



The Digital Difference

Screw Distributors Monthly Report

August 2020



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Screw Distributors Search Console Health Report Search Console Report August 2020

Google Search Console (Formerly Webmaster Tools) is a platform that Google provides to SEO's and Webmasters. Similarly to Google Analytics it provides data and insights into how Google sees the website and on any issues that December have crept in. From an SEO perspective it is important to check Search Console on a monthly basis to ensure no errors have crept in.

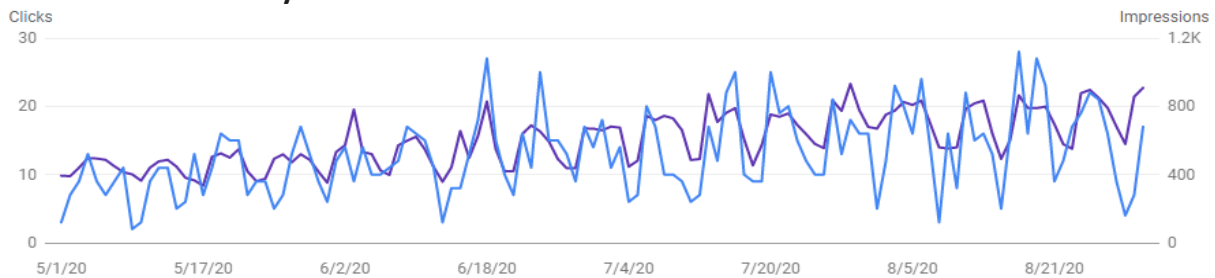
Check 1 - Messages

- ☆ **Mobile-first indexing enabled for <https://screw-distributors.co.za/>**
- ☆ **Monitor the Google Search traffic to <https://screw-distributors.co.za/>**
- ☆ **Improve the search presence of <https://screw-distributors.co.za/>**

Action Required:

No action required at this stage.

Check 2 - Search Analytics



Action Required:

Click/Impression ratio has remained consistent.

Check 3 - Links To Your Site

External links ?

Total 45

Top linked pages ?

<https://screw-distributors.co.za/>

25

Action Required:

Links to the site have moved to 45.

Check 4 - Manual Actions

No manual webspam actions found.

Action Required:

No action required at this stage.

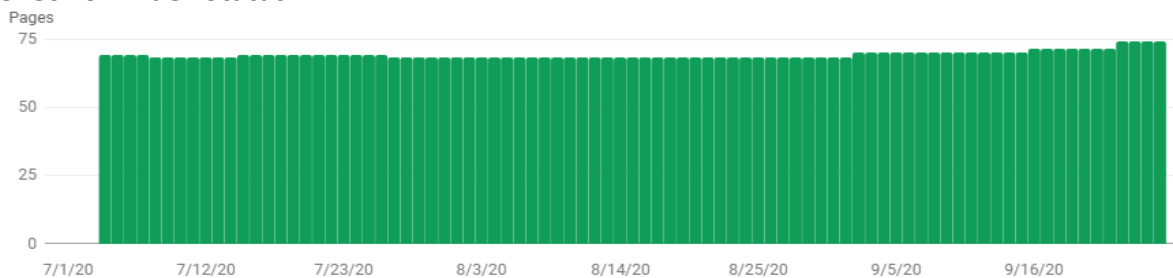
Check 5 - Mobile Usability

✓ No mobile usability errors detected

Action Required:

No action required at this stage.

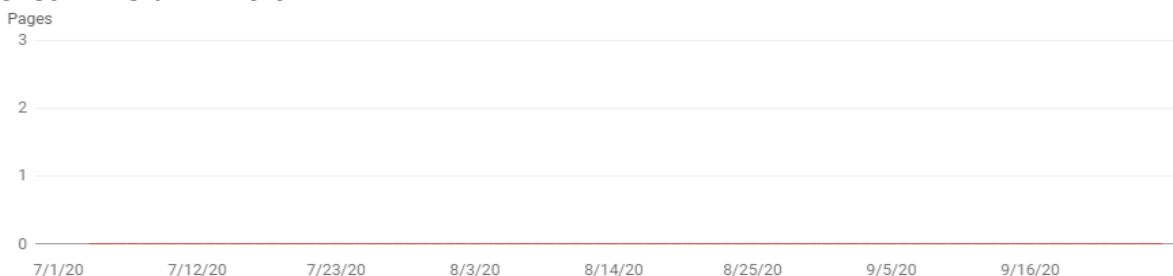
Check 6 - Index Status



Action Required:

74 Valid Pages have been indexed.

Check 7 - Crawl Errors



Action Required:

No crawl errors exist for the site.



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Screw Distributors Chase List Report Optimisations August 2020

Website optimisation is an important aspect of ranking well in Google Search Results. Every month, optimisations will be made that improve upon various aspects of the website. Each one completed will be listed below.

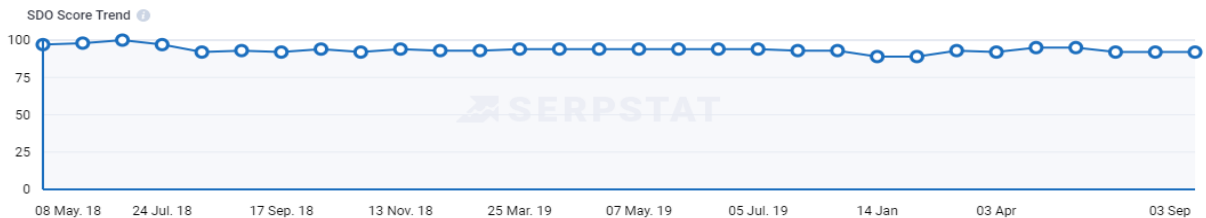
Currently, no serious optimisation errors exist for the site. It is well optimised at the time of this report's generation. Despite this, scans will continue in case new issues arise.



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Screw Distributors 50 Point Audit Audit Report August 2020

The Audit report provides a visual comparison on the site's optimisation improvement over time. A measurement is given for the site from 0 to 100, where 100 is a perfectly optimised site.



Last Crawl	SDO Score	High Priority	Medium Priority	Low Priority	Info	Viruses
03 Sep / 4:35 pm. Scanned 68 pages	92	0	197	30	88	0
27 Aug / 2:18 pm. Scanned 68 pages	92	0	192	30	88	0

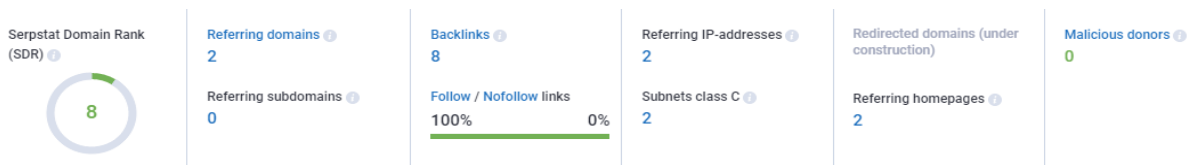
As seen, the site's optimisation level remained at 92% since the previous audit. Currently, the site is well optimised, which will assist with increased keyword rankings over time, as well as improved browsing experiences for visitors.



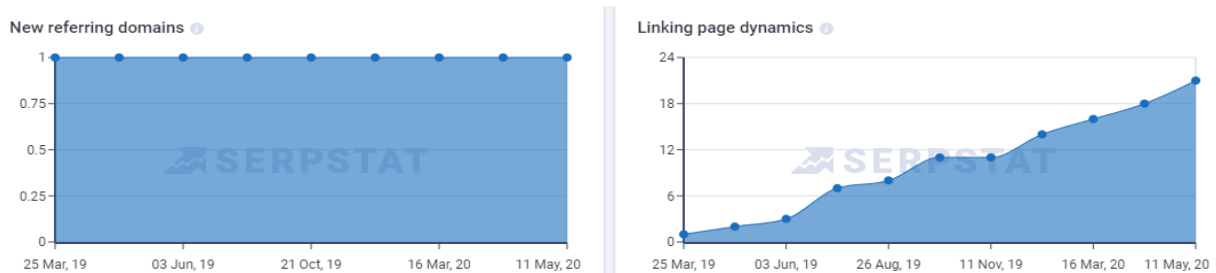
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Screw Distributors Backlink Audit Check Backlink Report August 2020

A website's ranking improves as it is linked more and more from other sites. However, these links need to be checked to ensure they are not being posted from untrustworthy or spam sources.



An overview of the site shows the number of websites and website pages that have links to the website on their own domains.



An illustration of the number of new and lost backlinks to the site, as well as the number of new websites that haven't previously posted links to the website before.

Backlink anchors

www.screw-distributors.co.za	15	<div style="width: 100%;"></div>
Empty Anchor Text	6	<div style="width: 40%;"></div>

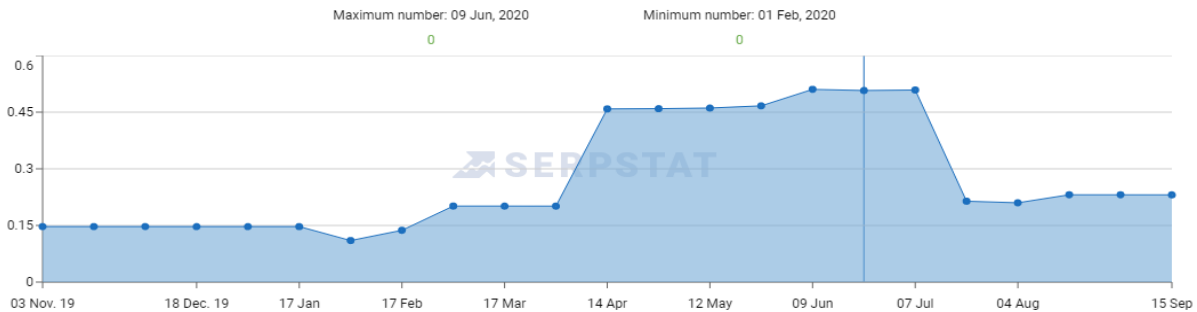
A list of the most frequently used anchor names used when linking to the website from other domains.



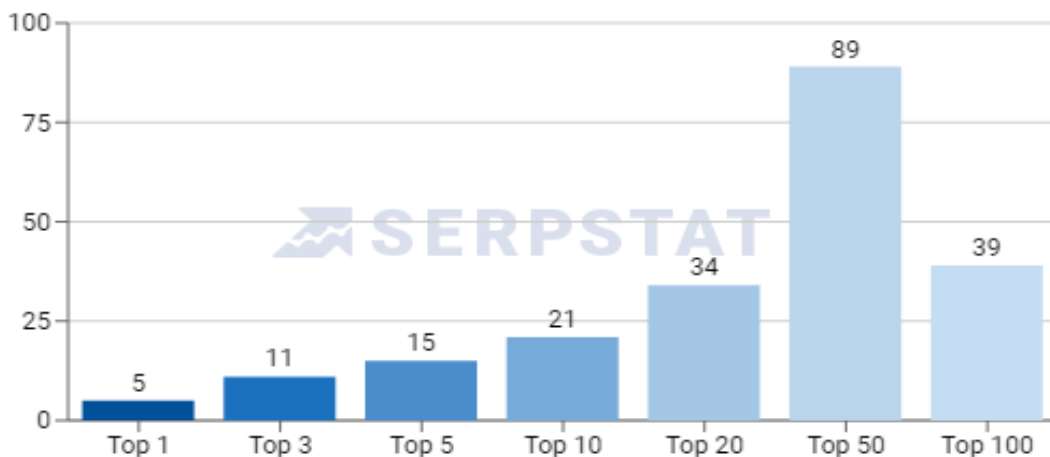
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Screw Distributors Keyword Ranking Report Keyword Report August 2020

This report illustrates how well a website ranks for the keywords that have been implemented into its content. These positions will often change, but if implemented properly, they will maintain a high ranking.



The Visibility Trend is a relative index which provides a general overview of how well a site is performing for all its chosen keywords against its competitors in Google Search Results. It's performance is measured from 0.0 to 1.0, with 1.0 being the highest possible.



Rank distribution represents the percentage of the total keywords used on the site and shows which ones are currently ranking in a set position on Google Search Results.

July

#	Keyword	Position	Volume Google	Traffic	Cost, \$	Competition in PPC	Results	URL
1	screw distributors	1	110	1	0.41	46	24M	/
2	screw suppliers	1	40	0	0.33	77	79.3M	/leading-screw-suppliers/
3	fastener distributor	1	10	0	0	15	22.4M	/
4	fasteners online	1	10	0	0	15	84.4M	/
5	buy screws online	↑ 2	10	0	0	65	111M	/
6	screw distributors	2 *	110	1	0.41	46	24M	/contact/
7	gutter bolts	2	90	1	0.00	95	8M	/gutter-bolts-only/
8	stainless steel washers	2	30	0	0.02	84	64.8M	/stainless-steel-washers-fende...
9	pop rivet suppliers	2	30	0	0.31	100	5.4M	/category/rivets/
10	stainless washers	2	10	0	0	0	60.9M	/stainless-steel-washers-fende...
10	stainless washers	2	10	0	0	0	60.9M	/stainless-steel-washers-fende...
11	hook bolts suppliers	↓ 1	10	0	0	0	3.3M	/hooks-bolts/
12	fastener distributors	2	10	0	0	15	11.1M	/
13	coloured pop rivets	2	10	0	0	86	4M	/color-pop-rivets/
14	stainless steel t nuts	↓ 1	10	0	0	0	88.9M	/category/nuts/
15	pop rivets suppliers	↓ 1	30	0	0.31	100	787K	/category/rivets/
16	coloured pop rivets	3 *	10	0	0	86	4M	/category/rivets/
17	pop riveting gun	↑ 31	1 000	4	0.07	99	5.6M	/pop-riveting-pop-rivet-gun/
18	tee nuts	↑ 1	30	0	0.01	91	30.3M	/hex-brass-nuts-tee-nuts-wood...
19	stainless steel button head cap screws	↓ 1	10	0	0	0	6.4M	/category/cap-screws/
20	coloured rivets	4	10	0	0	0	2.6M	/color-pop-rivets/

August

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18	tee nuts	↑ 1	30	0	0.01	91	30.3M	/hex-brass-nuts-tee-nuts-wood...
19	stainless steel button head cap screws	↓ 1	10	0	0	0	6.4M	/category/cap-screws/
20	coloured rivets	4	10	0	0	0	2.6M	/color-pop-rivets/

Positions shows the actual performance of the keywords. This table shows the most popular keywords on the site, their position in Google Search Results for the website, how often those keywords are searched on Google, and the total amount of page results each keyword will provide when typed into Google Search.



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Screw Distributors Analytics Report Keyword Report August 2020

Google Analytics provides useful data on a site, such as the amount of visitors to a website, and is also able to record the number of people that complete certain goals on a site (eg, viewing contact page). This information is useful in establishing how much traffic a website is receiving.

Users

595

↑19.2%

Sessions

654

↑17.2%

Bounce Rate

48.01%

↑3.4%

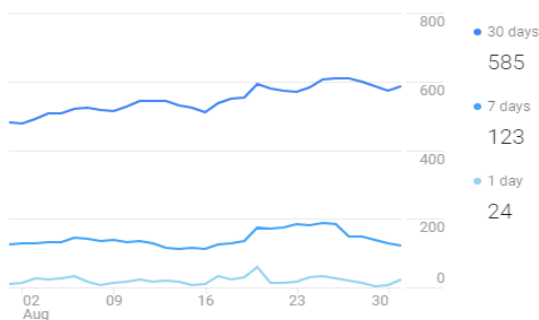
Session Duration

1m 45s

↓20.1%

The overview shows that the number of users that visited the site in the last 30 days is 595. Of those, 654 sessions were spent on the website. These sessions last an average duration of 1m45s.. The bounce rate is 48.01%, which is acceptable. If the bounce rate remains at 20-30%, then it is optimal.

Active Users



User retention

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	2.1%	0.3%	0.7%	0.0%	0.0%
Aug 16 - Aug 22	100.0%	2.1%	0.3%	0.7%	0.0%	0.0%
Aug 23 - Aug 29	100.0%	2.1%	0.3%	0.7%	0.0%	0.0%
Aug 30 - Sep 5	100.0%	2.1%	0.3%	0.7%	0.0%	0.0%
Sep 6 - Sep 12	100.0%	2.1%	0.3%	0.7%	0.0%	0.0%
Sep 13 - Sep 19	100.0%	2.1%	0.3%	0.7%	0.0%	0.0%
Sep 20 - Sep 26	100.0%	2.1%	0.3%	0.7%	0.0%	0.0%

The left graph shows the trend of active users over the last 30 days. This is split into a monthly, weekly, and daily amount of visitors. User retention is shown as a percentage of visitors that repeatedly visit the site over set periods.

Goal Completions

197



Goal Value

\$0.00



Goal Conversion Rate

30.12%



Goals

Conversion rate

Completions

Contact us



197

Currently, the goals on the Screw Distributors website are traffic that visit any of the contact pages on the website. With a view counting as a completed goal. The goal conversion rate is a measurement of the number of people that have viewed contact pages compared to the total incoming traffic to the site.



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Screw Distributors Changes To Be Implemented

Upcoming Changes August 2020

This section will summarise the changes that will be made in the next month. These will include keyword implementation, website optimisation, as well as the link building that will be done for the site.

Keyword Implementation

The Screw Distributors website will continue to have keywords implemented into meaningful and lengthy content that will assist in increasing their search rankings as well as improving the browsing experience of visitors.

Link Building

Links will be created for the <https://screw-distributors.co.za/> website, that will target specific pages in relation to their keywords. These will also serve to increase their ranking in Google Search Results for their respective keywords.

Optimisation

Optimisations will continue to be implemented for the Screw Distributors website, in order to continue improving visitor experience and Search Results ranking.