

Summary Report

The report Summary provides a summarized view of your mission data, including your site's visibility on the search engines, your engine and keyword listings, the number of search engine queries for each run date, and general statistics about the data analyzed.

Note:

When reading report graphs, keep in mind that the axis of a graph that shows dates is not a true time scale. Each date corresponds to the last mission run on that date and the graph shows changes from one mission to the next. However, the spaces between dates are fixed and do not indicate the time interval between missions. For example, a graph showing data for the dates 2005-03-01 and 2005-03-02 will have the same spacing as a graph showing data for 2005-03-01 and 2005-05-15.

This report also shows your total rankings appearing in the top 5, top 10, top 20, and top 30 matches, as well as the number of rankings that moved up, the number of rankings that moved down, and the number that stayed the same since you last ran the mission. An overall visibility score and visibility percentage show exactly how visible your site is on the Web at a glance.

Visibility Statistics

This table provides an overview of the pages found in the top 1, 5, 20, and 30 positions, as well as information about how many pages changed rank.

Listings for Top 5 Engines

This graph and table provide information about how many times your site was listed for the 5 engines that returned the highest number of listings.

General Statistics

This table provides information about the date when the Reporter mission ran, the number of keywords and search engines that were analyzed, and the number of matches that were scanned.

Visibility Score

The Visibility Score table and graph provide composite scores that can help you assess how well your site ranked overall on the queried search engines as well as how well it ranked .

Visibility Score is calculated by assigning a point value to the highest position achieved on each engine. A point value is only awarded to the positions 1 through 30, with a position of 1 being awarded 30 points, position 2 is worth 29 points, 3 is 28 points and so on through 30 which is given 1 point. The points are then summed for all engines queried in the mission.

Visibility Percentage is calculated using the Visibility Score and dividing it by the maximum points available. Available points are calculated by multiplying the number of engines by the number of keywords. If the mission consisted of 2 engines and 2 keywords for each engine, then the maximum points possible would be 120, or 4 first place positions being awarded 30 points each.

Here is an example using 2 keywords on 2 engines of a mission:

Engine Keywords Position Points

#1 #1 2 29

#1 #2 7 24

#2 #1 28 3

#2 #2 Not in first 30 0

Total 56

$56 / 120 = .4666$ or 46.66%

The Visibility Score for the above example would be 56. The Visibility Percentage is 46.66%.

As a result, the higher the percentage, the higher the visibility. If all 4 searches had returned a number one ranking, the Visibility Score would be 120 and the Visibility Percentage would be 100%. Don't worry if you do not ever achieve a 100% score when targeting a large number of keywords. Few people reach or approach a "perfect" score. The purpose of this score is to simply give you a baseline for monitoring improvement over time. Obviously, the fewer keywords you target, the easier it will be to approach 100%. However, the greater the number of popular keywords you can achieve top rankings on within the major engines, the more traffic you can expect to receive. Traffic and the resulting sales should be your ultimate goal.

Listings for Top 5 Keywords

This graph and table provide information about how many times your site was listed for the 5 keywords that returned the highest number of listings.

Search Engine Queries

This graph and table provide information about how many search engine queries TrafficTrends used to calculate your mission results. Current queries shows the number of queries used the last time TrafficTrends ran the mission. Total queries shows the total number of queries for all the times the mission has run.

Visibility Report

The Visibility report provides information about how visible your site is by providing information about how it's indexed by the four most significant search engines. Search Engine Saturation shows how many pages in your

domain are indexed by these major search engines. Search Engine saturation can help you determine whether all the pages in your domain are being indexed, so you can work toward making all your pages highly visible to search engines. Link Popularity counts the indexed references to your site found on other web sites. This statistic provides information about whether other sites with high visibility are contributing to your site visibility by providing indexed links to your content.

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Engine Report

The Engine report gives you a quick snapshot of how you currently rank for all keywords and engines. It also shows your last reported positions so you can see whether your rank is improving, declining, or remaining the same. Last reported position is the last reported BEST position you achieved. The page that achieves that position could vary over time.

To see your results in expanded form, click Expand All. To show only the top levels of each table, click Collapse All. To see a trend graph showing a keyword's position over time, click the keyword.

Keyword Report

The Keyword report displays all of your current rankings grouped by keyword. You can quickly and easily see how each engine ranked your important keywords. In addition to current rankings, the report will also give the keyword's previous rank, as well as any change in rank. Blue arrows indicate improving rank, while red arrows show declining rank.

To see a graph showing keyword positions for missions over time, click the name of the search engine.

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Trend Report

This report shows exactly how you rank over time for each keyword and engine. Blue arrows indicate improvements in rank from the previous period, while red arrows show declining rank.

Click Expand All to see trend graphs for each engine and keyword. Click Collapse All to see only tables.

Warning: The Trend Report will only be able to report on days where you actually ran a Mission. Therefore, it's important to set up TrafficTrends on a scheduler in order to get consistent results for trend analysis. We run TrafficTrends at least monthly.

Competitive Report

With this report you can compare your keyword position against one or more competing Web sites. To generate this report, you need to list your domain and your competitors' domains on the Mission tab of the Reporter before you run the mission.

Note: Listing multiple domains will cause TrafficTrends to display the rankings for ALL the Web sites in its other reports.