526															
13	gerber's tropical fish	590	1	348,100															
14	tropical fish world	1000	3	333,333															
15	livebearer fish	1000	3	333,333															
16	papa jim's tropical fish	720	2	259,200															
17	tropical freshwater fish	4400	100	193,600															
18	neon tetra and betta	590	2	174,050															
19	angel fish for sale	2900	57	147,544															
20	neon tetra with betta	720	4	129,600															
21	aquarium fish store	1600	22	116,364															
22	tropical gar	480	2	115,200															
23	pet zone tropical fish	1000	9	111,111															
24	jb tropical fish	320	1	102,400															
25	todd's tropical fish	320	1	102,400															
26	tropical fish aquarium	2900	97	86,701															
27	tropical fish tank	2900	100	84,100															
28	exotic freshwater fish	2900	100	84,100															
29	tropical fish supplies	1300	21	80,476															
30	neptune's tropical fish	390	2	76,050															
31	tongs tropical fish	590	5	69,620															
32	smallest cory catfish	260	1	67,600															
33	exotic fish store	1600	38	67,368															
34	tropical fish near me	1900	56	64,464															
35	exotic fish for sale	2400	92	62,609															
36	tropical fish for sale	2400	96	60,000															

Keyword Stats 2022-03-08 at 10\_12\_43.csv

Ready

Average: 372001.2794Count: 36Sum: 10044034.54

120%



Keyword Stats 2022-03-08 at 10_12_43.csv																		Dave Collins			
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																		Analyze Data			



Other  
keyword tools



# Meet Keyword Explorer

The keyword research tool helping you find millions of traffic-driving keywords.

tropical fish

Search Keywords Now

## How it works



Enter a URL or keyword to discover and prioritize the best keywords to target.



Create a Moz account to access Keyword Explorer and other free SEO tools.



We send a notification to verify your email—help us keep the robots out.



Get a comprehensive keyword analysis, suggestions, and more!

Do better research in less time – identify which keywords your site



☒ Pay monthly☐ Pay yearly (Save 20%)

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### Advanced

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Includes 1 power user with up to 500 reports


Subscribe

### Enterprise

\$999

Includes 1 power user with up to 500 reports

Subscribe

 Most popular

## Features

✓ SEO Dashboard <sup>i</sup>

✓ Site Explorer <sup>i</sup>

✓ Keywords Explorer <sup>i</sup>

✓ Site Audit <sup>i</sup>

✓ Rank Tracker <sup>i</sup>

✓ Alerts <sup>i</sup>

✓ All in **Lite**

+ 6 months of history <sup>i</sup>

+ Position history chart <sup>i</sup>

+ SERP updates <sup>i</sup>

+ Site Explorer <sup>i</sup>

Content gap <sup>i</sup>

Broken backlinks <sup>i</sup>

Broken links <sup>i</sup>

Outgoing links <sup>i</sup>

Link intersect <sup>i</sup>

Calendar view <sup>i</sup> Soon

+ Content Explorer <sup>i</sup>

+ Domain Comparison <sup>i</sup>

+ Batch Analysis <sup>i</sup>

+ Reports sharing <sup>i</sup> Soon

✓ All in **Standard**

+ 2 years of history <sup>i</sup>

+ Site Explorer <sup>i</sup>

Site Structure <sup>i</sup>

HTML source <sup>i</sup> Soon

+ Google Data Studio <sup>i</sup>

+ Dashboard folders <sup>i</sup>

+ Content Master <sup>i</sup> Soon

+ Ahrefs Search <sup>i</sup> Soon

✓ All in **Advanced**

+ Unlimited history <sup>i</sup>

+ Access management <sup>i</sup>

+ Pay by invoice <sup>i</sup>

+ API <sup>i</sup> Soon

+ Audit log <sup>i</sup> Soon

+ SSO <sup>i</sup> Soon





Overview

Overview 2.0

Site structure New

Backlink profile ▼

- Backlinks
- Broken backlinks
- Referring domains
- Anchors
- Referring IPs
- Internal backlinks
- Link intersect

Organic search ▼

- Organic keywords
- Top pages
- Top subfolders
- Top subdomains
- Competing domains
- Competing pages
- Content gap

Pages ▼

- Best by links
- Best by links' growth
- Top content

Outgoing links ▼

- Linked domains
- Anchors
- Broken links

Paid search ▼

- Paid keywords New
- Ads
- Paid pages

Export ▼

- CSV
- PDF

Legacy ▼

- Backlinks
  - New
  - Lost
- Referring domains
  - New
  - Lost
- Anchors

Home - Adeline Yoga Studio

adelineyoga.com▼

How to use

Ahrefs Rank <sup>i</sup> 4,286,414	UR <sup>i</sup> 32	DR <sup>i</sup> 30	Backlinks <sup>i</sup> 1.45K <span>-10</span> Recent 1.55K Historical 5.13K	Referring domains <sup>i</sup> 168 Recent 192 Historical 542	Organic keywords <sup>i</sup> 528 <span>+29</span> PPC 3	Organic traffic <sup>i</sup> 2.2K	Traffic value <sup>i</sup> \$3.1K PPC \$4
---------------------------------------	-----------------------	-----------------------	--	---	--	--------------------------------------	---

Backlink profileOrganic searchPaid search

Ahrefs Rank <sup>i</sup>

Past 3 months

Export ▼

Today	4,286,414	10,415
avg 7 days	4,267,231	31,394
avg 1 month	4,307,638	63,184
avg 3 months	4,183,765	363,850



Referring domains <sup>i</sup>

LIVE LINKS

All timeOne yearLast 30 daysExport ▼



Referring pages <sup>i</sup>

LIVE LINKS 620

Export ▼



Live links <sup>i</sup> ▼

Crawled pages <sup>i</sup> 146

Referring domains <sup>i</sup>	168	100%
Dofollow <sup>i</sup>	117	70%
Governmental <sup>i</sup>	1	< 1%
Educational <sup>i</sup>	0	0%
.gov	1	< 1%
.edu	0	0%
.com	126	75%
.net	6	4%
.org	11	7%

Referring pages 620

Referring IPs 155

Referring subnets 136

Backlinks <sup>i</sup>	1,449	100%
Dofollow <sup>i</sup>	1,169	81%
Nofollow <sup>i</sup>	277	19%
UGC <sup>i</sup>	1	< 1%
Sponsored <sup>i</sup>	0	0%
Text <sup>i</sup>	1,446	100%
Redirect <sup>i</sup>	2	< 1%
Image <sup>i</sup>	271	19%
Form <sup>i</sup>	0	0%
Governmental <sup>i</sup>	2	< 1%
Educational <sup>i</sup>	0	0%



Overview

Overview 2.0

Site structure How

Backlink profile

Backlinks

Broken backlinks

Referring domains

Anchor

Referring IPs

Internal backlinks

Link intersect

Organic search

Organic keywords

Top pages

Top subfolders

Top subdomains

Competing domains

Competing pages

Content gap

Pages

Best by links

Best by links' growth

Top content

Outgoing links

Linked domains

Anchor

Broken links

Paid search

Paid keywords How

Ads

Paid pages

Export

CSV

PDF

Legacy

Backlinks

New

Lost

Referring domains

New

Lost

Anchor

Home - Adeline Yoga Studio

adelineyoga.com

How to use

Ahrefs Rank <sup>i</sup> 4,286,414	UR <sup>i</sup> 32	DR <sup>i</sup> 30	Backlinks <sup>i</sup> 1.45K -10 Recent 1.55K Historical 5.13K	Referring domains <sup>i</sup> 168 Recent 192 Historical 542	Organic keywords <sup>i</sup> 528 +29 PPC 3	Organic traffic <sup>i</sup> 2.2K	Traffic value <sup>i</sup> \$3.1K PPC \$4
---------------------------------------	-----------------------	-----------------------	---	---	---	--------------------------------------	---

Backlink profile Organic search Paid search

Ahrefs Rank<sup>i</sup>

Past 3 months

Export

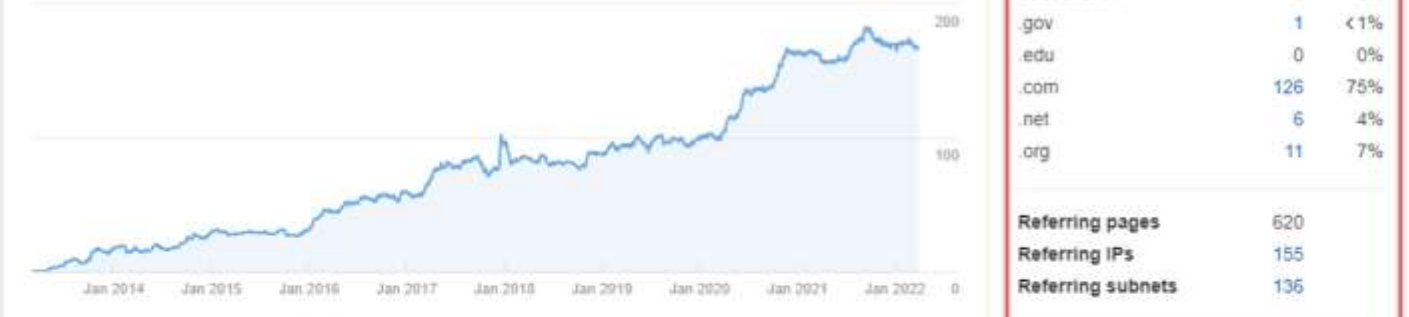
Live links<sup>i</sup>



Referring domains<sup>i</sup> LIVE LINKS

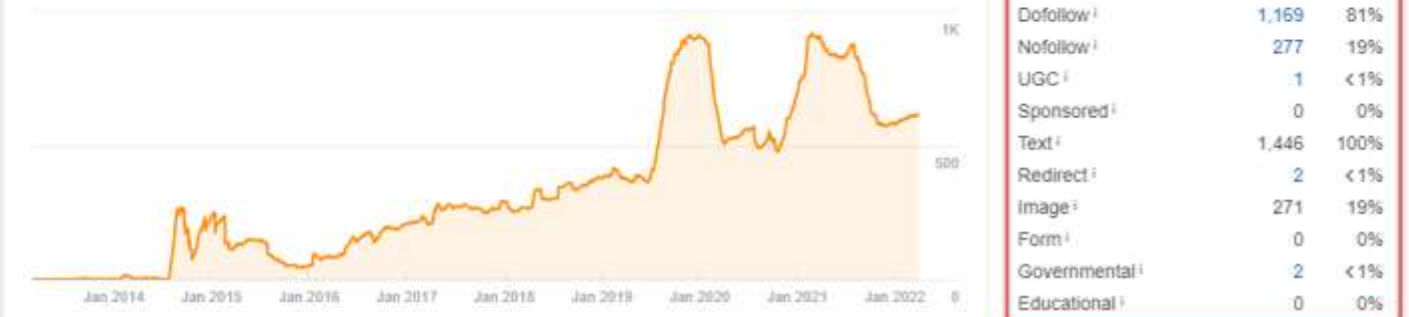
All time One year Last 30 days

Export



Referring pages<sup>i</sup> LIVE LINKS 620

Export



Crawled pages<sup>i</sup> 146

Referring domains <sup>i</sup>	168	100%
Dofollow <sup>i</sup>	117	70%
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.gov	1	<1%
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.net	6	4%
.org	11	7%

Referring pages	620
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Referring subnets	136

Backlinks <sup>i</sup>	1,449	100%
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Sponsored <sup>i</sup>	0	0%
Text <sup>i</sup>	1,446	100%
Redirect <sup>i</sup>	2	<1%
Image <sup>i</sup>	271	19%
Form <sup>i</sup>	0	0%
Governmental <sup>i</sup>	2	<1%
Educational <sup>i</sup>	0	0%



Home - Adeline Yoga Studio

adelineyoga.com

How to use

Ahrefs Rank

4,286,414

UR

32

DR

30

Backlinks

1.45K

Recent 1.55K

Historical 5.13K

Referring domains

168

Recent 192

Historical 542

Organic keywords

528

PPC 3

Organic traffic

2.2K

Traffic value

\$3.1K

PPC \$4

Backlink profile

Organic search

Paid search

Ahrefs Rank

Past 3 months

Export

Today

4,286,414

10,415

avg 7 days

4,267,231

31,394

avg 1 month

4,307,638

63,184

avg 3 months

4,183,765

363,850

Jan '22

Feb

Mar

3.5M

4.0M

4.5M

5.0M

Referring domains

LIVE LINKS

All time

One year

Last 30 days

Export

200

100

0

Jan 2014

Jan 2015

Jan 2016

Jan 2017

Jan 2018

Jan 2019

Jan 2020

Jan 2021

Jan 2022

Referring pages

LIVE LINKS

620

Export

1K

500

0

Jan 2014

Jan 2015

Jan 2016

Jan 2017

Jan 2018

Jan 2019

Jan 2020

Jan 2021

Jan 2022

Live links

▼

Crawled pages

146

Referring domains

168

100%

Dofollow

117

70%

Governmental

1

<1%

Educational

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0%

.gov

1

<1%

.edu

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.com

126

75%

.net

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.org

11

7%

Referring pages

620

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Nofollow

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Sponsored

0

0%

Text

1,446

100%

Redirect

2

<1%

Image

271

19%

Form

0

0%

Governmental

2

<1%

Educational

0

0%



Keyword ideas

Matching terms

Related terms

Search suggestions

Traffic share

By domains

By pages

Keywords lists

Keyword Difficulty

7  
Easy

We estimate that you'll need backlinks from ~8 websites to rank in the top 10 for this keyword

Volume

150

Clicks153

Cost per click\$8.00

Clicks per search1.04

Traffic Potential

150

Top ranking result

<https://www.oaklandyoga.org/>

Parent Topic

oakland yoga

Volume 1.9K

Global volume

200

United States15075%

United Kingdom105%

Canada105%

Keyword ideas

Terms match

oakland yoga studio150

yoga studio oakland40

yoga studio oakland ca20

flying yoga studio oakland10

oakland yoga studio oakland ca10

View all 37

Questions

Keyword Ideas not found

Also rank for

arise59K

bikram yoga33K

bikram yoga near me9.6K

bikram's9.0K

smartflow login2.8K

View all 317

Also talk about

time1.1M

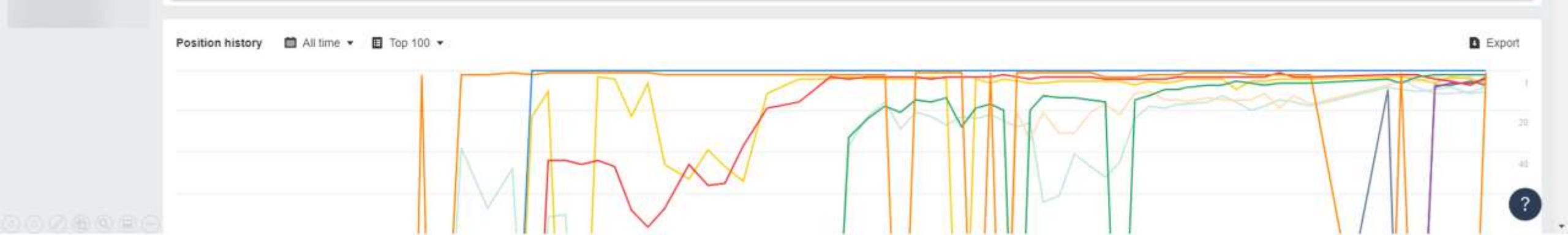
power435K

class link376K

work360K

yoga326K

View all 71





Overview

Matching terms ⓘ How to use

Ads history <sup>BETA</sup>

Keyword ideas

Matching terms

Related terms

Search suggestions

Traffic share

By domains

By pages

Keywords lists

All

Questions

Mode ⓘ

Terms match

Phrase match

KD ▾

Volume ▾

Global volume ▾

Traffic potential ▾

Word count ▾

SERP features ▾

Include ▾

Exclude ▾

More filters ▾

Terms

Parent topics

<<

All keywords

230

- oakland230
- studio230
- yoga230
- ca30
- flying10
- 0060
- 2590
- 29th0
- 946110
- adeline0
- aerial0
- anasa0
- ave0
- best0
- blvd0
- cheap0
- fly0
- fruitvale0
- glenview0
- lake0
- lakeshore0
- laurel0
- local0
- logo0
- macarthur0
- merrit0
- merritt0
- namaste0
- nass0

37 keywords

Total volume: 230

Export

<input type="checkbox"/> Keyword	KD	Volume ▾	GV	TP	CPC	CPS	Parent topic	SF	Updated
<input type="checkbox"/> + oakland yoga studio	7	150	200	150	\$8.00	1.04	oakland yoga	2	6 days ↻
<input type="checkbox"/> + yoga studio oakland	13	40	100	900	\$2.50	N/A	nest yoga	1	16 Mar ↻
<input type="checkbox"/> + yoga studio oakland ca	13	20	20	350	\$7.00	N/A	oakland yoga	1	17 Mar ↻
<input type="checkbox"/> + flying yoga studio oakland	1	10	10	300	N/A	N/A	flying studios	3	5 days ↻
<input type="checkbox"/> + oakland yoga studio oakland ca	N/A	10	10	N/A	N/A	N/A	N/A	N/A	↻
<input type="checkbox"/> + oakland yoga studio rockridge schedule	N/A	0–10	0–10	N/A	N/A	N/A	N/A	N/A	↻
<input type="checkbox"/> + best cheap yoga studio oakland	N/A	0–10	0–10	N/A	N/A	N/A	N/A	N/A	↻
<input type="checkbox"/> + yoga studio near oakland university	N/A	0–10	0–10	N/A	N/A	N/A	N/A	N/A	↻
<input type="checkbox"/> + oakland yoga studio logo	N/A	0–10	0–10	N/A	N/A	N/A	N/A	N/A	↻
<input type="checkbox"/> + oakland yoga studio?trackid=sp-006	N/A	0–10	0–10	N/A	N/A	N/A	N/A	N/A	↻
<input type="checkbox"/> + your local yoga studio oakland	N/A	0–10	0–10	N/A	N/A	N/A	N/A	N/A	↻
<input type="checkbox"/> + yoga studio piedmont ave oakland	N/A	0–10	0–10	N/A	N/A	N/A	N/A	N/A	↻
<input type="checkbox"/> + flying studio oakland aerial yoga	N/A	0–10	0–10	N/A	N/A	N/A	N/A	N/A	↻
<input type="checkbox"/> + niroga yoga studio oakland, ca 94611	N/A	0–10	0–10	N/A	N/A	N/A	N/A	N/A	↻
<input type="checkbox"/> + yoga studio rent in oakland	N/A	0–10	0–10	N/A	N/A	N/A	N/A	N/A	↻
<input type="checkbox"/> + oakland yoga studio pittsburgh	N/A	0–10	0–10	N/A	N/A	N/A	N/A	N/A	↻
<input type="checkbox"/> + niroga yoga studio, 259 29th st, oakland, ca 94611	N/A	0–10	0–10	N/A	N/A	N/A	N/A	N/A	↻
<input type="checkbox"/> + anasa yoga studio oakland	N/A	0–10	0–10	N/A	N/A	N/A	N/A	N/A	↻
<input type="checkbox"/> + oakland yoga studio off piedmont	N/A	0–10	0–10	N/A	N/A	N/A	N/A	N/A	↻
<input type="checkbox"/> + yoga studio laurel oakland	N/A	0–10	0–10	N/A	N/A	N/A	N/A	N/A	↻





FileHomeInsertPage LayoutFormulasDataReviewViewDeveloperHelpSeoToolsASAP Utilities

CutCopyFormat Painter

Clipboard

Calibri11A A

B I U

Font

General

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0.00

→

Number

Conditional Formatting

Format as Table

Alignment

NormalBadGoodNeutral

CalculationCheck CellExplanatory...Input

Styles

InsertDeleteFormat

Cells

Σ AutoSum

Fill

Clear

Editing

Sort & Filter

Find & Select

Analysis

ShareComments

Analyze Data

A1

X

fx

#

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC
1	#	Keyword	Country	Difficulty	Volume	CPC	CPS	Parent Ke	Last Upda	SERP Feat	Global vol	Traffic potential																	
2	1	yoga studi	us	71	48000	3.5	0.76	yoga studi	#####	Thumbnai	134000	21000																	
3	2	yoga studi	us	49	15000	4	1.3	yoga studi	#####	Thumbnai	24000	56000																	
4	3	stacked st	us	0	2400			stacked st	#####	Sitelinks	15000	1800																	
5	4	hot yoga s	us	27	1100	1.6	0.71	hot yoga	#####	Thumbnai	1600	500																	
6	5	the yoga s	us	40	1000	3.5	0.92	yoga studi	#####	Sitelinks,I	1500	2700																	
7	6	home yog	us	12	700	1.7	0.69	home yog	#####	Thumbnai	1700	350																	
8	7	open doo	us	20	700	2.5	1.03	open doo	#####	Sitelinks,T	800	1700																	
9	8	studio on	us	11	700	3	0.81	studio on	#####	Sitelinks,T	1200	600																	
10	9	harlem yo	us	0	600	3	0.94	harlem yo	#####	Sitelinks,F	600	600																	
11	10	hot asana	us	3	600			hot asana	#####	Sitelinks,T	600	1800																	
12	11	the studic	us	24	500	3	0.97	the studic	#####	Sitelinks	700	350																	
13	12	little yoga	us	2	500	3	0.98	little yoga	#####	Sitelinks,T	500	800																	
14	13	dallas yog	us	24	450	3.5		yoga dalla	#####	Sitelinks	500	400																	
15	14	stacked st	us	0	450			stacked st	#####	Sitelinks	900	1600																	
16	15	flow yoga	us	42	450	2.5	0.74	flow yoga	#####	Sitelinks,F	700	150																	
17	16	the little y	us	10	400	3	0.95	little yoga	#####	Sitelinks,T	400	800																	
18	17	yoga studi	us	12	350	0.6	0.77	yoga studi	#####	Image pac	1400	70																	
19	18	yoga studi	us	4	350	0.9	0.71	yoga studi	#####	Image pac	700	60																	
20	19	breathe y	us	27	350	5	0.78	yoga near	#####	Sitelinks	600	5400																	
21	20	nectar yog	us	0	350			blue nect	#####	Sitelinks,k	350	250																	
22	21	studio b y	us	22	300	1	0.87	studio b y	#####	Sitelinks,T	300	150																	
23	22	dragonfly	us	30	300	3	0.85	dragonfly	#####	Sitelinks,T	300	400																	
24	23	kula yoga	us	26	300	0.6		kula yoga	#####	Thumbnai	350	80																	
25	24	om yoga s	us	26	300	1.3	0.78	om yoga s	#####	Sitelinks,T	800	50																	
26	25	namaste y	us	22	300	4.5	0.86	namaste y	#####	Sitelinks,T	400	600																	
27	26	home yog	us	7	300	0		home yog	#####	Sitelinks,F	500	800																	
28	27	yoga studi	us	9	300	3		yoga studi	#####	Sitelinks	350	1000																	
29	28	studio 34	us	0	300	0	0.89	studio 34	#####	Sitelinks,k	350	200																	
30	29	yoga studi	us	60	300	1.8	0.96	yoga studi	#####	People als	800	21000																	
31	30	orange co	us	6	250	10		yoga studi	#####	Sitelinks,k	300	350																	
32	31	yoga studi	us	13	250	4.5	1.11	yoga nyc	#####	Thumbnai	350	1400																	
33	32	yoga studi	us	6	250	3		yoga studi	#####	Sitelinks	300	10																	
34	33	lotus yoga	us	27	250	0		lotus flow	#####	Sitelinks,T	400	300																	
35	34	skylar vox	us	2	250			stacked st	#####		700	1400																	
36	35	bikram yo	us	48	250	1.1		bikram yo	#####	People als	600	700																	
37	36	zen yoga s	us	4	250	1.3		zen yoga	#####	People als	350	150																	
38	37	studio you	us	0	250	2	1.03	studio you	#####	Sitelinks,k	250	150																	
39	38	hot yoga s	us	48	250	4		hot yoga s	#####	Sitelinks,F	300	500																	
40	39	yoga studi	us	37	250			voga ohila	#####	Sitelinks	300	1300																	

google\_us\_yoga-studio\_matching-

Ready

100%



google\_us\_yoga-studio\_matching-terms\_2022-03-31\_11-00-16.xlsx

Search

Dave Collins

FileHomeInsertPage LayoutFormulasDataReviewViewDeveloperHelpSeoToolsASAP Utilities

Default

KeepExitNewOptions

NormalPage BreakPreviewPage LayoutCustom Views

☒ Ruler☒ Formula Bar☒ Gridlines☒ Headings

Zoom100%Zoom to Selection

New WindowArrange AllFreeze PanesSplitHideUnhide

View Side by SideSynchronous ScrollingReset Window Position

Switch Windows

Macros

Sheet ViewWorkbook ViewsShowZoomWindow

B2

X

✓

f<sub>x</sub>

=C2\*C2/B2

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
1	Keyword	Difficulty	Volume	Combined score																				
2	yoga studio	71	48000	=C2*C2/B2																				
3	yoga studio near me	49	15000																					
4	stacked stunner skylar vox screwed good in a yoga studio	0	2400																					
5	hot yoga studio	27	1100																					
6	the yoga studio	40	1000																					
7	home yoga studio	12	700																					
8	open doors yoga studio	20	700																					
9	studio one yoga	11	700																					
10	harlem yoga studio	0	600																					
11	hot asana yoga studio	3	600																					
12	the studio yoga	24	500																					
13	little yoga studio	2	500																					
14	dallas yoga studio	24	450																					
15	stacked stunner skylar vox screwed good in yoga studio	0	450																					
16	flow yoga studio	42	450																					
17	the little yoga studio	10	400																					
18	yoga studio design	12	350																					
19	yoga studio decor	4	350																					
20	breathe yoga studio	27	350																					
21	nectar yoga studio	0	350																					
22	studio b yoga	22	300																					
23	dragonfly yoga studio	30	300																					
24	kula yoga studio	26	300																					
25	om yoga studio	26	300																					
26	namaste yoga studio	22	300																					
27	home yoga studio ideas	7	300																					
28	yoga studio indianapolis	9	300																					
29	studio 34 yoga	0	300																					
30	yoga studio app	60	300																					
31	orange county yoga studio	6	250																					
32	yoga studio nyc	13	250																					
33	yoga studio miami	6	250																					
34	lotus yoga studio	27	250																					
35	skylar vox yoga studio	2	250																					
36	bikram yoga studio	48	250																					
37	zen yoga studio	4	250																					
38	studio you yoga	0	250																					
39	hot yoga studio near me	48	250																					
40	yoga studio philadelphia	37	250																					

google\_us\_yoga-studio\_matching-

Point

100%



[illegible]



Other useful  
tools



# The **website auditing** tool for **SEO consultants** and **agencies**

Sitebulb isn't just a website crawler. It analyses data from an SEO perspective, guiding you through the process of delivering actionable website audits to your clients.

**Try Sitebulb for Free**

 (and we'll plant a tree)

★★★★★ 4.8



Trusted and loved by 4,000+ SEOs across the globe.



**21,604**  
Trees Planted



**598.6** tonnes  
CO2 Reduced

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At Sitebulb, we try to do the right thing by supporting the people, initiatives and causes that matter to us. One of those causes is the global climate crisis.

Every month we invest in projects to offset the carbon footprint of the Sitebulb team, and the energy used by our users' computers when running SEO audits. We also plant trees for every person that takes a free Sitebulb trial or subscribes to our newsletter.



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Additional users are only \$7 per month. No minimum term.

Monthly



Yearly



**Lite** 1 User

**\$13.50** /month

Users

10,000 URLs per audit

Ideal for freelancers, startups, website owners and web agencies.

All plans get:

- ✓ Basic SEO Audit
- ✓ 138 Hints
- ✓ Basic PDF Reports
- ✓ Audit Scores
- ✓ Duplicate Content
- ✓ JavaScript Crawling
- ✓ Crawl Maps

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Most Popular

**Pro** 1 User

**\$35** /month

Users

500,000\* URLs per audit

Perfect for SEO professionals, consultants and digital marketing agencies.

Everything in Lite plus:

- ✓ Advanced SEO Audit
- ✓ 315 Hints
- ✓ Customized PDF Reports
- ✓ Compare Audits & History
- ✓ Page Speed & Mobile Friendly
- ✓ Front-end & Code Coverage
- ✓ Search Console Keywords

[Compare Features](#)

[Buy Now](#)





# The browser built by Google

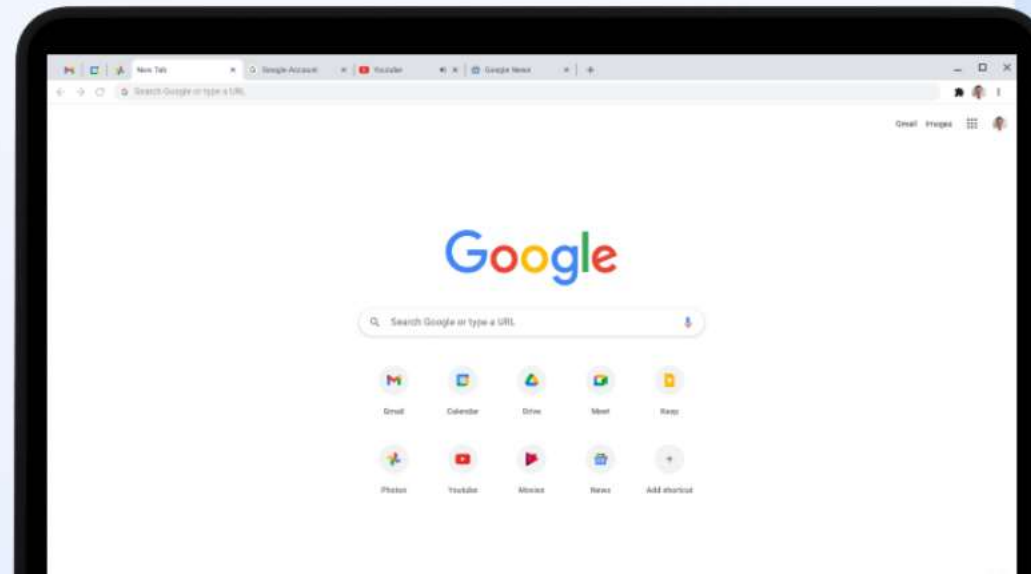
Download Chrome

[I want to update Chrome →](#)

For Windows 11/10/8.1/8/7 64-bit.

☒ Help make Google Chrome better by automatically sending usage statistics and crash reports to Google. [Learn more](#)

By downloading Chrome, you agree to the [Google Terms of Service](#) and [Chrome and Chrome OS Additional Terms of Service](#)

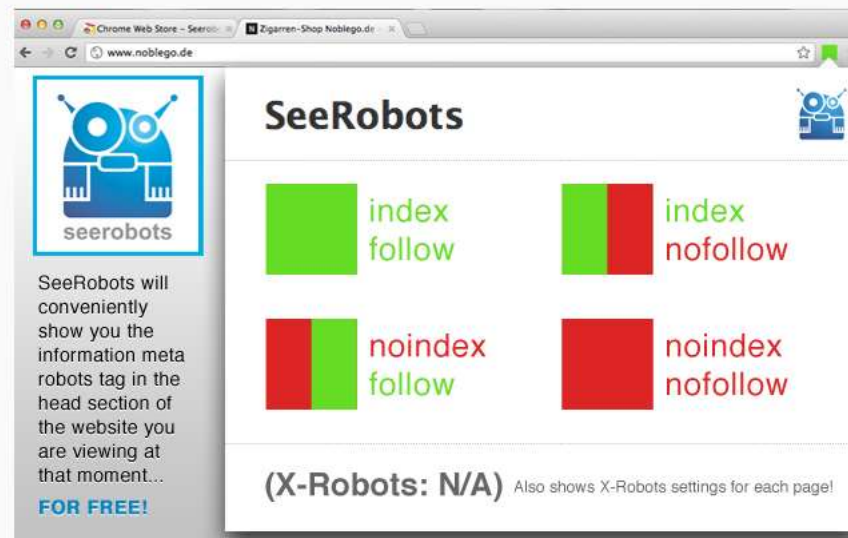




[Home](#) > [Extensions](#) > Seerobots

## Seerobots

Offered by: claneo-chrome-extensions

★★★★★ 26 | [Developer Tools](#) | 10,000+ users[Remove from Chrome](#)[Overview](#)[Privacy practices](#)[Reviews](#)[Support](#)[Related](#)

### Overview

Compatible with your device

SeeRobots conveniently displays the meta robots information of the

### Additional Information

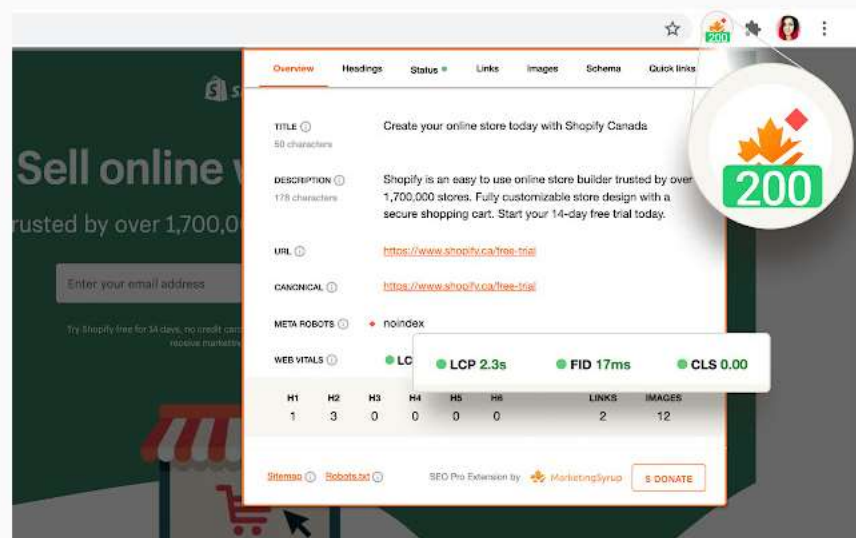
[Website](#)[Report abuse](#)

Version




[Home](#) > [Extensions](#) > SEO Pro Extension

## SEO Pro Extension

Offered by: [marketingsyrup.com](#)★★★★★ 48 | [Developer Tools](#) | 20,000+ users[Remove from Chrome](#)[Overview](#)[Privacy practices](#)[Reviews](#)[Support](#)[Related](#)

### Overview

 Compatible with your device

This SFO tool is a free extension for Google Chrome browser. It helps you

### Additional Information

[Website](#) [Report abuse](#)

Version



Home > Extensions > Alt Text Tester



## Alt Text Tester

Offered by: Chitranjan Jaiswal

★★★★★ 48 | [Developer Tools](#) | 20,000+ users

Remove from Chrome

Overview

Privacy practices

Reviews

Support

Related



### Overview

Compatible with your device

Alt Text Tester Used to Show Alternate Text of Image on Hover. We Can

### Additional Information

[Report abuse](#)

Version



About 3,920,000 results (0.39 seconds)

<https://pagespeed.web.dev>

## PageSpeed Insights

Make your web pages fast on all devices ; More on **PageSpeed Insights**What's newDocumentationLearn about Web PerformanceAsk questions on Stack OverflowMailing list.

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<https://developers.google.com/speed>

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<https://developers.google.com/speed/docs/about>

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Is Google PageSpeed insights free?



Is PageSpeed Insights reliable?

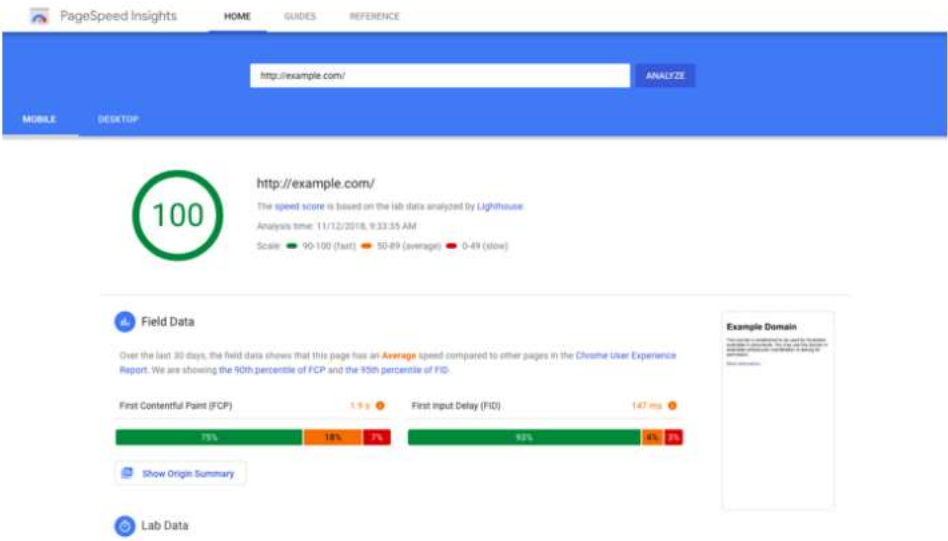




Tools and information to help you build high performance web sites.

Google is committed to advancing racial equity for Black communities. [See how.](#)

# Analyze and optimize your website with PageSpeed tools



## Analyze with PageSpeed Insights

Get your PageSpeed score and use PageSpeed suggestions to make your web site faster through our online tool.

[Run Insights](#) [Read docs](#)

## Leverage Google's infrastructure

### Speed up your browsing with Google Public DNS

Leverage Google Public DNS to improve security and speed of your browsing experience.



## Speed up with the PageSpeed Modules

Run the open source PageSpeed Modules on your Apache or Nginx server to automatically rewrite and optimize resources on your web site.

[Learn more about the PageSpeed Modules](#)

### Offload popular open-source libraries


Speed up your site by using Google's infrastructure to serve the most popular, open-source JavaScript libraries.



Analyze

Mobile

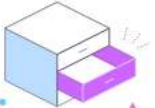
Desktop




Discover what your real users are experiencing  
Learn how your site has performed, based on data from your actual users around the world.

This URL

Origin



No data found.  
The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this page.



Diagnose performance issues  
See detailed analysis and recommendations from loading your site in a simulated environment.

This URL

<https://adelineyoga.com/>

35

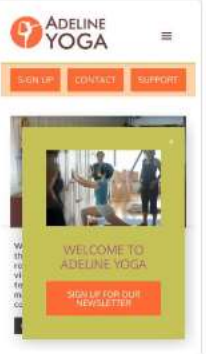
Performance

Values are estimated and may vary. The [performance score](#) is calculated directly from these metrics. [See calculator.](#)

▲ 0-49

■ 50-89

● 90-100



METRICS


Expand view



Analyze

Mobile

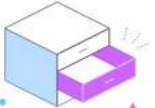
Desktop




Discover what your real users are experiencing  
Learn how your site has performed, based on data from your actual users around the world.

This URL

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This URL

<https://adelineyoga.com/>




Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0-49

■ 50-89


● 90-100



METRICS

Expand view





# *Finding Your Keywords !!*



B2	▼	⋮	✕	✓	$f_x$	=C2*C2/B2
----	---	---	---	---	-------	-----------

[illegible]

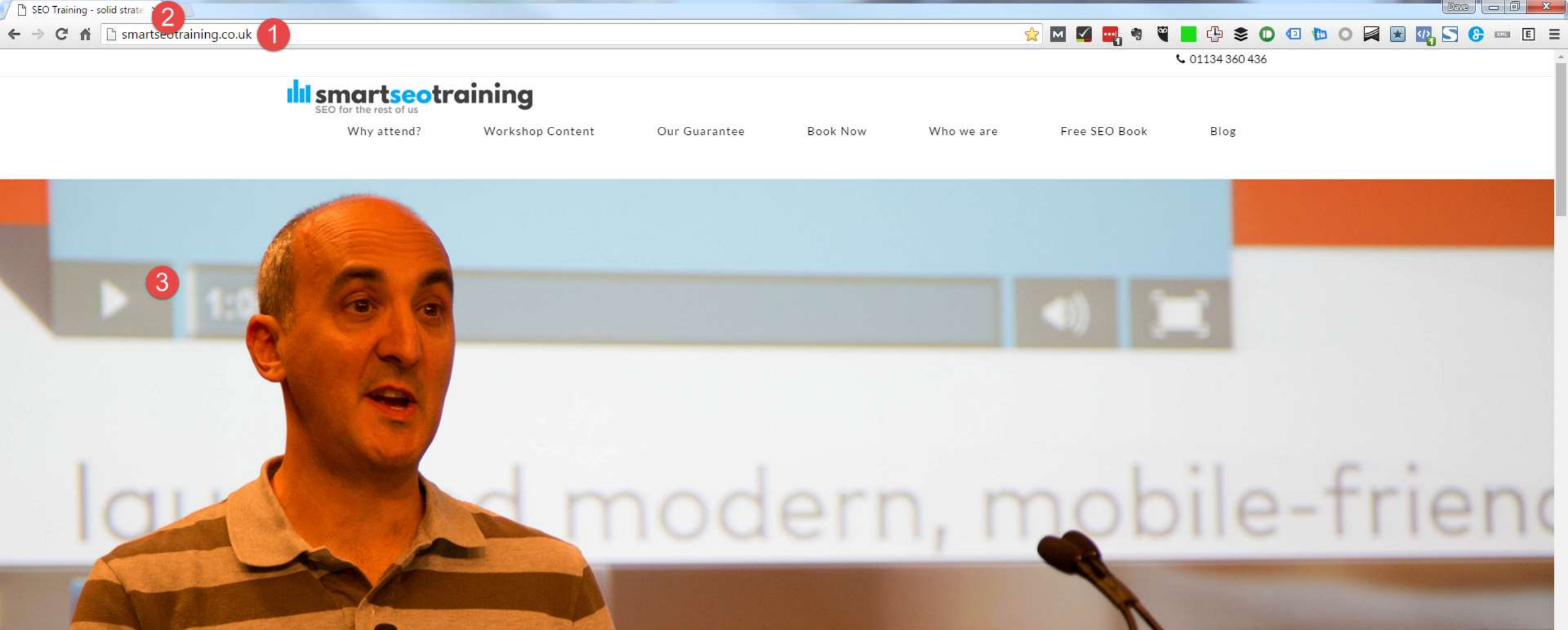


KEYWORDS



**how to use them**





## 4 SEO Training – get your business noticed on Google

### 5 Learn SEO with Dave Collins

6 Most of us go to work each day to make customers happy, do interesting work and to make some money along the way. Few of us come to work to worry about our search engine rankings. Most of us don't even care about SEO – until our traffic from Google dries up.

Yes, we all know that it is important that potential customers can find us on the web, that when they put in common search terms for our sector such as: "Lawyer – Manches

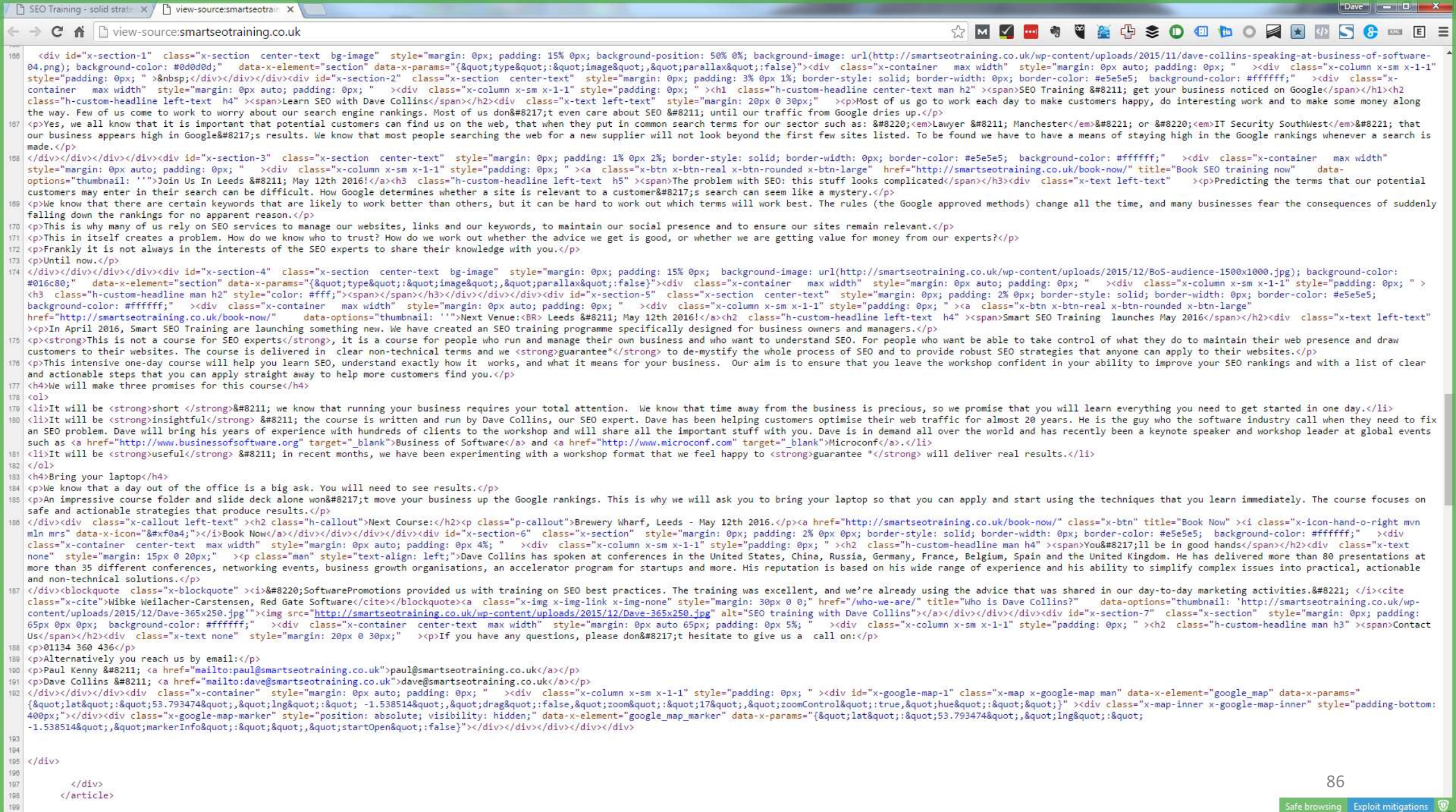
Instant SEO diagnosis!



```
view-source:smartseotraining.co.uk
<meta charset="UTF-8">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<title>SEO Training - solid strategies that just work</title>
<link rel="pingback" href="http://smartseotraining.co.uk/xmlrpc.php">
<!-- This site is optimized with the Yoast SEO plugin v3.1.2 - https://yoast.com/wordpress/plugins/seo/ -->
<meta name="description" content="SEO training for your business - non technical, highly effective and 100% safe. Don't pay for SEO services - learn the skills yourself and retain control."/>
<meta name="robots" content="noodp"/>
<link rel="canonical" href="http://smartseotraining.co.uk/" />
<meta property="og:locale" content="en_GB" />
<meta property="og:type" content="website" />
<meta property="og:title" content="SEO Training - get your business noticed on Google" />
<meta property="og:description" content="This is not a course for SEO experts, it is a course for people who run and manage their own business and who want to understand SEO. For people who want be able presence and draw customers to their websites. The course is delivered in clear non-technical terms and we guarantee* to de-mystify the whole process of SEO and to provide robust SEO strategies that anyo">
<meta property="og:url" content="http://smartseotraining.co.uk/" />
<meta property="og:site_name" content="Smart SEO Training" />
<script type="application/ld+json">{"@context":"http://schema.org","@type":"WebSite","url":"http://smartseotraining.co.uk/","name":"Smart SEO Training","potentialAction":{"@type":"SearchAction","tar
{search_term_string"},"query-input":{"required_name=search_term_string"}}}</script>
<script type="application/ld+json">{"@context":"http://schema.org","@type":"Person","url":"http://smartseotraining.co.uk/","sameAs":[],"name":"Dave Collins"}</script>
<!-- / Yoast SEO plugin. -->

<link rel="alternate" type="application/rss+xml" title="Smart SEO Training &#8211; Feed" href="http://smartseotraining.co.uk/feed/" />
<link rel="alternate" type="application/rss+xml" title="Smart SEO Training &#8211; Comments Feed" href="http://smartseotraining.co.uk/comments/feed/" />
<script type="text/javascript">
    window._wpemojiSettings = {"baseUrl":"https://s.w.org/images/core/emoji/72x72/", "ext":".png", "source":{"concatemoji":"http://smartseotraining.co.uk/wp-includes/js/wp-emoji-
!function(a,b,c){function d(a){var c,d=b.createElement("canvas"),e=d.getContext&&d.getContext("2d"),f=String.fromCharCode;return e&&e.fillText?(e.textBaseline="top",e.font="600 32
(e.fillText(f(55356,56806,55356,56826),0,0),d.toDataURL().length>3e3):"diversity"===a?(e.fillText(f(55356,57221),0,0),c=e.getImageData(16,16,1,1).data.toString(),e.fillText(f(55356,57221,55356,57343),0,0
("simple"===a?e.fillText(f(55357,56835),0,0):e.fillText(f(55356,57135),0,0),0!==e.getImageData(16,16,1,1).data[0])):!1}function e(a){var c=b.createElement("script");c.src=a,c.type="text/javascript",b.get
f,g;c.supports={simple:d("simple"),flag:d("flag"),unicode8:d("unicode8"),diversity:d("diversity")},c.DOMReady=!1,c.readyCallback=function(){c.DOMReady=!0},c.supports.simple&&c.supports.flag&&c.supports.u
{c.readyCallback()},b.addEventListener?(b.addEventListener("DOMContentLoaded",g,!1),a.addEventListener("load",g,!1)):(a.attachEvent("onload",g),b.attachEvent("onreadystatechange",function(){"complete"===
{}},f.concatemoji?f.concatemoji:f.wpemoji&&f.twemoji&&(e(f.twemoji),e(f.wpemoji)))}(window,document,window._wpemojiSettings);
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<style type="text/css">
img.wp-smiley,
img.emoji {
    display: inline !important;
    border: none !important;
    box-shadow: none !important;
    height: 1em !important;
    width: 1em !important;
    margin: 0 .07em !important;
    vertical-align: -0.1em !important;
    background: none !important;
    padding: 0 !important;
}
</style>
<link rel="stylesheet" id="open-sans-css" href="https://fonts.googleapis.com/css?family=Open+Sans%3A300italic%2C400italic%2C600italic%2C300%2C400%2C600&#038;subset=latin%2Clatin-ext&#038;ver=4.4.2" type="text/css" media="all" />
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<link rel="stylesheet" id="admin-bar-css" href="http://smartseotraining.co.uk/wp-includes/css/admin-bar.min.css?ver=4.4.2" type="text/css" media="all" />
<link rel="stylesheet" id="boxes-css" href="http://smartseotraining.co.uk/wp-content/plugins/wordpress-seo/css/adminbar-302.min.css?ver=3.1.2" type="text/css" media="all" />
<link rel="stylesheet" id="x-stack-css" href="http://smartseotraining.co.uk/wp-content/themes/x/framework/css/dist/site/stacks/icon.css?ver=4.4.1" type="text/css" media="all" />
<link rel="stylesheet" id="x-google-fonts-css" href="//fonts.googleapis.com/css?family=Lato%3A400%2C400italic%2C700%2C700italic%7CDroid+Sans%3A700&#038;subset=latin%2Clatin-ext&#038;ver=4.4.1" type="text/css" media="all" />
```

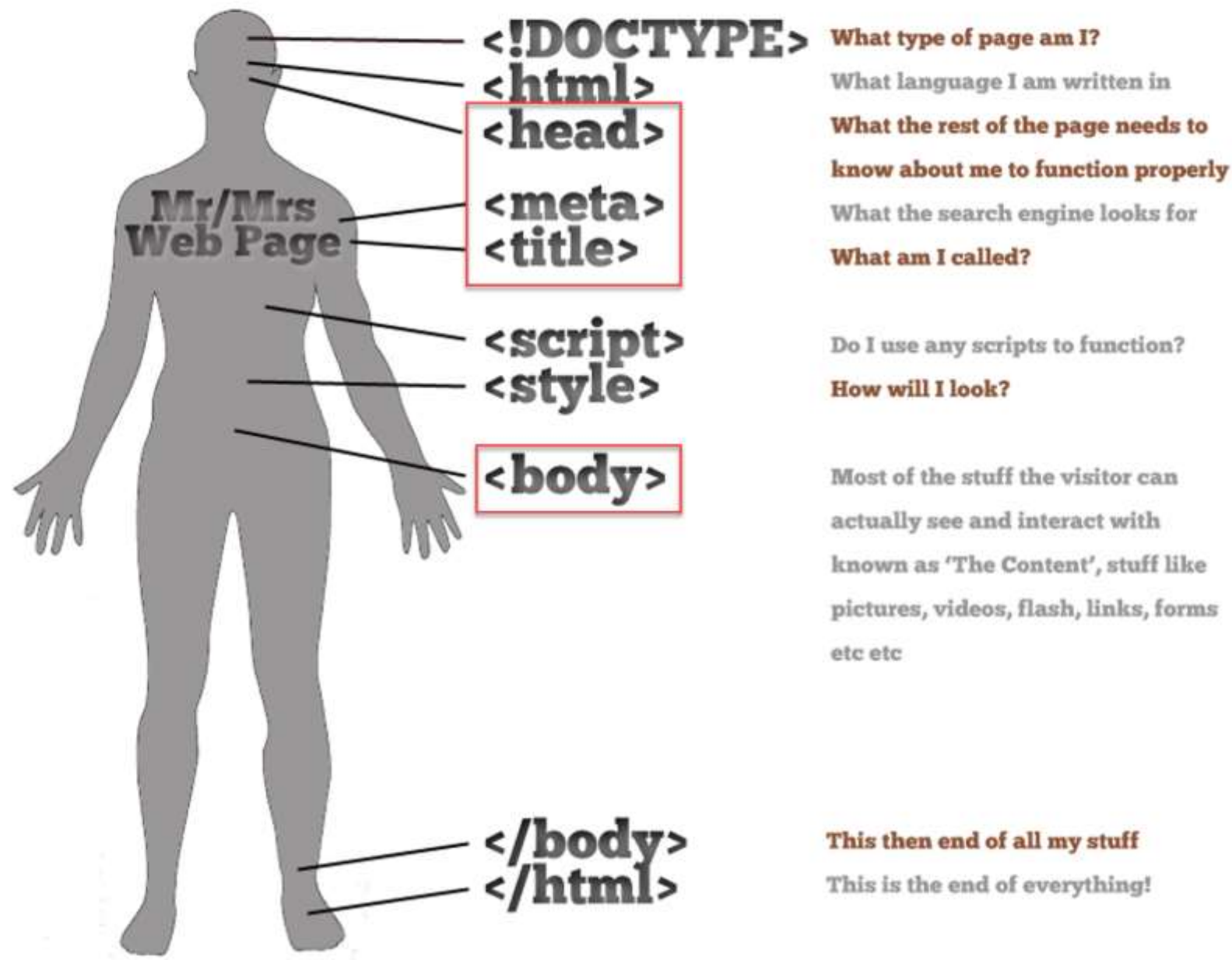






# Anatomy Of A Web Page

'Anatomy' from the greek for "examine the structure"





page title



~ 50 - 60  
characters



# Better Results From Google

598 clients. 48 countries. 22 years.



SEO



GOOGLE ADS



WEBSITE



TRAINING



CONSULTATION

---

"SoftwarePromotions know their stuff, deeply. It's truly a pleasure to work with them. I have recommended their services to lots of people, it simply pays for itself."

Peldi, Founder and CEO [Balsamiq Studios](#)





SUMMARY

Headers

Images

Links

Social

Tools

Ads 2

Title ?

Digital Marketing - results you can measure

43 characters

Description ?

Online marketing experts in AdWords and SEO, with over 18 years experience. Our clients love us - see why. Digital Marketing that just works.

141 characters

Keywords ?

Keywords are missing!

URL ?

https://www.softwarepromotions.com/

Canonical ?

https://www.softwarepromotions.com/

Robots Tag ?

Robots meta tag is not defined.

Author ?

Author is missing.

Publisher ?

Publisher is missing.

Lang ?

en-US

H1

H2

H3

H4

H5

H6 ?

Images ?

Links ?

2

11

8


0

0

1

62

53

 ?
 

[Robots.txt ?](#)
[Sitemap.xml ?](#)



Yoast SEO Premium

?

Need help?

Snippet Preview

Digital Marketing - results you can measure

https://www.softwarepromotions.com

Online marketing experts in AdWords and SEO, with over 18 years experience. Our clients love us - see why. Digital Marketing that just works.

Edit snippet

Cornerstone content

Page Settings

Here you will find various options you can use to create different page layouts and styles.

Body CSS Class(es)

Add a custom CSS class to the <body> element. Separate multiple class names with a space.

Alternate Index Title

Filling out this text input will replace the standard title on all index pages (i.e. blog, category archives, search, et cetera) with this one.

Disable Page Title

Select to disable the page title. Disabling the page title provides greater stylistic flexibility on individual pages.

☐

0

Need help? Use the Help tab above the screen title.

Append a Ninja Form

-- None

Featured Image

[Set featured image](#)



About 34,700 results (0.84 seconds)

## Funnel.io Marketing Software | Get Data From 400+ Sources

[Ad](#) [www.funnel.io/Marketing/Software](https://www.funnel.io/Marketing/Software) ▼

Your One Stop **Marketing Software** For Dashboards And Data Uploads. Book a demo!

[Google Analytics Upload](#) · [Google Data Studio](#) · [Funnel for Agencies](#) · [Funnel per E-Commerce](#)

## Unify Digital Marketing | Build the Workflows You Need | tray.io

[Ad](#) [www.tray.io/marketing/metrics](https://www.tray.io/marketing/metrics) ▼

Connect any app & create new workflows to enhance productivity. No dev required. Starting at \$595/mo. Unlimited users. Unlimited connectors. Automate Any Process. Dev Friendly Capabilities.

[Request a Demo](#) · [Connect Your Entire Stack](#) · [Editions and Pricing](#) · [Automate Your Processes](#)

[Standard](#) - from US\$595.00/mo - [Get A Demo](#) · [More](#) ▼

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"SoftwarePromotions know their stuff, deeply. It's truly a ... **We can** teach you and your team how to handle all aspects of your own SEO. Efficiently ...

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## Access softwarepromotions.com. Digital Marketing - results you can ...

<https://www.accessify.com/s/softwarepromotions.com> ▼

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<https://website.informer.com/softwarepromotions.com> ▼

17 Jul 2018 - Softwarepromotions.com. **Digital Marketing - results you can measure**. Visit softwarepromotions.com. Overall rating: ...





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[softwarepromotions.com.websiteoutlook.com/](https://softwarepromotions.com.websiteoutlook.com/) ▼

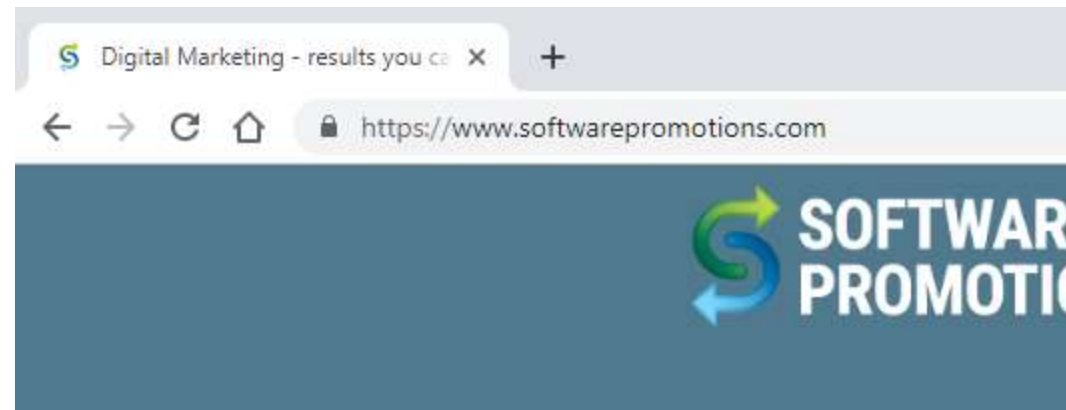
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A **copywriting** agency is a business that provides writing and editing services to businesses and other organizations. Like individual **copywriters**, **copywriting** agencies may offer writing on a for-hire or per-project basis.

### [Copywriting agency - Wikipedia](#)

[https://en.wikipedia.org/wiki/Copywriting\\_agency](https://en.wikipedia.org/wiki/Copywriting_agency)


 About this result  Feedback

#### People also ask

What exactly does a copywriter do? 

What is a copywriter job description? 

What is a copywriter salary? 

What skills do you need to be a copywriter? 

[Feedback](#)

### What Is Copywriting?

<https://www.davetalks.com/articles/copywriting-for-developers/> 

DaveTalks about software marketing ... So website **copywriting** is about writing persuasive and promotional text that ... Really good **copywriting** will even convince them that they have a problem without having previously been aware of it.

### Copywriting: Its Definition, Purpose (and Skills You Need)

<https://kopywritingcourse.com/what-is-copywriting/> 

**Copywriting** is re-arranging words to make things sell better. It is a text form of salesmanship. But there's a lot more to it than that.

Missing: [davetalks](#) | Must include: [davetalks](#)

### What is Copywriting? What Does A Copywriter Do? Get the Answers...

<https://www.awai.com/what-is-copywriting/> 

A career as a freelance **copywriter** is a pretty cushy "job." You can work at home, take naps in the middle of the day, vacation a lot, and get paid really well.

Missing: [davetalks](#) | Must include: [davetalks](#)

### Copywriting agency - Wikipedia

[https://en.wikipedia.org/wiki/Copywriting\\_agency](https://en.wikipedia.org/wiki/Copywriting_agency) 

A **copywriting** agency is a business that provides writing and editing services to businesses and other organizations. Like individual **copywriters**, **copywriting** agencies may offer writing on a for-hire or per-project basis.

Missing: [davetalks](#) | Must include: [davetalks](#)





emergency plumber new milton



Sign in

All

Maps

Shopping

News

Images

More

Settings

Tools

About 223,000 results (0.59 seconds)

### Bournemouths Emergency Plumber - Call Our DrainsCo Team Now

[Ad] [www.drainsco.co.uk/Bournemouth](http://www.drainsco.co.uk/Bournemouth) 01752 648265

Bournemouth Based Drainage Company. Over 10 Years Of Experience In The Trade

Local Family Company - Very Competitive Rates - No Call Out Charges Added

Services: Quotes And Estimates, Service...

Drain Unblocking

Drain Jetting

Plumbing Services

Drain Relining

### Your Plumber® New Milton - YourPlumber.org

[Ad] [www.yourplumber.org/New-Milton](http://www.yourplumber.org/New-Milton) 01425 460854

Free Call Out In **New Milton, New Milton Plumber**, 24/7

Checkatrade approved - Gas Safe Registered - No Call Out Charge, Ever - Which? accredited

Services: Repairs and servicing, Upgrades and installation, Safety and certification, All boilers worked ...

Monthly payment options - Which? Approved - Get a free quote

### Emergency Plumbing Services - Covering Dorset & Hampshire

[Ad] [www.sanisolutions.co.uk/emergency](http://www.sanisolutions.co.uk/emergency) 07876 471846

**Plumbing** And Drainage Experts. Contact Us 24hrs, 7 Days A Week!

### The Local Emergency Plumbers. - Fast Local, No Call Out Charge

[Ad] [www.thelocalplumbers.co.uk/](http://www.thelocalplumbers.co.uk/)

**Plumbing** & Drainage Engineers On Call Now To Attend All **Emergencies** Jobs Fast.



Hours ▾





emergency plumber new milton



Sign in

All

Maps

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Images

More

Settings

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About 223,000 results (0.59 seconds)

### Bournemouths **Emergency Plumber** - Call Our DrainsCo Team Now

[Ad] [www.drainsco.co.uk/Bournemouth](http://www.drainsco.co.uk/Bournemouth) 01752 648265

Bournemouth Based Drainage Company. Over 10 Years Of Experience In The Trade

Local Family Company - Very Competitive Rates - No Call Out Charges Added

Services: Quotes And Estimates, Service...

Drain Unblocking

Drain Jetting

Plumbing Services

Drain Relining

### Your Plumber® New Milton - YourPlumber.org

[Ad] [www.yourplumber.org/New-Milton](http://www.yourplumber.org/New-Milton) 01425 460854

Free Call Out In **New Milton, New Milton Plumber**, 24/7

Checkatrade approved - Gas Safe Registered - No Call Out Charge, Ever - Which? accredited

Services: Repairs and servicing, Upgrades and installation, Safety and certification, All boilers worked ...

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### **Emergency Plumbing Services** - Covering Dorset & Hampshire

[Ad] [www.sanisolutions.co.uk/emergency](http://www.sanisolutions.co.uk/emergency) 07876 471846

**Plumbing** And Drainage Experts. Contact Us 24hrs, 7 Days A Week!

### The Local Emergency Plumbers. - **Fast** Local, No Call Out Charge

[Ad] [www.thelocalplumbers.co.uk/](http://www.thelocalplumbers.co.uk/)

**Plumbing** & Drainage Engineers **On Call Now To Attend All Emergencies Jobs Fast.**



Hours ▾



### Plumber New Milton

[www.jpplumbingandheatingservices.co.uk/plumber-new-milton/plumber-new-milton...](http://www.jpplumbingandheatingservices.co.uk/plumber-new-milton/plumber-new-milton...) ▼

At JP **Plumbing** and Heating, We provide a **dedicated 24 hour emergency** ... to a large number of domestic and commercial customers across **New Milton**, ...

### JP Plumbing and Heating - Plumbing and Heating Specialists

[jpplumbingandheatingservices.co.uk/](http://jpplumbingandheatingservices.co.uk/) ▼

We are a specialist Plumbing and Heating company based in **New Milton**. ... At JP Plumbing and Heating, we provide a **24 hour Emergency plumbing** service to ...

### Town Gas | New Forest | Hampshire | Dorset | Plumbing and Heating ...

[www.town-gas.co.uk/](http://www.town-gas.co.uk/) ▼

Town Gas, **Plumbing** and Heating **Emergencies**, Repair Plan, Landlords, Boilers, ... Ringwood, Lymington, Brockenhurst, Lyndhurst, **New Milton**, Barton-on-Sea, ...

### Plumbers in New Milton | MyBuilder

<https://www.mybuilder.com> › Find Tradesmen › UK › England › Hampshire ▼

Read reviews and hire expert Plumbers in **New Milton** for leaks, piping, toilet ... S j d **plumbing** and heating, **Plumber** in **New Milton** .... **24 hour** call out service.

### Heat Solutions UK | Quality **Emergency Plumbers in New Milton**

[www.heatsolutionsuk.co.uk/](http://www.heatsolutionsuk.co.uk/) ▼

We are Heat Solutions UK, a local **plumbing** company with plumbers in **New Milton**, Highcliffe, Lymington, Bournemouth, Poole and surrounding areas in Dorset ...

### Stephen Harris Gas Plumbing Heating

[www.stephenharris-plumbing.com/](http://www.stephenharris-plumbing.com/) ▼

Why Choose Us. We provide experienced, qualified and friendly service. We help with design, planning and installation of **new** bathroom or heating systems as ...

### Heating & Plumbing

[www.pablake-heating.co.uk/](http://www.pablake-heating.co.uk/) ▼

We are also able to offer same day boiler repairs, and **emergency** service and ongoing maintenance services. 29 Forest Oak Drive **New Milton** BH25 5NT.

### Emergency Plumber

**Ad** [www.directline.com/home-insurance](http://www.directline.com/home-insurance) ▼

4.7 ★★★★★ rating for directline.com

With Direct Line Home Plus Cover Can Your Home Insurance Do That?

Not On Comparison Sites · Three Levels Of Cover · New For Old Replacements

### 24-7 Emergency Plumber - Reliable, Affordable Local Plumber



page

description





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## Access softwarepromotions.com. Digital Marketing - results you can ...

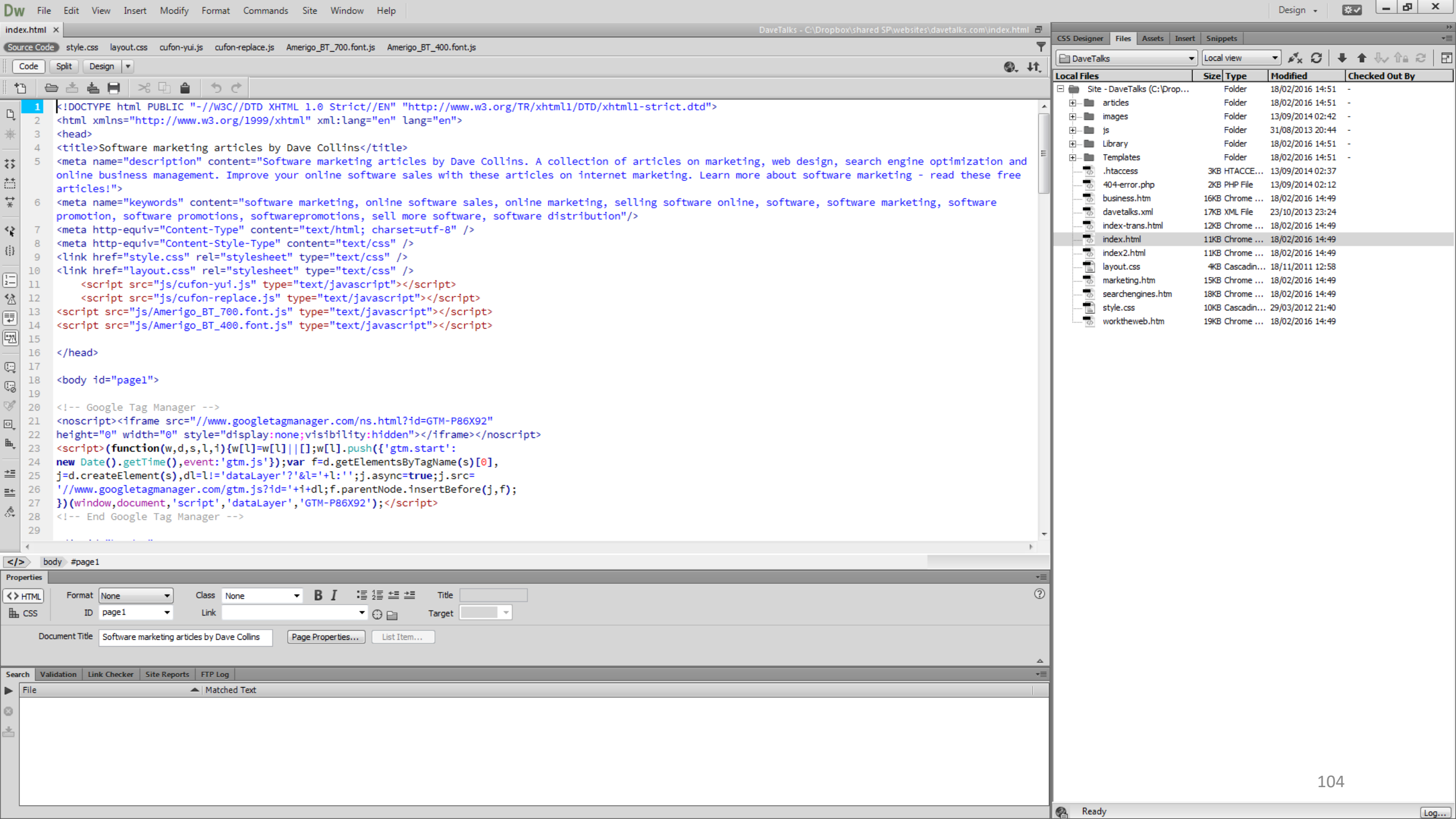
<https://www.accessify.com/s/softwarepromotions.com> ▼

**softwarepromotions.com** — **Digital Marketing - results you can measure. Online marketing** experts in AdWords and SEO, with over 18 years experience.



~ 150 - 160  
characters















keywords

META tag



DEAD



images



images:  
file name



images:

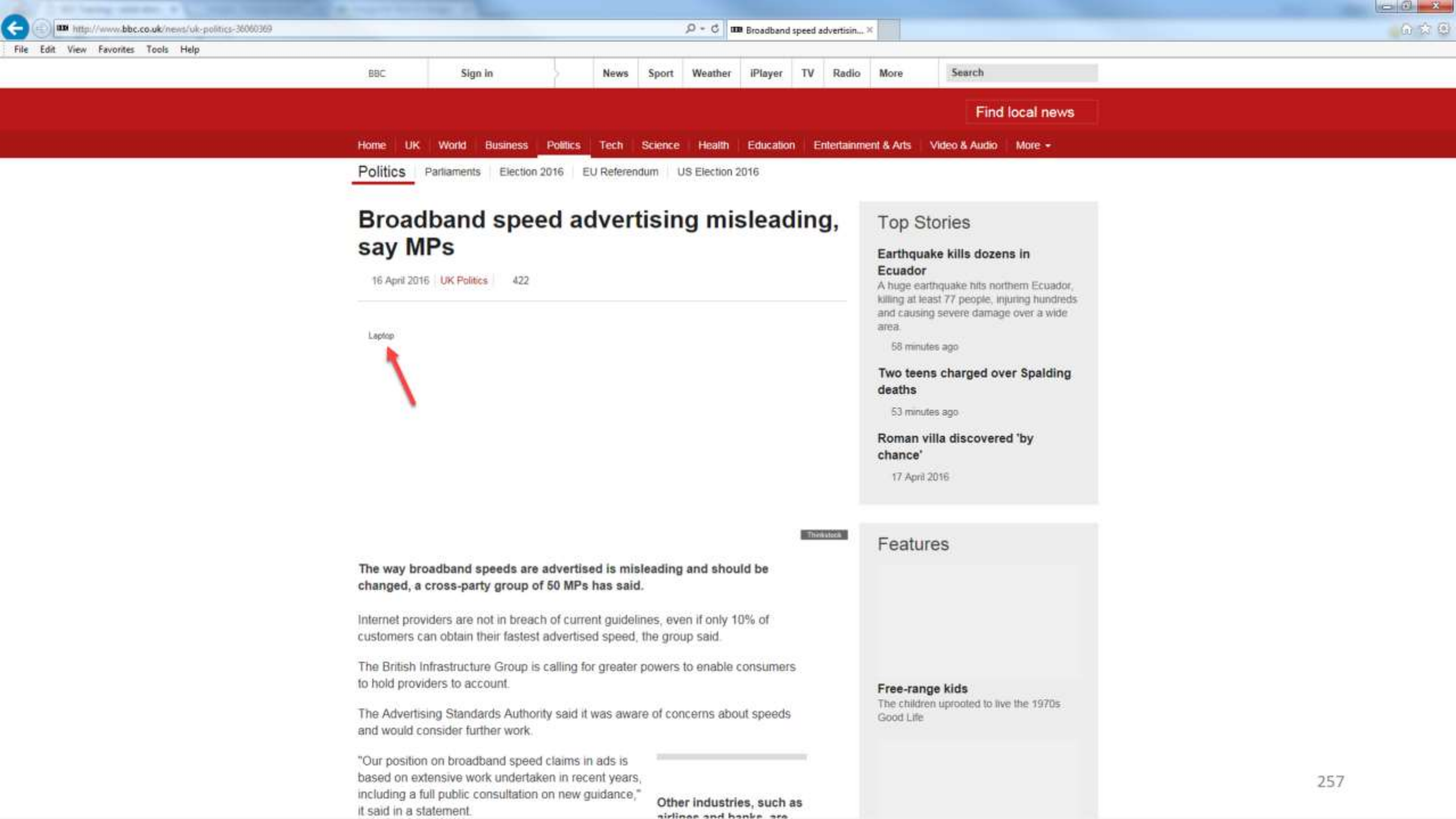
alt tag



alt =

alternative  
information





BBC

Sign in

News

Sport

Weather

iPlayer

TV

Radio

More

Search

Find local news

Home

UK

World

Business

Politics

Tech

Science

Health

Education

Entertainment & Arts

Video & Audio

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Politics

Parliaments

Election 2016

EU Referendum

US Election 2016

## Broadband speed advertising misleading, say MPs

16 April 2016 | UK Politics | 422

Laptop

The way broadband speeds are advertised is misleading and should be changed, a cross-party group of 50 MPs has said.

Internet providers are not in breach of current guidelines, even if only 10% of customers can obtain their fastest advertised speed, the group said.

The British Infrastructure Group is calling for greater powers to enable consumers to hold providers to account.

The Advertising Standards Authority said it was aware of concerns about speeds and would consider further work.

"Our position on broadband speed claims in ads is based on extensive work undertaken in recent years, including a full public consultation on new guidance," it said in a statement.

Other industries, such as airlines and banks, are

### Top Stories

#### Earthquake kills dozens in Ecuador

A huge earthquake hits northern Ecuador, killing at least 77 people, injuring hundreds and causing severe damage over a wide area.

58 minutes ago

#### Two teens charged over Spalding deaths

53 minutes ago

#### Roman villa discovered 'by chance'

17 April 2016

### Features

#### Free-range kids

The children uprooted to live the 1970s  
Good Life



images:  
title tags



page  
names





## A day of practical SEO techniques

This workshop has been designed with the Business Owner or Manager in mind. Everyone who attends the workshop will have an opportunity to work directly on their own web site to identify precisely what they can do to drive more traffic to the site.

The Workshop is divided into three parts

**Part 1 – SEO Foundations.** How SEO works, how to make sure that Google see and notice you, how to engage with your potential customers, and how to safely maximise your traffic.

**Part 2 – Putting together a plan.** Auditing a website, identifying and prioritising the main issues, creating solutions for each and mapping out the process and expectations.

**Part 3 – Over to you.** Analysing your own website, testing your new SEO techniques on the site and market place that you know best. You will also be able to test your ideas against your peers and your resident expert.

[Details of everything you need on the day.](#)

The course is highly interactive and will present the technicalities of SEO in a clear and engaging way. We hate it when people use jargon to make what

### Instant SEO diagnosis!

INSTANTLY see whether you have SEO problems or everything's fine.

The whole process will take you **less than two minutes** - and I can prove it!

GIVE ME THE FREE VIDEO

116

POWERED BY DRIP



anchors & link  
texts



**Dave Collins**

Dave is the founder of **Software Promotions**. You may have seen him teach no-nonsense SEO at Microconf and Business of Software.

[MORE BY DAVE COLLINS](#)

## 70% of SEO Is Easy. Here's What One SEO Pro Swears You Should Do to Master It.

[✓ GET FREE UPDATES HERE](#) [📁 SEO](#)

I'm going to make a couple of assumptions here.

I'm going to assume that your business is reasonably healthy.

I'm also going to assume that you don't have much by the way of spare time within your working day.

If I'm right about both of these, then here's a problem you're bound to have:

**You can and will always find plenty of reasons to leave search engine optimization (SEO) on your to-do list for perpetuity.**

After all, SEO is technical, complicated, time-consuming and potentially dangerous. The SEO

184  
SharesG+  
89f  
38

Twitter

Crown



AllImagesVideosNewsBooksMore▼Search tools

About 2,130,000,000 results (0.46 seconds)

### Don't say "click here"; not everyone will be clicking - Quality ...

<https://www.w3.org/QA/Tips/noClickHere> ▼

Don't use "click here" as link text. What a link means. When calling the user to action, use brief but meaningful link text that provides some information when ...

### Adobe Acrobat Reader DC, free PDF viewer download

<https://get.adobe.com/uk/reader/> ▼

By clicking the "Download now" button, you agree to the automatic installation of updates to Adobe Acrobat Reader DC, and to the Adobe Software Licensing ...  
Adobe Reader - Reader Distribution - Are you an IT manager or OEM?

### Why Your Links Should Never Say "Click Here" – Smashing ...

<https://www.smashingmagazine.com/.../links-should-never-say-click-here...> ▼

20 Jun 2012 - Some designers are tempted to use the words "Click here" on their links. You should know how using these words on a link can affect how ...

### Images for click here

Report images



More images for click here

### XE Currency Converter - Live Rates

[www.xe.com/currencyconverter/](http://www.xe.com/currencyconverter/) ▼

Calculate live currency and foreign exchange rates with this free currency converter. You can convert currencies and precious metals with this currency ...

### XE - The World's Trusted Currency Authority

[www.xe.com/](http://www.xe.com/) ▼

Get free live currency rates, tools, and analysis using the most accurate data. Other services include XE Trade money transfers, XE Datafeed, and more!

### Click Here Labs

[clickherelabs.com/](http://clickherelabs.com/) ▼

Click Here Labs is the digital division of The Richards Group, a privately held full-service branding agency based in Dallas, Texas. We are veterans of Internet ...

### Gmail - Google

<https://mail.google.com/> ▼

Google-owned, web-based email service provides details of storage, options and links to related services.



“hummingbird”



All

News

Images

Books

Videos

More ▾

Search tools



About 131,000,000 results (0.37 seconds)

## HPE Cloud Computing - hpe.com

Ad [www.hpe.com/](http://www.hpe.com/) ▾

Learn About The Complete Portfolio Of Cloud Products From HPE.  
Scalability & performance - Accelerate Outcomes - Quickly deliver IT  
Types: Deploy Private Cloud, Manage Multiple Clouds, Modernize Applications

## Cloud Computing Services - cisco.com

Ad [www.cisco.com/go/cloud](http://www.cisco.com/go/cloud) ▾

4.5 ★★★★★ rating for cisco.com

Accelerate New Business Services. Contact Cisco Today To Learn More!  
Networking and Cloud: An Era of Change

## The Microsoft Cloud - Thrive in Today's Complex World

Ad [www.microsoft.com/cloud](http://www.microsoft.com/cloud) ▾

Boost Manageability with the Cloud.

## Cloud Computing - Capgemini.com


Ad [www.capgemini.com/cloud-computing/](http://www.capgemini.com/cloud-computing/) ▾

Support your infrastructure with cloud computing.

# cloud computing

*noun*

the practice of using a network of remote servers hosted on the Internet to store, manage, and process data, rather than a local server or a personal computer.

Translations, word origin, and more definitions

Feedback

## Cloud computing - Wikipedia, the free encyclopedia

[https://en.wikipedia.org/wiki/Cloud\\_computing](https://en.wikipedia.org/wiki/Cloud_computing) ▾

Cloud computing, also on-demand computing, is a kind of Internet-based computing that provides shared processing resources and data to computers and other devices on demand.

Capital expenditure - Cloud computing providers - Category:Cloud infrastructure

## Images for cloud computing

Report images





## What is cloud computing? - Definition from WhatIs.com

[searchcloudcomputing.techtarget.com/definition/cloud-computing](#) ▼

While the cloud computing definition has evolved, basics remain. The three pillars of cloud – public, private and hybrid – offer benefits like elasticity, flexibility and ...  
(IaaS)? - What is private cloud - What is Platform as a Service

### In the news



#### Cloud computing is everywhere, and so are frayed nerves about security

ZDNet - 20 hours ago

A recent global survey of 1,200 IT decision makers which suggests that when it comes to ....

Cloud Computing Shift Accelerates, Reversing Recent Dip - The CIO Report

Wall Street Journal - 2 days ago

Save 94% on the Advanced Cloud Computing with AWS course bundle

Boing Boing - 2 hours ago

[More news for cloud computing](#)

## What Is Cloud Computing? PCMag.com

[www.pcmag.com](#) › ... › Networking & Communications Software ▼

17 Apr 2015 - In the simplest terms, cloud computing means storing and accessing data and programs over the Internet instead of your computer's hard drive. The cloud is just a metaphor for the Internet.

## What is Cloud Computing? Webopedia Definition

[www.webopedia.com](#) › TERM › C ▼

Cloud computing is a type of computing that relies on sharing computing resources rather than having local servers or devices to handle applications.

## Concept:Cloud Computing - Wikinvest

[www.wikinvest.com/concept/Cloud\\_Computing](#) ▼

Contents 1 =Cloud Computing 1.1 Cloud Computing Segments 1.1.1 Applications 1.1.2 Storage 1.1.3 Connectivity 1.2 Cloud Computing Deployment...

## IBM - What is cloud computing?

<https://www.ibm.com/cloud-computing/what-is-cloud-computing> ▼

Cloud computing, often referred to as simply "the cloud," is the delivery of on-demand computing resources—everything from applications to data centers—over ...

## What is Cloud Computing? - Salesforce UK

[www.salesforce.com/uk/cloudcomputing/](#) ▼

Everyone's talking about the 'cloud' - but what is cloud computing and what are the benefits? Salesforce explain why businesses are moving to the cloud.

## What is Cloud Computing? | Interoute

[www.interoute.com/cloud-article/what-cloud-computing](#) ▼

Cloud computing is a topic that many find confusing. It isn't, though, as confusing as it sounds. In fact, most of those who claim not to understand the subject are ...

## Google Cloud Computing - Build at the Speed of Google

[Ad cloud.google.com/](#) ▼

Create Simple Sites to Complex Apps



# Checklist:

- **page title**
- **page description**
- **image/s: alt & title**
- **page name**
- **anchor & link texts**
- **“Hummingbird” possibility?**
- **content!**



**EXAMPLE**



# Checklist:

- **page title**
- **page description**
- **image/s: alt & title**
- **page name**
- **anchor & link texts**
- **“Hummingbird” possibility?**
- **content**



# SEO Training – get your business noticed on Google

## Learn SEO with Dave Collins

Most of us go to work each day to make customers happy, do interesting work and to make some money along the way. Few of us come to work to worry about our search engine rankings. Most of us don't even care about SEO – until our traffic from Google dries up.

Yes, we all know that it is important that potential customers can find us on the web, that when they put in common search terms for our sector such as: “*Lawyer – Manchester*” or “*IT Security SouthWest*” that our business appears high in Google's results. We know that most people searching the web for a new supplier will not look beyond the first few sites listed. To be found we have to have a means of staying high in the Google rankings whenever a search is made.

JOIN US IN LEEDS – MAY 12TH 2016!

## The problem with SEO: this stuff looks complicated

Predicting the terms that our potential customers may enter in their search can be difficult. How Google determines whether a site is relevant to a customer's search can seem like a mystery.

We know that there are certain keywords that are likely to work better than others, but it can be hard to work out which terms will work best. The rules (the Google approved methods) change all the time, and many businesses fear the consequences of suddenly falling down the rankings for no apparent reason.

This is why many of us rely on SEO services to manage our websites, links and our keywords, to maintain our social presence and to ensure our sites remain relevant.

This in itself creates a problem. How do we know who to trust? How do we work out whether the advice we get is good, or whether we are getting value for money from our experts?

Frankly it is not always in the interests of the SEO experts to share their knowledge with you.

Until now.





Content: ● SEO training



Snippet Editor



Snippet preview

## SEO Training - solid strategies that just work

[smartseotraining.co.uk/](https://smartseotraining.co.uk/)

**SEO training** for your business - non technical, highly effective and 100% safe. Don't pay for SEO services - learn the skills yourself and retain control.

Snippet editor

SEO title

SEO Training - solid strategies that just work

Slug

Meta description

SEO training for your business - non technical, highly effective and 100% safe. Don't pay for SEO services - learn the skills yourself and retain control.

Close snippet editor



# Checklist:

- page title - YES
- page description
- image/s: alt & title
- page name
- anchor & link texts
- Hummingbird possibility?
- content






Content: ● *SEO training*



Snippet Editor




 Snippet preview

## SEO Training - solid strategies that just work

[smartseotraining.co.uk/](https://smartseotraining.co.uk/)

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 Snippet editor

SEO title

SEO Training - solid strategies that just work

Slug

Meta description

SEO training for your business - non technical, highly effective and 100% safe. Don't pay for SEO services - learn the skills yourself and retain control.

Close snippet editor



# Checklist:

- page title - YES
- page description - YES
- image/s: alt & title
- page name
- anchor & link texts
- Hummingbird possibility?
- content



File name: dave-collins-speaking-at-business-of-software-04.png

File type: image/png

Uploaded on: November 27, 2015

File size: 4 MB

Dimensions: 2424 × 1621

URL

Title

Caption

Alt Text

Description

Uploaded By Aaron Weiner

[View attachment page](#) | [Edit more details](#) | [Delete Permanently](#)



# Checklist:

- page title - YES
- page description - YES
- image/s: alt & title - YES
- page name
- anchor & link texts
- Hummingbird possibility?
- content





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Yes, we all know that it is important that potential customers can find us on the web, that when they put in common search terms for our sector such as: "Lawyer – Manches

**Instant SEO diagnosis!**



# Checklist:

- page title - YES
- page description - YES
- image/s: alt & title - YES
- page name - NO
- anchor & link texts - NOT YET
- Hummingbird possibility? - NO
- content - NO



# Checklist:

- page title - YES
- page description - YES
- image/s: alt & title - YES
- page name - NO
- anchor & link texts - NOT YET
- Hummingbird possibility? - NO
- content - NO



WHY?



# Walkthrough: how to optimise an existing page



check the page

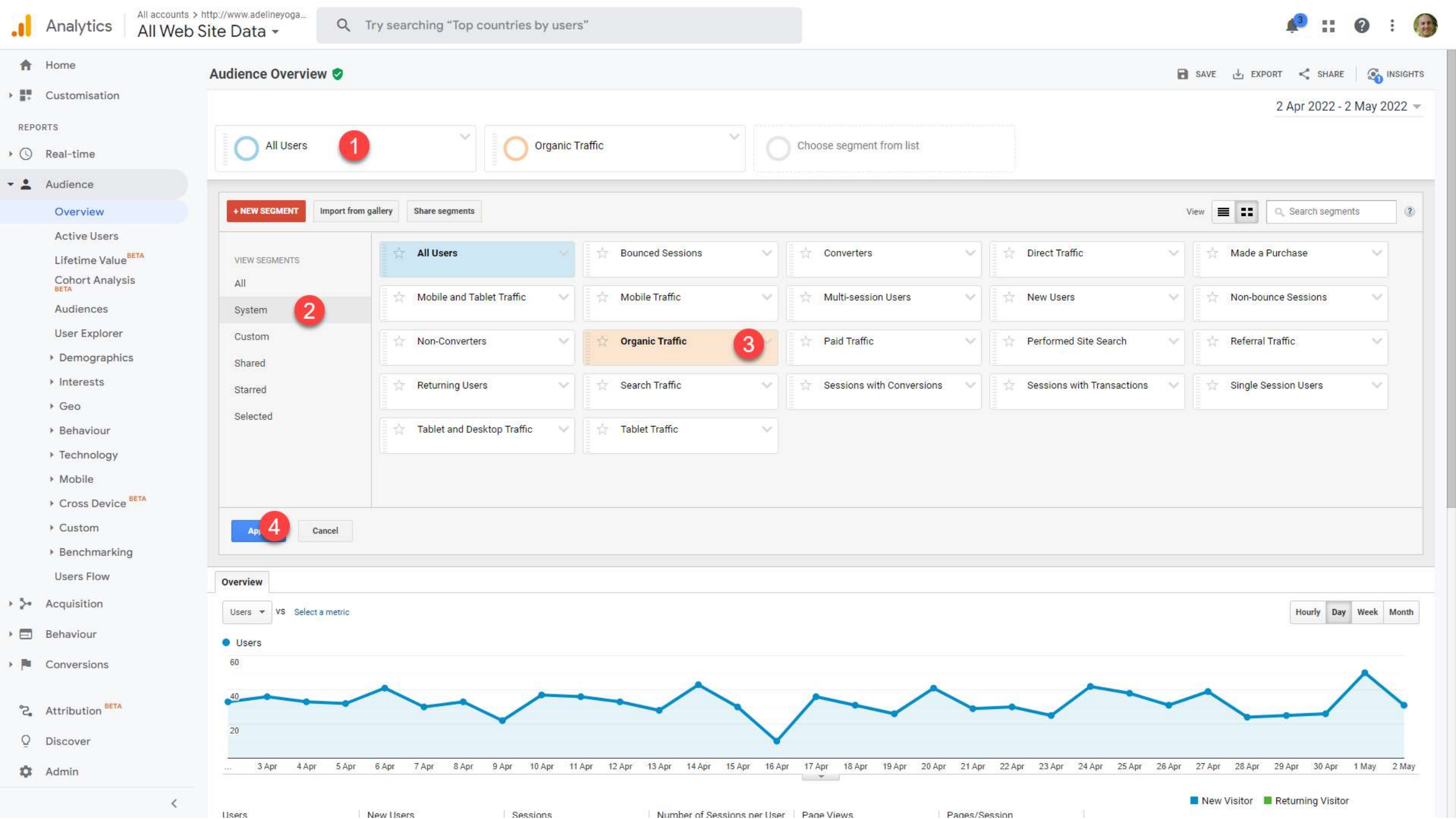


Check in Google Analytics:  
is it an organic landing page?











- Home
- Customisation
- REPORTS
- Real-time
- Audience
- Overview
- Active Users
- Lifetime Value BETA
- Cohort Analysis BETA
- Audiences
- User Explorer
- Demographics
- Interests
- Geo
- Behaviour
- Technology
- Mobile
- Cross Device BETA
- Custom
- Benchmarking
- Users Flow
- Acquisition
- Behaviour
- Conversions
- Attribution BETA
- Discover
- Admin

Audience Overview

SAVE

EXPORT

SHARE

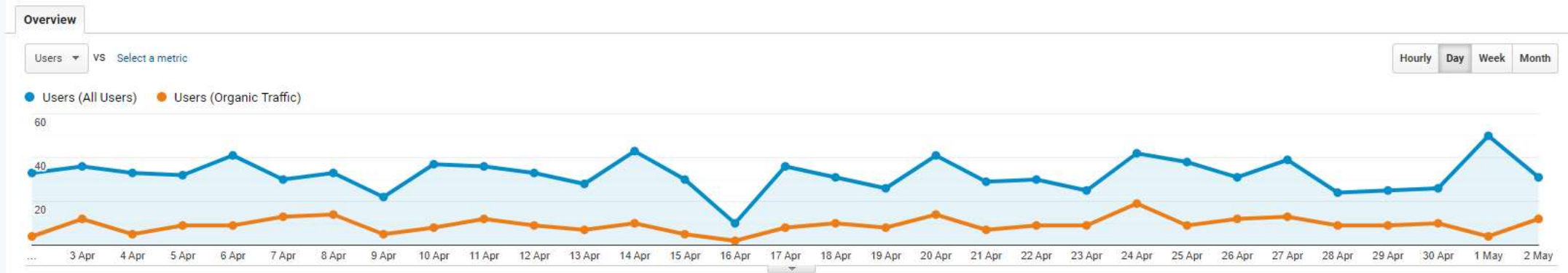
INSIGHTS

All Users  
100.00% Users

Organic Traffic  
28.64% Users

+

2 Apr 2022 - 2 May 2022



Users  
All Users  
674

Organic Traffic  
193

New Users  
All Users  
590

Organic Traffic  
169

Sessions  
All Users  
1,164

Organic Traffic  
332

Number of Sessions per User  
All Users  
1.73

Organic Traffic  
1.72

Page Views  
All Users  
1,870

Organic Traffic  
608

Pages/Session  
All Users  
1.61

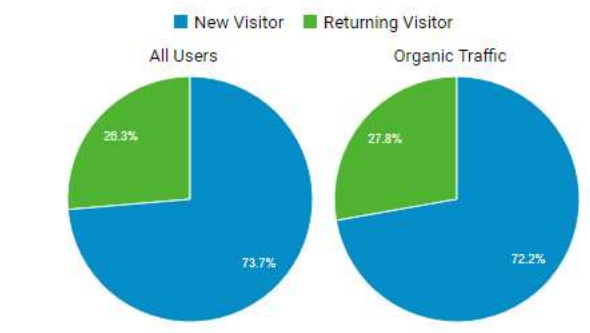
Organic Traffic  
1.83

Avg. Session Duration  
All Users  
00:01:16

Organic Traffic  
00:01:33

Bounce Rate  
All Users  
55.33%

Organic Traffic  
43.07%



Demographics		Language		Users	% Users
Language		1. en-us			
Country		All Users		610	90.24%
City		Organic Traffic		178	92.23%
System		2. en-gb			
Browser		All Users		25	3.70%



- Home
- Customisation
- REPORTS
- Real-time
- Audience
- Overview
- Active Users
- Lifetime Value BETA
- Cohort Analysis BETA
- Audiences
- User Explorer
- Demographics
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- Geo
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- Technology
- Mobile
- Cross Device BETA
- Custom
- Benchmarking
- Users Flow
- Acquisition
- Behaviour
- Conversions
- Attribution BETA
- Discover
- Admin

Audience Overview

SAVE

EXPORT

SHARE

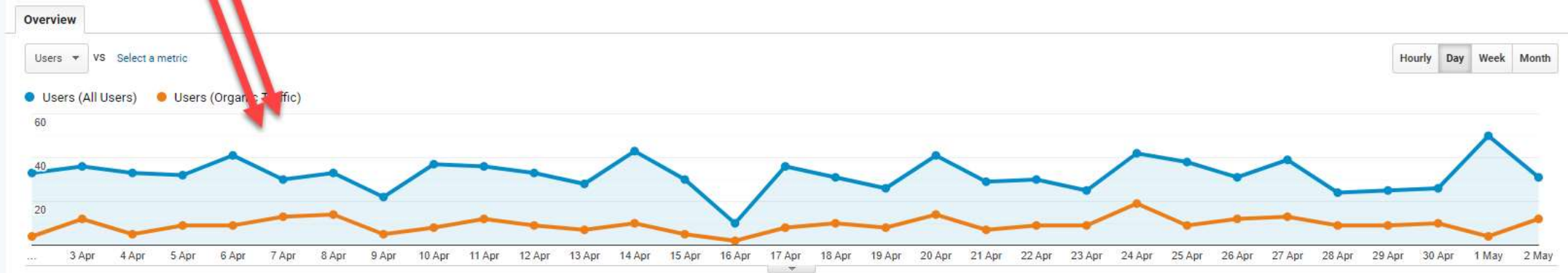
INSIGHTS

All Users  
100.00% Users

Organic Traffic  
28.64% Users

+

2 Apr 2022 - 2 May 2022



Users  
All Users  
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Organic Traffic  
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New Users  
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590

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Number of Sessions per User  
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All Users  
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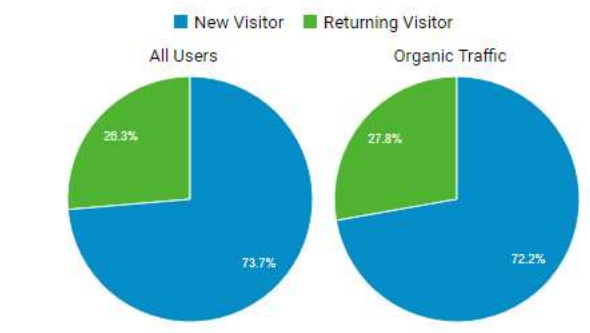
Organic Traffic  
1.83

Avg. Session Duration  
All Users  
00:01:16

Organic Traffic  
00:01:33

Bounce Rate  
All Users  
55.33%

Organic Traffic  
43.07%



Demographics

Language

	Users	% Users
1. en-us		
All Users	610	90.24%
Organic Traffic	178	92.23%
2. en-gb		
All Users	25	3.70%

System

Browser



Analytics

All accounts > http://www.adelineyoga...

All Web Site Data

Try searching "Top countries by users"

3

Home

Customisation

REPORTS

Real-time

Audience

Acquisition

Behaviour

Overview

Behaviour Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Site Speed

Site Search

Events

Publisher

Experiments

Conversions

Attribution BETA

Discover

Admin

Landing Pages

SAVEEXPORTSHAREINSIGHTS

2 Apr 2022 - 1 May 2022

Organic Traffic

28.21% Entrances

+ Add Segment

Explorer

Entrance Paths

SummarySite UsageGoal Set 1E-commerce

Sessions

VS Select a metric

Sessions

20

10

3 Apr4 Apr5 Apr6 Apr7 Apr8 Apr9 Apr10 Apr11 Apr12 Apr13 Apr14 Apr15 Apr16 Apr17 Apr18 Apr19 Apr20 Apr21 Apr22 Apr23 Apr24 Apr25 Apr26 Apr27 Apr28 Apr29 Apr30 Apr1 May

DayWeekMonth

Primary Dimension: Landing PageOther

Plot Rows

Secondary dimension

Sort Type: Default

advanced

	Landing Page	Acquisition			Behaviour			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Sign up for yoga-fundamentals-with-cynthia workshop (Goal 1 Conversion Rate)	Sign up for yoga-fundamentals-with-cynthia workshop (Goal 1 Completions)	Sign up for yoga-fundamentals-with-cynthia workshop (Goal 1 Value)
	Organic Traffic	320 % of Total: 28.29% (1,131)	50.31% Avg for View: 50.40% (-0.17%)	161 % of Total: 28.25% (570)	44.06% Avg for View: 55.44% (-20.52%)	1.81 Avg for View: 1.60 (12.81%)	00:01:32 Avg for View: 00:01:17 (20.68%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	US\$0.00 % of Total: 0.00% (US\$0.00)
	1. /	269 (84.06%)	53.90%	145 (90.06%)	41.26%	1.89	00:01:38	0.00%	0 (0.00%)	US\$0.00 (0.00%)
	2. /rates/	14 (4.38%)	0.00%	0 (0.00%)	35.71%	1.71	00:02:01	0.00%	0 (0.00%)	US\$0.00 (0.00%)
	3. /new-students/	9 (2.81%)	22.22%	2 (1.24%)	66.67%	1.44	00:01:27	0.00%	0 (0.00%)	US\$0.00 (0.00%)
	4. /pune-shorts/	5 (1.56%)	100.00%	5 (3.11%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
	5. /schedule/	5 (1.56%)	40.00%	2 (1.24%)	60.00%	2.00	00:02:20	0.00%	0 (0.00%)	US\$0.00 (0.00%)
	6. (not set)	4 (1.25%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
	7. /class-levels/	3 (0.94%)	66.67%	2 (1.24%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
	8. /event/transformation/	2 (0.62%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)
	9. /live-online-classes/	2 (0.62%)	50.00%	1 (0.62%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	US\$0.00 (0.00%)



Check in Search Console:  
is it an organic landing page?



https://adelineyoga.com/

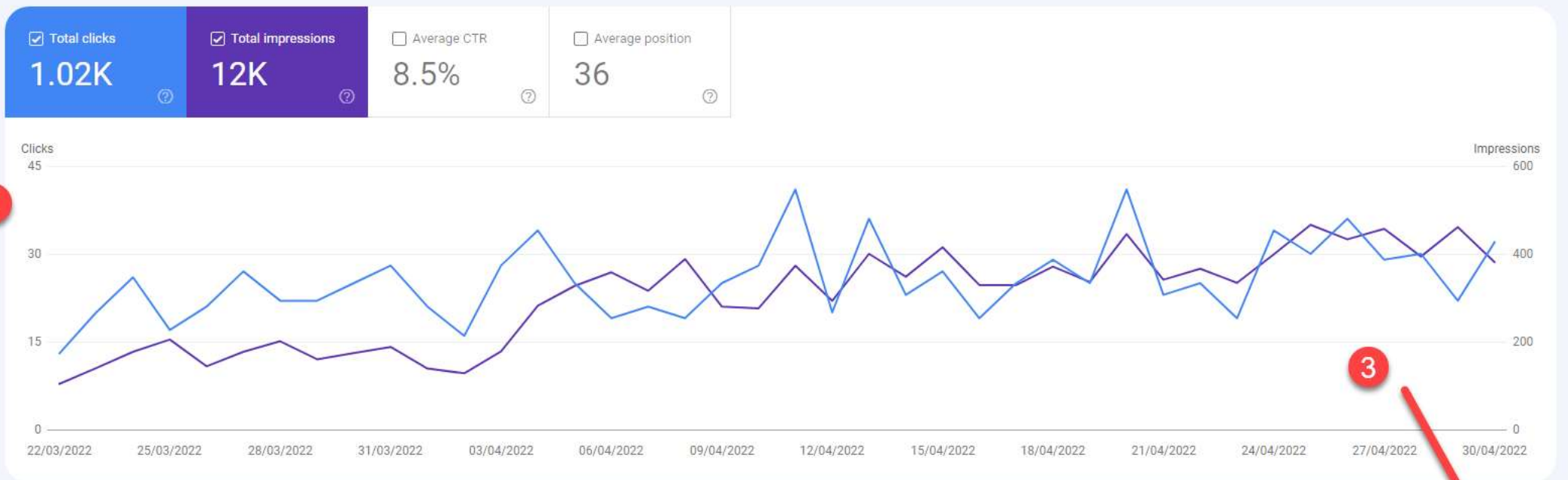
Performance

EXPORT

- Overview
- Performance
- URL inspection
- Index
  - Coverage
  - Sitemaps
  - Removals
- Experience
  - Page experience
  - Core web vitals
  - Mobile Usability
- Enhancements
  - Breadcrumbs
  - Events
  - Sitelinks searchbox
- Security & Manual Actions
- Legacy tools and reports
- Links
- Settings
- Submit feedback
- About Search Console

Search type: Web | Date: Last 3 months | + New

Last updated: 4 hours ago



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top pages					
				Clicks	Impressions
https://adelineyoga.com/				930	6,309
https://adelineyoga.com/live-online-classes/				29	4,850
https://adelineyoga.com/pune-shorts/				18	380
https://adelineyoga.com/new-students/				9	1,479



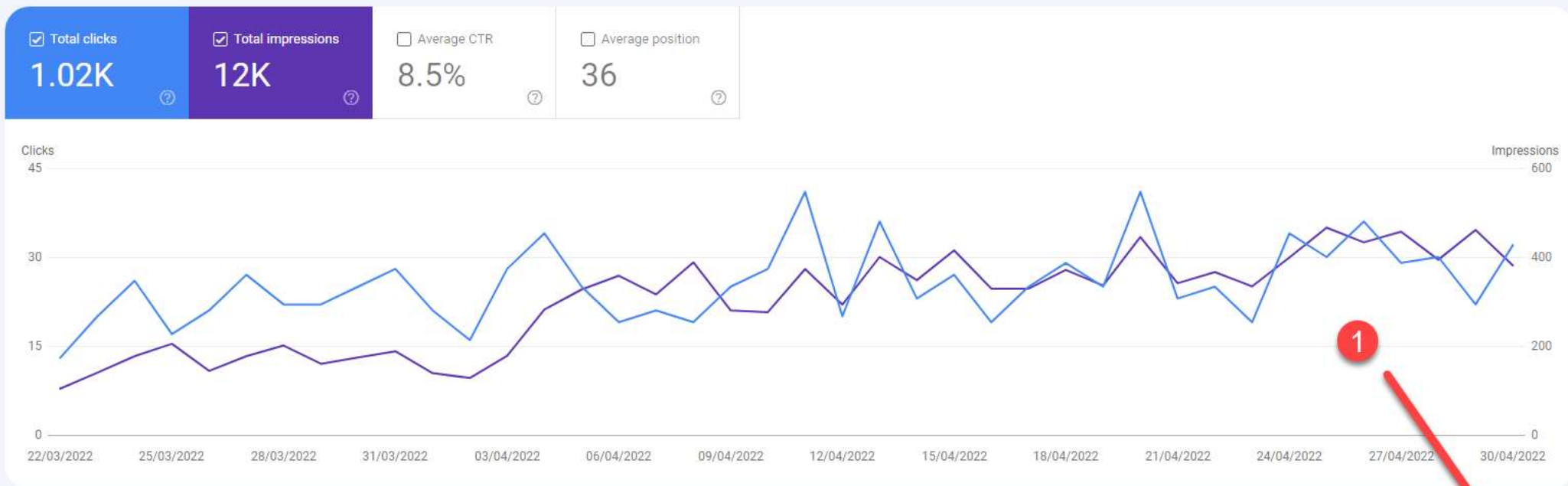
https://adelineyoga.com/

## Performance

EXPORT

Search type: Web Date: Last 3 months + New

Last updated: 4 hours ago



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Contains Filter by Top pages					1
Top pages					
https://adelineyoga.com/					
https://adelineyoga.com/live-online-classes/					29 4,850

- ☒ Top pages
- ☐ Clicks
- ☐ Impressions



Receiving **some** traffic?



https://adelineyoga....

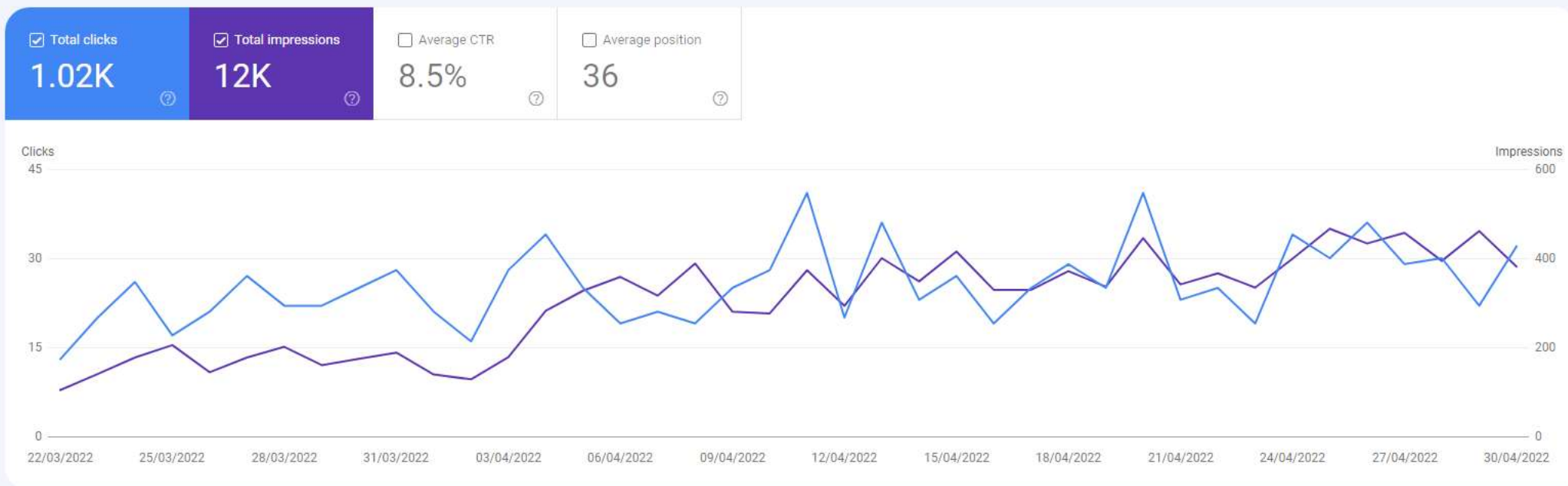
## Performance

EXPORT

- Overview
- Performance**
- URL inspection
- Index
  - Coverage
  - Sitemaps
  - Removals
- Experience
  - Page experience
  - Core web vitals
  - Mobile Usability
- Enhancements
  - Breadcrumbs
  - Events
  - Sitelinks searchbox
- Security & Manual Actions
- Legacy tools and reports
- Links
- Settings
- Submit feedback
- About Search Console

Search type: Web Date: Last 3 months + New

Last updated: 10 hours ago



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries					
adeline yoga				Clicks	Impressions
adeline yoga schedule				44	102
adeline yoga berkeley				41	54
adeline voaa studio				38	70



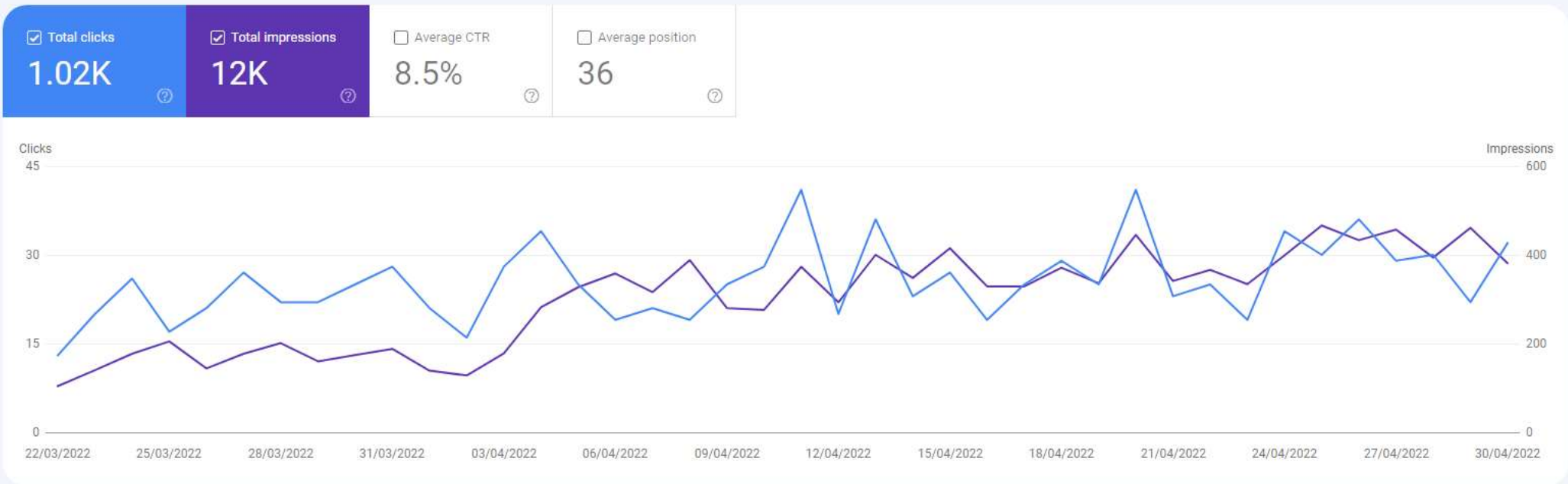
https://adelineyoga.com/

Performance

EXPORT

Search type: Web | Date: Last 3 months | + New

Last updated: 10 hours ago



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top pages					
				Clicks	Impressions
https://adelineyoga.com/				930	6,309
https://adelineyoga.com/live-online-classes/				29	4,850
https://adelineyoga.com/pune-shorts/				18	380
https://adelineyoga.com/new-students/				9	1,479



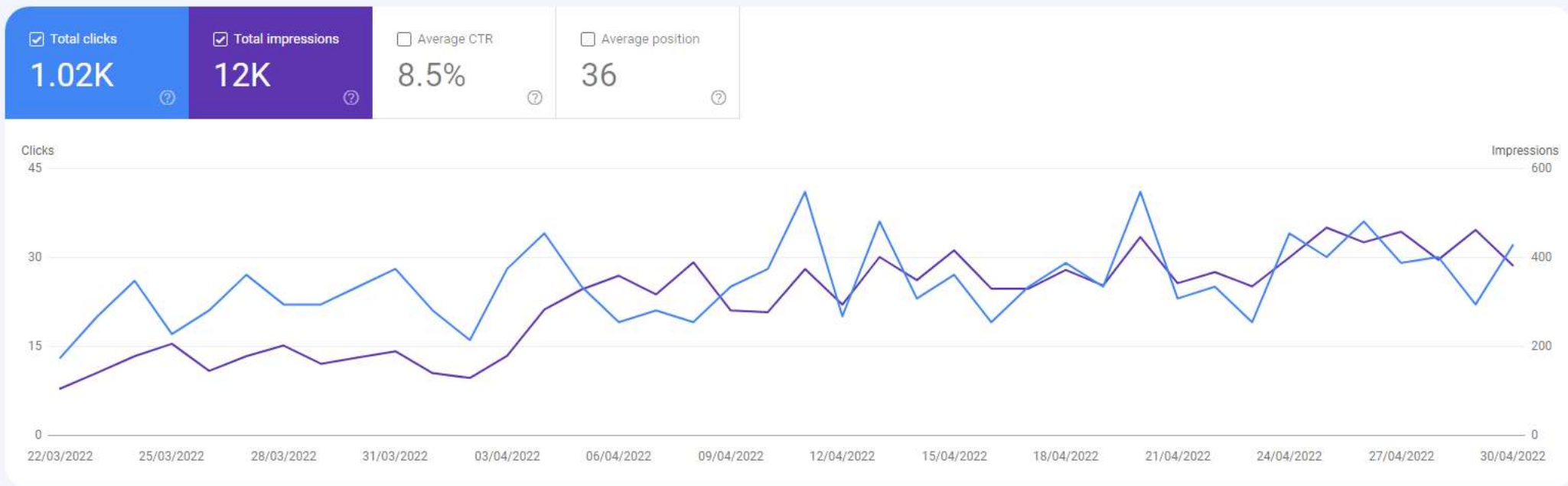
https://adelineyoga.com/

Performance

EXPORT

Search type: Web Date: Last 3 months + New

Last updated: 10 hours ago



QUERIES			PAGES		COUNTRIES		DEVICES		SEARCH APPEARANCE		DATES
Contains			Filter by Top pages								1
Top pages											2
https://adelineyoga.com/											
https://adelineyoga.com/live-online-classes/											29 4,850

☒ Top pages

☐ Clicks

☐ Impressions



https://adelineyoga.com/

## Performance

EXPORT

Search type: Web Date: Last 3 months + New

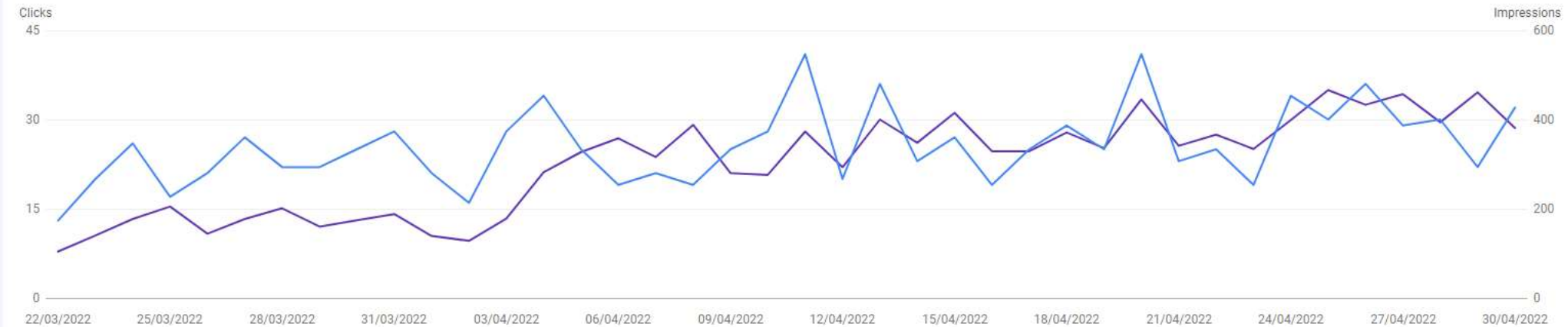
Last updated: 10 hours ago

☒ Total clicks  
**1.02K**

☒ Total impressions  
**12K**

☐ Average CTR  
**8.5%**

☐ Average position  
**36**



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
1					
Filter by Top pages					
Contains class					
DONE					
Top pages		↓ Clicks		Impressions	
https://adelineyoga.com/live-online-classes/		29		4,850	
https://adelineyoga.com/classes/		7		120	
https://adelineyoga.com/class-levels/		4		1,172	



https://adelineyoga.com/

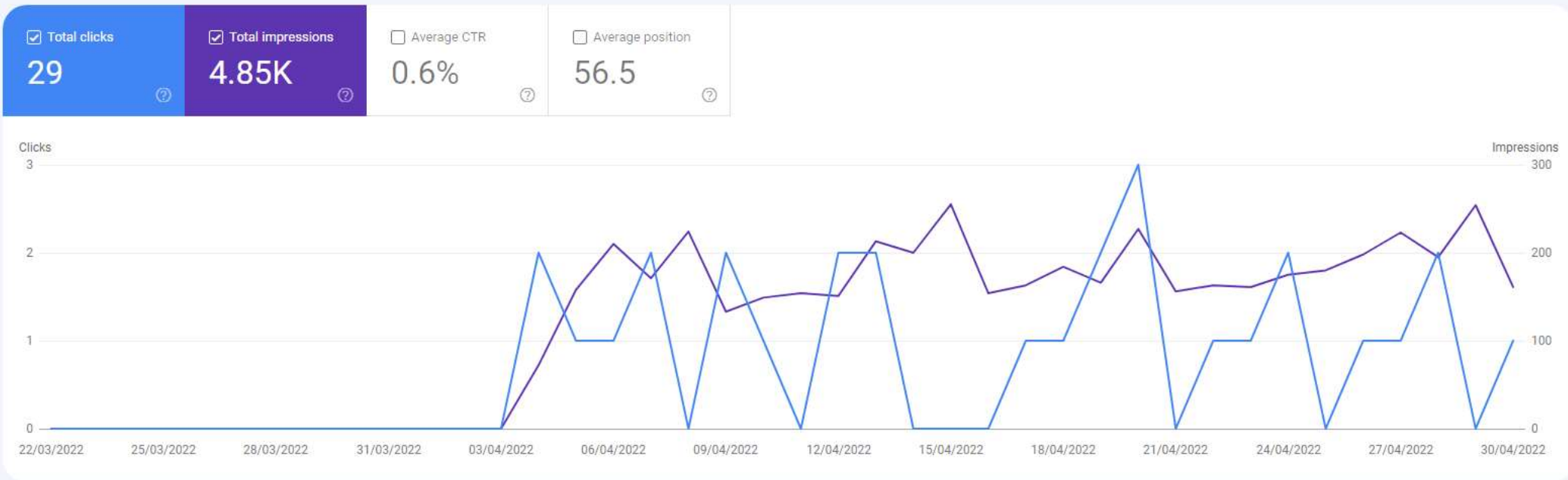
- Overview
- Performance
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  - Page experience
  - Core web vitals
  - Mobile Usability
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  - Breadcrumbs
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- About Search Console

Performance

EXPORT

Search type: Web Date: Last 3 months Page: https://adelineyoga.c... + New

Last updated: 4 hours ago



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top pages					
				Clicks	Impressions
https://adelineyoga.com/live-online-classes/				29	4,850

Rows per page: 10 1-1 of 1



https://adelineyoga.com/

## Performance

EXPORT

- Overview
- Performance
- URL inspection
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  - Coverage
  - Sitemaps
  - Removals
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- Legacy tools and reports
  - Links
  - Settings
- Submit feedback
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Search type: Web Date: Last 3 months Page: https://adelineyoga.com/ + New

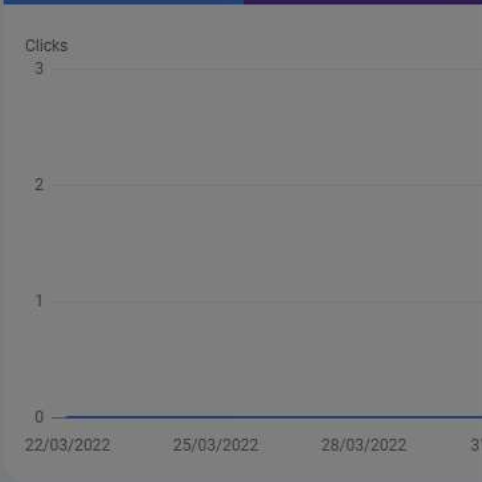
Last updated: 4 hours ago

☒ Total clicks

☒ Total impressions

29

4.85K



### Date range

FILTER

COMPARE

☐ Most recent date (1 May 2022) new

☐ Last 7 days

☐ Last 28 days

☒ Last 3 months

☐ Last 6 months

☐ Last 12 months

☐ Last 16 months

☐ Custom
 

Start date

2022-03-22

End date

2022-04-30

All dates recorded in PT.

CANCEL

APPLY



QUERIES	SEARCH APPEARANCE	DATES
Top pages	↓ Clicks	Impressions
https://adelineyoga.com/live-online-classes/	29	4,850

Rows per page: 10 1-1 of 1



keywords



# Existing keywords?



https://adelineyoga.com/

## Performance

EXPORT

Search type: Web Date: Last 12 months Page: https://adelineyoga.c... + New

Last updated: 28 hours ago

☒ Total clicks

30

☐ Total impressions

5.06K

☐ Average CTR

0.6%

☐ Average position

56.6

Clicks

3

2

1

0

22/03/2022

25/03/2022

28/03/2022

31/03/2022

03/04/2022

06/04/2022

09/04/2022

12/04/2022

15/04/2022

18/04/2022

21/04/2022

24/04/2022

27/04/2022

30/04/2022

QUERIES

PAGES

COUNTRIES

DEVICES

SEARCH APPEARANCE

DATES

Top queries

Clicks

adeline yoga

13

adeline yoga berkeley

2

live online yoga classes

1

yoga online classes

1

Overview

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URL inspection

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Coverage

Sitemaps

Removals

Experience

Page experience

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Mobile Usability

Enhancements

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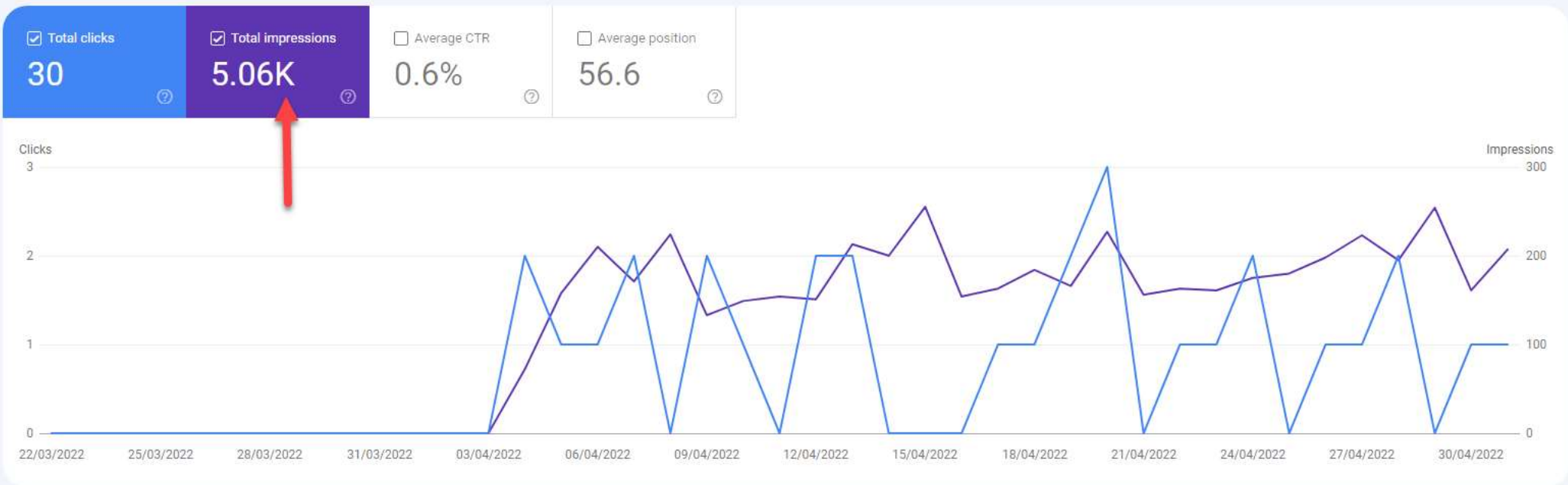
https://adelineyoga.com/

Performance

EXPORT

Search type: Web Date: Last 12 months Page: https://adelineyoga.c... + New

Last updated: 28 hours ago



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries					↓ Clicks Impressions
adeline yoga					13 440
adeline yoga berkeley					2 22
live online yoga classes					1 57
yoga online classes					1 50



https://adelineyoga....

Performance

EXPORT

- Overview
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Search type: Web Date: Last 12 months + New

Last updated: 5 hours ago

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries				Clicks	Impressions
adeline yoga				651	1,005
adeline yoga schedule				44	102
adeline yoga berkeley				41	54
adeline yoga studio				38	70
adelineyoga				11	18
yoga berkeley				7	121
iyengar yoga berkeley				7	30
berkeley yoga				6	69
yoga adeline				5	13
yoga near me				4	70
pune yoga shorts				3	13
iyengar yoga shorts				2	84
iyengar shorts				2	38
iyengar yoga oakland				2	19
rope wall yoga near me				2	2



https://adelineyoga.com/

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- About Search Console

## Performance

EXPORT

Search type: Web Date: Last 12 months + New

Last updated: 5 hours ago

yoga near me	4	70
pune yoga shorts	3	13
iyengar yoga shorts	2	84
iyengar shorts	2	38
iyengar yoga oakland	2	19
rope wall yoga near me	2	2
iyengar yoga	1	219
iyengar yoga near me	1	77
yoga	1	67
live online yoga classes	1	55
yoga studios near me	1	42
yoga classes	1	14
live zoom classes right now	1	9
live yoga classes online zoom	1	8
goat yoga near me	1	7
yoga studios oakland	1	7

Rows per page: 25 1-25 of 749



https://adelineyoga....

## Performance

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  - Removals
- Experience
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  - Core web vitals
  - Mobile Usability
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  - Breadcrumbs
  - Events
  - Sitelinks searchbox
- Security & Manual Actions
- Legacy tools and reports
- Links
- Settings
- Submit feedback
- About Search Console

Search type: Web Date: Last 12 months + New

Last updated: 5 hours ago

yoga near me	4	70
pune yoga shorts	3	13
iyengar yoga shorts	2	84
iyengar shorts	2	38
iyengar yoga oakland	2	19
rope wall yoga near me	2	2
iyengar yoga	1	219
iyengar yoga near me	1	77
yoga	1	67
live online yoga classes	1	55
yoga studios near me	1	42
yoga classes	1	14
live zoom classes right now	1	9
live yoga classes online zoom	1	8
goat yoga near me	1	7
yoga studios oakland	1	7



https://adelineyoga....

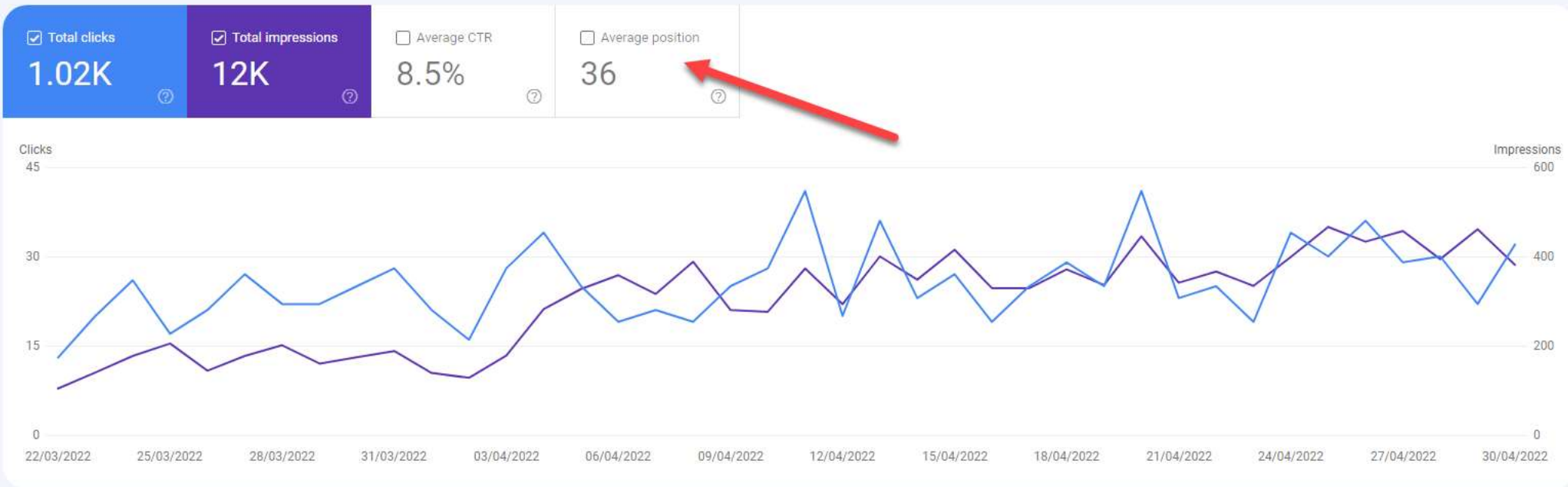
Performance

EXPORT

- Overview
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- Settings
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Search type: Web Date: Last 12 months + New

Last updated: 5 hours ago



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries				Clicks	Impressions
adeline yoga				651	1,005
adeline yoga schedule				44	102
adeline yoga berkeley				41	54
adeline yoga studio				38	70



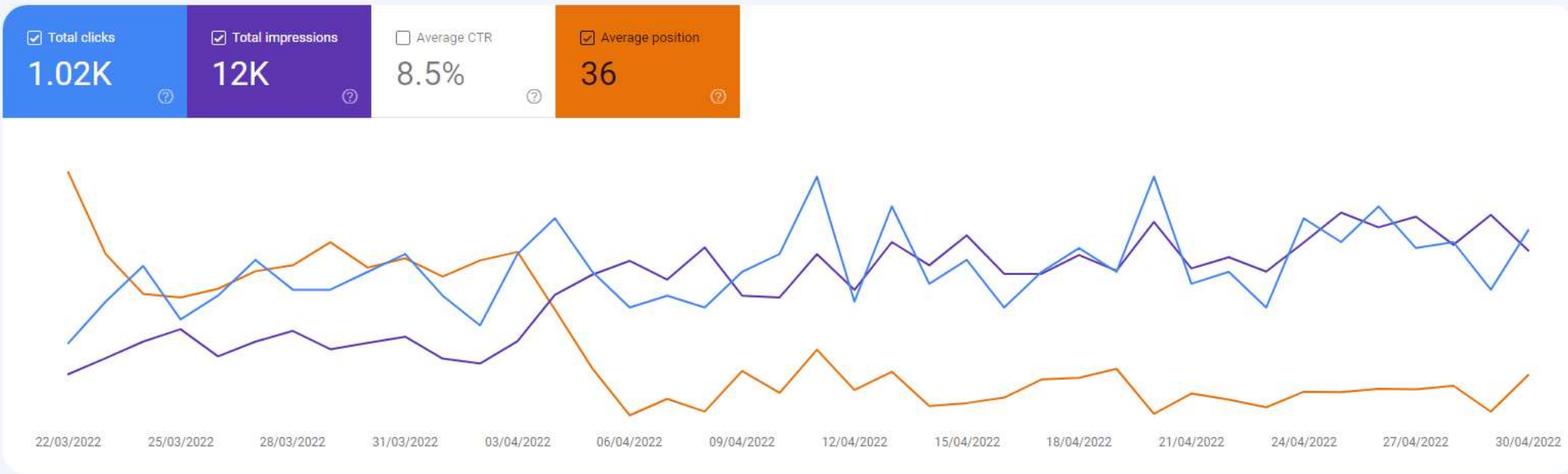
https://adelineyoga.com/

Performance

EXPORT

Search type: Web | Date: Last 12 months | + New

Last updated: 5 hours ago



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries				Clicks	Impressions
				Position	
adeline yoga				651	1,005
adeline yoga schedule				44	102
adeline yoga berkeley				41	54
adeline yoga studio				38	70



https://adelineyoga.com/

## Performance

EXPORT

- Overview
- Performance
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  - Page experience
  - Core web vitals
  - Mobile Usability
- Enhancements
  - Breadcrumbs
  - Events
  - Sitelinks searchbox
- Security & Manual Actions
- Legacy tools and reports
- Links
- Settings
- Submit feedback
- About Search Console

Search type: Web Date: Last 12 months + New

Last updated: 5 hours ago

Top queries	Clicks	Impressions	Position
online live yoga	0	25	35.3
yoga center near me	0	1	35
yoga en linea	0	2	34
east adeline	0	1	34
i love watching you do yoga	0	1	34
iyengar yoga pasadena	0	1	34
pune pants	0	1	34
savasanas	0	1	34
east bay yoga	0	8	33.9
work study yoga programs	0	11	33.3
preparation for pranayama	0	4	33.3
iyengar yoga menstrual sequence	0	32	32.7
iyengar yoga online class	0	4	32.3
shorts yoga iyengar	0	5	32.2
online yoga live	0	1	32
iyengar menstrual sequence	0	31	31.7
yoga studios near me	1	42	31.6
group iyengar yoga teacher	0	12	31.2



# New keywords?



We couldn't find data for 1 keyword in our database. Most likely those are unpopular keywords with low search volume.

**Missing keyword:** [article on product positioning](#).

KD

Volume

Global volume

Traffic potential

Word count

SERP features

Include

Exclude

More filters

Terms

Parent topics

<<

All keywords2.4K

» positioning2.4K

» product2.4K

» types40

3 keywordsTotal volume: 2.4K										Export	
<input type="checkbox"/>	Keyword	KD	Volume	GV	TP	CPC	CPS	Parent topic	SF	Updated	
<input type="checkbox"/>	+ product positioning	34	2.3K	15K	600	\$1.40	0.43	product positioning	5		SERP 4 hours
<input type="checkbox"/>	+ product positioning is about	33	40	350	450	N/A	N/A	product positioning	6		SERP 21 Apr
<input type="checkbox"/>	+ types of product positioning	36	40	300	200	\$0.00	N/A	product positioning	6		SERP 21 Apr



Overview

Ads history

Keyword ideas

Matching terms

Related terms

Search suggestions

Traffic share

By domains

By pages

Keywords lists

Overview

How to use

We couldn't find data for 1 keyword in our database. Most likely those are unpopular keywords with low search volume.

Missing keyword: article on product positioning.

KD

Volume

Global volume

Traffic potential

Word count

SERP features

Include

Exclude

More filters

Terms

Parent topics

<<

All keywords2.4K

positioning2.4K

product2.4K

types40

3 keywordsTotal volume: 2.4K

Export

Keyword	KD	Volume	GV	TP	CPC	CPS	Parent topic	SF	Updated
<input type="checkbox"/> + product positioning	34	2.3K	15K	600	\$1.40	0.43	product positioning	5	4 hours
<input type="checkbox"/> + product positioning is about	33	40	350	450	N/A	N/A	product positioning	6	21 Apr
<input type="checkbox"/> + types of product positioning	36	40	300	200	\$0.00	N/A	product positioning	6	21 Apr



ahrefs

Dashboard

Site Explorer

Keywords Explorer

Site Audit

Rank Tracker

Content Explorer

More

Academy

dave@softwarepr...

Google

article on product positioning, product positioning, product positioning is about, types o

United States

Q

1,398 / 1,400 weekly reports left

1,000 / 1,000 monthly SERP updates left

Overview

Ads history

Keyword ideas

Matching terms

Related terms

Search suggestions

Traffic share

By domains

By pages

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Matching terms

How to use

All

Questions

Mode

Terms match

Phrase match

KD

Volume

Global volume

Traffic potential

Word count

SERP features

Include

Exclude

More filters

Terms

Parent topics

<<

All keywords

10K

positioning10K

product10K

following960

describes700

examples580

term580

definition540

refer540

statements460

approach420

benefit420

best350

marketing350

map340

statement330

types310

strategy300

refers280

true240

process210

done200

market200

involves180

strategies180

major170

template150

example140

requires140

brand120

2,211 keywords

Total volume: 10K

Export

<input type="checkbox"/> Keyword	KD	Volume	GV	TP	CPC	CPS	Parent topic	SF	Updated
<input type="checkbox"/> + product positioning	34	2.3K	15K	600	\$1.40	0.43	product positioning	5	4 hours
<input type="checkbox"/> + what is product positioning	29	500	2.4K	500	\$2.00	0.48	product positioning	5	a day
<input type="checkbox"/> + what does the term product positioning refer to?	38	450	450	600	N/A	0.73	product positioning	3	23 Apr
<input type="checkbox"/> + product positioning definition	31	450	1.0K	600	\$0.00	0.36	product positioning	4	2 hours
<input type="checkbox"/> + which of the following statements describes a product benefit positioning approach?	31	350	350	1.2K	N/A	1.42	to avoid cannibalization within company product lines, firms use:	1	2 days
<input type="checkbox"/> + product positioning examples	42	300	2.4K	400	\$0.00	0.88	product positioning	6	4 days
<input type="checkbox"/> + product positioning map	24	250	2.0K	250	\$0.00	0.31	positioning graph	6	7 days
<input type="checkbox"/> + product positioning refers to	42	250	400	600	N/A	0.39	product positioning	3	17 Apr
<input type="checkbox"/> + product positioning statement	37	200	800	100	\$0.00	0.59	positioning statement	2	3 days
<input type="checkbox"/> + which of the following best describes product positioning	5	200	250	150	N/A	N/A	which of the following best describes product positioning	3	10 Apr
<input type="checkbox"/> + what is product positioning done through	30	200	350	500	N/A	N/A	product positioning	2	12 Apr
<input type="checkbox"/> + which of the following is true of product positioning?	12	150	150	100	N/A	1.26	which of the following is true of product positioning?	2	a day
<input type="checkbox"/> + two major types of product positioning are	0	150	200	150	\$0.00	0.96	two major types of product positioning are	4	3 days
<input type="checkbox"/> + product positioning strategy	39	150	1.0K	150	\$8.00	0.78	product positioning strategy	4	2 hours
<input type="checkbox"/> + which of the following best describes product positioning?	0	150	150	150	N/A	1.10	which of the following best describes product positioning	3	15 Apr
<input type="checkbox"/> + positioning your product in the market involves _____	40	100	100	250	N/A	1.23	positioning your product in the market involves _____	3	3 days
<input type="checkbox"/> + product positioning is the process of:	20	100	100	100	N/A	0.27	the positioning process:	2	6 days
<input type="checkbox"/> + product positioning is	28	100	200	450	N/A	N/A	product positioning	5	8 Apr



keywords



# Choose main keyword



≡ All keyword ideas

KD

Volume

Word count

SERP features

Include

Exclude

More filters

3,500 keywords

Export

Keyword	KD	Volume	Clicks	CPC	CPS	RR	SF	Parent topic	SERP	Updated
+ positioning	32	8.3K	2,399	\$3.00	0.29	1.14	5	positioning	SERP	2 days
+ positioning statement	12	8.2K	5,323	\$2.50	0.65	1.24	5	positioning statement	SERP	14 hours
+ position definition	35	7.3K	806	\$2.50	0.11	1.15	6	position	SERP	a day
+ define posit	4	6.5K	1,170	\$0.00	0.18	1.25	3	posit	SERP	2 days
+ brand positioning	24	5.4K	2,982	\$7.00	0.55	1.27	6	brand positioning	SERP	16 hours
+ positing	1	5.0K	1,153	N/A	0.23	1.12	1	positing	SERP	2 days
+ product positioning	4	4.2K	1,827	\$1.40	0.44	1.19	6	product positioning	SERP	2 days
+ positioning strategy	14	3.8K	1,891	\$3.50	0.50	1.23	7	positioning strategy	SERP	2 days
+ define product	54	3.5K	563	\$11.00	0.16	1.11	2	product	SERP	12 hours
+ define position	36	3.4K	235	\$11.00	0.07	1.11	3	position	SERP	3 days
+ market positioning	15	3.2K	1,448	\$3.00	0.45	1.26	6	positioning in marketing	SERP	21 hours
+ what is a product	53	3.1K	441	\$2.50	0.14	1.07	4	product	SERP	10 hours
+ positioning statement example	11	2.7K	2,534	\$2.50	0.94	1.25	5	positioning statement	SERP	5 hours
+ products definition	55	2.5K	203	\$17.00	0.08	1.08	2	products	SERP	2 days
+ positioning marketing	24	2.1K	1,178	\$3.50	0.55	1.16	7	positioning in marketing	SERP	9 Apr
+ positioned	19	1.9K	243	\$4.50	0.13	1.08	7	positioned	SERP	10 Apr
+ competitive positioning	5	1.8K	1,052	\$0.00	0.59	1.23	3	competitive positioning	SERP	14 hours
+ positioning in marketing	24	1.6K	787	\$0.03	0.48	1.22	6	positioning in marketing	SERP	11 Apr
+ marketing positioning	23	1.6K	853	\$5.00	0.52	1.19	7	positioning in marketing	SERP	9 Apr



CyberGhost VPN

Search

★ Favorites

All servers

Dedicated IP 

NEW!

NoSpy Servers

For Gaming

For torrenting

For streaming

Privacy settings

Smart rules

All servers

Every single one of our CyberGhost VPN servers is here. Take your pick and start your VPN connection!

Name ^	Distance	Favorite
<div></div> Use your own Dedicated IP <div>NEW!</div>		
<div></div> Albania	1,965 km	<div></div>
<div></div> Algeria	1,631 km	<div></div>
<div></div> Andorra	979 km	<div></div>
<div></div> Argentina	10,998 km	<div></div>
<div></div> Armenia	3,719 km	<div></div>
<div></div> Australia	17,002 km	<div></div>
<div></div> Austria	1,336 km	<div></div>
<div></div> Bahamas	6,875 km	<div></div>
<div></div> Bangladesh	8,111 km	<div></div>

2

CyberGhost VPN

Start a Connection

Connect to:

Best server location

Did you know?

WireGuard® is now available. Take it for a spin and enjoy our fastest, most secure, state-of-the-art VPN protocol!



1 Choose a plan > 2 Select a payment method

Strengthen Your Digital Privacy: 3 Years for £ 1.75/mo

Deadline Hits In 12 Hrs : 12 Min : 19 Sec

BEST VALUE - SAVE 82%

3-Years  
3 Years + 3 Months  
£1.75/mo  
Billed £ 68.25 every 3 years  
Get plan  
45-day money-back guarantee



2 Years  
£2.75/mo  
Billed £ 66 every 2 years  
Get plan  
45-day money-back guarantee

1 Year  
£3.25/mo  
Billed £ 39 every year  
Get plan  
45-day money-back guarantee

1 Month  
£9.99/mo  
Billed £ 9.99 every month  
Get plan  
14-day money-back guarantee

✓ 7800+ VPN Servers ✓ 7 devices protected ✓ 24/7 live Support ✓ Available for:      fireTV   

Boost Your Online Defense

Include the CyberGhost Security Suite for Windows  
Upgrade your VPN to an all-in-one security solution.  
 Antivirus +  Security Updater  
[Learn more about the new features](#)

£4.25/mo  
£1.00/mo  
Add  
Save 76%

\*All amounts shown are in British Pounds Sterling

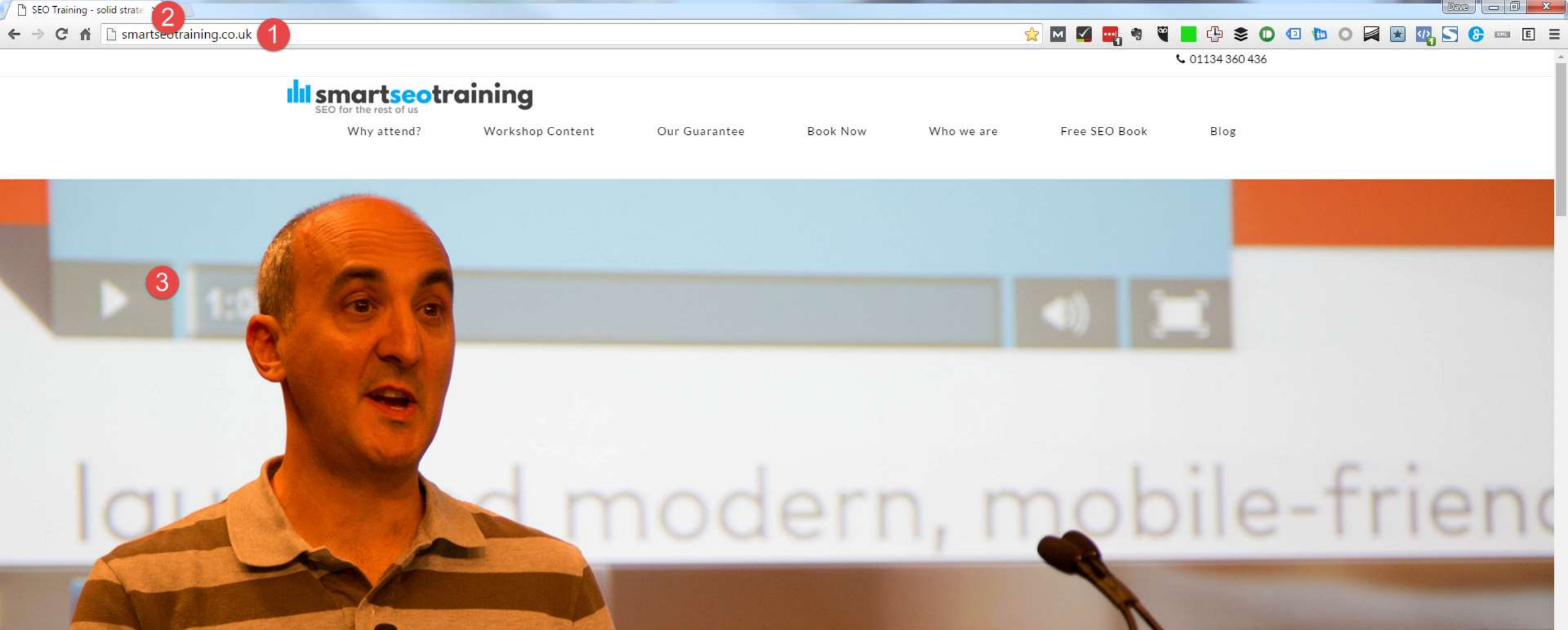


Choose supporting  
keyword/s









## 4 SEO Training – get your business noticed on Google

### 5 Learn SEO with Dave Collins

6 Most of us go to work each day to make customers happy, do interesting work and to make some money along the way. Few of us come to work to worry about our search engine rankings. Most of us don't even care about SEO – until our traffic from Google dries up.

Yes, we all know that it is important that potential customers can find us on the web, that when they put in common search terms for our sector such as: "Lawyer – Manches

Instant SEO diagnosis!





## SEO Training – get noticed with our SEO training

### SEO training with Dave Collins

Thing about SEO training? Let's face it, most of us go to work each day to make customers happy (unless we're running SEO training), do interesting SEO work and to make some money along the way. Few of us come to work to worry about our search engine rankings. Most of us don't even care about SEO and SEO training until our SEO traffic from Google dries up.

Yes, we all know that it is important that potential customers can find us on the web, that's why we're interested in SEO training in the first place that when they put in common SEO terms for our sector such as: "Lawyer – Manchester" or "IT Security SouthWest" or let's face it SEO training that our business appears high in the SEO results. We know that most people searching the web for a new supplier will not look beyond the first few sites listed. To be found we have to have a means of staying high in the Google rankings whenever a search is made. This is SEO. This is why we run SEO training!

### The problem with SEO training: this stuff looks complicated

Predicting the terms that our potential customers may enter in their search can be difficult. How Google determines whether a site is relevant to a customer's search can seem like a mystery.

We know that there are certain keywords that are likely to work better than others, but it can be hard to work out which terms will work best. The rules (the Google approved methods) change all the time, and many businesses fear the consequences of suddenly falling down the rankings for no apparent reason.

This is why many of us rely on SEO services to manage our websites, links and our keywords, to maintain our social presence and to ensure our sites remain relevant.



# Walkthrough: how to create new SEO content



Most important:  
does it  
provide real value?



Also important:  
Original?  
Unique?



New keywords  
Don't rush this!



All keyword ideas

KD ▾

Volume ▾

Word count ▾

SERP features ▾

Include ▾

Exclude ▾

More filters ▾

3,170 keywords

Export

<input type="checkbox"/> Keyword	KD	Volume ▾		Clicks		CPC	CPS	RR	SF	Parent topic	SERP	Updated
<input type="checkbox"/> + positioning	31	8.3K	<div></div>	2,399	<div></div>	\$3.00	0.29	1.14	5	positioning	SERP ▾	15 hours <a href="#">↻</a>
<input type="checkbox"/> + positioning statement	15	8.2K	<div></div>	5,323	<div></div>	\$2.50	0.65	1.24	5	positioning statement	SERP ▾	2 days <a href="#">↻</a>
<input type="checkbox"/> + position definition	29	7.3K	<div></div>	806	<div></div>	\$2.50	0.11	1.15	7	position definition	SERP ▾	2 days <a href="#">↻</a>
<input type="checkbox"/> + define posit	12	6.5K	<div></div>	1,170	<div></div>	\$0.00	0.18	1.25	2	posit	SERP ▾	3 hours <a href="#">↻</a>
<input type="checkbox"/> + brand positioning	23	5.4K	<div></div>	2,982	<div></div>	\$7.00	0.55	1.27	6	brand positioning	SERP ▾	2 days <a href="#">↻</a>
<input type="checkbox"/> + positing	2	5.0K	<div></div>	1,153	<div></div>	N/A	0.23	1.12	1	positing	SERP ▾	12 hours <a href="#">↻</a>
<input type="checkbox"/> + product positioning	2	4.2K	<div></div>	1,827	<div></div>	\$1.40	0.44	1.19	6	types of positioning strategies	SERP ▾	2 hours <a href="#">↻</a>
<input type="checkbox"/> + positioning strategy	17	3.8K	<div></div>	1,891	<div></div>	\$3.50	0.50	1.23	6	positioning strategy	SERP ▾	3 days <a href="#">↻</a>
<input type="checkbox"/> + define position	37	3.4K	<div></div>	235	<div></div>	\$11.00	0.07	1.11	4	position definition	SERP ▾	2 days <a href="#">↻</a>
<input type="checkbox"/> + market positioning	16	3.2K	<div></div>	1,448	<div></div>	\$3.00	0.45	1.26	6	market positioning	SERP ▾	2 days <a href="#">↻</a>
<input type="checkbox"/> + what is a product	53	3.1K	<div></div>	441	<div></div>	\$2.50	0.14	1.07	4	product	SERP ▾	2 days <a href="#">↻</a>
<input type="checkbox"/> + positioning statement example	11	2.7K	<div></div>	2,534	<div></div>	\$2.50	0.94	1.25	5	positioning statement	SERP ▾	17 hours <a href="#">↻</a>
<input type="checkbox"/> + positioning marketing	28	2.1K	<div></div>	1,178	<div></div>	\$3.50	0.55	1.16	7	market positioning	SERP ▾	7 days <a href="#">↻</a>
<input type="checkbox"/> + marketing positions	4	2.0K	<div></div>	1,240	<div></div>	N/A	0.63	1.12	1	marketing jobs chicago	SERP ▾	4 days <a href="#">↻</a>
<input type="checkbox"/> + positioned	8	1.9K	<div></div>	243	<div></div>	\$4.50	0.13	1.08	7	positioned	SERP ▾	7 days <a href="#">↻</a>
<input type="checkbox"/> + competitive positioning	5	1.8K	<div></div>	1,052	<div></div>	\$0.00	0.59	1.23	3	competitive positioning	SERP ▾	8 days <a href="#">↻</a>
<input type="checkbox"/> + positioning in marketing	22	1.6K	<div></div>	787	<div></div>	\$0.03	0.48	1.22	7	market positioning	SERP ▾	5 days <a href="#">↻</a>
<input type="checkbox"/> + marketing positioning	22	1.6K	<div></div>	853	<div></div>	\$5.00	0.52	1.19	7	market positioning	SERP ▾	7 days <a href="#">↻</a>
<input type="checkbox"/> + posit meaning	2	1.6K	<div></div>	426	<div></div>	\$0.00	0.26	1.30	3	posit	SERP ▾	3 days <a href="#">?</a>



Check in Search Console:  
existing traffic?



https://adelineyoga....

## Performance

EXPORT

Overview

Performance

URL inspection

Index

Coverage

Sitemaps

Removals

Experience

Page experience

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Mobile Usability

Enhancements

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Sitelinks searchbox

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Legacy tools and reports

Links

Settings

Submit feedback

About Search Console

Search type: Web

Date: Last 3 months

+ New

Last updated: 10 hours ago

Total clicks

1.02K

Total impressions

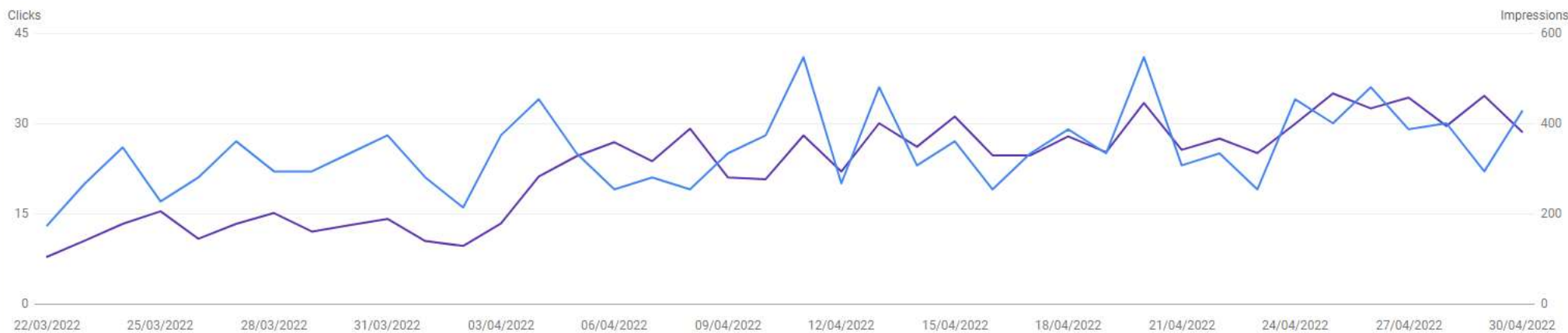
12K

Average CTR

8.5%

Average position

36



QUERIES

PAGES

COUNTRIES

DEVICES

SEARCH APPEARANCE

DATES

Top queries

Clicks

Impressions

adeline yoga

651

1,005

adeline yoga schedule

44

102

adeline yoga berkeley

41

54

adeline voaa studio

38

70



https://adelineyoga.com/

# Performance

EXPORT

Search type: Web Date: Last 12 months + New

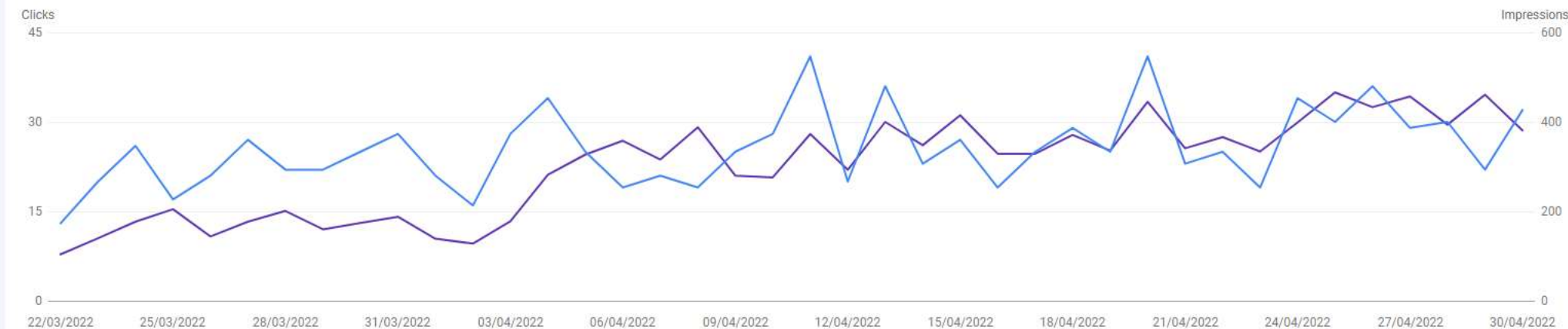
Last updated: 29 hours ago

☒ Total clicks  
**1.02K**

☒ Total impressions  
**12K**

☐ Average CTR  
**8.5%**

☐ Average position  
**36**



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Contains					
Top queries					
adeline yoga					
adeline voaa schedule					

1

2

3

☒ Top queries  
☐ Clicks  
☐ Impressions



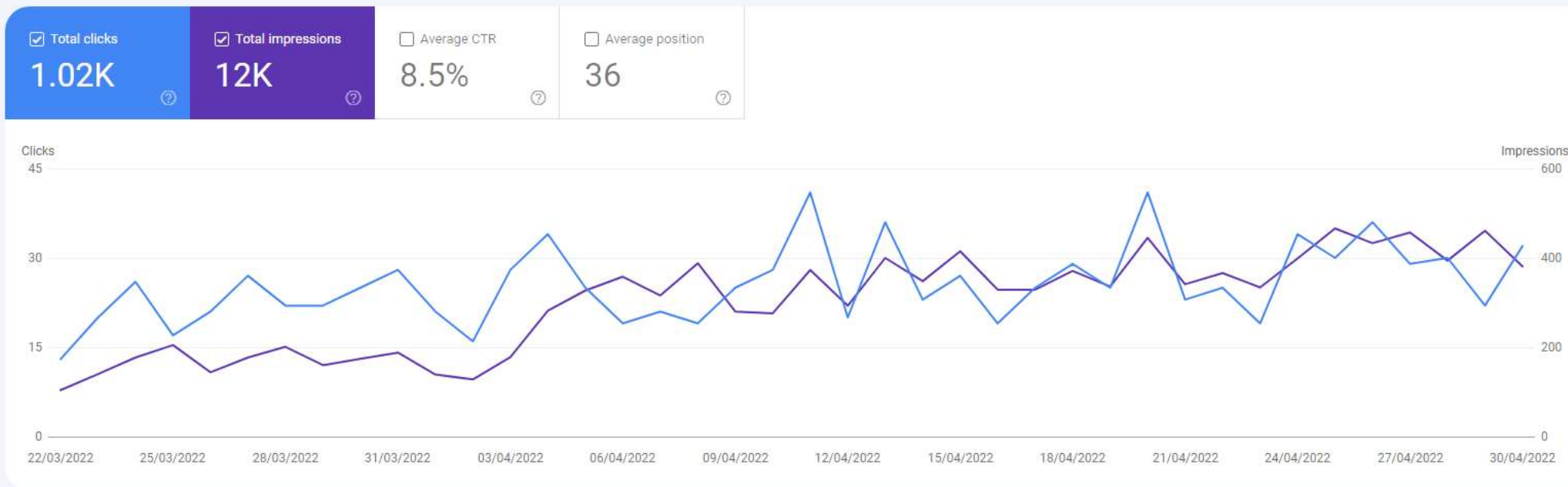
https://adelineyoga.com/

## Performance

EXPORT

Search type: Web Date: Last 12 months + New

Last updated: 29 hours ago



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
<div> <div>Contains</div> <div>Filter by Top queries</div> <div>yoga</div> <div>DONE</div> </div>					
Top queries				Clicks	Impressions
adeline yoga				651	1,005
adeline voaa schedule				44	102

- Overview
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  - Coverage
  - Sitemaps
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  - Core web vitals
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https://adelineyoga....

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Legacy tools and reports

Links

Settings

Submit feedback

Search type: Web Date: Last 12 months + New

Last updated: 29 hours ago

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
					1
Top queries				Clicks	Impressions
adeline yoga				651	1,005
adeline yoga schedule				44	102
adeline yoga berkeley				41	54
adeline yoga studio				38	70
adelineyoga				11	18
yoga berkeley				7	121
iyengar yoga berkeley				7	30
berkeley yoga				6	69
yoga adeline				5	13
yoga near me				4	70
pune yoga shorts				3	13
iyengar yoga shorts				2	84
iyengar yoga oakland				2	19
rope wall yoga near me				2	2



Receiving **some** traffic?



https://adelineyoga.com/

## Performance

EXPORT

Search type: Web Date: Last 12 months Query: yoga berkeley + New

Last updated: 5 hours ago

☒ Total clicks  
**7**

☐ Total impressions  
**126**

☐ Average CTR  
**5.6%**

☐ Average position  
**3.8**



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries					
yoga berkeley					7

Rows per page: 10 1-1 of 1

- Overview
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https://adelineyoga.com/

Performance

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- Submit feedback
- About Search Console

Search type: Web Date: Last 12 months Query: yoga berkeley + New

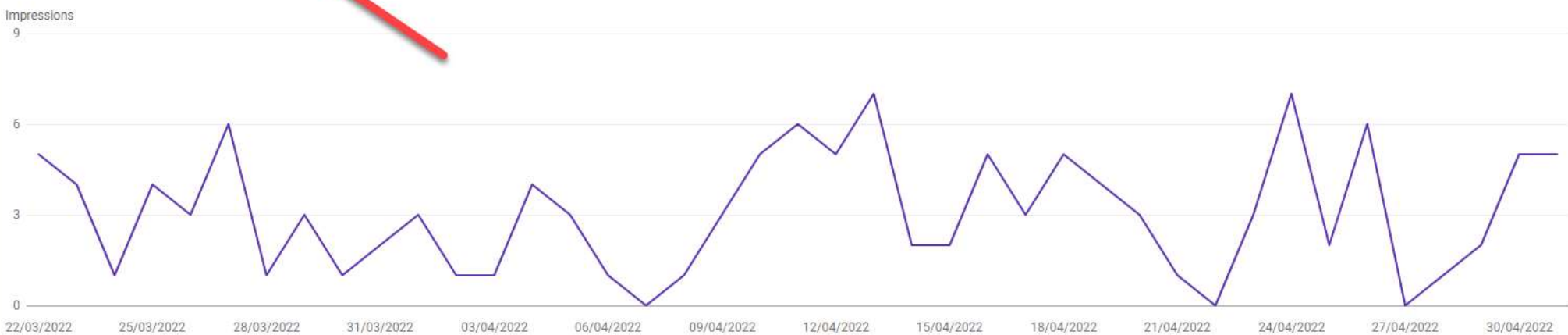
Last updated: 5 hours ago

☐ Total clicks  
7

☒ Total impressions  
126

☐ Average CTR  
5.6%

☐ Average position  
3.8



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries					Impressions
yoga berkeley					126

Rows per page: 10 1-1 of 1



https://adelineyoga.com/

## Performance

EXPORT

Search type: Web Date: Last 12 months Query: adeline yoga + New

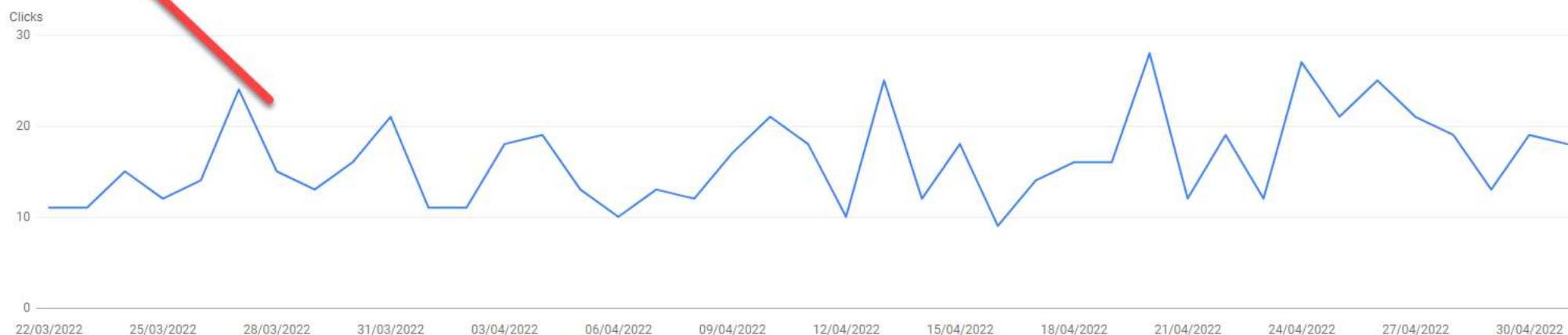
Last updated: 5 hours ago

☒ Total clicks  
**669**

☐ Total impressions  
**1.03K**

☐ Average CTR  
**65%**

☐ Average position  
**1.3**



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries					
adeline yoga					669

Rows per page: 10 1-1 of 1

- Overview
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Choose supporting  
keyword/s



https://adelineyoga....

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Search type: Web Date: Last 12 months + New

Last updated: 29 hours ago

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
					1
Top queries				Clicks	Impressions
adeline yoga				651	1,005
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adeline yoga berkeley				41	54
adeline yoga studio				38	70
adelineyoga				11	18
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yoga adeline				5	13
yoga near me				4	70
pune yoga shorts				3	13
iyengar yoga shorts				2	84
iyengar yoga oakland				2	19
rope wall yoga near me				2	2



Matching terms

How to use

All

Questions

Mode

Terms match

Phrase match

KD

Volume

Global volume

Traffic potential

Word count

SERP features

Include

Exclude

More filters

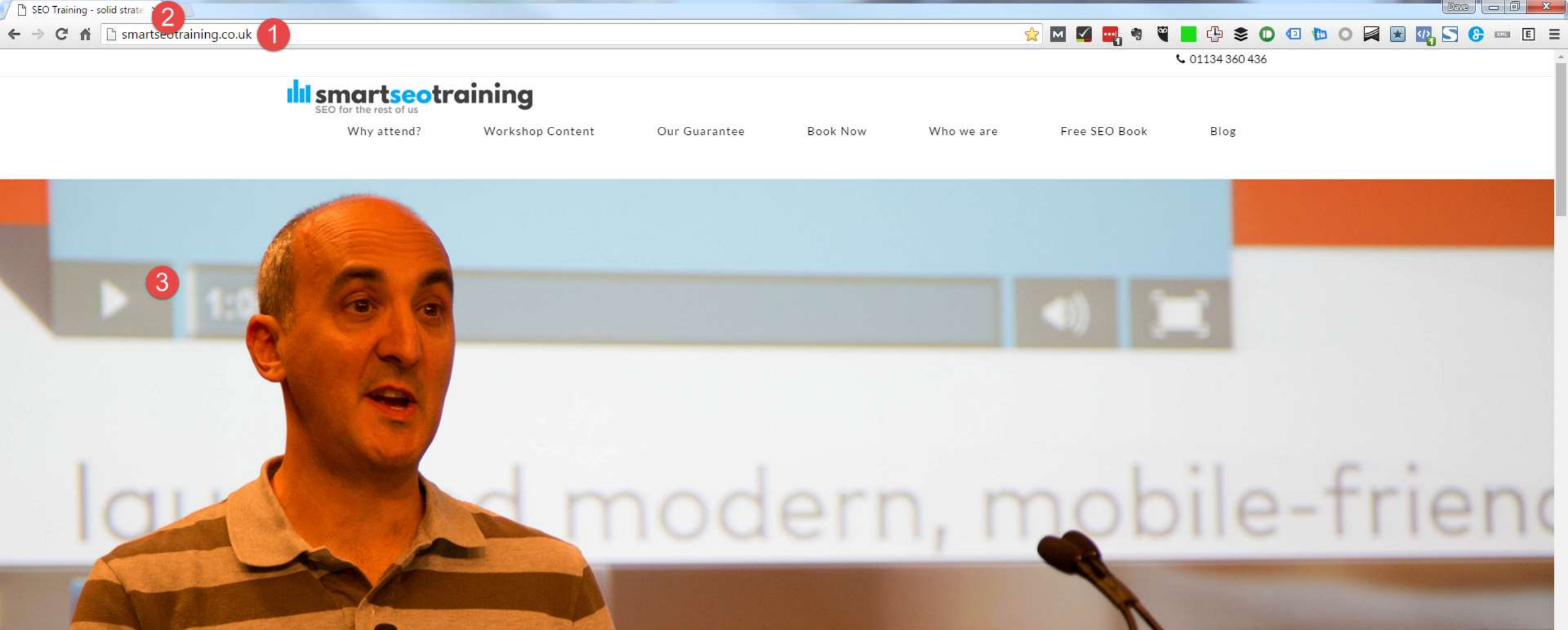
- Terms
- Parent topics
- <<
- All keywords530
- adeline530
- yoga530
- schedule110
- studio60
- berkeley20
- 28000
- ashby0
- bones0
- ca0
- care0
- city0
- class0
- code0
- disease0
- healthy0
- leah0
- near0
- oakland0
- online0
- parkinson0
- promo0
- promotion0
- rapid0
- stree0
- street0
- workshops0
- yelp0

28 keywordsTotal volume: 530

Export

Keyword	KD	Volume	GV	TP	CPC	CPS	Parent topic	SF	Updated
+ adeline yoga	0	350	400	500	\$1.60	1.03	adeline yoga	2	7 days
+ adeline yoga schedule	0	100	150	80	\$1.60	N/A	adeline yoga schedule	2	6 Apr
+ adeline yoga studio	0	50	70	500	\$7.00	N/A	adeline yoga	2	14 Apr
+ adeline yoga berkeley	N/A	20	20	N/A	N/A	N/A		N/A	
+ adeline yoga studio schedule	1	10	10	350	\$0.00	N/A	adeline yoga	2	7 days
+ adeline yoga leah	N/A	0–10	0–10	N/A	N/A	N/A		N/A	
+ adeline yoga online	N/A	0–10	10	N/A	N/A	N/A		N/A	
+ adeline yoga class for parkinson disease	N/A	0–10	0–10	N/A	N/A	N/A		N/A	
+ adeline yoga studio berkeley	N/A	0–10	10	N/A	N/A	N/A		N/A	
+ adeline yoga workshops	N/A	0–10	0–10	N/A	N/A	N/A		N/A	
+ adeline yoga promo code	N/A	0–10	0–10	N/A	N/A	N/A		N/A	
+ adeline yoga berkeley ca	N/A	0–10	0–10	N/A	N/A	N/A		N/A	
+ adeline yoga promotion code	N/A	0–10	0–10	N/A	N/A	N/A		N/A	
+ adeline yoga studio oakland	N/A	0–10	0–10	N/A	N/A	N/A		N/A	
+ yoga adeline	N/A	0–10	10	N/A	N/A	N/A		N/A	
+ adeline yoga studio oakland, ca	N/A	0–10	0–10	N/A	N/A	N/A		N/A	
+ adeline yoga studio yelp	N/A	0–10	0–10	N/A	N/A	N/A		N/A	
+ adeline yoga class schedule	N/A	0–10	0–10	N/A	N/A	N/A		N/A	
+ adeline yoga oakland	N/A	0–10	0–10	N/A	N/A	N/A		N/A	
+ adeline stree yoga	N/A	0–10	0–10	N/A	N/A	N/A		N/A	





## 4 SEO Training – get your business noticed on Google

### 5 Learn SEO with Dave Collins

6 Most of us go to work each day to make customers happy, do interesting work and to make some money along the way. Few of us come to work to worry about our search engine rankings. Most of us don't even care about SEO – until our traffic from Google dries up.

Yes, we all know that it is important that potential customers can find us on the web, that when they put in common search terms for our sector such as: "Lawyer – Manches

Instant SEO diagnosis!





## SEO Training – get noticed with our SEO training

### SEO training with Dave Collins

Thing about SEO training? Let's face it, most of us go to work each day to make customers happy (unless we're running SEO training, do interesting SEO work and to make some money along the way. Few of us come to work to worry about our search engine rankings. Most of us don't even care about SEO and SEO training until our SEO traffic from Google dries up.

Yes, we all know that it is important that potential customers can find us on the web, that's why we're interested in SEO training in the first place that when they put in common SEO terms for our sector such as: "Lawyer – Manchester" or "IT Security SouthWest" or let's face it SEO training that our business appears high in the SEO results. We know that most people searching the web for a new supplier will not look beyond the first few sites listed. To be found we have to have a means of staying high in the Google rankings whenever a search is made. This is SEO. This is why we run SEO training!

### The problem with SEO training: this stuff looks complicated

Predicting the terms that our potential customers may enter in their search can be difficult. How Google determines whether a site is relevant to a customer's search can seem like a mystery.

We know that there are certain keywords that are likely to work better than others, but it can be hard to work out which terms will work best. The rules (the Google approved methods) change all the time, and many businesses fear the consequences of suddenly falling down the rankings for no apparent reason.

This is why many of us rely on SEO services to manage our websites, links and our keywords, to maintain our social presence and to ensure our sites remain relevant.



# What to measure





# — HOW TO MAKE SENSE — **OF YOUR GOOGLE** ANALYTICS DATA











Analytics

All accounts > http://www.adlineyoga...

All Web Site Data

Try searching "Top countries by users"

3

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Customisation

REPORTS

Real-time

Audience

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Active Users

Lifetime Value

Cohort Analysis

Audiences

User Explorer

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Interests

Geo

Behaviour

Technology

Mobile

Cross Device

Custom

Benchmarking

Users Flow

Acquisition

Behaviour

Conversions

Attribution

Discover

Admin

Audience Overview

SAVE

EXPORT

SHARE

INSIGHTS

2 Apr 2022 - 1 May 2022

All Users

100.00% Users

Organic Traffic

28.33% Users

+

Overview

Users

VS

Select a metric

Hourly

Day

Week

Month

Users (All Users)

Users (Organic Traffic)

Users

All Users

653

Organic Traffic

185

New Users

All Users

570

Organic Traffic

161

Sessions

All Users

1,131

Organic Traffic

320

Number of Sessions per User

All Users

1.73

Organic Traffic

1.73

Page Views

All Users

1,814

Organic Traffic

579

Pages/Session

All Users

1.60

Organic Traffic

1.81

Avg. Session Duration

All Users

00:01:17

Organic Traffic

00:01:32

Bounce Rate

All Users

55.44%

Organic Traffic

44.06%

Demographics

Language

Country

City

System

Browser

Language

1. en-us

All Users

Organic Traffic

2. en-gb

All Users

Users

% Users

596

90.99%

173

93.51%

22

3.36%

New Visitor

Returning Visitor

All Users

Organic Traffic

28.7%

73.3%

28.4%

71.6%







- Home
- Customisation

- REPORTS
- Real-time
  - Audience

- Overview
- Active Users
- Lifetime Value BETA
- Cohort Analysis BETA
- Audiences
- User Explorer
- Demographics
- Interests
- Attribution BETA

### Audience Overview

SAVE EXPORT SHARE INSIGHTS



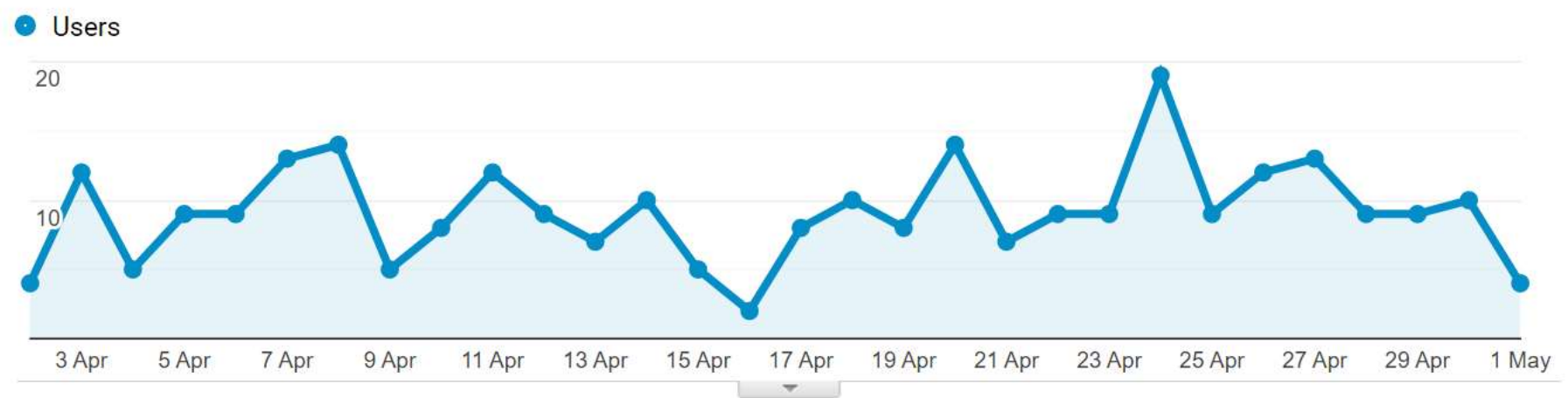
2 Apr 2022 - 1 May 2022

+ Add Segment

#### Overview

Users VS Select a metric

Hourly Day Week Month

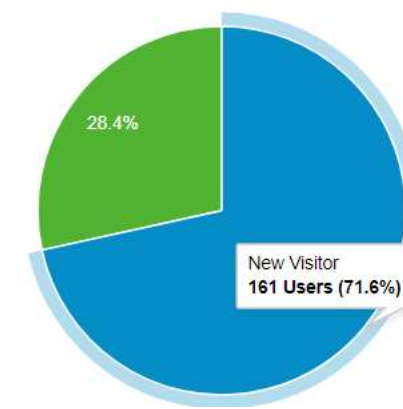


New Visitor Returning Visitor

Users  
Organic Traffic









Users

VS

Select a metric

Hourly

Day

Week

Month

Users

100

50

May 2021

June 2021

July 2021

August 2021

September 2021

October 2021

November 2021

December 2021

January 2022

February 2022

March 2022

April 2022

May 2022

Users

Organic Traffic

4,346

New Users

Organic Traffic

3,955

Sessions

Organic Traffic

8,070

Number of Sessions per User

Organic Traffic

1.86

Page Views

Organic Traffic

12,323

Pages/Session

Organic Traffic

1.53

Avg. Session Duration

Organic Traffic

00:01:17

Bounce Rate

Organic Traffic

48.60%

New Visitor

Returning Visitor

20%

80%

Demographics

Language

Country

City

System

Browser

Operating System

Service Provider

Mobile

Operating System

Service Provider

Screen Resolution

Language

1. en-us

2. en-gb

3. en

4. en-in

5. zh-cn

6. en-au

7. en-ca

8. fr-fr

9. de-de

10. es-es

Users

% Users

3,383

77.72%

351

8.06%

141

3.24%

100

2.30%

74

1.70%

37

0.85%

36

0.83%

31

0.71%

20

0.46%

19

0.44%

view full report











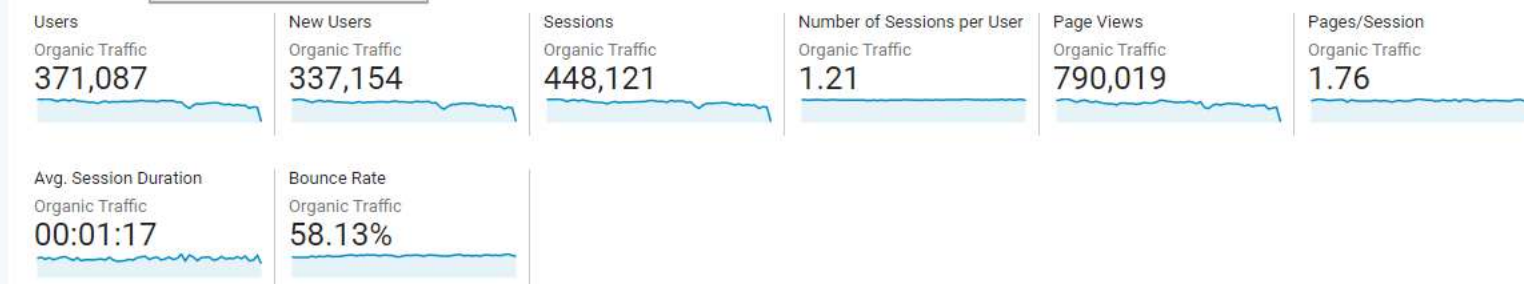
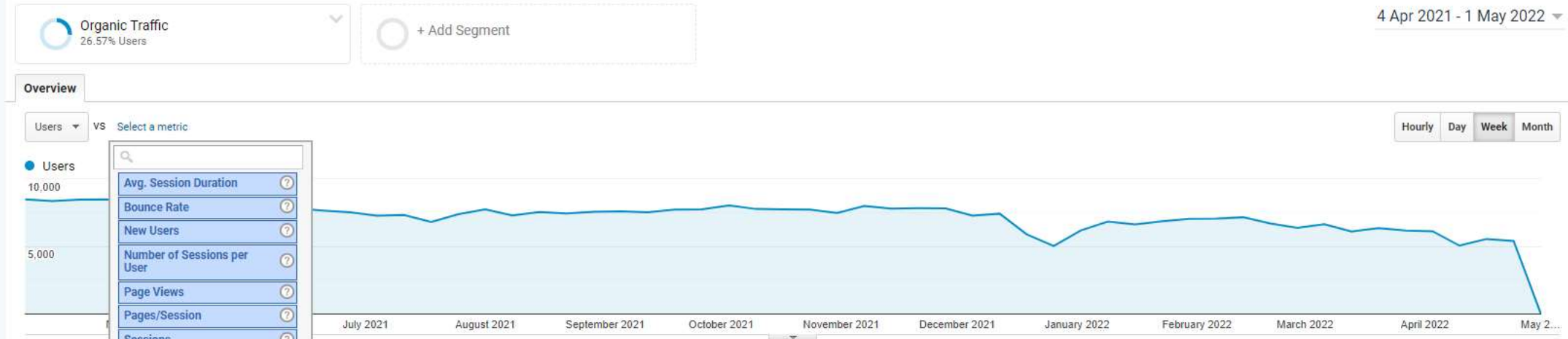




## Audience Overview

SAVE EXPORT SHARE INSIGHTS

4 Apr 2021 - 1 May 2022 ▼



Demographics

Language

Country

City

System

Browser

Operating System

Service Provider

Mobile

Operating System

Language	Users	% Users
1. en-us	179,564	<div><div></div></div> 48.73%
2. en-gb	40,371	<div><div></div></div> 10.96%
3. fr-fr	21,188	<div><div></div></div> 5.75%
4. fr	15,390	<div><div></div></div> 4.18%
5. it-it	10,911	<div><div></div></div> 2.96%
6. pt-br	10,327	<div><div></div></div> 2.80%
7. es-es	9,315	<div><div></div></div> 2.53%
8. de	6,223	<div><div></div></div> 1.69%
9. nl-nl	6,192	<div><div></div></div> 1.68%



### Audience Overview

SAVE EXPORT SHARE INSIGHTS

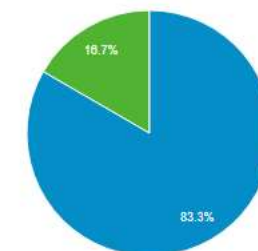
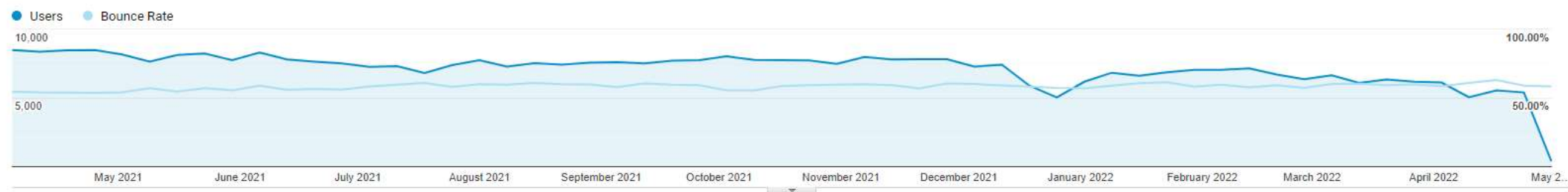
4 Apr 2021 - 1 May 2022 ▼



## Overview

Users VS Bounce Rate

Hourly Day **Week** Month



## Demographics

Language

Country

City

### System

Browser

### Operating System

Service Provider

## Mobile

### Operating System

Language

1. en-us

2. en-gb

3. fr-fr

4. fr

5. **it-it**

6. pt-br

7. es-es

8. de

9. nl-nl

Users	% Users
179,564	48.73%
40,371	10.96%
21,188	5.75%
15,390	4.18%
10,911	2.96%
10,327	2.80%
9,315	2.53%
6,223	1.69%
6,192	1.68%



# Google



## Webmaster Tools



# Google

## Search Console



https://adelineyoga.com/

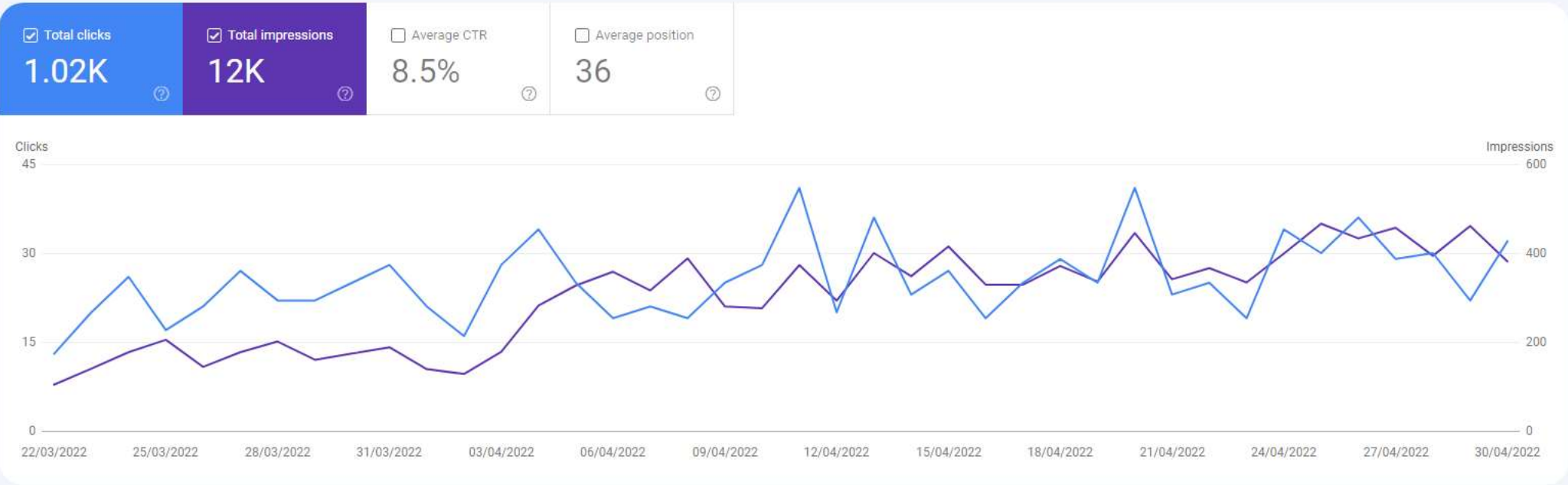
- Overview
- Performance
- URL inspection
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  - Coverage
  - Sitemaps
  - Removals
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  - Page experience
  - Core web vitals
  - Mobile Usability
- Enhancements
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  - Events
  - Sitelinks searchbox
- Security & Manual Actions
- Legacy tools and reports
- Links
- Settings
- Submit feedback
- About Search Console

Performance

EXPORT

Search type: Web Date: Last 3 months + New

Last updated: 11 hours ago



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries					Clicks Impressions
adeline yoga				651	1,005
adeline yoga schedule				44	102
adeline yoga berkeley				41	54
adeline yoga studio				38	70



https://adelineyoga.com/

## Performance

EXPORT

Search type: Web Date: Last 3 months + New

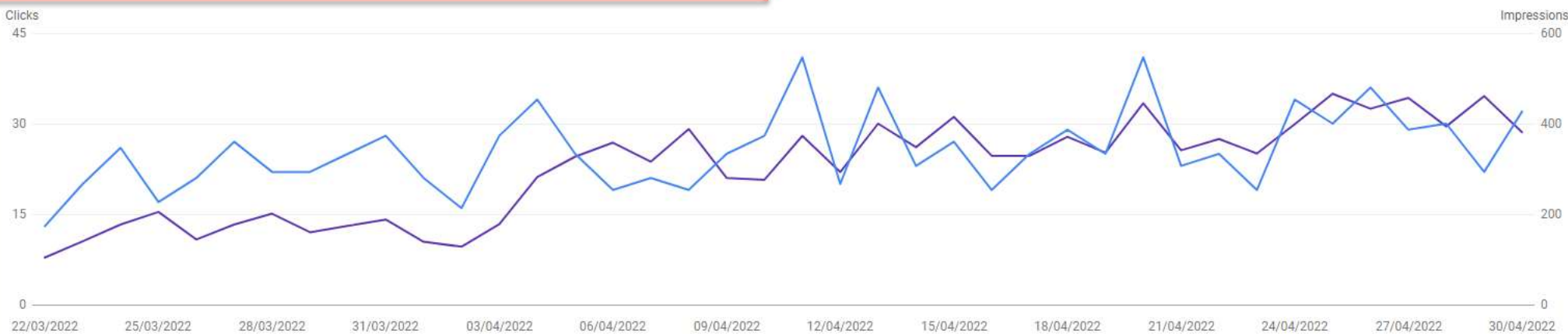
Last updated: 11 hours ago

☒ Total clicks  
**1.02K**

☒ Total impressions  
**12K**

☐ Average CTR  
**8.5%**

☐ Average position  
**36**



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries					<div>Clicks</div> <div>Impressions</div>
adeline yoga				651	1,005
adeline yoga schedule				44	102
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adeline yoga studio				38	70

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https://adelineyoga.com/

Performance

EXPORT

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- Submit feedback
- About Search Console

Search type: Web Date: Last 3 months + New

Last updated: 11 hours ago



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
				Clicks	Impressions
Top queries				CTR	Position
adeline yoga				651	1,005
adeline yoga schedule				44	102
adeline yoga berkeley				41	54
adeline yoga studio				38	70



https://adelineyoga.com/

## Performance

EXPORT

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Search type: Web Date: Last 3 months + New

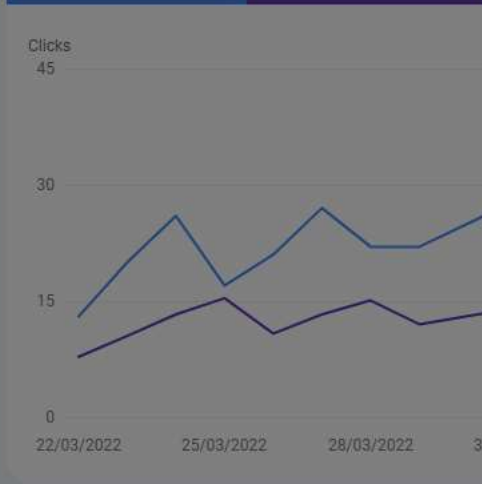
Last updated: 11 hours ago

☒ Total clicks

☒ Total impressions

1.02K

12K



### Date range

FILTER

COMPARE

- ☐ Most recent date (1 May 2022) new
- ☐ Last 7 days
- ☐ Last 28 days
- ☒ Last 3 months
- ☐ Last 6 months
- ☐ Last 12 months
- ☐ Last 16 months
- ☐ Custom

Start date

End date

2022-03-22



- 2022-04-30



All dates recorded in PT.

CANCEL

APPLY



QUERIES	SEARCH APPEARANCE	DATES
Top queries	Clicks	Impressions
adeline yoga	651	1,005
adeline yoga schedule	44	102
adeline yoga berkeley	41	54
adeline yoga studio	38	70



https://adelineyoga.com/

## Performance

EXPORT

Last updated: 11 hours ago

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Search type: Web Date: Last 3 months

Total clicks 1.02K Total impressions 12K



### Date range

FILTER

COMPARE

- ☐ Compare last 7 days to previous period
- ☐ Compare last 28 days to previous period
- ☒ Compare last 3 months to previous period
- ☐ Compare last 6 months to previous period
- ☐ Compare last 7 days year over year
- ☐ Compare last 28 days year over year
- ☐ Compare last 3 months year over year
- ☐ Custom

Start date: 2022-03-22 End date: 2022-04-30

vs. Start date: 2022-02-10 End date: 2022-03-21

All dates recorded in PT.

CANCEL

APPLY

### QUERIES

Top queries

adeline yoga

adeline yoga schedule

adeline yoga berkeley

adeline yoga studio



### SEARCH APPEARANCE

Clicks Impressions

651 1,005

44 102

41 54

38 70



https://adelineyoga....

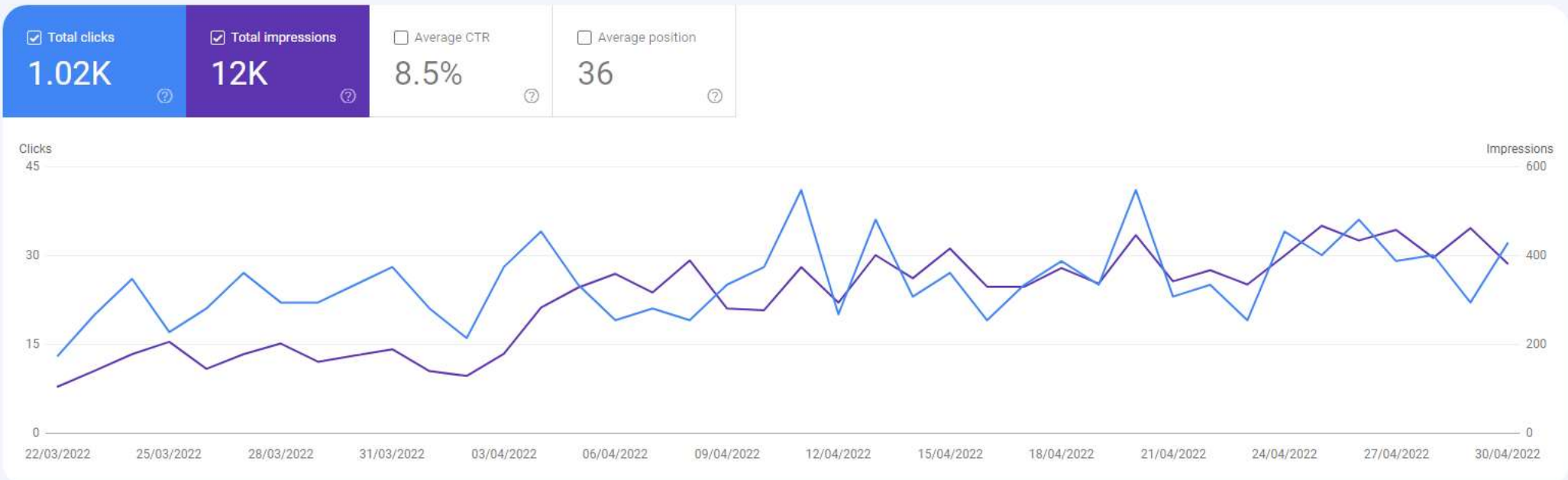
Performance

EXPORT

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- About Search Console

Search type: Web Date: Last 3 months + New

Last updated: 11 hours ago



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
---------	-------	-----------	---------	-------------------	-------

Top queries	Clicks	Impressions
adeline yoga	651	1,005
adeline yoga schedule	44	102
adeline yoga berkeley	41	54
adeline yoga studio	38	70



https://adelineyoga....

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Performance

Search type: Web Date: Last 3 months + New

Last updated: 11 hours ago

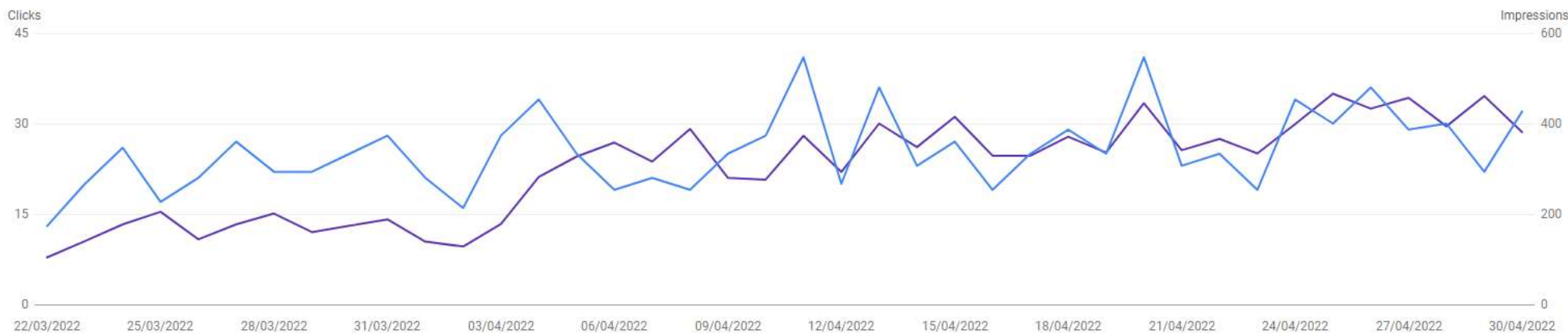
EXPORT

☒ Total clicks  
1.02K

☒ Total impressions  
12K

☐ Average CTR  
8.5%

☐ Average position  
36



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries				Clicks	Impressions
adeline yoga				651	1,005
adeline yoga schedule				44	102
adeline yoga berkeley				41	54
adeline voaa studio				38	70



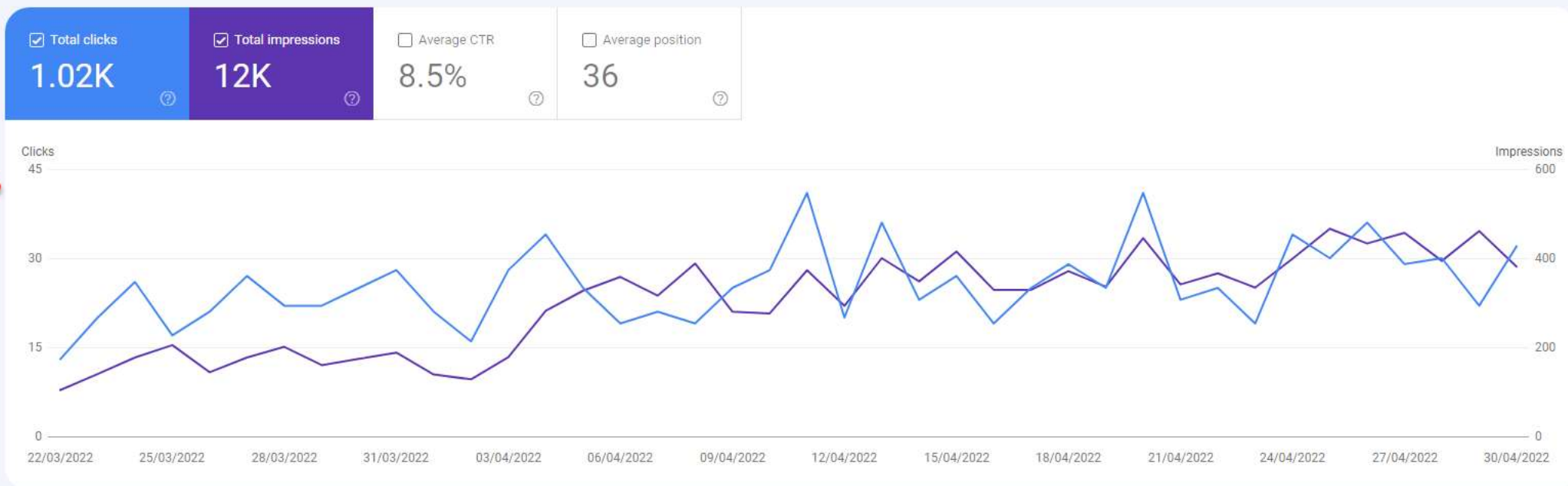
https://adelineyoga.com/

Performance

EXPORT

Search type: Web Date: Last 3 months + New

Last updated: 11 hours ago



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries					Clicks Impressions
adeline yoga				651	1,005
adeline yoga schedule				44	102
adeline yoga berkeley				41	54
adeline yoga studio				38	70



https://adelineyoga....

Performance

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Search type: Web Date: Last 3 months + New

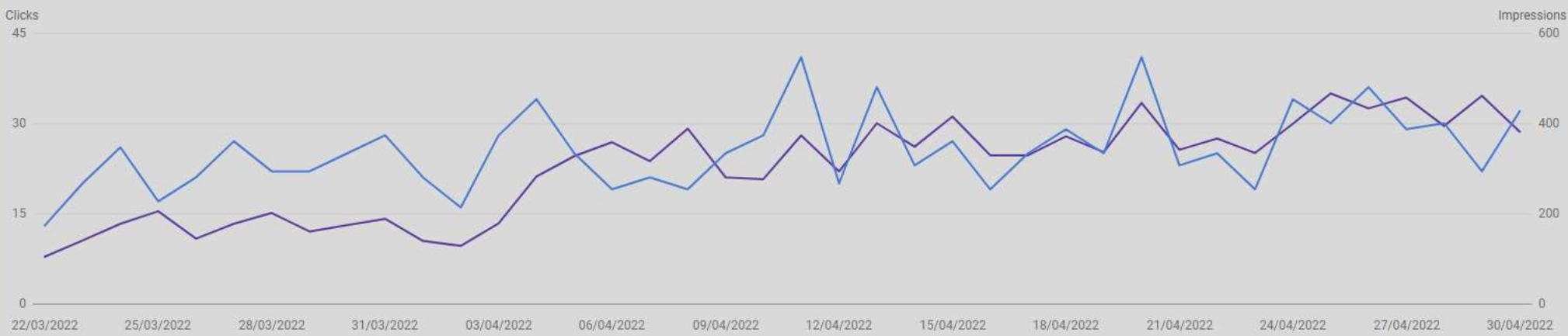
Last updated: 11 hours ago

☒ Total clicks  
1.02K

☒ Total impressions  
12K

☐ Average CTR  
8.5%

☐ Average position  
36



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries					Clicks Impressions
adeline yoga					6511,005
adeline yoga schedule					44102
adeline yoga berkeley					4154
adeline yoga studio					3870



https://adelineyoga.com/

https://adelineyoga.com/teachers/

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## URL Inspection

TEST LIVE URL



### URL is on Google

It can appear in Google Search results (if not subject to a manual action or removal request) with all relevant enhancements. [Learn more](#)

VIEW CRAWLED PAGE

Page changed? REQUEST INDEXING



Coverage

Submitted and indexed



### Enhancements



Mobile Usability

Page is mobile friendly



Breadcrumbs

1 valid item detected



Sitelinks searchbox

1 valid item detected





https://adelineyoga.com/

https://adelineyoga.com/teachers/

## URL Inspection

TEST LIVE URL

Overview

Performance

URL inspection

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Sitemaps

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Experience

Page experience

Core web vitals

Mobile Usability

Enhancements

Breadcrumbs

Events

Sitelinks searchbox

Security &amp; Manual Actions

Legacy tools and reports

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About Search Console



## URL is on Google

It can appear in Google Search results (if not subject to a manual action or removal request) with all relevant enhancements. [Learn more](#)

VIEW CRAWLED PAGE

Page changed? REQUEST INDEXING



## Coverage

Submitted and indexed



## Discovery

Sitemaps	https://adelineyoga.com/sitemap_index.xml
Referring page	http://adelineyogastudio.com/teachers/

## Crawl

Last crawl	30 Apr 2022, 21:37:48
Crawled as	Googlebot smartphone
Crawl allowed?	Yes
Page fetch	Successful
Indexing allowed?	Yes

## Indexing

User-declared canonical	https://adelineyoga.com/teachers/
Google-selected canonical ?	Inspected URL

LEARN MORE OPEN REPORT

Enhancements



https://adelineyoga.com/...

https://adelineyoga.com/teachers/

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## URL Inspection

TEST LIVE URL

**URL is on Google**

It can appear in Google Search results (if not subject to a manual action or removal request) with all relevant enhancements. [Learn more](#)

[VIEW CRAWLED PAGE](#)

[Page changed?](#)
[REQUEST INDEXING](#)

**Coverage**

Submitted and indexed

▼

Enhancements

**Mobile Usability**

Page is mobile friendly

>

**Breadcrumbs**

1 valid item detected

>

**Sitelinks searchbox**

1 valid item detected

>



https://adelineyoga.com/

## Coverage

EXPORT

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All known pages

Primary crawler: Smartphone Last updated: 30/04/2022

☒ Error  
**353**  
 1 issue

☐ Valid with warnin...  
**0**  
 No issues

☐ Valid  
**135**

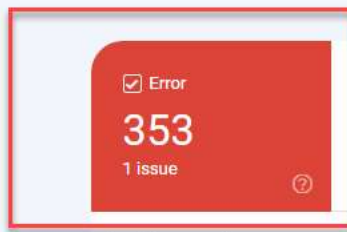
☐ Excluded  
**225**

☐ Impressions

### Details

Status	Type	Validation	Trend	Pages
Error	Submitted URL marked 'noindex'	Started		353

Rows per page: 10 1-1 of 1





https://adelineyoga.com/

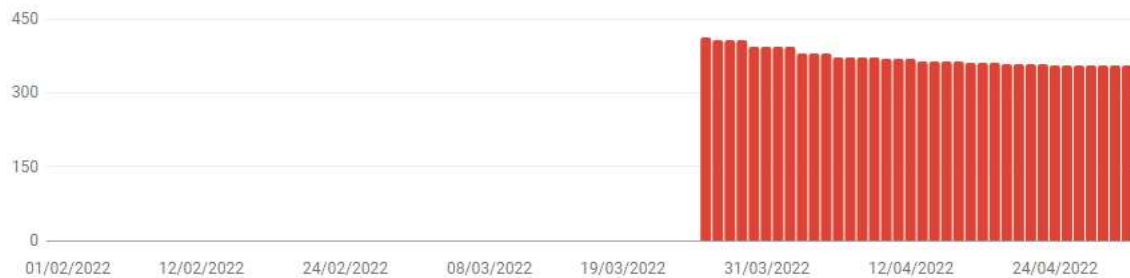
Coverage > Submitted URL marked 'noindex'

EXPORT SHARE

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Affected pages

353



### Examples

URL	Last crawled
https://adelineyoga.com/event/celebrate-bike-to-work-day-free-yoga-for-cyclists/	22 Mar 2022
https://adelineyoga.com/event/fundamentals-course/	22 Mar 2022
https://adelineyoga.com/event/trust-and-faith/	21 Mar 2022
https://adelineyoga.com/event/arun-2019/	20 Mar 2022
https://adelineyoga.com/event/step-it-up-2/	18 Mar 2022
https://adelineyoga.com/event/restoreandcelebrate/	13 Mar 2022
https://adelineyoga.com/meet-your-teachers-sachiko-nishizawa-willis/	12 Mar 2022
https://adelineyoga.com/yoga-and-osteoporosis/	9 Mar 2022
https://adelineyoga.com/events/	9 Mar 2022



https://adelineyoga.com/

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Sitemaps

Add a new sitemap

https://adelineyoga.com/ Enter sitemap URL SUBMIT

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered URLs
/sitemap_index.xml	Sitemap index	23 Mar 2022	1 May 2022	Success	547

Rows per page: 10 1-1 of 1



https://adelineyoga....

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Removals

- TEMPORARY REMOVALS
- OUTDATED CONTENT
- SAFESEARCH FILTERING

Need to urgently remove content from Google Search?

NEW REQUEST

Submitted requests

URL	Type	Requested	Status
No requests submitted in the last 6 months.			



https://adelineyoga.com/

## Page experience overview

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## No URLs with a good page experience on mobile or desktop

Pages are evaluated separately for mobile and desktop

### Mobile

Good URLs ?

0%

Total impressions of good URLs ?

0

About chart



### Page experience signals for mobile

Core web vitals ?

6

Failing URLs

Mobile Usability ?

Good

No issues detected

HTTPS ?

Good

Your site uses HTTPS. [Learn more](#)



https://adelineyoga.com/

## Core web vitals

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Source: Chrome UX report ⓘ Last updated: 01/05/2022

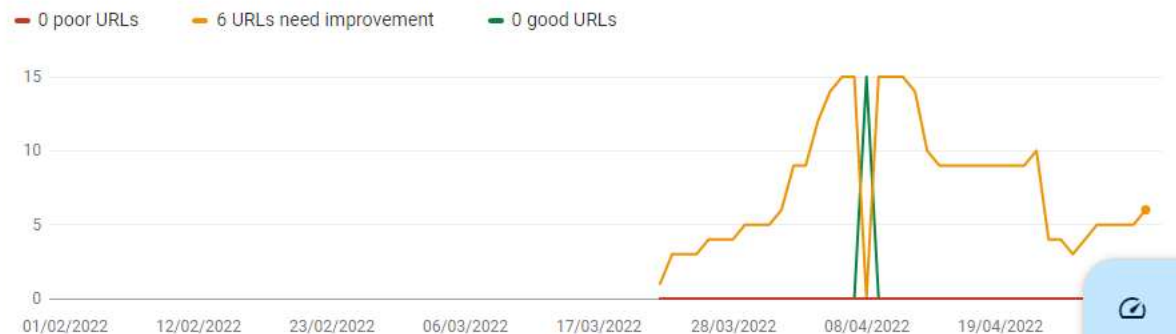
### Mobile

[OPEN REPORT >](#)



### Desktop

[OPEN REPORT >](#)



**Core web vitals report**  
See your site's speed performance based on real-world usage data.

[Learn more](#) [Got it](#)



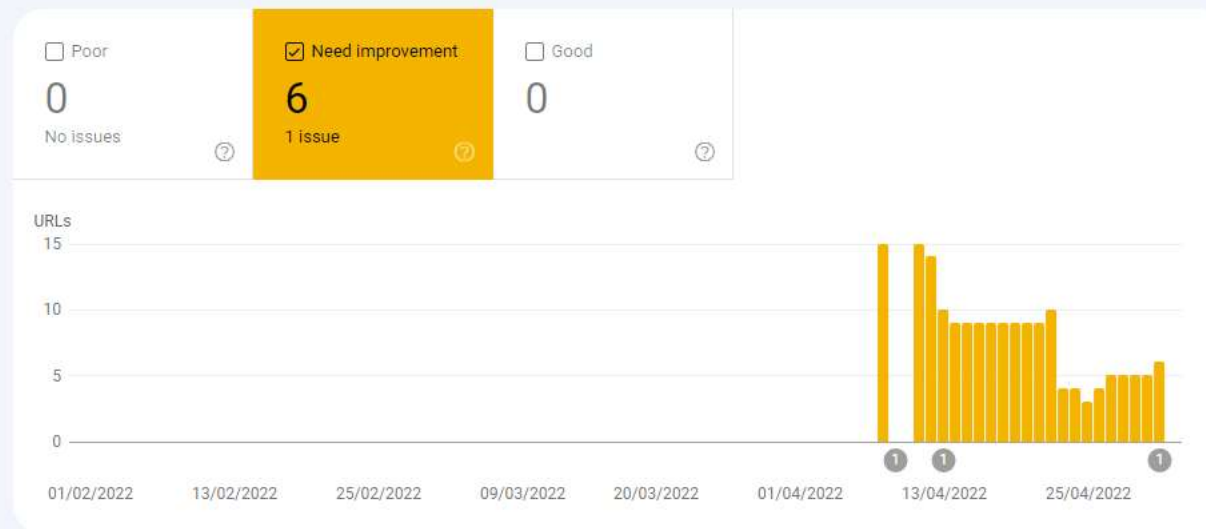
https://adelineyoga.com/

Core web vitals > Mobile

EXPORT

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Source: Chrome UX report ⓘ Last updated: 01/05/2022



Details				
Status	Type ⓘ	Validation ↓	Trend	URLs
Need improvement	LCP issue: longer than 2.5s (mobile)	Not Started		6
Need improvement	CLS issue: more than 0.1 (mobile)	N/A		0

Rows per page: 10 1-2 of 2



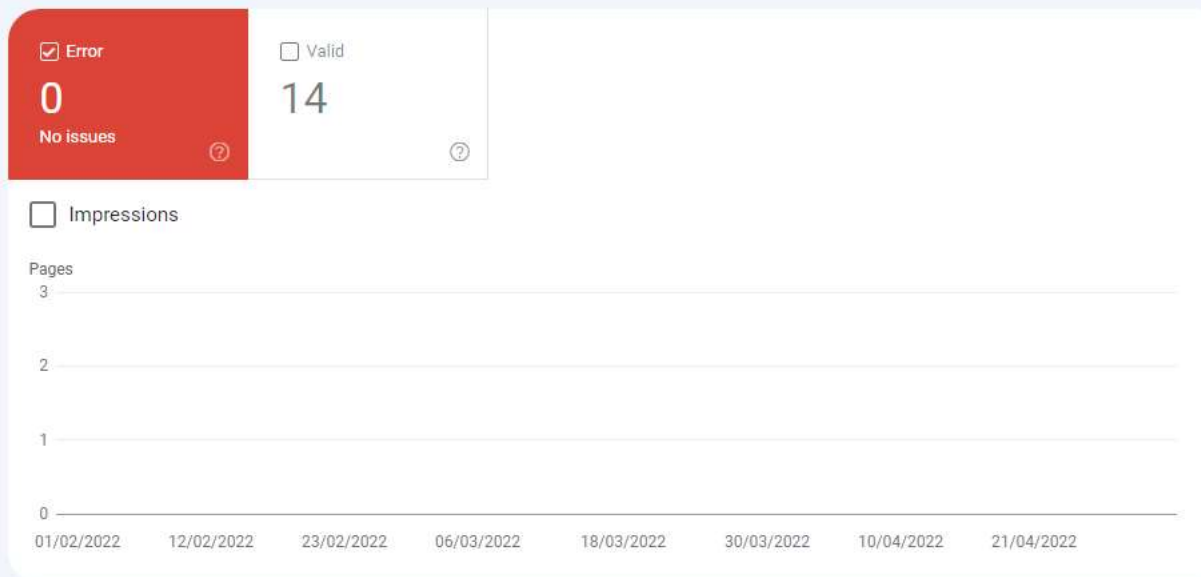
<https://adelineyoga.com/>

## Mobile Usability

EXPORT

Source: Smartphone crawler ⓘ Last updated: 01/05/2022

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Details				
Status	Type	Validation ↓	Trend	Pages
Rows per page: 10 0-0 of 0				



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Manual actions



No issues detected



https://adelineyoga....

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- Links
- Settings

## Security issues



No issues detected



https://adelineyoga.com/

## Security issues

Page experience

Core web vitals

Mobile Usability

### Enhancements

Breadcrumbs

Events

Sitelinks searchbox

### Security & Manual Actions

Manual actions

Security issues

### Legacy tools and reports

International targeting

Messages

URL parameters

Web Tools

[Learn more](#)

Links

Settings

Submit feedback

About Search Console



No issues detected



https://adelineyoga.com/

## Links

EXPORT EXTERNAL LINKS

Page experience

Core web vitals

Mobile Usability

### Enhancements

Breadcrumbs

Events

Sitelinks searchbox

### Security & Manual Actions

Manual actions

Security issues

### Legacy tools and reports

International targeting

Messages

URL parameters

Web Tools

[Learn more](#)

Links

Settings

Submit feedback

About Search Console

### External links

Total 340

#### Top linked pages

https://adelineyoga.com/	317
https://adelineyoga.com/live-online-classes/	6
https://adelineyoga.com/teachers/	6
https://adelineyoga.com/pune-shorts/	5
https://adelineyoga.com/pune-adventures-by-lori-neumann/	1

[MORE](#)

#### Top linking sites

sitelike.org	107
berkeleychamber.com	10
wordpress.com	9
sagestaggs.com	8
adelineyogastudio.com	8

[MORE](#)

#### Top linking text

navigate to website adelineyoga.com

### Internal links

Total 2,153

#### Top linked pages

https://adelineyoga.com/teachers/	421
https://adelineyoga.com/faq/	410
https://adelineyoga.com/	404
https://adelineyoga.com/get-involved/	403
https://adelineyoga.com/wp-content/uploads/A-deline-Yoga-PP_TC_Disclaimer.pdf	395
https://adelineyoga.com/about/in-the-news/	74
https://adelineyoga.com/live-online-classes/	28
https://adelineyoga.com/sadhana-studies-q-a-with-heather/	10
https://adelineyoga.com/event/fundamentals-with-heather/	3
https://adelineyoga.com/from-the-periphery-to-the-core-and-back-ruminations-on-our-national-iyengar-convention/	2

[MORE](#)




# A Quick Change of Tools (cheaper!)



# Everything you need to rank higher & get more traffic

Sign up for Ahrefs

+10,873 accounts created  
in the last 7 days

Or get a free  Ahrefs  
Webmaster Tools account

FACEBOOK

ebay

 Tripadvisor

NETFLIX

UBER

 Pinterest shopify

LinkedIn

 Adobe Expedia SurveyMonkey

IHUFFPOSTI

Ahrefs is used by marketers from the world's leading companies.





# All-in-one SEO software made simple.

Finally.



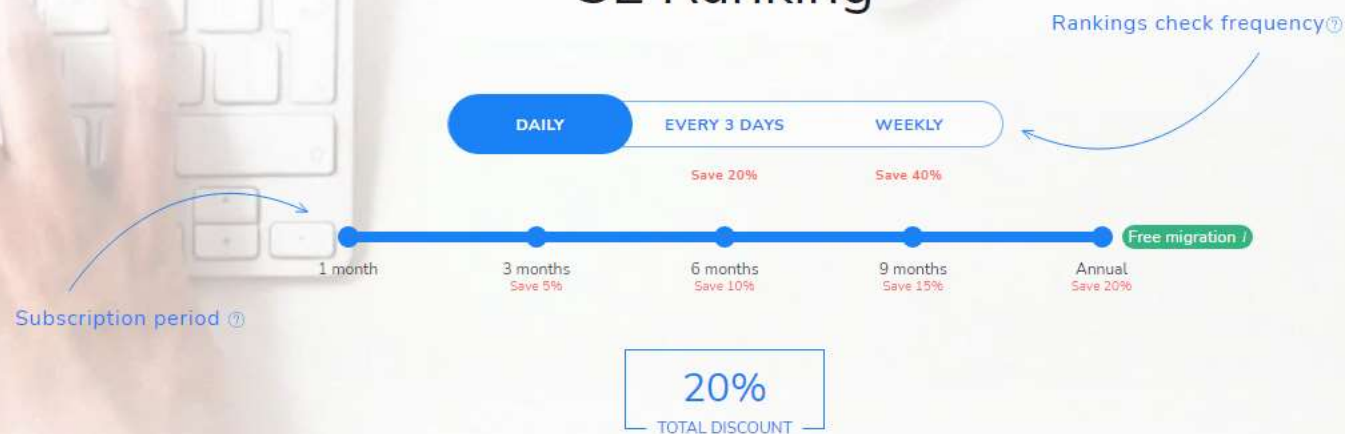
[Start free trial](#)

[View demo account](#)

Every SEO analysis and  
marketing tool you need on



## Getting started with SE Ranking



### ESSENTIAL

\$39.20/month

[Buy Now](#)

Rank Tracking:

250 KEYWORDS ▾

450,000 keyword checks in total <sup>?</sup>

### MOST POPULAR

### PRO

\$87.20/month

[Buy Now](#)

Rank Tracking:

1000 KEYWORDS ▾

1,800,000 keyword checks in total <sup>?</sup>

### BUSINESS

\$191.20/month

[Buy Now](#)

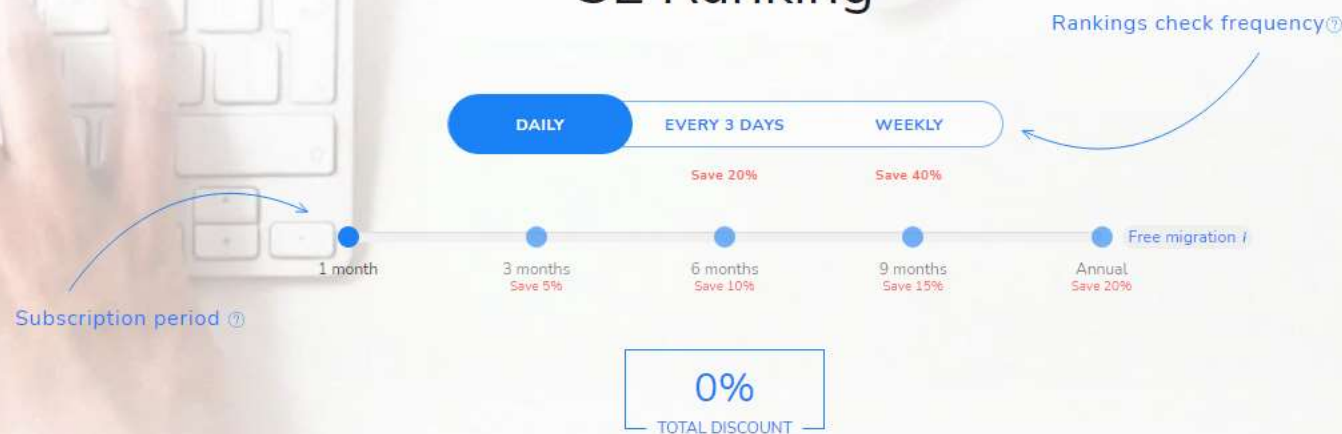
Rank Tracking:

2500 KEYWORDS ▾

4,500,000 keyword checks in total <sup>?</sup>



## Getting started with SE Ranking



ESSENTIAL	MOST POPULAR PRO	BUSINESS
\$49.00/month	\$109.00/month	\$239.00/month
<a href="#">Buy Now</a>	<a href="#">Buy Now</a>	<a href="#">Buy Now</a>
Rank Tracking: 250 KEYWORDS ▾ 37,500 keyword checks in total <sup>?</sup>	Rank Tracking: 1000 KEYWORDS ▾ 150,000 keyword checks in total <sup>?</sup>	Rank Tracking: 2500 KEYWORDS ▾ 375,000 keyword checks in total <sup>?</sup>



# Competitive Research



# Keyword Research



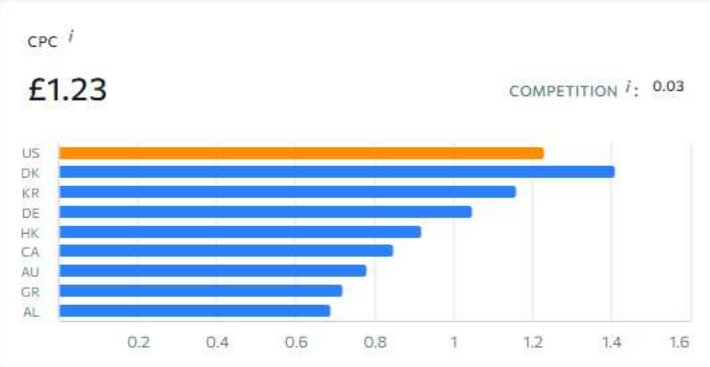
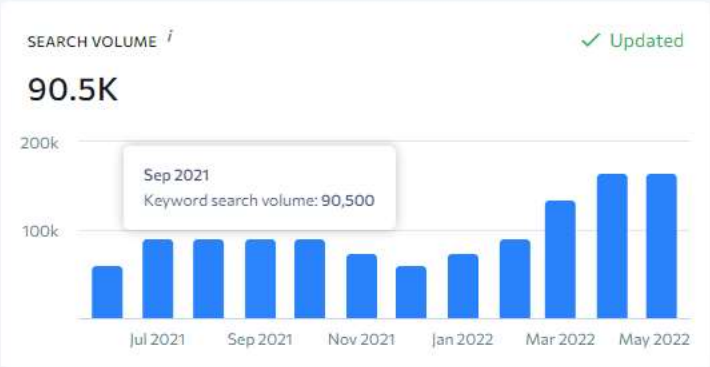
×

Google

US

▼

Q



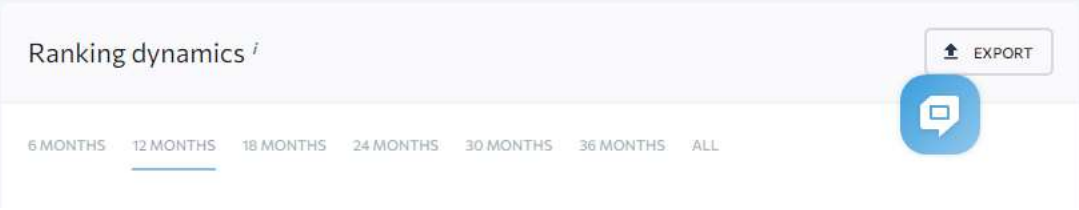
Keyword ideas				
SIMILAR KEYWORDS	SEARCH VOL.	RELATED KEYWORDS	SEARCH VOL.	LOW SEARCH VOLUME
yoga studios near me	74K	yoga	368K	yoga yoga studio
yoga studio near me	74K	yoga near me	301K	yoga studio in
yoga studios	27.1K	hot yoga near me	90.5K	yoga studio the
hot yoga studios near me	1.9K	yoga classes near me	90.5K	yoga studio be
yoga studios nyc	1.6K	hot yoga	90.5K	yoga at studio be
VIEW DETAILED REPORT (5,284)		VIEW DETAILED REPORT (4,715)		VIEW DETAILED REPORT (6,195)

Organic search results

SERP Features: 

📍📊📋

	URL (98)	TOTAL TRAFFIC COST	KEYWORDS TOTAL	TOTAL TRAFFIC
1	<a href="#">The 11 Best, Most Charming Yoga Studios in NYC</a>	6100.5K	2.2K	120.1K





# Link Analysis



All Projects

Select project

BACKLINK CHECKER

All Reports

Overview

Referring Domains

Backlinks

Anchor Texts

Pages

IPs

Minimize

Tools > Backlink Checker > Overview > adelineyoga.com

Account limit 1 / 200

\*.domain.com/\*

adelineyoga.com

SEARCH

UPDATE REPORT

LAST CHECK: 28 JUN 2022

DOMAIN TRUST

41

PAGE TRUST

7

ANCHOR TEXTS

174

DOFOLLOW/NOFOLLOW

94977.2%28022.8%

EDU

0

GOV

4

IPS

172

SUBNETS

151

REFERRING DOMAINS

222

To only homepage87

To only inside pages112

Other23

39.2%50.5%10.4%

BACKLINKS

1.2K

Links to homepage329

Links to other pages900

26.8%73.2%





# Mobile-first Indexing

Friday, November 04, 2016

Today, most people are searching on Google using a mobile device. However, our ranking systems still typically look at the desktop version of a page's content to evaluate its relevance to the user. This can cause issues when the mobile page has less content than the desktop page because our algorithms are not evaluating the actual page that is seen by a mobile searcher.

To make our results more useful, we've begun experiments to make our index mobile-first. Although our search index will continue to be a single index of websites and apps, our algorithms will eventually primarily use the mobile version of a site's content to rank pages from that site, to understand structured data, and to show snippets from those pages in our results. Of course, while our index will be built from mobile documents, we're going to continue to build a great search experience for all users, whether they come from mobile or desktop devices.

We understand this is an important shift in our indexing and it's one we take seriously. We'll continue to carefully experiment over the coming months on a small scale and we'll ramp up this change when we're confident that we have a great user experience. Though we're only beginning this process, here are a few recommendations to help webmasters prepare as we move towards a more mobile-focused index.

- If you have a [responsive site](#) or a [dynamic serving site](#) where the primary content and markup is equivalent across mobile and desktop, you shouldn't have to change anything.
- If you have a [site configuration](#) where the primary content and markup is different



Hey! Rankings in mobile search results changed [April 21st, 2015](#).

[Check here if your site is mobile-friendly.](#)



Labels



Archive



Feed

Google on 



Google Webmasters



214K



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Subscribe

Delivered by [FeedBurner](#)



## Test results



### Page is mobile friendly

This page is easy to use on a mobile device. [Learn more](#)

[VIEW TESTED PAGE](#)

#### Details

Crawl



Crawled successfully on 8 Jun 2022, 17:44:44



#### Additional resources



Monitor mobile friendliness for your entire site

[GO TO SEARCH CONSOLE](#)



Oh c\*\*p!



**1: Killing a page before  
checking.**



# Method 1: analytics







# Method 2: Google Search Console



https://adelineyoga.com/

Overview

- Performance
- URL inspection
- Index
  - Coverage
  - Sitemaps
  - Removals
- Experience
  - Page experience
  - Core web vitals
  - Mobile Usability
- Enhancements
  - Breadcrumbs
  - Events
  - Sitelinks searchbox
- Security & Manual Actions
- Legacy tools and reports
- Links
- Settings
- Submit feedback
- About Search Console

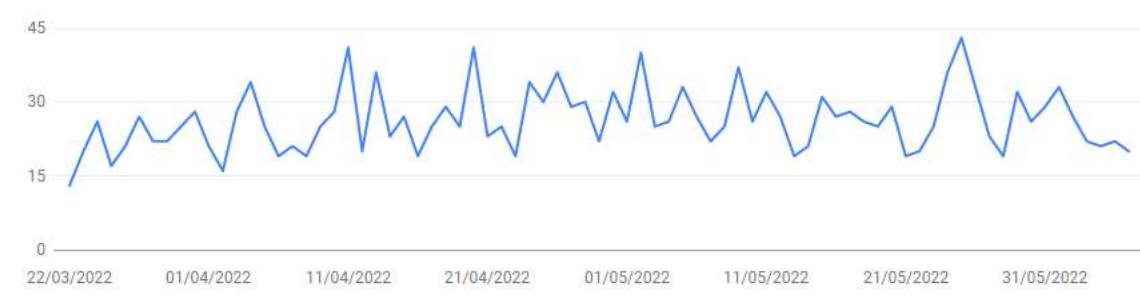
Understand how your new content is doing [Search Console Insights](#)

Performance

[Full report](#)

1

2,025 total web search clicks



Coverage

[Full report](#)

305 pages with errors 187 valid pages





https://adelineyoga.com/

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- Security & Manual Actions
- Legacy tools and reports
- Links
- Settings
- Submit feedback
- About Search Console

Performance

EXPORT

Search type: Web Date: Last 3 months 2 + New

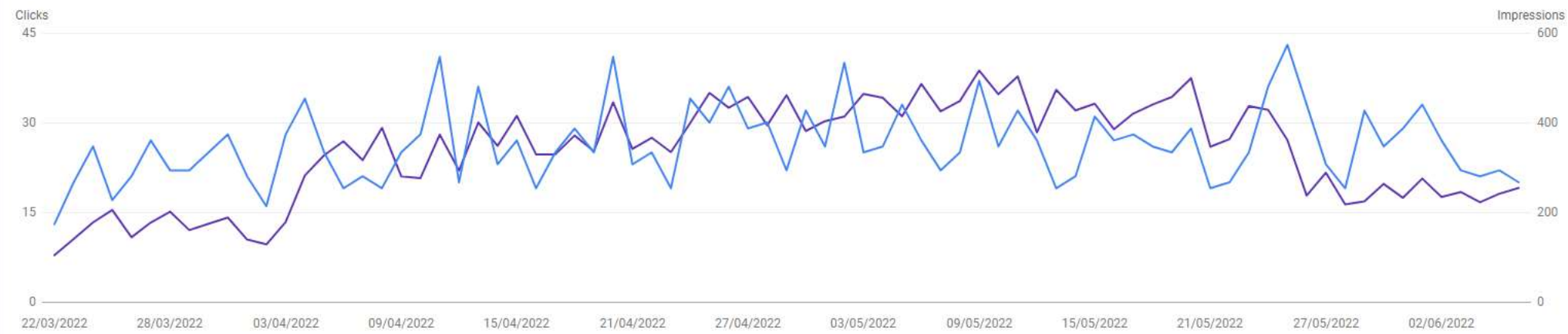
Last updated: 9 hours ago

☒ Total clicks  
2.03K

☒ Total impressions  
25.8K

☐ Average CTR  
7.9%

☐ Average position  
37.4



QUERIES	PAGES3	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries					
				Clicks	Impressions
adeline yoga				1,312	1,869
adeline yoga schedule				86	164
adeline yoga studio				77	132
adeline voaa berkeley				58	79



https://adelineyoga.com/

Performance

EXPORT

Search type: Web | Date: Last 3 months | + New

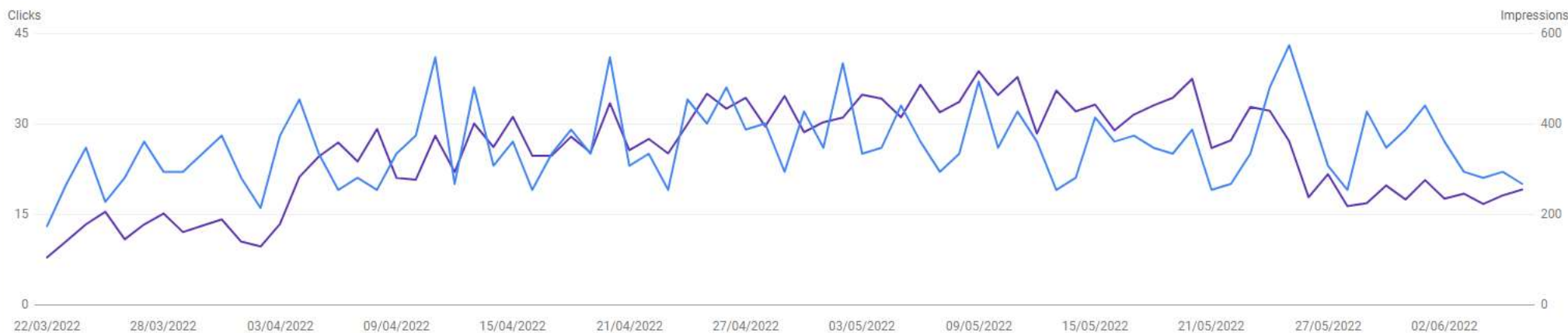
Last updated: 9 hours ago

☒ Total clicks  
**2.03K**

☒ Total impressions  
**25.8K**

☐ Average CTR  
**7.9%**

☐ Average position  
**37.4**



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
					4
Top pages				Clicks	Impressions
https://adelineyoga.com/				1,725	11,694
https://adelineyoga.com/schedule/				123	910
https://adelineyoga.com/pune-shorts/				41	870
https://adelineyoga.com/live-online-classes/				39	10,986



https://adelineyoga.com/

Performance

EXPORT

- Overview
- Performance
- URL inspection
- Index
  - Coverage
  - Sitemaps
  - Removals
- Experience
  - Page experience
  - Core web vitals
  - Mobile Usability
- Enhancements
  - Breadcrumbs
  - Events
  - Sitelinks searchbox
- Security & Manual Actions
- Legacy tools and reports
- Links
- Settings
- Submit feedback
- About Search Console

Search type: Web Date: Last 3 months + New

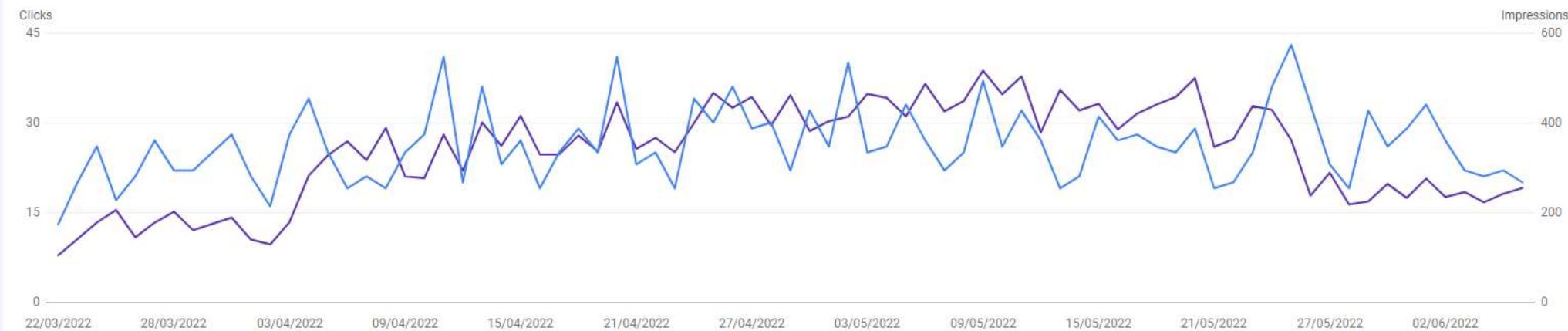
Last updated: 9 hours ago

☒ Total clicks  
2.03K

☒ Total impressions  
25.8K

☐ Average CTR  
7.9%

☐ Average position  
37.4



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Contains	Filter by Top pages				
Top pages					
https://adelineyoga.com/					
https://adelineyoga.com/schedule/					
				123	910

5

☒ Top pages

☐ Clicks

☐ Impressions



https://adelineyoga.com/

- Overview
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- Index
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  - Sitemaps
  - Removals
- Experience
  - Page experience
  - Core web vitals
  - Mobile Usability
- Enhancements
  - Breadcrumbs
  - Events
  - Sitelinks searchbox
- Security & Manual Actions
- Legacy tools and reports
- Links
- Settings
- Submit feedback
- About Search Console

Performance

EXPORT

Search type: Web

Date: Last 3 months

+ New

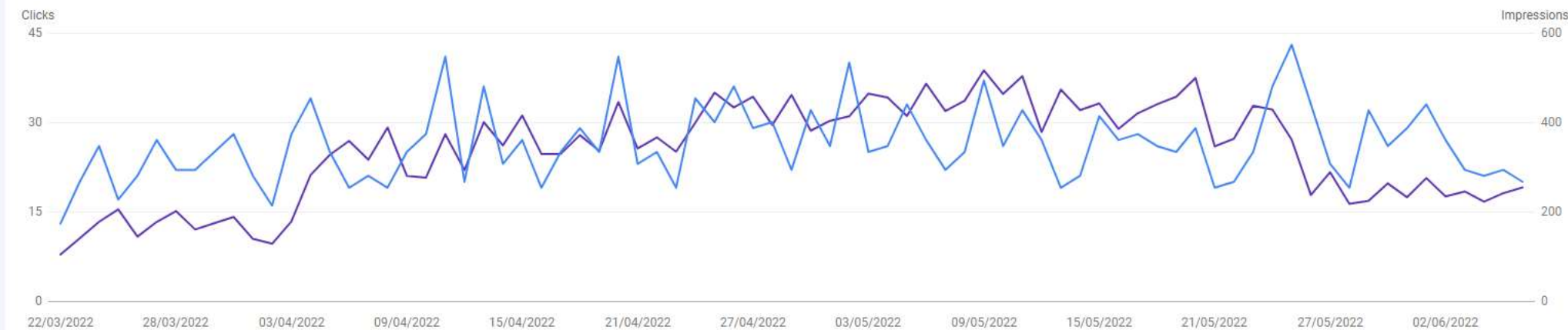
Last updated: 9 hours ago

☒ Total clicks  
**2.03K**

☒ Total impressions  
**25.8K**

☐ Average CTR  
**7.9%**

☐ Average position  
**37.4**



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top pages					↓ Clicks    Impressions
https://adelineyoga.com/					1,725    11,694
https://adelineyoga.com/schedule/					123    910
https://adelineyoga.com/pune-shorts/					41    870
https://adelineyoga.com/live-online-classes/					39    10,986



**2: Renaming or moving  
content before  
checking.**



# 3: Unique titles & descriptions.



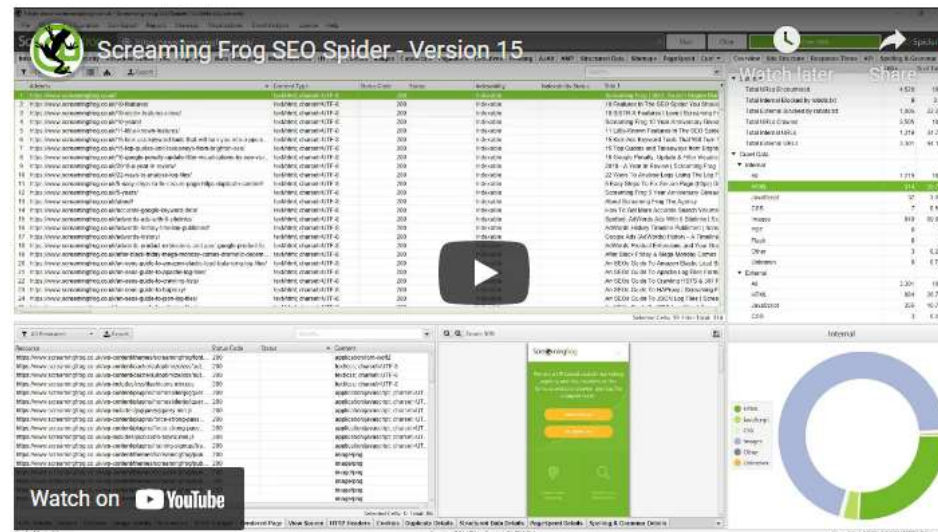
# Screaming Frog SEO Spider

The industry leading website crawler for Windows, macOS and Ubuntu, trusted by thousands of SEOs and agencies worldwide for technical SEO site audits.

[Overview](#)[User Guide](#)[Tutorials](#)[FAQ](#)[Support](#)[Download](#)[Pricing](#)[Buy & Renew](#)

## SEO Spider Tool

The **Screaming Frog** SEO Spider is a website crawler that helps you improve onsite SEO, by extracting data & auditing for common SEO issues. Download & crawl 500 URLs for free, or buy a licence to remove the limit & access advanced features.

[Free Vs Paid](#)[Download](#)



**4: noindex**



[Home](#) > [Extensions](#) > Seerobots

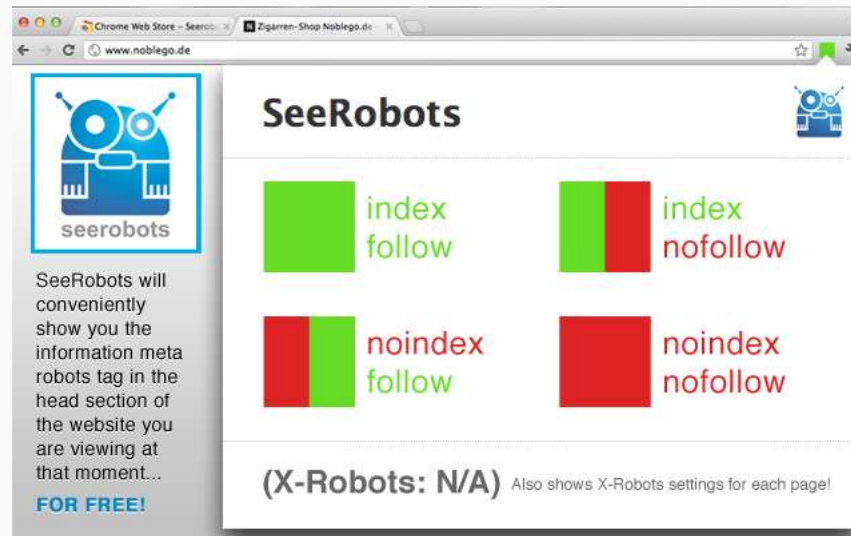
## Seerobots

[Remove from Chrome](#)

★★★★★ 27 ⓘ

[Developer Tools](#)

10,000+ users

[Overview](#)[Privacy practices](#)[Reviews](#)[Support](#)[Related](#)

### Overview

Compatible with your device

SeeRobots conveniently displays the meta robots information of the website you are viewing - For more info visit [www.seerobots.com](http://www.seerobots.com)

### Additional Information

[Website](#) [Report abuse](#)

Offered by  
claneo-chrome-extensions



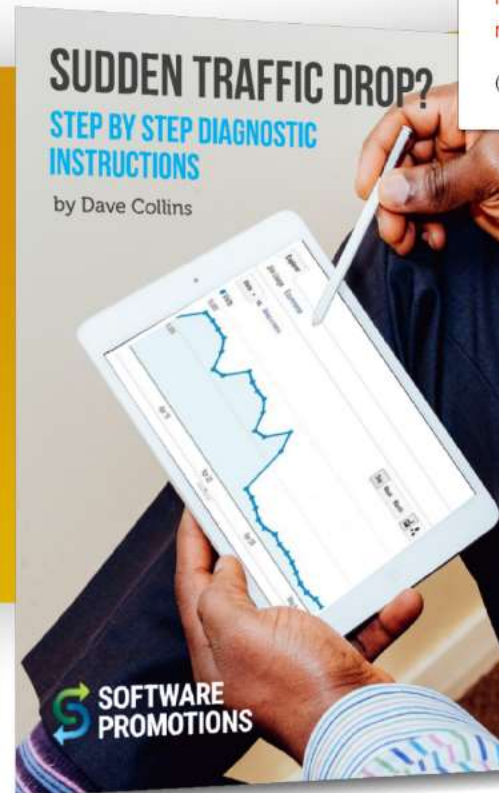


## SUDDEN TRAFFIC DROP?

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SeeRobots



noindex

nofollow

(X-Robots: N/A)



"SoftwarePromotions know their stuff, deeply. It's truly a pleasure to work with them. I have recommended their services to lots of people, it simply pays for itself. I feel like AdWords spending is an accelerator pedal I can choose to push on when our business is ready for it. With the help of SoftwarePromotions, I know that my wheels won't be spinning when I do so."

**Peldi - Balsamiq Studios**





[What we do](#)

[Who we are](#)

[Contact](#)

# Better Results From

598 clients. 48 countries. 22 years.



SEO



GOOGLE ADS



WEBSITE



TRAINING



CONSULTATION



"SoftwarePromotions know their stuff, deeply. It's truly a pleasure to work with them. I have recommended their services to lots of people, it simply pays for itself."

SeeRobots



index

follow

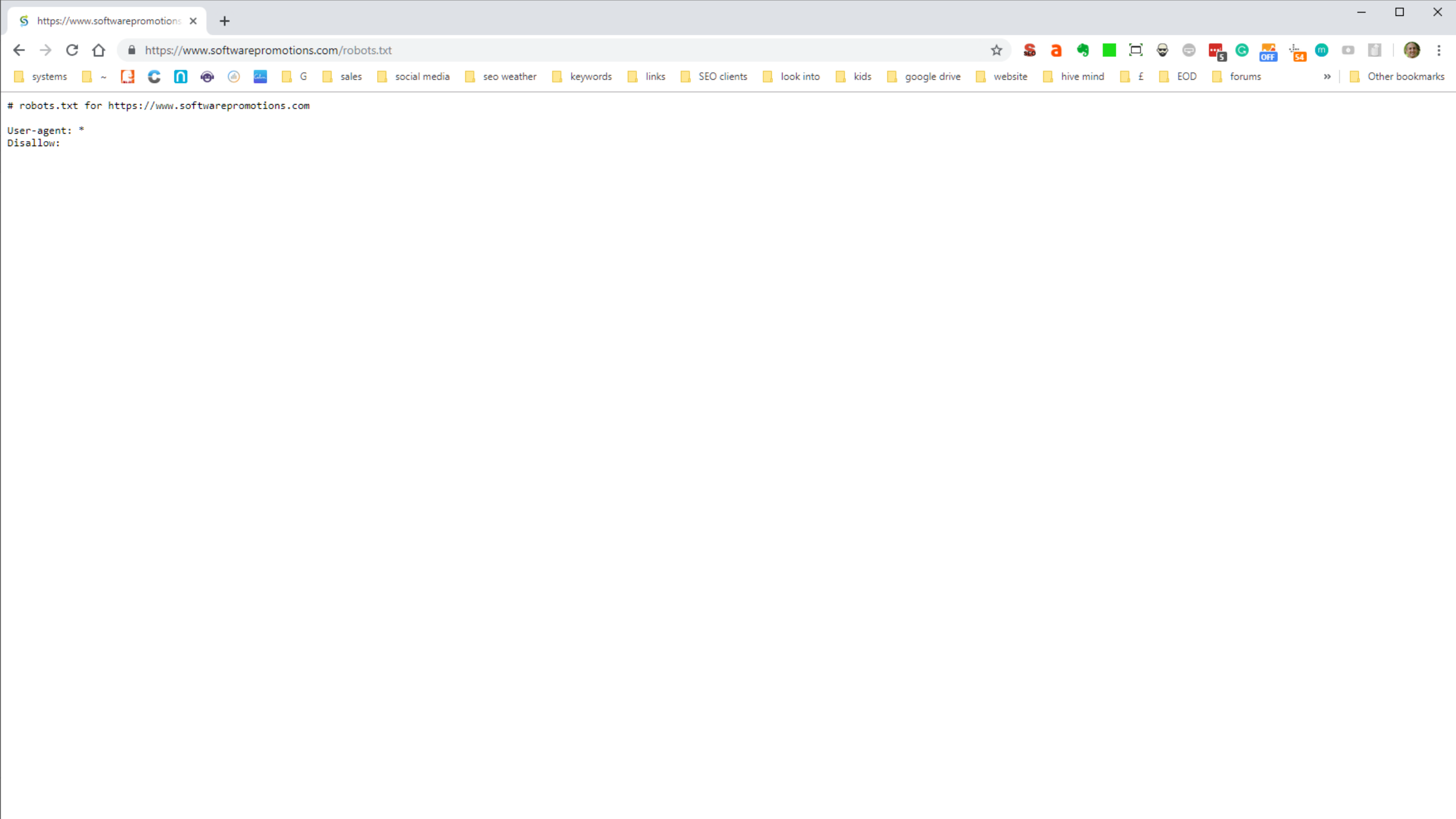
(meta tag not found)

(X-Robots: N/A)



# 5: robots.txt





# robots.txt for https://www.softwarepromotions.com

User-agent: \*  
Disallow:



# 6: design changes



# 7: missing/removed analytics code



# 8: sitemap



# XML Sitemap

Generated by [Yoast SEO](#), this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on [sitemaps.org](#).

This XML Sitemap contains 111 URLs.

URL	Images	Last Mod.
<a href="https://adelineyoga.com/blog/">https://adelineyoga.com/blog/</a>	0	2022-04-11 21:11 +00:00
<a href="https://adelineyoga.com/3-ways-to-turn-your-new-years-resolutions-into-reality/">https://adelineyoga.com/3-ways-to-turn-your-new-years-resolutions-into-reality/</a>	1	2013-02-06 00:57 +00:00
<a href="https://adelineyoga.com/r-e-l-a-x-the-prana-is-unlimited/">https://adelineyoga.com/r-e-l-a-x-the-prana-is-unlimited/</a>	0	2013-02-06 00:59 +00:00
<a href="https://adelineyoga.com/what-can-yoga-do-for-the-lifestyle-of-a-typical-cyclist/">https://adelineyoga.com/what-can-yoga-do-for-the-lifestyle-of-a-typical-cyclist/</a>	0	2013-06-27 16:48 +00:00
<a href="https://adelineyoga.com/independence-of-body/">https://adelineyoga.com/independence-of-body/</a>	0	2013-07-13 02:42 +00:00
<a href="https://adelineyoga.com/oh-the-places-we-will-go/">https://adelineyoga.com/oh-the-places-we-will-go/</a>	3	2014-05-21 05:39 +00:00
<a href="https://adelineyoga.com/can-you-get-the-benefits-of-yoga-even-if-you-dont-have-a-yoga-body/">https://adelineyoga.com/can-you-get-the-benefits-of-yoga-even-if-you-dont-have-a-yoga-body/</a>	4	2014-08-08 03:48 +00:00
<a href="https://adelineyoga.com/studentfocuselizabethlanyon/">https://adelineyoga.com/studentfocuselizabethlanyon/</a>	1	2014-08-08 03:49 +00:00
<a href="https://adelineyoga.com/the-story-of-heathers-month-in-pune/">https://adelineyoga.com/the-story-of-heathers-month-in-pune/</a>	0	2014-08-08 03:49 +00:00
<a href="https://adelineyoga.com/greetings-from-pune-heathers-ruminations-from-india/">https://adelineyoga.com/greetings-from-pune-heathers-ruminations-from-india/</a>	0	2014-08-08 03:49 +00:00
<a href="https://adelineyoga.com/heathers-ayurvedic-rituals/">https://adelineyoga.com/heathers-ayurvedic-rituals/</a>	2	2014-08-08 03:50 +00:00
<a href="https://adelineyoga.com/explorations-in-calming-the-fluctuations-of-our-mind/">https://adelineyoga.com/explorations-in-calming-the-fluctuations-of-our-mind/</a>	1	2014-08-08 03:50 +00:00
<a href="https://adelineyoga.com/why-is-chanting-important-to-you/">https://adelineyoga.com/why-is-chanting-important-to-you/</a>	0	2014-08-08 03:50 +00:00
<a href="https://adelineyoga.com/50-yoga-the-students-are-my-teachers-by-sarah-harvey/">https://adelineyoga.com/50-yoga-the-students-are-my-teachers-by-sarah-harvey/</a>	3	2014-08-08 03:51 +00:00
<a href="https://adelineyoga.com/3-ways-to-get-the-benefits-of-yoga-when-you-are-short-on-cash/">https://adelineyoga.com/3-ways-to-get-the-benefits-of-yoga-when-you-are-short-on-cash/</a>	2	2014-08-29 00:20 +00:00
<a href="https://adelineyoga.com/survey-of-yoga-students-correlates-home-practice-with-health-and-happiness/">https://adelineyoga.com/survey-of-yoga-students-correlates-home-practice-with-health-and-happiness/</a>	1	2014-08-29 00:23 +00:00
<a href="https://adelineyoga.com/is-adeline-yoga-only-for-young-people/">https://adelineyoga.com/is-adeline-yoga-only-for-young-people/</a>	2	2014-08-29 00:36 +00:00
<a href="https://adelineyoga.com/good-enough/">https://adelineyoga.com/good-enough/</a>	2	2014-08-29 00:40 +00:00
<a href="https://adelineyoga.com/update-on-celebrating-gurujis-passing-in-pune/">https://adelineyoga.com/update-on-celebrating-gurujis-passing-in-pune/</a>	2	2014-08-29 00:49 +00:00
<a href="https://adelineyoga.com/bks-iyengar-in-the-media/">https://adelineyoga.com/bks-iyengar-in-the-media/</a>	4	2014-08-29 01:15 +00:00
<a href="https://adelineyoga.com/yoga-fundamentals/">https://adelineyoga.com/yoga-fundamentals/</a>	1	2014-09-10 04:48 +00:00
<a href="https://adelineyoga.com/practicing-with-a-beginners-mind-lauren-blackham/">https://adelineyoga.com/practicing-with-a-beginners-mind-lauren-blackham/</a>	1	2014-09-12 04:07 +00:00
<a href="https://adelineyoga.com/5-things-you-should-know-about-iyengar-yoga/">https://adelineyoga.com/5-things-you-should-know-about-iyengar-yoga/</a>	4	2014-09-12 04:08 +00:00
<a href="https://adelineyoga.com/keep-it-simple-namaste/">https://adelineyoga.com/keep-it-simple-namaste/</a>	1	2014-09-12 04:12 +00:00
<a href="https://adelineyoga.com/yoga-peri-menopause-melinda-morey/">https://adelineyoga.com/yoga-peri-menopause-melinda-morey/</a>	1	2014-10-01 02:55 +00:00
<a href="https://adelineyoga.com/fall-celebrations-adeline-yoga-ofrenda-bks-iyengar/">https://adelineyoga.com/fall-celebrations-adeline-yoga-ofrenda-bks-iyengar/</a>	2	2014-11-03 17:55 +00:00
<a href="https://adelineyoga.com/reflections-time-pune/">https://adelineyoga.com/reflections-time-pune/</a>	4	2014-11-15 03:23 +00:00
<a href="https://adelineyoga.com/sadhana/">https://adelineyoga.com/sadhana/</a>	9	2014-11-23 02:50 +00:00
<a href="https://adelineyoga.com/basic-back-care-for-home-yoga-practice/">https://adelineyoga.com/basic-back-care-for-home-yoga-practice/</a>	6	2014-12-03 17:51 +00:00
<a href="https://adelineyoga.com/results-student-satisfaction-survey/">https://adelineyoga.com/results-student-satisfaction-survey/</a>	3	2014-12-23 18:42 +00:00
<a href="https://adelineyoga.com/rebecca-lerner-workshop-revisited-3/">https://adelineyoga.com/rebecca-lerner-workshop-revisited-3/</a>	3	2015-01-05 22:56 +00:00
<a href="https://adelineyoga.com/yoga-blessings-fund/">https://adelineyoga.com/yoga-blessings-fund/</a>	2	2015-01-05 23:14 +00:00
<a href="https://adelineyoga.com/putting-together-fundamentals-class/">https://adelineyoga.com/putting-together-fundamentals-class/</a>	1	2015-01-22 16:00 +00:00
<a href="https://adelineyoga.com/yoga-stabilizing-anxiety/">https://adelineyoga.com/yoga-stabilizing-anxiety/</a>	1	2015-01-22 16:30 +00:00
<a href="https://adelineyoga.com/transforming-adeline-corridor/">https://adelineyoga.com/transforming-adeline-corridor/</a>	1	2015-02-14 18:09 +00:00
<a href="https://adelineyoga.com/anantasana-shoulders-snakes/">https://adelineyoga.com/anantasana-shoulders-snakes/</a>	2	2015-03-11 03:24 +00:00
<a href="https://adelineyoga.com/looking-back-at-rebecca-lerners-december-workshop/">https://adelineyoga.com/looking-back-at-rebecca-lerners-december-workshop/</a>	0	2015-04-03 15:21 +00:00
<a href="https://adelineyoga.com/yellow-brown-black-and-beautiful-iyengar-yoga-and-people-of-color/">https://adelineyoga.com/yellow-brown-black-and-beautiful-iyengar-yoga-and-people-of-color/</a>	1	2015-05-26 18:52 +00:00
<a href="https://adelineyoga.com/starting-yoga-at-57-one-year-later/">https://adelineyoga.com/starting-yoga-at-57-one-year-later/</a>	2	2015-05-30 14:47 +00:00
<a href="https://adelineyoga.com/savasana-kitty/">https://adelineyoga.com/savasana-kitty/</a>	1	2015-07-05 18:18 +00:00
<a href="https://adelineyoga.com/adventures-in-pune-by-lori-neuman/">https://adelineyoga.com/adventures-in-pune-by-lori-neuman/</a>	2	2015-07-07 01:30 +00:00
<a href="https://adelineyoga.com/more-adventures-in-pune-by-lori-neumann/">https://adelineyoga.com/more-adventures-in-pune-by-lori-neumann/</a>	2	2015-07-09 16:13 +00:00
<a href="https://adelineyoga.com/pune-adventures-by-lori-neumann/">https://adelineyoga.com/pune-adventures-by-lori-neumann/</a>	1	2015-07-21 05:22 +00:00
<a href="https://adelineyoga.com/pune-adventures-by-lori-neumann-2/">https://adelineyoga.com/pune-adventures-by-lori-neumann-2/</a>	1	2015-07-28 04:10 +00:00
<a href="https://adelineyoga.com/kurmasanawithmelindamorey/">https://adelineyoga.com/kurmasanawithmelindamorey/</a>	2	2015-07-31 16:16 +00:00
<a href="https://adelineyoga.com/invocations-and-mantras/">https://adelineyoga.com/invocations-and-mantras/</a>	11	2015-09-25 18:03 +00:00
<a href="https://adelineyoga.com/sadhana-studies-q-a-with-heather/">https://adelineyoga.com/sadhana-studies-q-a-with-heather/</a>	3	2015-12-07 20:50 +00:00
<a href="https://adelineyoga.com/introduction-to-ayurveda-the-science-of-holistic-health/">https://adelineyoga.com/introduction-to-ayurveda-the-science-of-holistic-health/</a>	3	2016-01-07 14:57 +00:00
<a href="https://adelineyoga.com/teacher-feature-cynthia-bates/">https://adelineyoga.com/teacher-feature-cynthia-bates/</a>	1	2016-02-18 23:10 +00:00
<a href="https://adelineyoga.com/sadhana-studies-on-humility-and-patience-2/">https://adelineyoga.com/sadhana-studies-on-humility-and-patience-2/</a>	1	2016-04-13 20:49 +00:00



**9: nofollow**



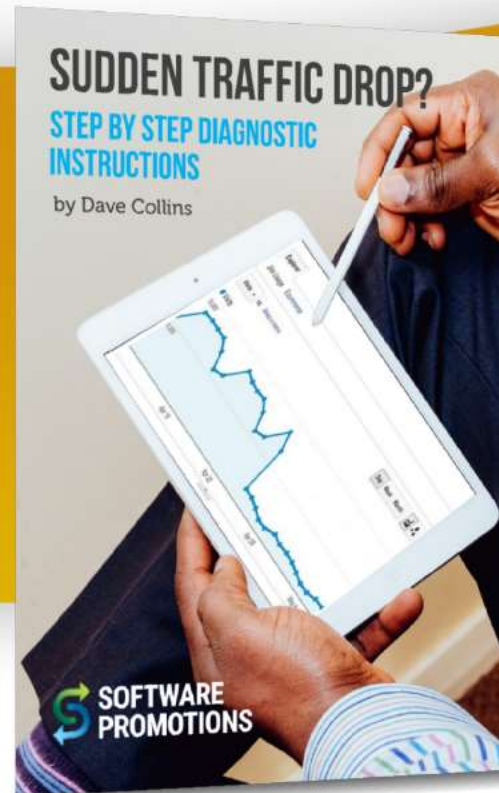


## SUDDEN TRAFFIC DROP?

It's not **if** it happens, but **when**.

We'll show you a simple 3-stop process for what to do.  
Easy to implement. Non-technical. 100% actionable. Free.

DOWNLOAD THE GUIDE NOW



"SoftwarePromotions know their stuff, deeply. It's truly a pleasure to work with them. I have recommended their services to lots of people, it simply pays for itself. I feel like AdWords spending is an accelerator pedal I can choose to push on when our business is ready for it. With the help of SoftwarePromotions, I know that my wheels won't be spinning when I do so."

**Peldi - Balsamiq Studios**



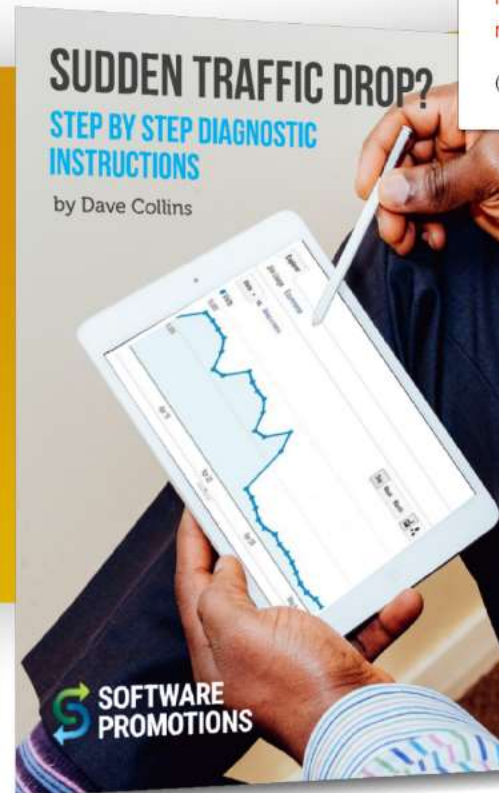


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SeeRobots



noindex

nofollow

(X-Robots: N/A)



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**Peldi - Balsamiq Studios**



Immediate  
wins







Minimize



# Links



Why care  
about links?



Overview

Overview 2.0

Site structure New

Backlink profile ▾

Backlinks

Broken backlinks

Referring domains

Anchor

Referring IPs

Internal backlinks

Link intersect

Organic search ▾

Organic keywords

Top pages

Top subfolders

Top subdomains

Competing domains

Competing pages

Content gap

Paid search ▾

Paid keywords

Ads New

Paid pages

Pages ▾

Best by links

Best by links' growth

Top content

Outgoing links ▾

Linked domains

Anchor

Broken links

Export ▾

CSV

PDF

Legacy ▾

Backlinks

New

Lost

Referring domains

New

Lost

Anchor

Home - Adeline Yoga Studio

adelineyoga.com ▾

📖 How to use

Ahrefs Rank <sup>i</sup>

4,496,823

UR <sup>i</sup>

31

DR <sup>i</sup>

29

Backlinks <sup>i</sup>

1.21K <sup>-5</sup>

Recent 1.63K

Historical 5.28K

Referring domains <sup>i</sup>

169

Recent 186

Historical 549

Organic keywords <sup>i</sup>

536 <sup>-97</sup>

PPC 2

Organic traffic <sup>i</sup>

902

Traffic value <sup>i</sup>

\$1.1K

PPC \$2

Backlink profile

Organic search

Paid search

Ahrefs Rank <sup>i</sup>

Past 3 months

Export ▾

Today

4,496,823

↑1,265

3.5M

avg 7 days

4,457,791

↑7,575

4.0M

avg 1 month

4,477,100

↓253,789

4.5M

avg 3 months

4,330,128

↓209,542

5.0M

Apr

May

Jun

Referring domains <sup>i</sup>

LIVE LINKS

All time

One year

Last 30 days

Export ▾

0

100

200

Jan 2014

Jan 2015

Jan 2016

Jan 2017

Jan 2018

Jan 2019

Jan 2020

Jan 2021

Jan 2022

Referring pages <sup>i</sup>

LIVE LINKS

559

Export ▾

0

500

1K

Jan 2014

Jan 2015

Jan 2016

Jan 2017

Jan 2018

Jan 2019

Jan 2020

Jan 2021

Jan 2022

Live links <sup>i</sup>

▾

Crawled pages <sup>i</sup>

189

Referring domains <sup>i</sup>

169

100%

Dofollow <sup>i</sup>

116

69%

Governmental <sup>i</sup>

1

< 1%

Educational <sup>i</sup>

0

0%

.gov

1

< 1%

.edu

0

0%

.com

125

74%

.net

6

4%

.org

12

7%

Referring pages

559

Referring IPs

162

Referring subnets

133

Backlinks <sup>i</sup>

1,209

100%

Dofollow <sup>i</sup>

930

77%

Nofollow <sup>i</sup>

276

23%

UGC <sup>i</sup>

1

< 1%

Sponsored <sup>i</sup>

0

0%

Text <sup>i</sup>

1,206

100%

Redirect <sup>i</sup>

2

< 1%

Image <sup>i</sup>

262

22%

Form <sup>i</sup>

0

0%

Governmental <sup>i</sup>

2

< 1%

Educational <sup>i</sup>

0

0%





All Projects

Select project

BACKLINK CHECKER

All Reports

Overview

Referring Domains

Backlinks

Anchor Texts

Pages

IPs

Minimize

Tools > Backlink Checker > Overview > adelineyoga.com

Account limit 1 / 200

\*.domain.com/\*

adelineyoga.com

SEARCH

UPDATE REPORT

LAST CHECK: 28 JUN 2022

DOMAIN TRUST

41

PAGE TRUST

7

ANCHOR TEXTS

174

DOFOLLOW/NOFOLLOW

94977.2%

28022.8%

EDU

0

GOV

4

IPS

172

SUBNETS

151

REFERRING DOMAINS

222

To only homepage87

To only inside pages112

Other23

39.2%

50.5%

10.4%

BACKLINKS

1.2K

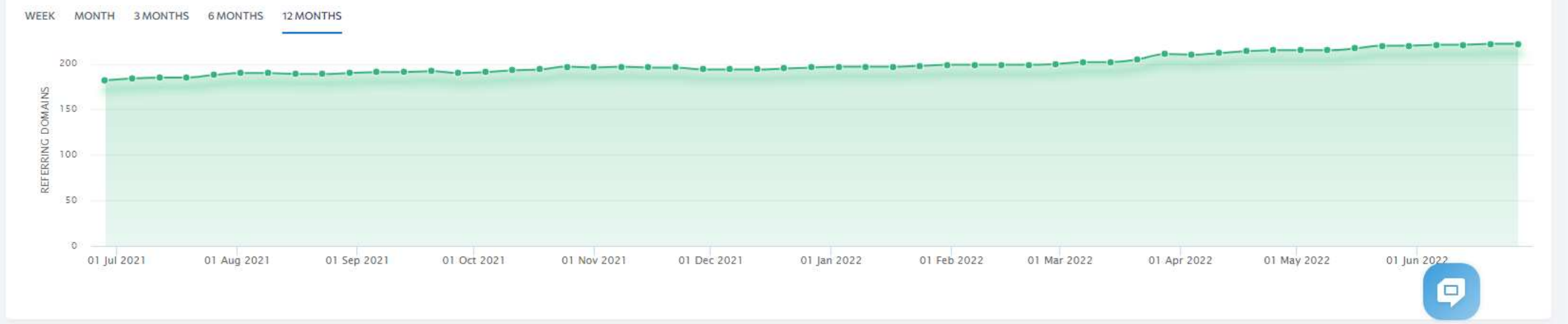
Links to homepage329

Links to other pages900

26.8%

73.2%

Total referring domains





# Site audit



# The **website auditing** tool for **SEO consultants** and **agencies**

Sitebulb isn't just a website crawler. It analyses data from an SEO perspective, guiding you through the process of delivering actionable website audits to your clients.

**Try Sitebulb for Free**

 (and we'll plant a tree)

★★★★★ 4.8



Trusted and loved by 4,000+ SEOs across the globe.



**21,604**  
Trees Planted



**598.6** tonnes  
CO2 Reduced

## Sustainability

At Sitebulb, we try to do the right thing by supporting the people, initiatives and causes that matter to us. One of those causes is the global climate crisis.

Every month we invest in projects to offset the carbon footprint of the Sitebulb team, and the energy used by our users' computers when running SEO audits. We also plant trees for every person that takes a free Sitebulb trial or subscribes to our newsletter.



## Plans & Pricing

Additional users are only \$7 per month. No minimum term.

Monthly



Yearly

**Lite** 1 User**\$13.50** /monthUsers 

10,000 URLs per audit

Ideal for freelancers, startups, website owners and web agencies.

All plans get:

- ✓ Basic SEO Audit
- ✓ 138 Hints
- ✓ Basic PDF Reports
- ✓ Audit Scores
- ✓ Duplicate Content
- ✓ JavaScript Crawling
- ✓ Crawl Maps

[Compare Features](#)

Buy Now

Most Popular

**Pro** 1 User**\$35** /monthUsers 

500,000\* URLs per audit

Perfect for SEO professionals, consultants and digital marketing agencies.

Everything in Lite plus:

- ✓ Advanced SEO Audit
- ✓ 315 Hints
- ✓ Customized PDF Reports
- ✓ Compare Audits & History
- ✓ Page Speed & Mobile Friendly
- ✓ Front-end & Code Coverage
- ✓ Search Console Keywords

[Compare Features](#)

Buy Now



All Hints72

SEO

Internal

Links

Indexability

Redirects

On Page

Duplicate Content

XML Sitemaps

Response vs Render

Security

Performance

Mobile Friendly

Code Coverage

Page Resources

Structured Data

AMP

International

Search Traffic

External

XML Sitemap Generator

Audit Overview

Printable PDFExport Audit SummarySearch URLs

OverviewURLs

Audit Score79View Hints Triggered72

SEO Score86View Hints Triggered40

Security Score53View Hints Triggered13

Performance Score26View Hints Triggered15

Crawled ⓘView	Internal ⓘView	External ⓘView	Resources ⓘView	Uncrawled ⓘ
5.3K	984	1.4K	2.9K	0

Audit Details

Start URLhttps://adelineyoga.com/

Projecthttps://adelineyoga.com/

Crawl TypeChrome Crawler (Standard Audit)

DateMar 31, 2022 11:20 AM to Mar 31, 2022 11:51 AM

Saved Export FilesView Folder

Start a New AuditRe-Audit Failed URLs

Audit SettingsShare AuditView ProjectDelete Audit

Technologies ⓘ

Google Analytics ⓘ ⓘ ⓘ

WordPress ⓘ ⓘ ⓘ

MySQL ⓘ ⓘ ⓘ

Microsoft Word ⓘ

Google Font API ⓘ ⓘ ⓘ

Hammer.js ⓘ ⓘ ⓘ

Moment.js ⓘ ⓘ ⓘ

Underscore.js ⓘ ⓘ ⓘ

jQuery ⓘ ⓘ ⓘ

jQuery UI ⓘ ⓘ ⓘ

Gravatar ⓘ

Gravity Forms ⓘ

Twitter Emoji (Twemoji) ⓘ ⓘ ⓘ

PayPal ⓘ

PHP ⓘ ⓘ ⓘ

Yoast SEO ⓘ ⓘ ⓘ

Google Tag Manager ⓘ ⓘ ⓘ

MediaElement.js ⓘ

YouTube ⓘ





# Links



All Projects

Select project

BACKLINK CHECKER

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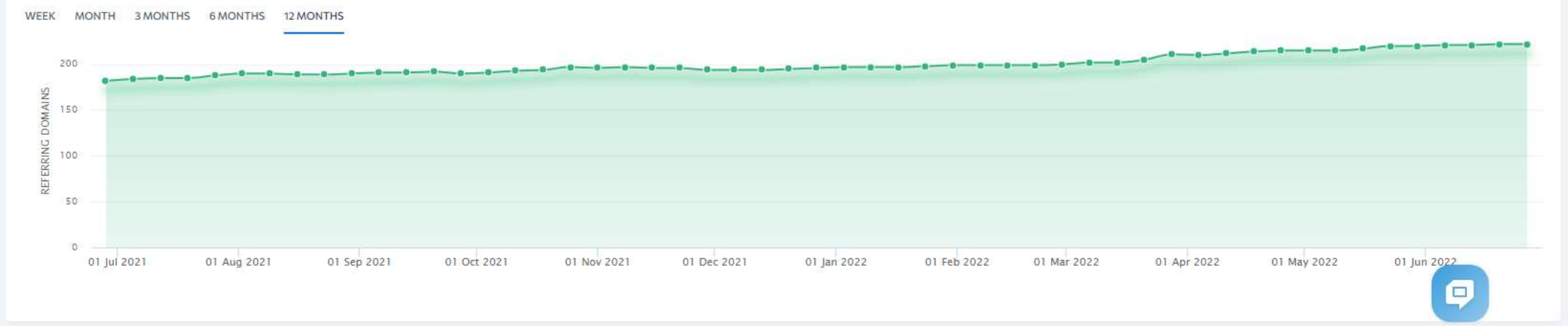
1.2K

Links to homepage329

Links to other pages900

26.8%73.2%

Total referring domains









Put together a  
plan



# Provisional plan:

- **Keywords (vital)**
- **Best practices**
- **Monitoring**
- **Links**
  - **What's happening?**
  - **What's going to happen?**
- **Google Search Console issues (a few)**
- **How to compete & with who?**
- **Plan & dates**



# Provisional plan:

- **Keywords (vital)**
- **Best practices**
- **Monitoring**
- **Links**
  - **What's happening?**
  - **What's going to happen?**
- **Google Search Console issues (lots)**
- **How to compete & with who?**
- **Plan & dates**



# Demystifying SEO: STUDIO GROW SEO training

