



Enterprise Portfolio, Brand Visibility & Rankings (Monthly)

06/18/2015

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Portfolio Performance Overview

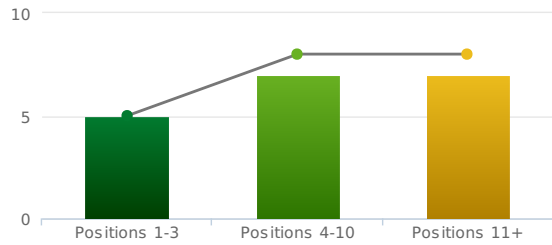
Showing results for May 01, 2015 - May 31, 2015

Campaign Name	Page 1	Page 2	Page 3	Avg. Rank	Avg. Rank Change	SE Avg. Rank	Visibility Score	Visibility Score Change	SE Visibility Score
Amazon Books	70	9	3	8.45	▲29.81%		2,110	▲65.88%	
App Store - Google Play Sports	4	1	0	5.13	▼92.19%		120	▼27.71%	
App Store - iTunes NY Times	11	1	0	4.00	▲5.88%		324	▲0.93%	
Apple	115	1	1	3.92	▼66.85%		3,451	▼1.17%	
Maps-Capital Grille (Geo Keywords)	16	15	11	35.33	▲0.00%		684	▲0.00%	
Mashable Tech	8	4	8	24.12	▲46.08%		333	▲306.10%	
One Republic	2	0	0	5.00	▲16.67%		52	▲4.00%	
Reputation Management - FedEx	2	0	0	2.50	▼25.00%		57	▼1.72%	
Tags - Ford	116	14	2	7.35	▲81.90%		3,697	▲1,588.13%	
Trip Advisor	19	0	0	2.45	▲23.44%		543	▲2.65%	
Video Chat	26	5	5	27.06	▲54.65%		804	▲0.00%	
WL Campaign	22	3	1	7.99	▼31.73%		680	▼10.76%	
YouTube - Let's Play Minecraft	0	0	0	52.00	▼1.30%		0	▼100.00%	

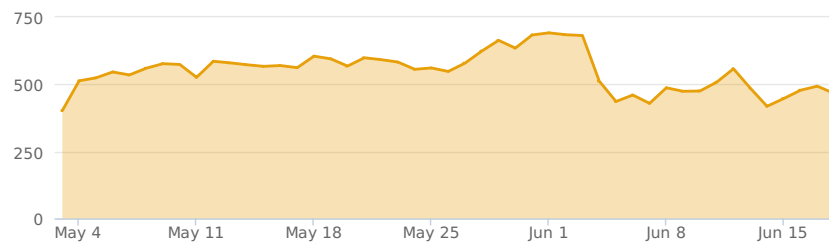
Brand Visibility Report

Showing results for Google USA

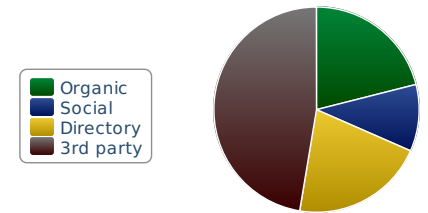
Positions Distribution



Visibility



Result Page Type



Keyword	Top 20 Positions	Total Positions	Page 1 Coverage
capital grille	<ul style="list-style-type: none"> 1 Organic 2 Social 3 3rd Party 7 Directory 8 3rd Party 9 Social 	6	60%
truffle crusted dry aged sirloin in los angeles	<ul style="list-style-type: none"> 2 Directory 5 3rd Party 6 Directory 8 Organic 12 3rd Party 13 3rd Party 14 3rd Party 	7	40%
seared tenderloin in los angeles	<ul style="list-style-type: none"> 1 Directory 13 3rd Party 17 Organic 	3	10%
dry aged sirloin in los angeles	<ul style="list-style-type: none"> 8 3rd Party 11 Organic 	2	10%
dry aged porterhouse in los angeles	<ul style="list-style-type: none"> 20 3rd Party 	1	0%

This Brand Visibility report features:

Positions Distribution Chart that provides the total (for all keywords in the campaign) number of times any of your brand pages rank in the top 20 search engine results on the day the report is run. The dark gray line represents the baseline number of times brand pages ranked in the top 20 on the day we began tracking the Brand URLs.

Visibility Graph displays the trend of the your brand's visibility across all tracked search engines for the previous 6 months. This is based on the position of ranking keywords and average search volume.

Results Page Type pie chart provides a graphic representation of the number of the brand top 20 search results by type - Organic, Maps, Social pages, Apps, Directory listings and 3rd party (e.g., reviews, news, etc.)

In the **Top 20 Positions** column, the numbers represent Rank position and the icons are the logo corresponding to the site URL, followed by the type (e.g., Maps, Organic, Directory, Social, 3rd party).

The **Total Positions** column is the total number of positions each keyword scored in the Top 20 search results.

Page 1 Coverage represents the percentage of brand appearance on Page 1 search engine results.

A **SERP Snapshot** that displays the actual Top 20 search engine results for each keyword is available when you log in to your Dashboard to view this Brand Visibility report and click the discovery screen icon corresponding to any keyword.

Keyword Rank Performance

This report provides a complete overview of your primary domain's keyword rank performance including:

Landing Page - the page on which the keyword ranked highest.

Baseline is the first rank recorded after the keyword was added to the rank tracking system.

Best Rank displays the highest rank a keyword has achieved since it was first tracked for the primary domain. Compare the best rank with current Rank and Baseline to gain rank insights.

Rank is the position the keyword scored in the search engine results on the last day of last month.

Monthly displays the monthly change in keyword rank position.

Overall Change is the difference between Baseline and current Rank.

Vol. displays the broad number of global searches in a month for the keyword.

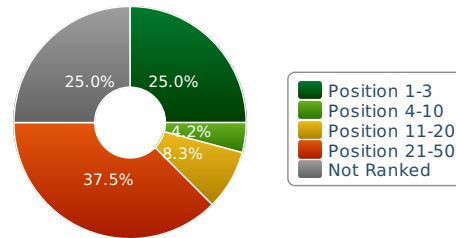
Primary Domain Keyword Rank Performance (05/31/2015)

KEYWORD PERFORMANCE

Keyword Change

Daily	8 ▲ Went up	8 ▼ Went
Weekly	8 ▲ Went up	11 ▼ Went
Monthly	9 ▲ Went up	10 ▼ Went
Overall	13 ▲ Went up	13 ▼ Went

Keyword Positions



Gain & Loss

1st	5 Positions	2 ▲ Overall
2nd	0 Positions	-
3rd	1 Positions	1 ▲ Overall
Top 10	7 Positions	1 ▲ Overall

Google USA (google.com) | mashable.com

Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.
/2015/01/02/mobile-trends-2015/	mobile technology trends	61	1	1	-	▲ +60 (61)	210
/	mashable	1	1	1	N/A	-	201,000
/category/social-media/	social media trends	14	6	17	▼ -8 (9)	▼ -3 (14)	2,900
/	leading news source	25	8	28	▼ -17 (11)	▼ -3 (25)	10
/category/tech/	technology news	44	17	33	▼ -4 (29)	▲ +11 (44)	60,500
/category/tech/	mobile technology news	91	24	34	▲ +66 (100)	▲ +57 (91)	720
/category/tech/	latest technology news	70	55	126	▲ +29 (155)	▼ -56 (70)	8,100
/2007/10/29/igoogle-news-gadget/	gadget news	342	93	312	N/A	▲ +30 (342)	6,600
	tech gadgets	4	4	500+	▼ ? (92)	▼ ? (4)	2,400
	mobile technology	306	272	500+	N/A	▼ ? (306)	8,100

 Google Mobile (google.com) | mashable.com

Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.
/2015/01/02/mobile-trends-2015/	mobile technology trends	60	1	1	▲ +1 (2)	▲ +59 (60)	210
/	mashable	1	1	1	N/A	-	201,000
/category/social-media/	social media trends	15	7	17	▲ +9 (26)	▼ -2 (15)	2,900
/	leading news source	25	5	29	▼ -7 (22)	▼ -4 (25)	10
/category/tech/	technology news	37	17	32	▼ -3 (29)	▲ +5 (37)	60,500
/category/tech/	mobile technology news	67	25	41	▲ +50 (91)	▲ +26 (67)	720
/category/tech/	tech gadgets	4	4	86	▲ +1 (87)	▼ -82 (4)	2,400
/category/tech/	latest technology news	63	53	111	N/A	▼ -48 (63)	8,100
	gadget news	110	77	500+	N/A	▼ ? (110)	6,600
	mobile technology	N/A	N/A	500+	N/A	N/A	8,100



 Google (Global) (google.com) | mashable.com

Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.
/	mashable	1	1	1	N/A	-	201,000
/2015/01/02/mobile-trends-2015/	mobile technology trends	72	1	3	▼ -2 (1)	▲ +69 (72)	210
/category/social-media/	social media trends	12	5	8	▲ +1 (9)	▲ +4 (12)	2,900
/	leading news source	41	8	39	▼ -25 (14)	▲ +2 (41)	10
/category/tech/	technology news	61	18	43	▼ -15 (28)	▲ +18 (61)	60,500
/category/tech/	mobile technology news	81	24	44	▲ +50 (94)	▲ +37 (81)	720
/category/tech/	latest technology news	79	28	111	▲ +43 (154)	▼ -32 (79)	8,100
/category/tech/	mobile technology	298	94	155	N/A	▲ +143 (298)	8,100
	tech gadgets	8	8	500+	▼ ? (93)	▼ ? (8)	2,400
	gadget news	342	72	500+	N/A	▼ ? (342)	6,600

Search Engine Results Comparison

The Search Engine report provides you with a complete summary of search engine results organized by keyword so you can compare keyword performance between the search engines that your keywords are being tracked on.

Rank Summary > Search Engines (05/31/2015)

mashable.com						
Date	URL	Keyword				Vol.
05/31/2015	mashable.com	mobile technology trends	1	1 ▲ (+1)	3 ▼ (-2)	210
05/31/2015	mashable.com	mashable	1	1	1	201,000
05/31/2015	mashable.com	social media trends	17 ▼ (-8)	17 ▲ (+9)	8 ▲ (+1)	2,900
05/31/2015	mashable.com	leading news source	28 ▼ (-17)	29 ▼ (-7)	39 ▼ (-25)	10
05/31/2015	mashable.com	technology news	33 ▼ (-4)	32 ▼ (-3)	43 ▼ (-15)	60,500
05/31/2015	mashable.com	mobile technology news	34 ▲ (+66)	41 ▲ (+50)	44 ▲ (+50)	720
05/31/2015	mashable.com	latest technology news	126 ▲ (+29)	111	111 ▲ (+43)	8,100
05/31/2015	mashable.com	gadget news	312	N/A	N/A	6,600
05/31/2015	mashable.com	tech gadgets	N/A	86 ▲ (+1)	N/A	2,400
05/31/2015	mashable.com	mobile technology	N/A	N/A	155	8,100

Landing Page Performance

This report provides an analysis of keyword rank distribution, social signals and backlink metrics for the best ranking landing pages.

Rank Performance > Landing Page Performance (05/31/2015)

Google USA (google.com) mashable.com																
SE	Landing Page	Rank 1-3	Rank 4-10	Rank 11-20	Rank 21-50	Rank 50+	Total Vol.									All Traffic
	/2015/01/02/mobile-trends-2015/	1	0	0	0	0	210	247 ▲ (+3)	4,198 ▲ (+9)	2,509 ▲ (+6)	2,313 ▲ (+29)	100	4	1,651 ▲ (+18)	78 ▼ (-1)	N/A
	/	1	0	0	1	0	201,010	6.7M	201,147 ▲ (+1,353)	16,029	0	15,348 ▲ (+77)	30,926	2,655,473 ▲ (+34,937)	94 ▼ (-1)	N/A
	/2007/10/29/igoogle-news-gadget/	0	0	0	0	1	6,600	0	0	0	0	0	0	N/A	N/A	N/A
	/category/social-media/	0	0	1	0	0	2,900	169	179	1,131 ▲ (+2)	145 ▲ (+6)	5	54	3,430 ▼ (-255)	85 ▼ (-2)	N/A
	/category/tech/	0	0	0	2 ▲ (+1)	1 ▼ (-2)	69,320	79 ▼ (-1)	89	434 ▲ (+3)	9	0	36	1,130 ▲ (+55)	83 ▼ (-3)	N/A
	Summary for Pages Not Ranked	0	0	0	0	0	10,500	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Google Mobile (google.com) mashable.com																
SE	Landing Page	Rank 1-3	Rank 4-10	Rank 11-20	Rank 21-50	Rank 50+	Total Vol.									All Traffic
	/2015/01/02/mobile-trends-2015/	1	0	0	0	0	210	247 ▲ (+3)	4,198 ▲ (+9)	2,509 ▲ (+6)	2,313 ▲ (+29)	100	4	1,651 ▲ (+18)	78 ▼ (-1)	N/A
	/	1	0	0	1	0	201,010	6.7M	201,147 ▲ (+1,353)	16,029	0	15,348 ▲ (+77)	30,926	2,655,473 ▲ (+34,937)	94 ▼ (-1)	N/A
	/category/social-media/	0	0	1	0	0	2,900	169	179	1,131 ▲ (+2)	145 ▲ (+6)	5	54	3,430 ▼ (-255)	85 ▼ (-2)	N/A
	/category/tech/	0	0	0	2 ▲ (+1)	2	71,720	79 ▼ (-1)	89	434 ▲ (+3)	9	0	36	1,130 ▲ (+55)	83 ▼ (-3)	N/A
	Summary for Pages Not Ranked	0	0	0	0	0	14,700	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Google (Global) (google.com) mashable.com																
SE	Landing Page	Rank 1-3	Rank 4-10	Rank 11-20	Rank 21-50	Rank 50+	Total Vol.									All Traffic
	/2015/01/02/mobile-trends-2015/	1	0	0	0	0	210	247 ▲ (+3)	4,198 ▲ (+9)	2,509 ▲ (+6)	2,313 ▲ (+29)	100	4	1,651 ▲ (+18)	78 ▼ (-1)	N/A
	/	1	0	0	1	0	201,010	6.7M	201,147 ▲ (+1,353)	16,029	0	15,348 ▲ (+77)	30,926	2,655,473 ▲ (+34,937)	94 ▼ (-1)	N/A
	/category/social-media/	0	1	0	0	0	2,900	169	179	1,131 ▲ (+2)	145 ▲ (+6)	5	54	3,430 ▼ (-255)	85 ▼ (-2)	N/A
	/category/tech/	0	0	0	2 ▲ (+1)	2 ▼ (-1)	77,420	79 ▼ (-1)	89	434 ▲ (+3)	9	0	36	1,130 ▲ (+55)	83 ▼ (-3)	N/A
	Summary for Pages Not Ranked	0	0	0	0	0	9,000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Competition Analysis

Compare competitor's baseline rank, best rank and current rank for your keywords, along with monthly and overall rank change and keyword search volume.

Primary Domain vs. Competitor Rankings (05/31/2015)

Google USA (google.com) technology news															
URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.	+	t	f	in	p	v	
			=	=	=	=	=	=	=	=	=	=	=	=	
www.cnet.com	/news/	technology news	1	1	1	-	-	60,500	9.2k	61,894	29,748	8,692	1	1	
www.pcmag.com	/news	technology news	15	11	13	-	▲+2 (15)	60,500	12	31	12	3	7	37	
www.wired.com	/	technology news	11	7	15	▼-1 (14)	▼-4 (11)	60,500	3.5M	891,805	94,961	22,741	3,890	160,388	
www.zdnet.com	/	technology news	4	3	26	▼-3 (23)	▼-22 (4)	60,500	15k	50,674	3,649	556	27	159,184	
mashable.com	/category/tech/	technology news	44	17	33	▼-4 (29)	▲+11 (44)	60,500	79	89	434	9	0	36	
www.engadget.com	/	technology news	21	18	39	▼-7 (32)	▼-18 (21)	60,500	3.1M	210,847	27,320	3,336	25,019	752,004	

Google USA (google.com) mobile technology trends															
URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.	+	t	f	in	p	v	
			=	=	=	=	=	=	=	=	=	=	=	=	
mashable.com	/2015/01/02/mobile-trends-2015/	mobile technology trends	61	1	1	-	▲+60 (61)	210	247	4,198	2,509	2,313	100	4	
www.zdnet.com	/article/the-big-five-it-trends-...	mobile technology trends	27	17	96	▲+22 (118)	▼-69 (27)	210	258	11	11	20	0	0	
insights.wired.com	/profiles/blogs/e-commerce-2015-...	mobile technology trends	98	98	115	N/A	▼-17 (98)	210	1	6	0	13	0	0	
cnet.com		mobile technology trends	395	372	500+	N/A	▼? (395)	210	N/A	N/A	N/A	N/A	N/A	N/A	
engadget.com		mobile technology trends	N/A	N/A	500+	N/A	N/A	210	N/A	N/A	N/A	N/A	N/A	N/A	
pcmag.com		mobile technology trends	N/A	N/A	500+	N/A	N/A	210	N/A	N/A	N/A	N/A	N/A	N/A	

Google USA (google.com) social media trends															
URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.	+	t	f	in	p	v	
			=	=	=	=	=	=	=	=	=	=	=	=	
mashable.com	/category/social-media/	social media trends	14	6	17	▼-8 (9)	▼-3 (14)	2,900	169	179	1,131	145	5	54	
cnet.com		social media trends	N/A	N/A	500+	N/A	N/A	2,900	N/A	N/A	N/A	N/A	N/A	N/A	
zdnet.com		social media trends	426	322	500+	N/A	▼? (426)	2,900	N/A	N/A	N/A	N/A	N/A	N/A	

wired.com		social media trends	201	201	500+	N/A	▼ ? (201)	2,900	N/A	N/A	N/A	N/A	N/A	N/A
engadget.com		social media trends	N/A	N/A	500+	N/A	N/A	2,900	N/A	N/A	N/A	N/A	N/A	N/A
pcmag.com		social media trends	N/A	N/A	500+	N/A	N/A	2,900	N/A	N/A	N/A	N/A	N/A	N/A

Google USA (google.com) | leading news source

URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.						
			=	=	=	=	=	=	=	=	=	=	=	=
mashable.com	/	leading news source	25	8	28	▼ -17 (11)	▼ -3 (25)	10	6.7M	201,147	16,029	0	15,348	30,926
www.wired.com	/	leading news source	119	58	85	▲ +8 (93)	▲ +34 (119)	10	3.5M	891,805	94,961	22,741	3,890	160,388
cnet.com		leading news source	88	88	500+	N/A	▼ ? (88)	10	N/A	N/A	N/A	N/A	N/A	N/A
zdnet.com		leading news source	76	76	500+	N/A	▼ ? (76)	10	N/A	N/A	N/A	N/A	N/A	N/A
engadget.com		leading news source	N/A	N/A	500+	N/A	N/A	10	N/A	N/A	N/A	N/A	N/A	N/A
pcmag.com		leading news source	N/A	N/A	500+	N/A	N/A	10	N/A	N/A	N/A	N/A	N/A	N/A

Google USA (google.com) | latest technology news

URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.						
			=	=	=	=	=	=	=	=	=	=	=	=
www.cnet.com	/news/	latest technology news	3	1	1	▲ +2 (3)	▲ +2 (3)	8,100	9.2k	61,894	29,748	8,692	1	1
www.zdnet.com	/	latest technology news	16	14	18	▲ +1 (19)	▼ -2 (16)	8,100	15k	50,674	3,649	556	27	159,184
www.engadget.com	/	latest technology news	13	9	20	▼ -9 (11)	▼ -7 (13)	8,100	3.1M	210,847	27,320	3,336	25,019	752,004
www.wired.com	/	latest technology news	29	20	28	▼ -4 (24)	▲ +1 (29)	8,100	3.5M	891,805	94,961	22,741	3,890	160,388
mashable.com	/category/tech/	latest technology news	70	55	126	▲ +29 (155)	▼ -56 (70)	8,100	79	89	434	9	0	36
pcmag.com	🔗	latest technology news	1	1	500+	▼ ? (1)	▼ ? (1)	8,100	N/A	N/A	N/A	N/A	N/A	N/A

Google USA (google.com) | mobile technology news

URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.						
			=	=	=	=	=	=	=	=	=	=	=	=
www.cnet.com	🔗 /topics/mobile/	mobile technology news	2	1	2	-	-	720	11	2	18	0	0	1
mashable.com	/category/tech/	mobile technology news	91	24	34	▲ +66 (100)	▲ +57 (91)	720	79	89	434	9	0	36
www.zdnet.com	/	mobile technology news	66	48	57	▲ +2 (59)	▲ +9 (66)	720	15k	50,674	3,649	556	27	159,184
www.engadget.com	/	mobile technology news	70	49	63	▼ -3 (60)	▲ +7 (70)	720	3.1M	210,847	27,320	3,336	25,019	752,004
wired.com		mobile technology news	205	142	500+	N/A	▼ ? (205)	720	N/A	N/A	N/A	N/A	N/A	N/A
pcmag.com		mobile technology news	95	95	500+	N/A	▼ ? (95)	720	N/A	N/A	N/A	N/A	N/A	N/A

🇺🇸 Google Mobile (google.com) technology news														
URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.						
			=	=	=	=	=	=	=	=	=	=	=	=
www.cnet.com	/news/	technology news	1	1	2	▼-1 (1)	▼-1 (1)	60,500	9.2k	61,894	29,748	8,692	1	1
www.wired.com	/	technology news	11	7	14	▼-4 (10)	▼-3 (11)	60,500	3.5M	891,805	94,961	22,741	3,890	160,388
www.pcmag.com	/news	technology news	15	11	15	▼-4 (11)	-	60,500	12	31	12	3	7	37
www.zdnet.com	/	technology news	5	3	28	▼-11 (17)	▼-23 (5)	60,500	15k	50,674	3,649	556	27	159,184
mashable.com	/category/tech/	technology news	37	17	32	▼-3 (29)	▲+5 (37)	60,500	79	89	434	9	0	36
www.engadget.com	/	technology news	22	18	38	▼-7 (31)	▼-16 (22)	60,500	3.1M	210,847	27,320	3,336	25,019	752,004

🇺🇸 Google Mobile (google.com) mobile technology trends														
URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.						
			=	=	=	=	=	=	=	=	=	=	=	=
mashable.com	/2015/01/02/mobile-trends-2015/	mobile technology trends	60	1	1	▲+1 (2)	▲+59 (60)	210	247	4,198	2,509	2,313	100	4
www.zdnet.com	/article/the-big-five-it-trends-...	mobile technology trends	27	17	82	▲+26 (108)	▼-55 (27)	210	258	11	11	20	0	0
insights.wired.com	/m/blogpost?id=6544125:BlogPost...	mobile technology trends	118	90	92	N/A	▲+26 (118)	210	0	0	0	0	0	0
cnet.com		mobile technology trends	N/A	N/A	500+	N/A	N/A	210	N/A	N/A	N/A	N/A	N/A	N/A
engadget.com		mobile technology trends	N/A	N/A	500+	N/A	N/A	210	N/A	N/A	N/A	N/A	N/A	N/A
pcmag.com		mobile technology trends	N/A	N/A	500+	N/A	N/A	210	N/A	N/A	N/A	N/A	N/A	N/A

🇺🇸 Google Mobile (google.com) social media trends														
URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.						
			=	=	=	=	=	=	=	=	=	=	=	=
mashable.com	/category/social-media/	social media trends	15	7	17	▲+9 (26)	▼-2 (15)	2,900	169	179	1,131	145	5	54
cnet.com		social media trends	N/A	N/A	500+	N/A	N/A	2,900	N/A	N/A	N/A	N/A	N/A	N/A
zdnet.com		social media trends	N/A	N/A	500+	N/A	N/A	2,900	N/A	N/A	N/A	N/A	N/A	N/A
wired.com		social media trends	N/A	N/A	500+	N/A	N/A	2,900	N/A	N/A	N/A	N/A	N/A	N/A
engadget.com		social media trends	N/A	N/A	500+	N/A	N/A	2,900	N/A	N/A	N/A	N/A	N/A	N/A
pcmag.com		social media trends	N/A	N/A	500+	N/A	N/A	2,900	N/A	N/A	N/A	N/A	N/A	N/A

🇺🇸 Google Mobile (google.com) leading news source														
URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.						
			=	=	=	=	=	=	=	=	=	=	=	=

📱	📱	📱	=	=	=	=	=	=	=	=	=	=	=	=
mashable.com	/	leading news source	25	5	29	▼-7 (22)	▼-4 (25)	10	6.7M	201,147	16,029	0	15,348	30,926
www.wired.com	/	leading news source	70	51	64	▲+33 (97)	▲+6 (70)	10	3.5M	891,805	94,961	22,741	3,890	160,388
cnet.com		leading news source	98	98	500+	N/A	▼? (98)	10	N/A	N/A	N/A	N/A	N/A	N/A
zdnet.com		leading news source	75	75	500+	N/A	▼? (75)	10	N/A	N/A	N/A	N/A	N/A	N/A
engadget.com		leading news source	N/A	N/A	500+	N/A	N/A	10	N/A	N/A	N/A	N/A	N/A	N/A
pcmag.com		leading news source	N/A	N/A	500+	N/A	N/A	10	N/A	N/A	N/A	N/A	N/A	N/A

🇺🇸 Google Mobile (google.com) | latest technology news

URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.	+	🐦	f	in	📌	📺
📱	📱	📱	=	=	=	=	=	=	=	=	=	=	=	=
www.pcmag.com	/news	latest technology news	1	1	3	▼-1 (2)	▼-2 (1)	8,100	12	31	12	3	7	37
www.cnet.com	/news/	latest technology news	3	1	5	▼-1 (4)	▼-2 (3)	8,100	9.2k	61,894	29,748	8,692	1	1
www.zdnet.com	/	latest technology news	16	13	16	▲+1 (17)	-	8,100	15k	50,674	3,649	556	27	159,184
www.engadget.com	/	latest technology news	12	11	18	N/A	▼-6 (12)	8,100	3.1M	210,847	27,320	3,336	25,019	752,004
www.wired.com	/	latest technology news	32	18	29	▼-3 (26)	▲+3 (32)	8,100	3.5M	891,805	94,961	22,741	3,890	160,388
mashable.com	/category/tech/	latest technology news	63	53	111	N/A	▼-48 (63)	8,100	79	89	434	9	0	36

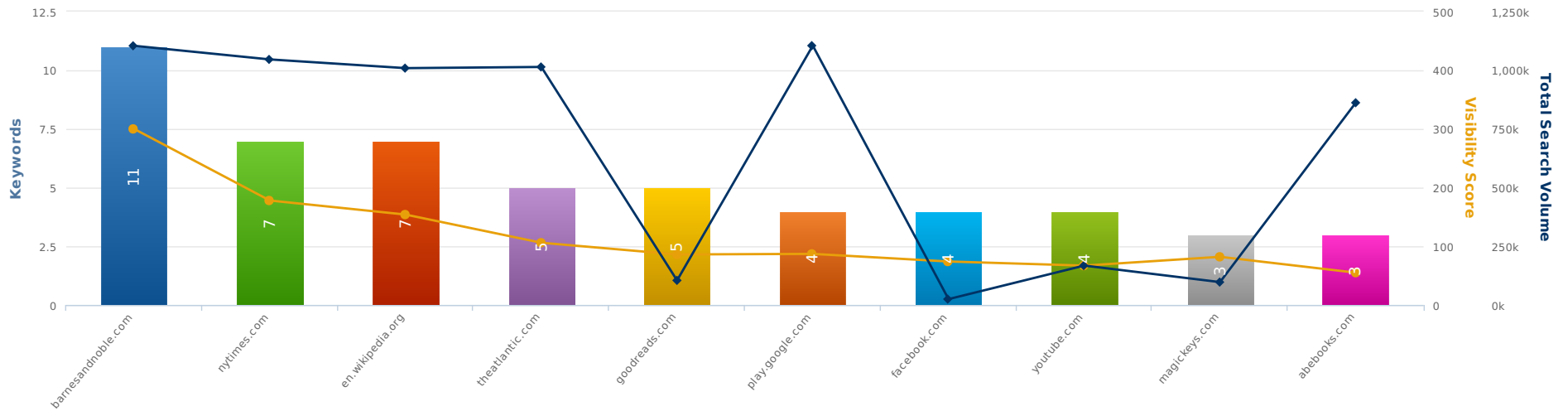
🇺🇸 Google Mobile (google.com) | mobile technology news

URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Monthly	Overall Change	Vol.	+	🐦	f	in	📌	📺
📱	📱	📱	=	=	=	=	=	=	=	=	=	=	=	=
www.cnet.com	/topics/mobile/	mobile technology news	2	1	2	-	-	720	11	2	18	0	0	1
mashable.com	/category/tech/	mobile technology news	67	25	41	▲+50 (91)	▲+26 (67)	720	79	89	434	9	0	36
www.engadget.com	/	mobile technology news	62	46	51	▲+11 (62)	▲+11 (62)	720	3.1M	210,847	27,320	3,336	25,019	752,004
www.zdnet.com	/	mobile technology news	54	47	54	▲+6 (60)	-	720	15k	50,674	3,649	556	27	159,184
wired.com		mobile technology news	N/A	N/A	500+	N/A	N/A	720	N/A	N/A	N/A	N/A	N/A	N/A
pcmag.com		mobile technology news	98	98	500+	N/A	▼? (98)	720	N/A	N/A	N/A	N/A	N/A	N/A

























































Top Organic Competitors

This report highlights the number of campaign keywords for which competitors are ranked in the top 20 organic search engine results, along with the number of tracked keywords for which the competitor's domain is ranking higher and/or lower than your primary domain. Total Search Volume and Visibility Score are included to help provide additional insights.

Competition Analysis > Top Organic Competitors



	Competitor Domain		Keywords	Competitor +	Competitor -	Δ	Total Search Volume	Visibility Score
	📱		-	-	-	📱	=	=
🏆	barnesandnoble.com	🔗	11	1	10	▲9	1,104,300	300
🏆	en.wikipedia.org	🔗	7	1	6	▲5	1,009,100	154
🏆	nytimes.com	🔗	7	2	5	▲3	1,046,200	178
🏆	goodreads.com	🔗	5	0	5	▲5	104,500	86
🏆	theatlantic.com	🔗	5	0	5	▲5	1,014,100	106
🏆	youtube.com	🔗	4	0	4	▲4	167,620	67
🏆	play.google.com	🔗	4	1	3	▲2	1,105,000	87
🏆	forbes.com	🔗	3	0	3	▲3	189,700	55
🏆	audible.com	🔗	3	1	2	▲1	189,700	73
🏆	betterworldbooks.com	🔗	3	0	3	▲3	83,800	65
🏆	magickeys.com	🔗	3	2	1	▼1	97,200	82

	walmart.com		3	0	3	▲3	72,090	81
	5novels.com		2	1	1	-	74,090	53
	buzzfeed.com		2	1	1	-	800,090	47
	itunes.apple.com		2	0	2	▲2	965,000	41
	audiobooks.com		2	1	1	-	174,900	50
	blurb.com		2	1	1	-	22,410	45
	childrensbooksforever.com		2	1	1	-	23,200	39
	huffingtonpost.com		1	0	1	▲1	90	27
	ranker.com		1	1	0	▼1	90	29
	gutenberg.org		1	0	1	▲1	165,000	11
	audiobooks.org		1	0	1	▲1	165,000	12
	help.overdrive.com		1	0	1	▲1	165,000	14
	librivox.org		1	0	1	▲1	165,000	15
	openculture.com		1	0	1	▲1	165,000	25
	bbc.com		1	0	1	▲1	22,200	13
	time.com		1	0	1	▲1	22,200	14
	childrensbookbank.org		1	0	1	▲1	22,200	15
	harpercollins.com		1	0	1	▲1	22,200	19
	slate.com		1	0	1	▲1	22,200	22
	cbcbooks.org		1	0	1	▲1	22,200	24
	scholastic.com		1	0	1	▲1	22,200	25
	nypl.org		1	0	1	▲1	22,200	28
	chapters.indigo.ca		1	0	1	▲1	110	11
	support.apple.com		1	0	1	▲1	110	12
	the-digital-reader.com		1	0	1	▲1	110	13
	waterstones.com		1	0	1	▲1	110	14
	support.oreilly.com		1	0	1	▲1	110	15
	gigaom.com		1	0	1	▲1	110	16
	enthrill.com		1	0	1	▲1	110	17
	bookworld.com.au		1	0	1	▲1	110	18
	goodereader.com		1	0	1	▲1	110	19

	whsmith.co.uk		1	0	1	▲1	110	20
	livrada.com		1	0	1	▲1	110	21
	articles.chicagotribune.com		1	0	1	▲1	110	22
	thebookdesigner.com		1	0	1	▲1	110	23
	kobo.com		1	0	1	▲1	110	25
	kobobooks.com		1	0	1	▲1	110	26
	cnet.com		1	0	1	▲1	110	27
	ebooks.com		1	1	0	▼1	110	30