



If you have any questions about this report, please Email: seo@mounsey.co.uk

SEO MONITORING REPORT

Website Monitored	SheffieldToyShop.com
Monitoring Period	January, 2014
Total Website Visits	3267 (105 per day, on average)
Visits from Search Engines	1075 (33% of total visits)
SEO Performance Rating	6/10 (See Recommendations)

Keyword Term Performance

Keyword Term	YOUR Ranking	TOTAL Results	Change
Toy Shops in Sheffield	9 th	85,100	+10 places
LEGO Sheffield	92 nd	1,020,000	+37 places
South Yorkshire Toy Shops	Outside Top 100	1,240,000	n/a (1 st Report)

Would you like additional Keywords to be monitored? Please enquire.

General SEO Statistics*

Total Pages (on the Monitored Website)	113
Pages Indexed (on Google)	92 (81%)
Keywords (bringing Visitors to the Website)	52
Countries (where Visitors are located)	13

**Figures sourced from Google and accurate on: 22/01/14*

Improving Your SEO Performance

Based on the statistics recorded on this report, the following ideas are *recommended*:

Description	Cost
Increase the no. of references to Keywords LEGO and CHIMA on Website pages	£25.00
Setup of dedicated subdomain <i>lego.sheffieldtoyshop.com</i> (for advertising etc.)	£25.00
Ensure South Yorkshire Toy Shops phrase is featured on Website page(s)	£12.50

If you would like recommendations of this nature to be carried out automatically in the future, please enquire about upgrading your SEO service.

Top Performing Competitors*

Website URL	Rank
redgates.com	1 st
southyorkshiretoys.com	2 nd
crookeslegostore.com	3 rd
tesco.com/sheffield	4 th
sheffield.toysrus.co.uk	5 th

**These Google rankings refer to when searching for your top Keyword Term.*