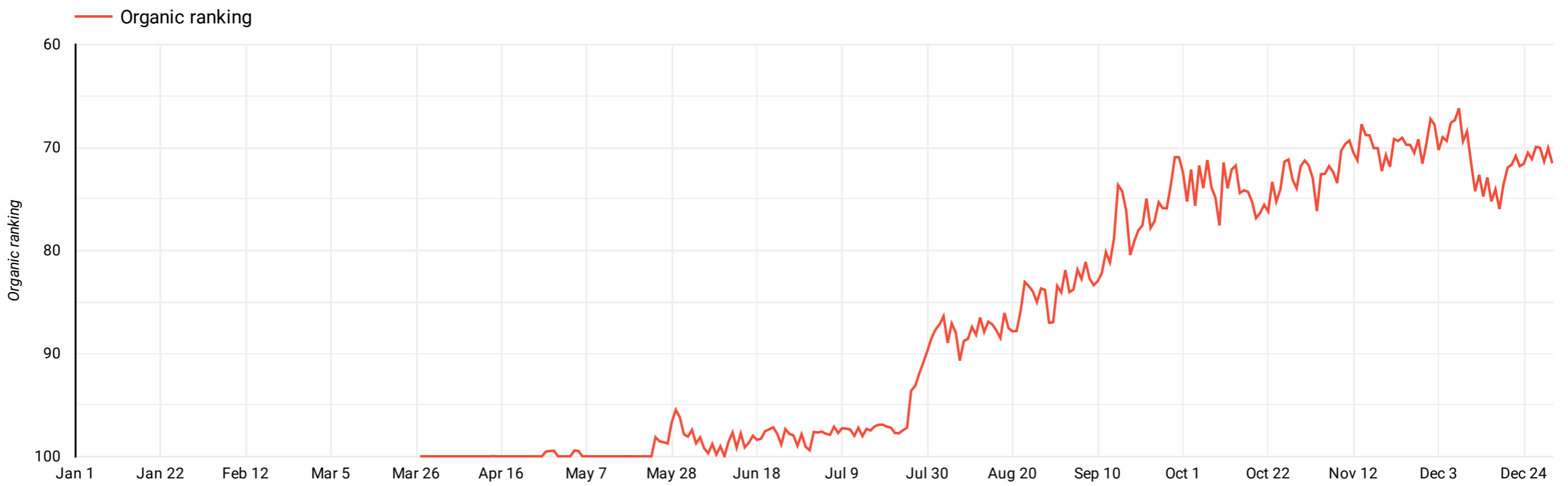


# KEYWORD RANKING PERFORMANCE

Jan 1, 2026 - Jan 31, 2026

This is Your **Organic Ranking Trend for Your Keywords...**



This is **How Your Top Keywords are Ranking:** Current vs. 30, 60, and 90 Days Ago

The average position indicates where our website typically appears on search results pages. A lower number indicates a higher position closer to the top of the page (#1), which means more visibility and organic traffic.

## USA

Keyword	Organic Ranking (Latest) ▲	Change Last 30 Days	Organic Ranking (30 Days Ago)	Change Last 30-60 Days	Organic Ranking (60 Days Ago)	Change 60-90 Days	Organic Ranking (90 Days Ago)
1. [Redacted]	3	6 ▲	9	75 ▲	84	1 ▼	83
2. [Redacted]	5	1 ▼	4	1 ▲	5	1 ▲	6
3. [Redacted]	5	3 ▲	8	3 ▼	5	1 ▼	4
4. [Redacted]	5	-	5	1 ▲	6	-	6

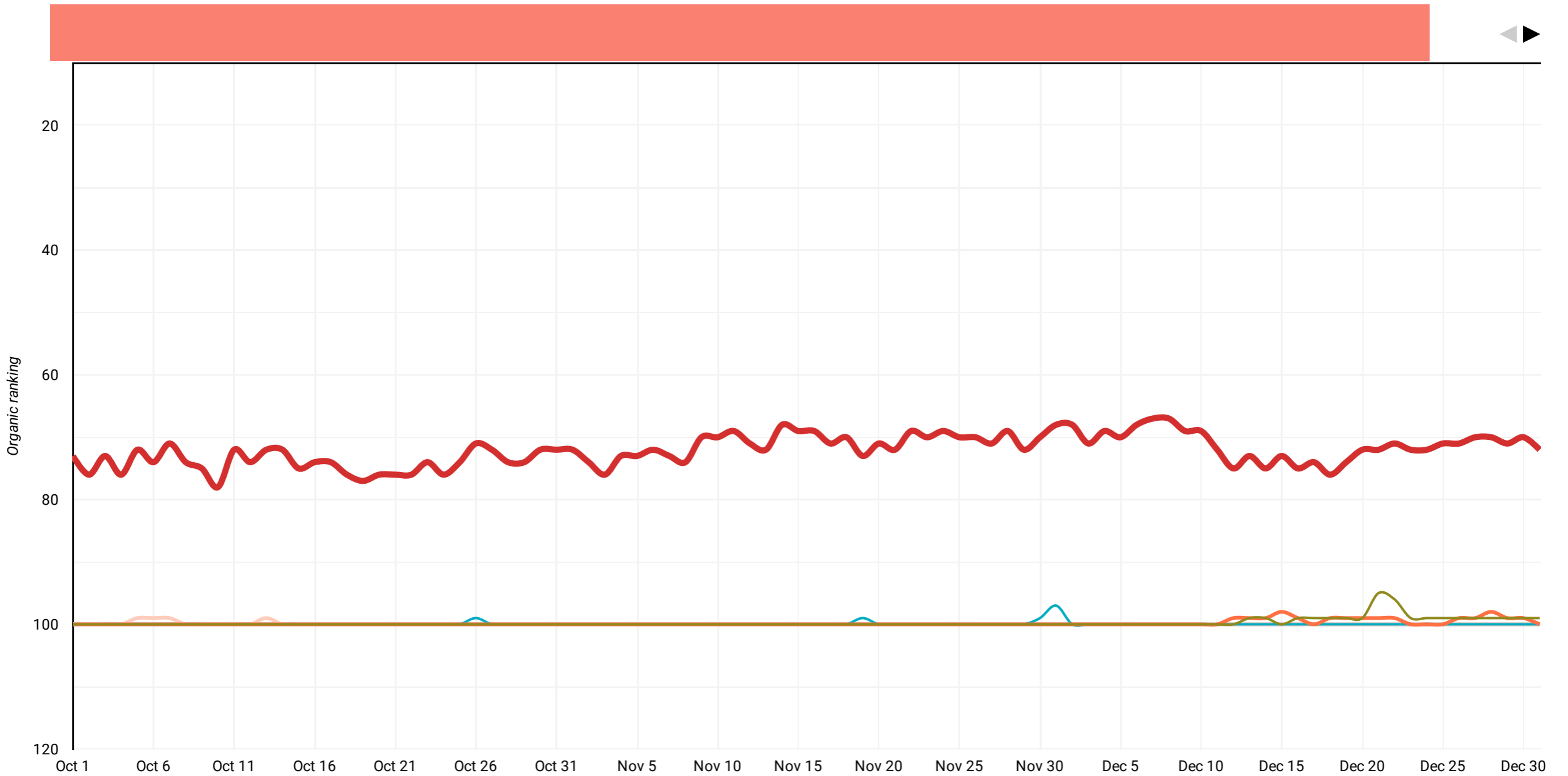
1 - 51 / 51 < >

## CANADA

Keyword	Organic Ranking (Latest) ▲	Change Last 30 Days	Organic Ranking (30 Days Ago)	Change Last 30-60 Days	Organic Ranking (60 Days Ago)	Change 60-90 Days	Organic Ranking (90 Days Ago)
1. [Redacted]	3	-	3	-	3	-	3
2. [Redacted]	3	1 ▼	2	3 ▲	5	4 ▲	9
3. [Redacted]	4	1 ▲	5	1 ▼	4	96 ▲	100
4. [Redacted]	4	-	4	-	4	3 ▼	1
5. [Redacted]	6	3 ▲	9	1 ▲	10	33 ▲	43

1 - 51 / 51 < >

This is **How You Rank Against Your Competitors...**



# SEARCH TRAFFIC PERFORMANCE

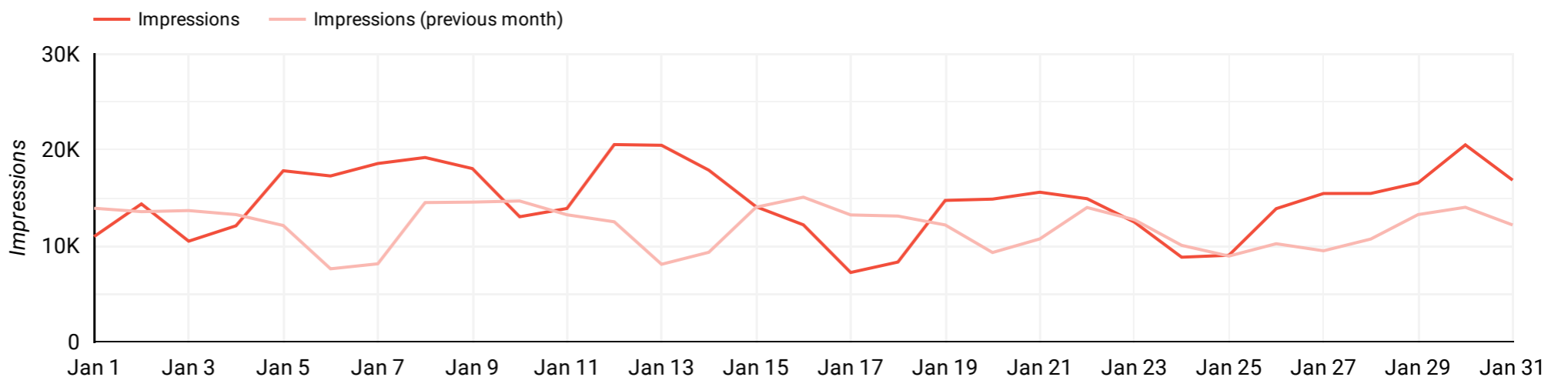
Search type: web Jan 1, 2026 - Jan 31, 2026

This is **How Often Your Website Appeared** in Google Search Results on [Selected Date]...

**455,344**

↑ 22.4%

Total Impressions  
With Previous Month  
Comparison



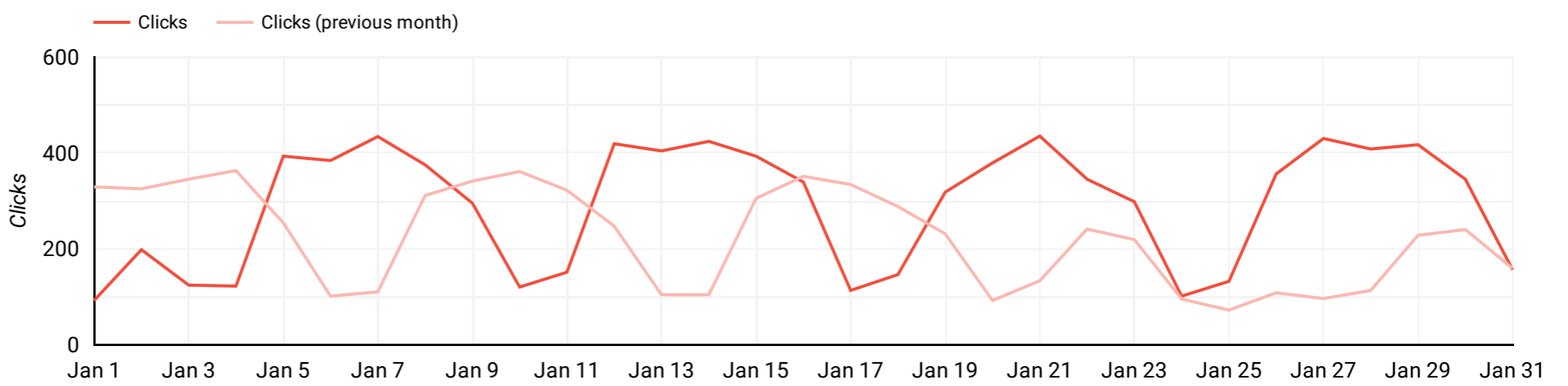
This is **How Many Users Clicked Through to Your Website** from Google Search on [Selected Date]...

**9,046**

↑ 30.7%

Total URL Click  
With Previous Month  
Comparison

A 'click' occurs when someone sees our website in their search results and then clicks on it to visit our site. These are users actively choosing to engage with us.

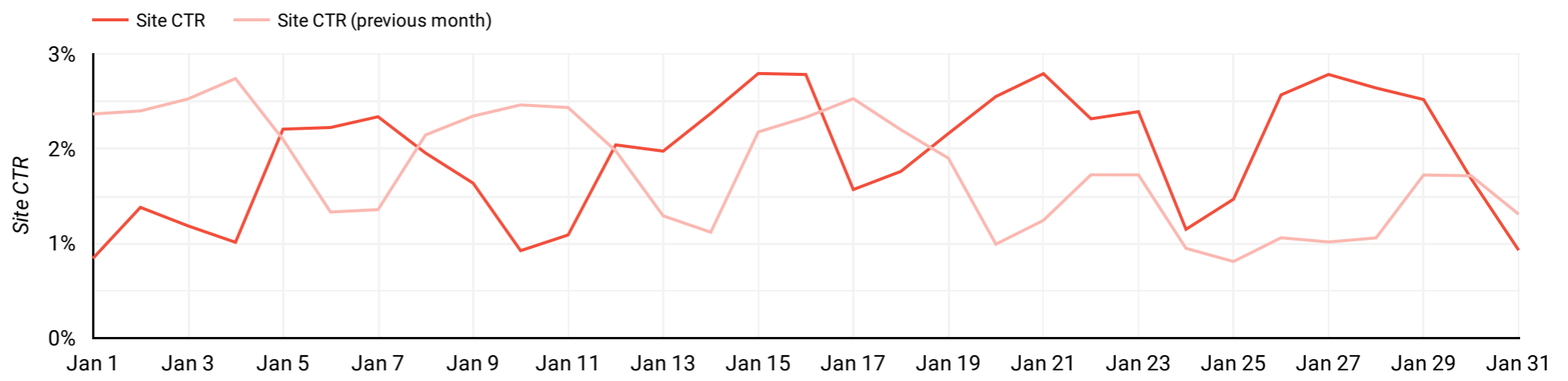


'Click-Through Rate' or CTR is the percentage of the number of times our website appears in search results (impressions) and is actually clicked on.

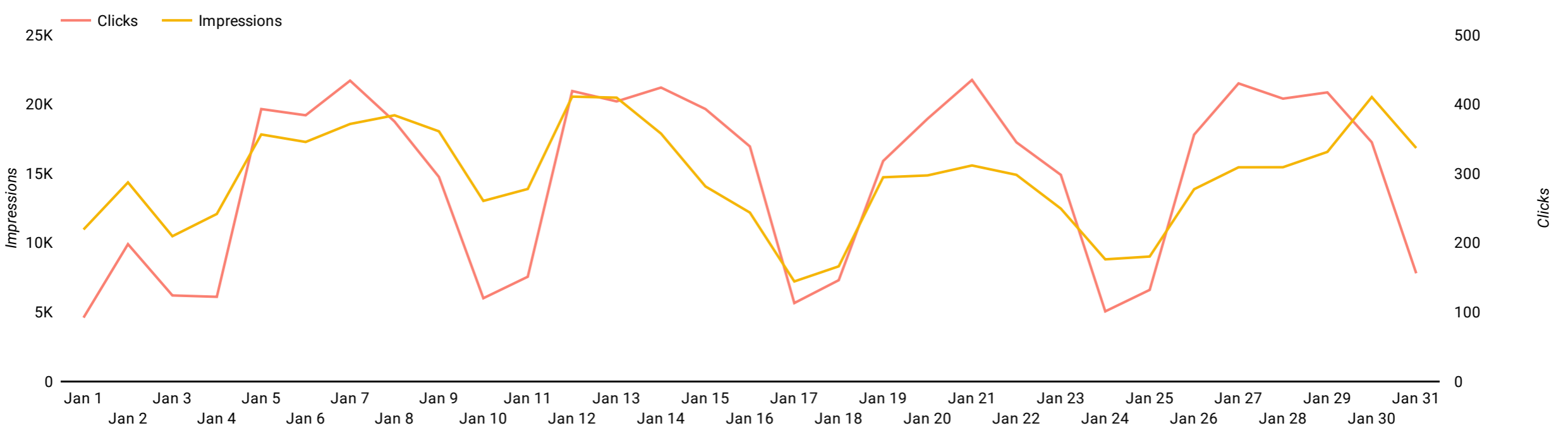
**1.99%**

↑ 6.8%

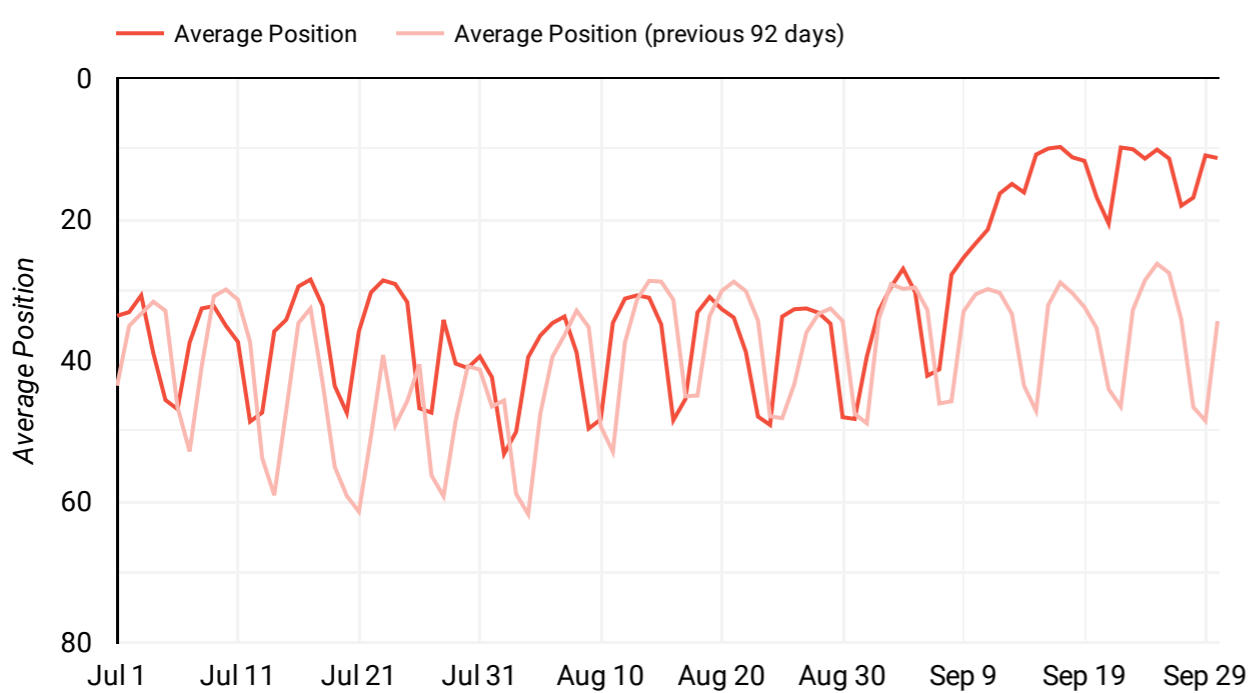
Average Click-Through Rate  
With Previous Month  
Comparison



This is the **Trend of Clicks and Impressions** on Current Month...



This is Your **Website's Average Ranking Position** in Google Search on Current Quarter...



These are the **Top Search Queries Driving Traffic** to Your Website on [Selected Date]...

Query	Impressions	Clicks	Average Position
1. [REDACTED]	19,746	299	6.35
2. [REDACTED]	358	231	1.83
3. [REDACTED]	309	172	1.49
4. [REDACTED]	555	91	2.68
5. [REDACTED]	2,303	72	5.08
6. [REDACTED]	285	64	2.18
7. [REDACTED]	152	63	1.3
8. [REDACTED]	5,165	58	9.68
9. [REDACTED]	230	49	7.83
10. [REDACTED]	526	46	11.35

1 - 100 / 24926

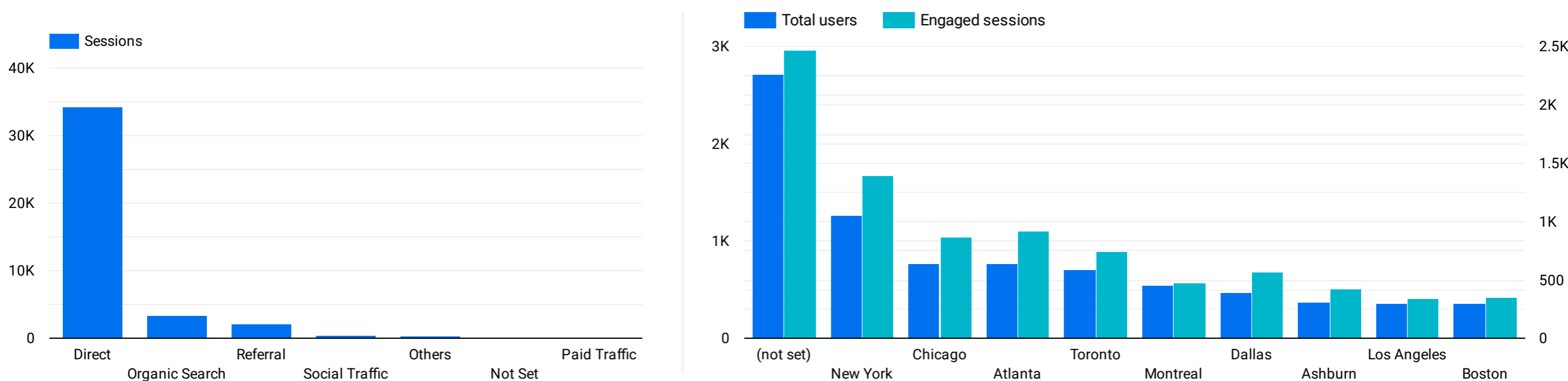
# WEBSITE PERFORMANCE

Jan 1, 2026 - Jan 31, 2026

This is **How Many People Visited and Engaged** with Your Website on [Selected Date]...

<b>27,731</b> ↑ 22.4%	<b>25,648</b> ↑ 23.7%	<b>28,413</b> ↑ 29.2%	<b>69.60%</b> ↑ 1.0%	<b>00:00:46</b> ↓ -2.5%
<b>Website Visitors</b> With Previous Month Comparison	<b>New Website Visitors</b> With Previous Month Comparison	<b>Engaged Website Visits</b> With Previous Month Comparison	<b>Website Engagement Rate</b> With Previous Month Comparison	<b>Avg. Engagement Time</b> With Previous Month Comparison

This is **Where Your Website Visitors Came From** [Selected Date]...



This is **How Each Traffic Source Performs in Terms of Engagement** on [Selected Date] with Previous Month Comparison...

First user default channel group	Total users	Δ	Engagement rate	Δ	Avg. Engagement Time per User	Δ	Bounce rate	Δ
1. Direct	25.5K	7.4K ↑	70.61%	2.13% ↑	00:00:46	-00:00:01 ↓	29.39%	-2.13% ↓
2. Email	26	10 ↑	50%	-20% ↓	00:00:20	-00:00:41 ↓	50%	20% ↑
3. Organic Search	1.4K	-771 ↓	68.12%	-0.36% ↓	00:00:48	-00:00:01 ↓	31.88%	0.36% ↑
4. Organic Social	117	-265 ↓	77.05%	14.53% ↑	00:00:42	-00:00:00 ↓	22.95%	-14.53% ↓
5. Paid Search	16	15 ↑	68.42%	-31.58%...	00:00:39	-00:00:47 ↓	31.58%	31.58% ↑
6. Referral	523	-832 ↓	71.04%	-10.15%...	00:01:04	00:00:10 ↑	28.96%	10.15% ↑

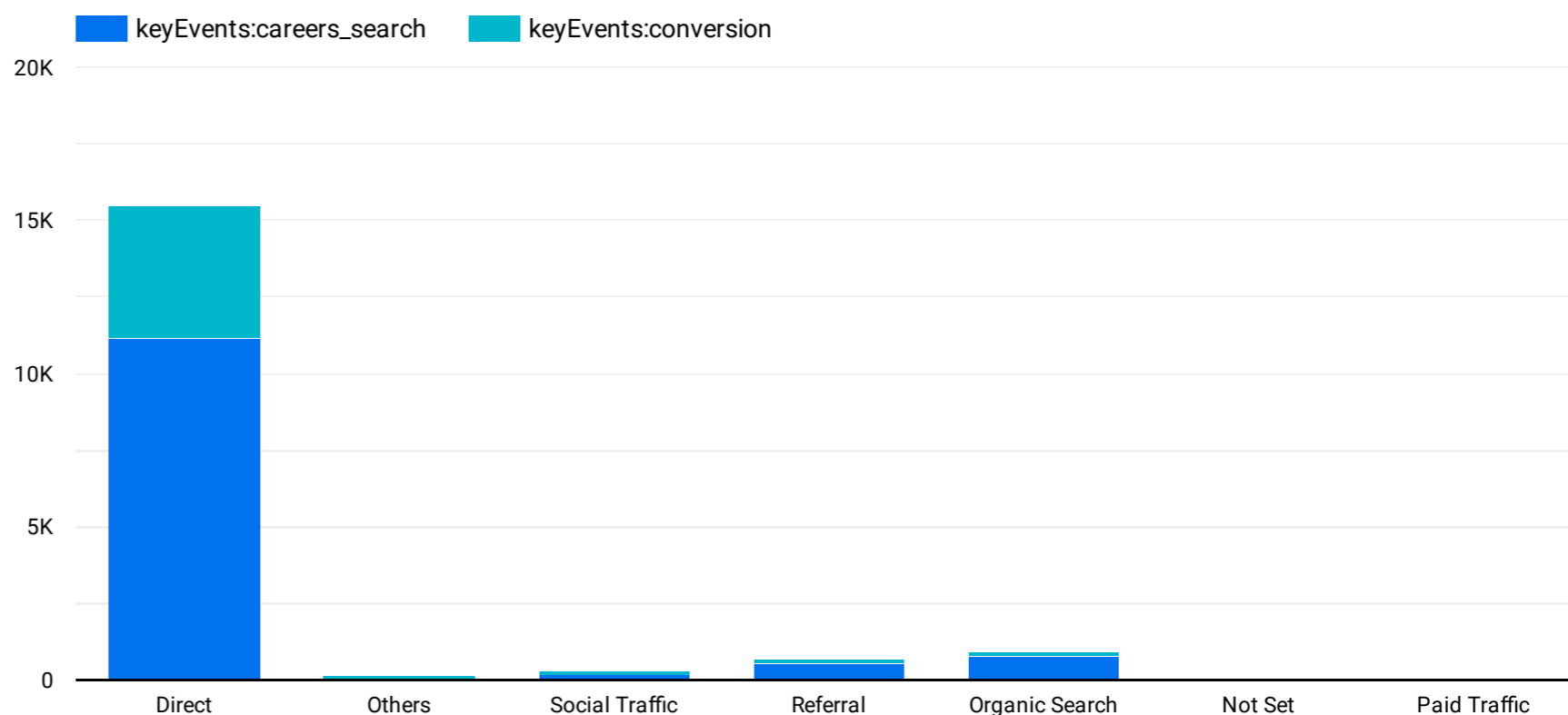
This is **How Visitors are Converting on Your Website** on [Selected date]...

**12,715**  
↑ 22.1%

**Traffic to Career Search**  
With Previous Month Comparison

**4,796**  
↑ 22.5%

**Clicks on Apply Now Button**  
With Previous Month Comparison



This is **How Visitors Engage With Your Web Pages** on [Selected date] with Previous Month Comparison...

Full page URL	Total users	Δ	Scrolled users	Δ	Engagement rate	Δ	Avg. Engagement Time per User	Δ	Event count	Δ
1. [Redacted]	6.7K	1.7K ↑	946	42 ↑	79.74%	7.29% ↑	00:00:17	00:00:0...	106,817	28,475 ↑
2. [Redacted]	4.7K	918 ↑	3.2K	612 ↑	98.71%	-0% ↓	00:00:16	-00:00:0...	108,249	21,762 ↑
3. [Redacted]	3.7K	1.2K ↑	182	23 ↑	82.62%	-1.99% ↓	00:00:10	-00:00:0...	51,515	12,245 ↑
4. [Redacted]	3.2K	558 ↑	2.7K	481 ↑	98.58%	0.14% ↑	00:00:18	00:00:0...	64,229	12,547 ↑
5. [Redacted]	1.5K	356 ↑	642	152 ↑	88.2%	0.94% ↑	00:00:28	-00:00:0...	30,896	6,620 ↑