

Advanced GSC Performance Analysis:

**Spotting patterns for actionable insights
that reap results**



Hi, I'm Izzi Smith

Technical SEO Analyst @ Ryte

Speaker

Maker of bad SEO memes

@izzionfire

izzi@ryte.com

Anyone who claims to do SEO, needs to have GSC in their toolset...



Google Search Console in a nutshell

The screenshot shows the Google Search Console interface for the website <https://izzismith.com/>. The main heading is "Performance on Search results". The interface includes a search bar at the top with the text "Inspect any URL in 'https://izzismith.com/'". A yellow callout box in the top right corner says "Retrieve URL information".

On the left sidebar, there are navigation options: Overview, URL inspection, Performance (expanded), Search results, Discover, Index (Coverage, Sitemaps, Removals), Enhancements (Speed (experimental), Mobile Usability, Sitelinks searchbox), Security & Manual Actions, and Legacy tools and reports.

The main content area displays performance metrics for the last 3 months (Search type: Web):

- Total clicks: 233
- Total impressions: 52.4K
- Average CTR: 0.4%
- Average position: 64.5

Below the metrics is a line chart showing performance trends from 11/1/19 to 1/24/20. A green callout box over the chart says "Your real organic Search Performance".

At the bottom, there is a table with columns: QUERIES, PAGES, COUNTRIES, DEVICES, SEARCH APPEARANCE, and DATES. The table shows data for the query "izzi smith":

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES	
Query			↓ Clicks	Impressions	CTR	Position
izzi smith			69	245	28.2%	1.7


Indexing Issues / Directives

Accessibility

Security problems & penalties

As SEOs & Website Owners, we need keyword & ranking data for crucial strategies and analysis:

- **Evaluating the status of our organic rankings**
 - Significant movements tied to our optimizations
- **Find potential for increased traffic**
 - Driving even more clicks to solidify high rankings
- **Adjusting the relevancy of our content**
 - Evaluating the correct URL for the job
- **Increasing our organic visibility and reach**
 - Discovering underperforming / brand new keyword opportunities to optimize for
 - Finding out monthly search volume amounts for prioritization

A close-up illustration of Pikachu, the yellow electric-type Pokémon, with its mouth wide open in a surprised or excited expression. Its eyes are wide and black, and its red cheeks are prominent. The background consists of dark blue and grey diagonal streaks, suggesting motion or a dramatic scene. A large yellow lightning bolt is visible on the right side of the frame.

**Google Search
Console is one of the
most powerful SEO
tools that is
available!**

**But many of us are not
using the data to its full
potential...**



Mainly due to some drawbacks...



Search Console Analytics at a glance

✓ It's universally available & free for all

As GSC is free and available for every website owner, the data collection methods are **unified** and **unlimited**. It's a level playing-field.



Each request is limited to 1000 rows

More popular domains and pages **risk missing out on seeing** the **full scope** of their performance and ranking queries, especially longtail.

✓ Google Data > Scraped Data

Direct from the source, the organic KPIs **paint a much more reliable picture** than data taken from scraped SERPs.



Data drill-down is impossible

Applying more than one filter is impossible, and there is **no chance of and/or functions** to properly drill down the data results.

A big problem:

**Analysing your data in GSC is painful for
websites with higher visits**

Yes, GSC & its API access is free.

**(but our time isn't, and wow can it
take *time* to analyse)**

4 hours a week

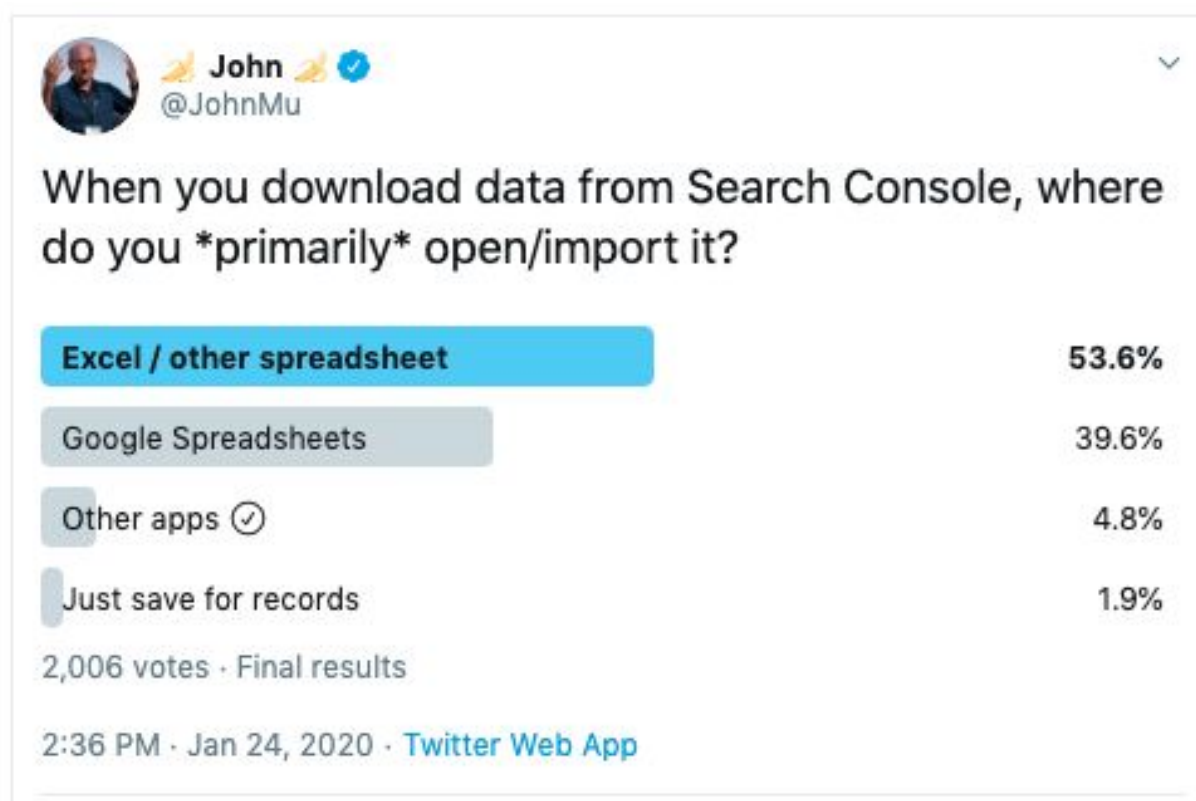
The time on average it takes an SEO Manager to manually diagnose organic search performance drops (or spikes).



**Quick access to
actually useful
data & insights**

Me

Even Google knows that most of the analysis takes place elsewhere.



Filter choices are incredibly limited

One query refinement

One exact query comparison

The screenshot shows a dark-themed dialog box titled "Query". At the top, there are two tabs: "FILTER" (which is selected) and "COMPARE". Below the tabs, there is a dropdown menu labeled "Queries containing" with a downward arrow. The dropdown is open, showing the text "SEO". At the bottom of the dialog, there are two buttons: "CANCEL" and "APPLY".

The screenshot shows a dark-themed dialog box titled "Query". At the top, there are two tabs: "FILTER" and "COMPARE" (which is selected). Below the tabs, the text "Query is exactly" is followed by a text input field containing "SEO". Below this, the text "vs." is followed by another text input field containing "How about no". At the bottom of the dialog, there are two buttons: "CANCEL" and "APPLY".

Combining queries is not possible

E.g. using AND / OR / RegEx

The screenshot shows a search performance dashboard titled "Performance on Search results". At the top, there are filters for "Search type: Web", "Date: Last 3 months", and "Query: +how, what, why, when, do...". A "NEW" button and "Last updated: 7 hours ago" are also visible. Below the filters, there are four performance metrics: "Total clicks" (0), "Total impressions" (0), "Average CTR" (0%), and "Average position" (0). A "Query" dialog box is open in the center, showing a list of queries containing "how, what, why, when, does, can I". The dialog has "FILTER" and "COMPARE" tabs, and "CANCEL" and "APPLY" buttons. The background is dimmed to show the dashboard's layout, including a table with columns for "Query", "Clicks", "Impressions", and "CTR".

Anything *more* complex needs to be done elsewhere

E.g. Google Sheets

en.ryte.com Performance 2020-01-29

File Edit View Insert Format Data Tools Add-ons Help

100% \$ % .0 .00 123 Default (Ari... 10

fx Query

	A	B	C	D	E	F
1	Query	Clicks	Impressions	CTR	Position	
2	🤔					
3						
4						
5						
6						
7						
8						
9						

en.ryte.com Performance 2020-01-29

Count: 1,001

Still limited to 1000 rows

E.g. Google Data Studio,

Thanks @HannahRampton !

<https://rootdigital.co.uk/resources/search-console-insights-google-sheet/>

What do you want to see?

Type query: Match type:

For regexmatch, separate keywords with a bar > |

Order by:

CLICKS

Total via terms

New via terms

Lost via terms

IMPRESSIONS

Total via terms

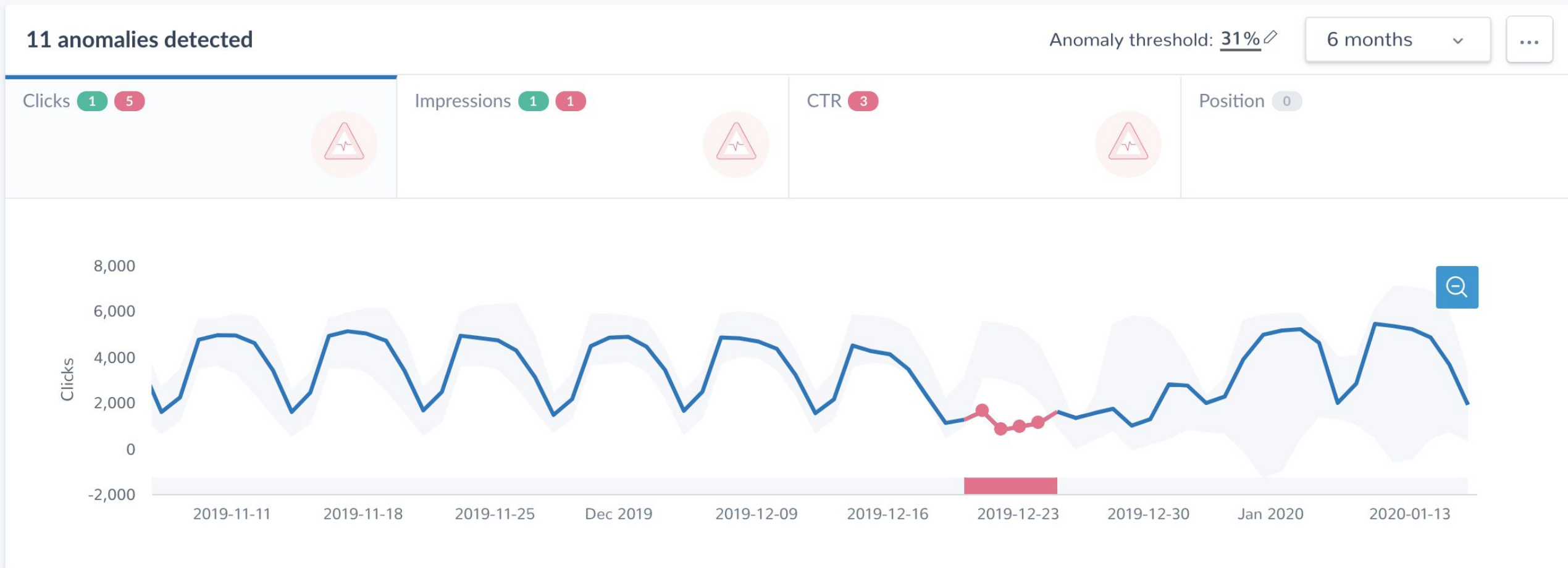
New via terms

Lost via terms

Query	+/- Clicks	+/- Impressions	+/- Position	+/- CTR	Search Volume	Last 28 days Clicks	Previous 28 days Clicks	Last 28 days Impressions
how to knit a sweater								
knitting jumper								

E.g. in Ryte Search Success <3

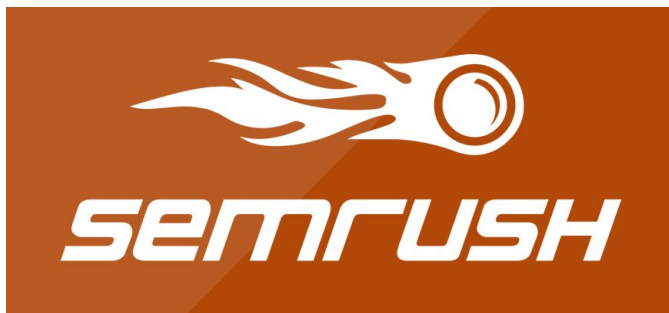
Mega-extensive GSC data + quick reports + all the filters you can dream of + more? Yes pls!



Alternatively, there are many extensive research platforms that use different data sources:

The logo for MOZ, featuring the word "MOZ" in a bold, blue, sans-serif font.The logo for ahrefs, consisting of a dark blue square with the word "ahrefs" in a white, lowercase, sans-serif font, where the "a" is orange.The logo for searchmetrics, featuring a green and grey abstract graphic above the word "searchmetrics" in a grey, lowercase, sans-serif font.

(& friends)

The logo for SEMRUSH, featuring a white stylized graphic of a rocket or flame above the word "SEMRUSH" in a white, italicized, sans-serif font, all on a brown background.The logo for SISTRIX Q, featuring the word "SISTRIX" in a white, uppercase, sans-serif font followed by a white magnifying glass icon, all on a blue background.

But do you know where the data comes from?

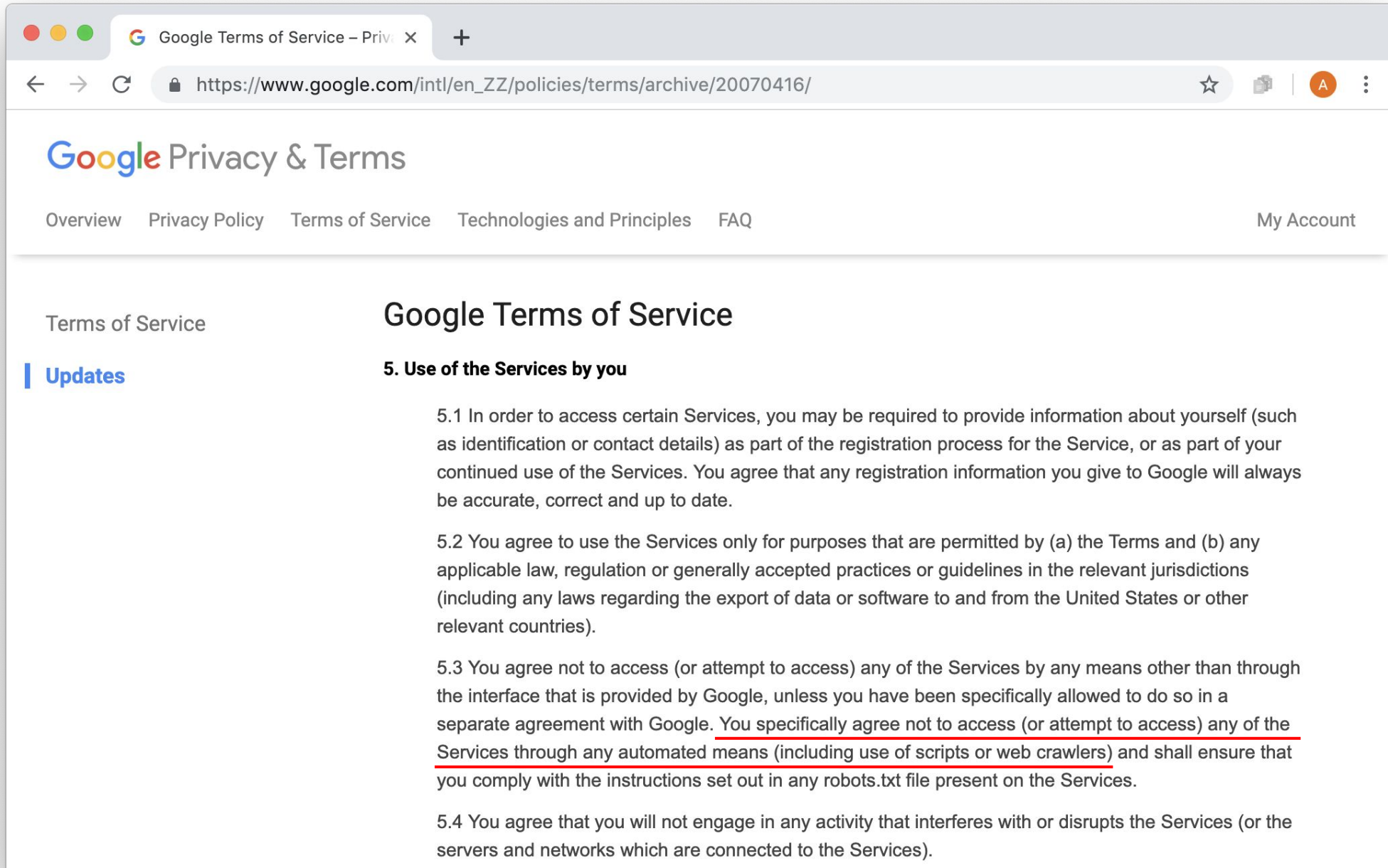
Some Tools and Their Data Sources

A few tools and where they get their Search Volume and CPC data:

- **SEMRush** uses an **algorithm** to estimate their traffic (source: spoke with them at a conference in 2016).
- **ahrefs** uses a **third party** to get **click stream data** and pairs it with **data from Google** (source: help content)
- **MOZ** uses a **third party** to get their **Google data** and **click stream data** (source: spoke with team).
- **KWFinder** reports that their **data is the same as Google** Keyword Planner (source: their blog).

Thank you: <https://www.twinword.com/blog/where-do-keyword-research-tools-get-google-search-volume-data-and-keyword-statistics/>

Breaking Google's Terms of Services:



Google Terms of Service – Priv. x +

← → ↻ https://www.google.com/intl/en_ZZ/policies/terms/archive/20070416/ ☆ 📄 A ⋮

Google Privacy & Terms

Overview Privacy Policy Terms of Service Technologies and Principles FAQ My Account

Terms of Service

Google Terms of Service

5. Use of the Services by you

5.1 In order to access certain Services, you may be required to provide information about yourself (such as identification or contact details) as part of the registration process for the Service, or as part of your continued use of the Services. You agree that any registration information you give to Google will always be accurate, correct and up to date.

5.2 You agree to use the Services only for purposes that are permitted by (a) the Terms and (b) any applicable law, regulation or generally accepted practices or guidelines in the relevant jurisdictions (including any laws regarding the export of data or software to and from the United States or other relevant countries).

5.3 You agree not to access (or attempt to access) any of the Services by any means other than through the interface that is provided by Google, unless you have been specifically allowed to do so in a separate agreement with Google. You specifically agree not to access (or attempt to access) any of the Services through any automated means (including use of scripts or web crawlers) and shall ensure that you comply with the instructions set out in any robots.txt file present on the Services.

5.4 You agree that you will not engage in any activity that interferes with or disrupts the Services (or the servers and networks which are connected to the Services).



SearchEngineJournal® @sejournal · Sep 5, 2018

How to Scrape Google SERPs to Optimize for Search Intent - @RoryT11
searchenginejournal.com/scrape-google



1

20

29



John
@JohnMu

Replying to @sejournal and @RoryT11

Is it kinda awkward that you're publishing a guide on how to break our terms of service & webmaster guidelines? 🤔

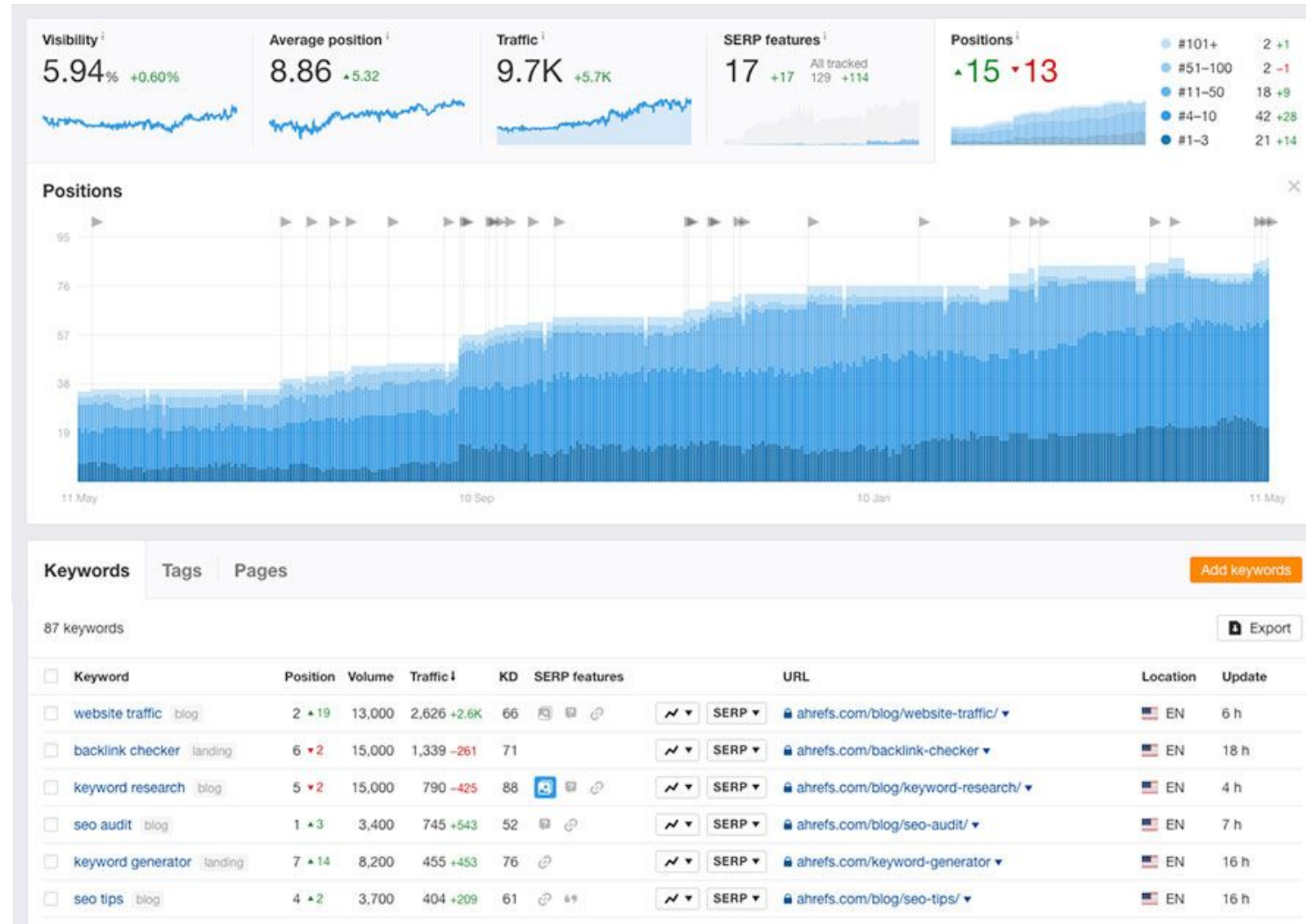
6:32 PM · Sep 5, 2018 · [Twitter Web Client](#)

5 Retweets 43 Likes

You should care about data reliability...

Fuzzy metrics:

- Traffic based on estimates
- SERP Features without considering localization
- Limited consideration of searcher behavior and intent etc.



And you should care about this:

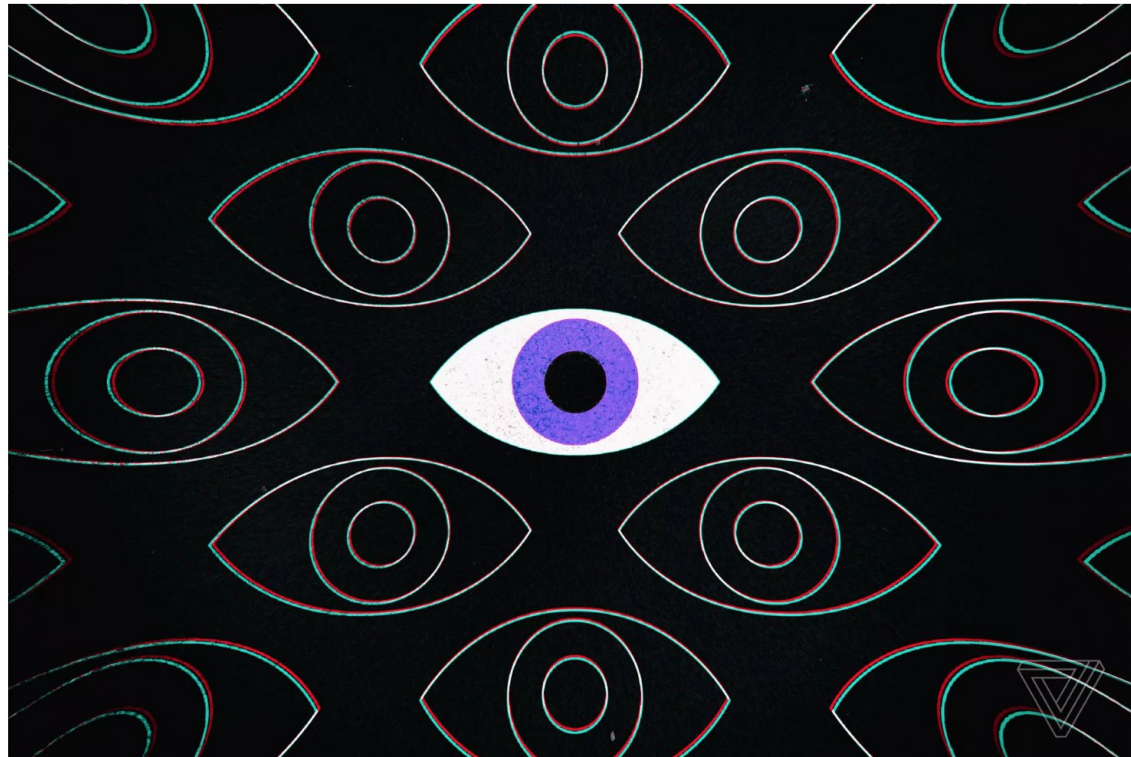
POLICY \ TECH \ CYBERSECURITY \

Antivirus company shuts down its data-harvesting arm after getting caught red-handed

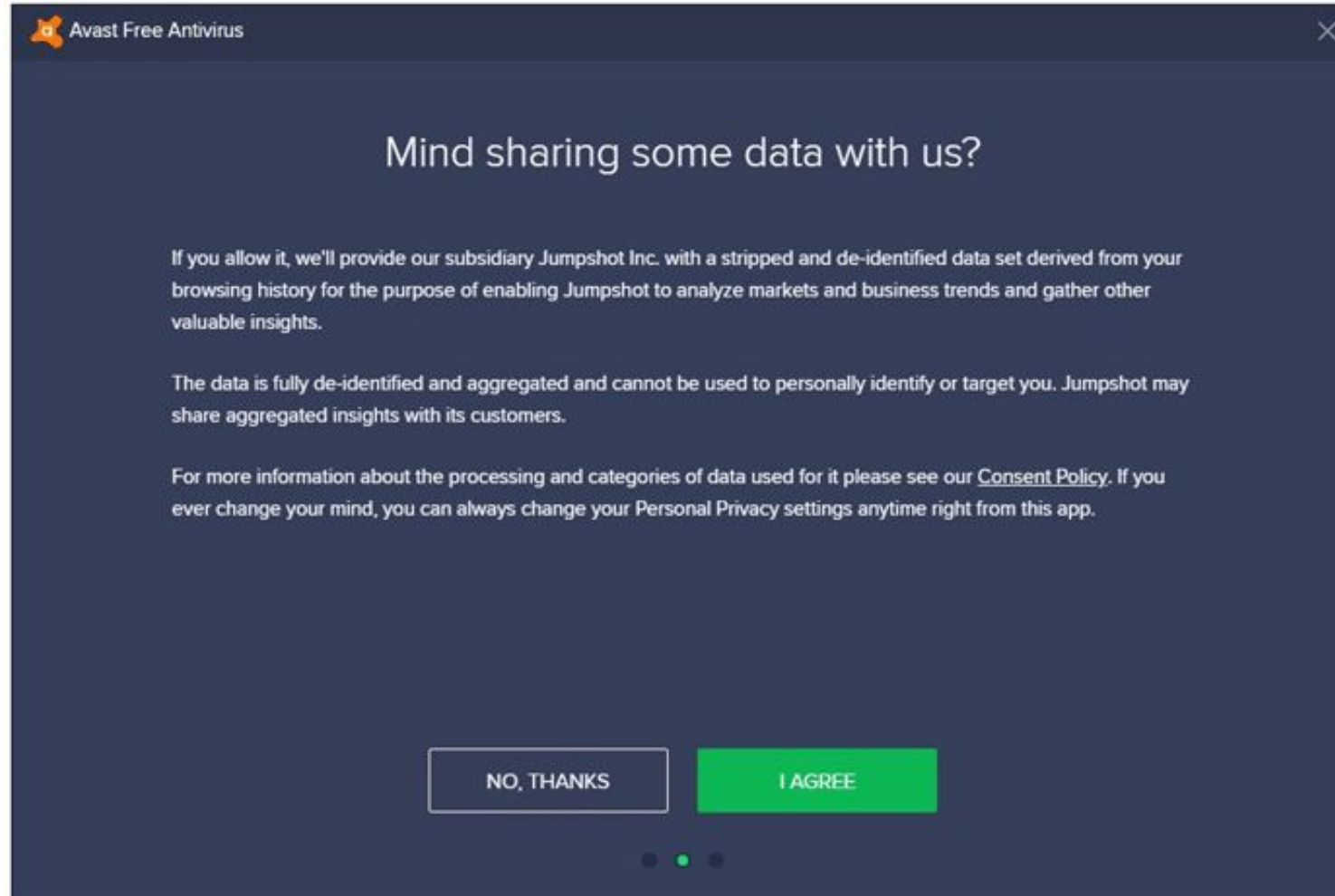
Avast-owned Jumpshot is being terminated with immediate effect

By [Jon Porter](#) | [@JonPorty](#) | Jan 30, 2020, 1:26pm EST

[f](#) [t](#) [SHARE](#)



Avast collected anonymized and aggregated browser data for their opted-in users. This powered Jumpshot who shared the data with marketing researching platforms.

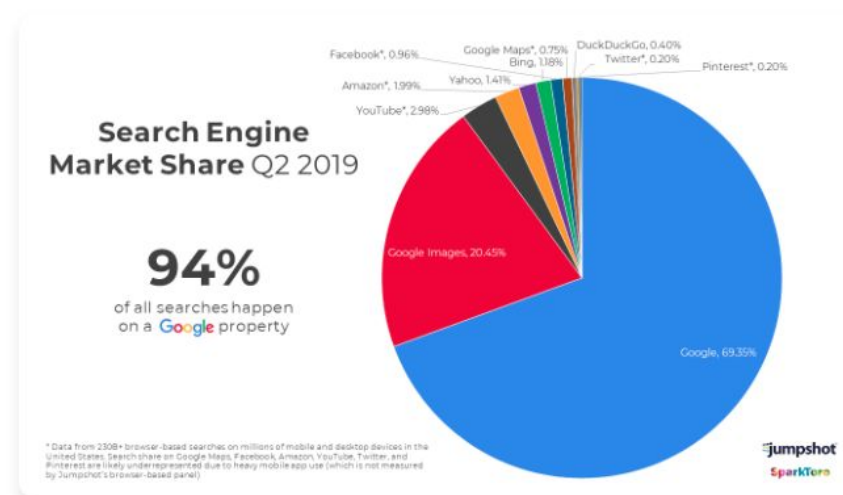


Avast's Shutdown of Jumpshot Will Harm the Web and the World



By Rand Fishkin January 30, 2020

Last night, I got an email from Deren Baker, Jumpshot's CEO, informing me that the business would be winding down at the behest of their parent company, Avast. If you support more competition on the web, greater transparency about what the tech giants are doing, and opportunity to hold the powerful to account, this is a dark day.



Jumpshot provided invaluable data like this; [data that the US Congress](#) used to hold Google's feet to the fire about their anti-competitive practices.

<https://sparktoro.com/blog/avasts-shutdown-of-jumpshot-will-harm-the-web-and-the-world/>

These tools will now have even more unreliable traffic and keyword insights



Rand Fishkin 

@randfish

Replying to [@mark_barrera](#) [@Marie_Haynes](#) and 2 others

Moz, Semrush, Ahrefs, and most of the other tools with KW volume or traffic estimates used them. Everyone's KW data is about to become much worse.

19:18 · 30 Jan 20 · [Twitter for Android](#)

5 Retweets 16 Likes



Google
Search Console



&

Speedy, High-Functioning Interface

&

Some analysis tricks

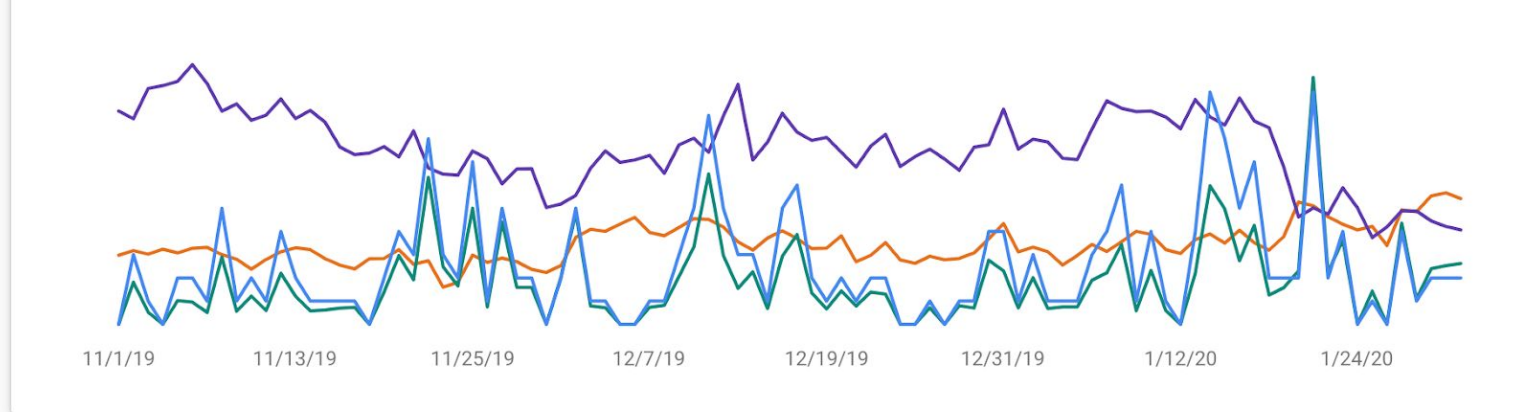
**First of all,
let's run through how each metric is
calculated and reported.**

https://izzismith.com/

Performance on Search results

Search type: Web Date: Last 3 months NEW

Last updated: 11 hours ago



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Query			↓ Clicks	Impressions	CTR Position
izzi smith			69	245	28.2% 1.7

Overview

URL inspection

Performance

Search results

Discover

Index

Coverage

Sitemaps

Removals

Enhancements

Speed (experimental)

Mobile Usability

Sitelinks searchbox

Security & Manual Actions

Legacy tools and reports

What are impressions, position, and clicks?

This page helps explain impressions, position values, and click data in the [Search Analytics report](#).

⚠ The heuristics described here—such as the visibility requirement for an item in a carousel, or the position numbering—are subject to change.

What is an impression?

A link URL records an impression when it appears in a search result for a user. Whether or not the link must actually be scrolled into view or otherwise visible depends on the type of search element that contains the link, as described later.

For example, here is a very basic search result that includes only one link: the title "The Compleat Guide to Daffodils - Example.com".

Nice typo. →

The Compleat Guide to Daffodils - Example.com
www.example.com/flowers/daffodils ▾ Example.com ▾
 The complete guide to choosing and growing **daffodils** in your home garden.

The URL pointed to by this link records an impression when the user opens the page containing the result is not scrolled into view). Note that the visible link URL below the title is not a hyperlink and is not recorded as impression. (Also note that the visible URL is not necessarily the same as the title).

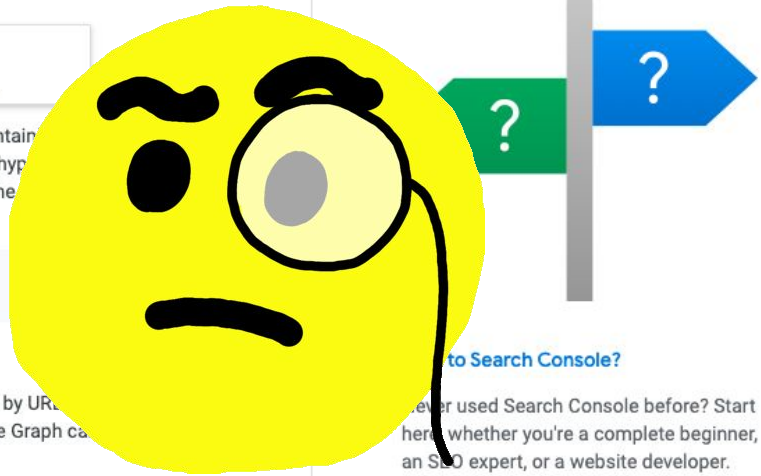
Impressions [behave slightly differently in Discover](#).

Aggregating data by property vs by page

If a single search element contains several links (as many do), impressions are counted by URL, depending on your view in the Search Analytics report. For example, here is a Knowledge Graph card with image and text links:

Important concepts

- ☰ How Google Search Works
- ☰ What are impressions, position, and clicks?
- ☰ About our stats and data



[How to Search Console?](#)

Never used Search Console before? Start here, whether you're a complete beginner, an SEO expert, or a website developer.

1. Average Position.

“The position value shown in the Search Analytics report is the position of the **topmost** link to your property or page in search results, **averaged across all queries** in which your property appeared.”




1. Positions per element.

“All links within a single element have the same position.”

Including: carousels, sitelinks, People also ask boxes (not People Also Searched for).

Carousels = 1

Top stories



<p>Single man Mark Rofe hires billboard in bid to find love</p> <p>BBC 1 day ago</p>	<p>Single man buys £425 billboard to advertise himself in hope of finding a date</p> <p>The Independent 21 hours ago</p>	<p>This Sheffield singleton hired a billboard in his search for a date, and the response was...</p> <p>The Star 2 hours ago</p>
--	--	---

→ More for mark rofe

Sitelinks = 1

en.ryte.com ▼

Your website, just better - Ryte

Profitable online performance starts with the essentials: a flawless website, effective keyword strategy, and optimized content.

Ryte (free SEO analysis)

What do you get with the Ryte Free Account? Find and fix issues on ...

Pricing

Ryte collects sales tax in states where it is required by law. The ...

Team

Get to know the creative and tireless minds behind Ryte. We ...

[More results from ryte.com »](#)

Ryte FREE

Improve your website quality with the Ryte free account. Find and ...

Company

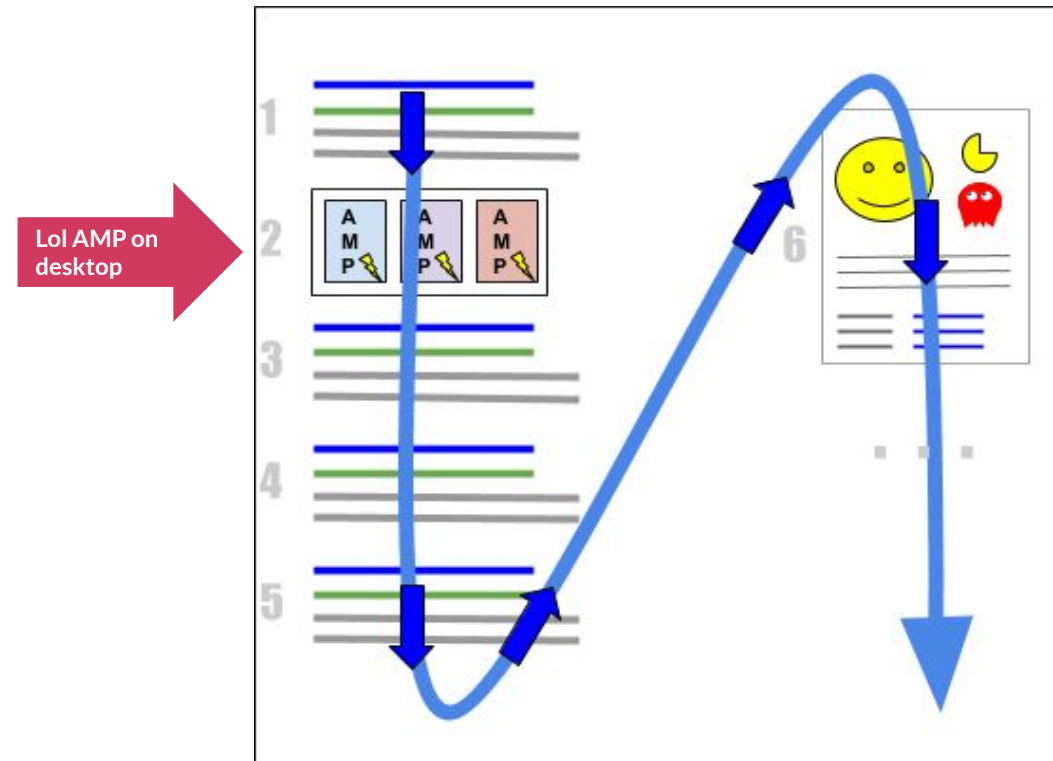
Since 2012, we have been passionately pushing the Ryte ...

Free tools

You can use all of these innovative tools after joining Ryte FREE.

1. Position.

“Position for each is calculated from top to bottom on the primary side of the page, then top to bottom on the secondary side of the page.”



1. Position.

If there are 10x organic results on this SERP, the panel on the right would be 11.

The image shows a Google search for "java serializable". The search results include:

- Result 1: docs.oracle.com › javase › docs › api › java › Serializable - **Serializable (Java Platform SE 7) - Oracle Help Center**. Description: "Serializability of a class is enabled by the class implementing the java.io.Serializable interface. Classes that do not implement this interface will not have any of ..."
- People also ask section with questions: "Why serializable is used in Java?", "How does serializable work in Java?", "Are methods serialized in Java?", "How do you stop serialization in Java?".
- Result 2: docs.oracle.com › javase › tutorial › jndi › objects › serial - **Serializable Objects (The Java™ Tutorials > Java Naming and ...**. Description: "To **serialize** an object means to convert its state to a byte stream so that the byte stream can be reverted back into a copy of the object. A **Java** object is **serializable** if its class or any of its superclasses implements either the java.io.Serializable interface or its subinterface, java.io..."
- Result 3: www.tutorialspoint.com › java › java_serialization - **Java - Serialization - Tutorialspoint**. Description: "Java - **Serialization** - Java provides a mechanism, called object serialization where an object can be represented as a sequence of bytes that includes the ..."

On the right side of the search results, there is a diagram titled "Serialization in Java" and a "More images" button. The diagram illustrates the process of serialization and deserialization, showing an object being converted to a byte stream (serialization) and a byte stream being converted back to an object (deserialization). It also shows the relationship between the Serializable interface, the ObjectOutputStream class, and the ObjectInputStream class. The diagram includes labels for "FILE", "OBJECT", "STREAM OF BYTES", "DESERIALIZATION", "SERIALIZATION", and "DE-SERIALIZATION".

1

2

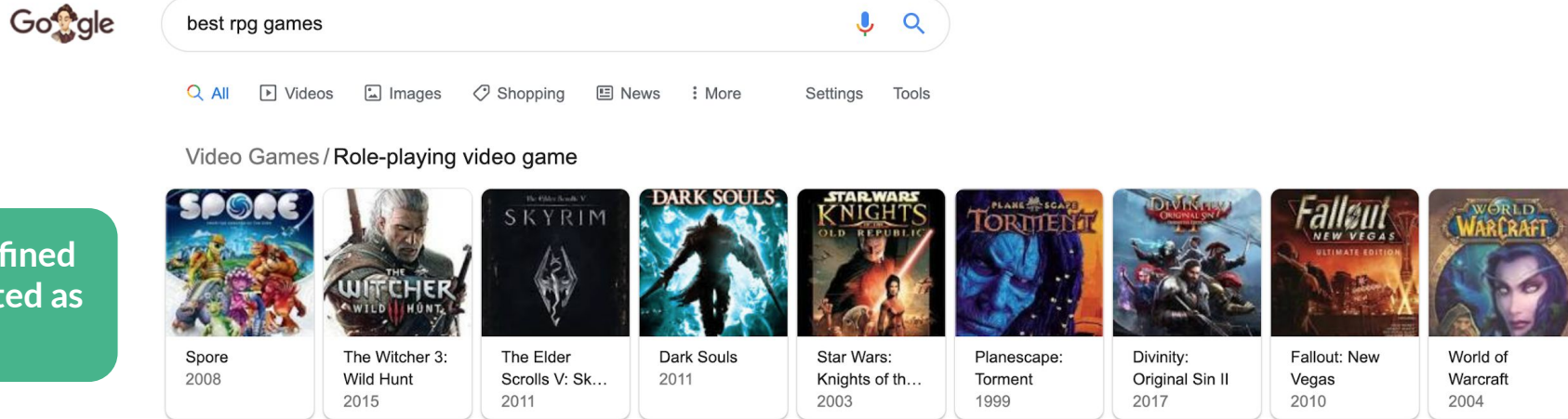
3

4

11

1. Position placeholders

“Only elements containing at least one non-query-refinement link count as a position; elements that have no links, or have only query refinement links, do not occupy a position.”



Links lead to refined SERP. Not counted as a ranking.

1.

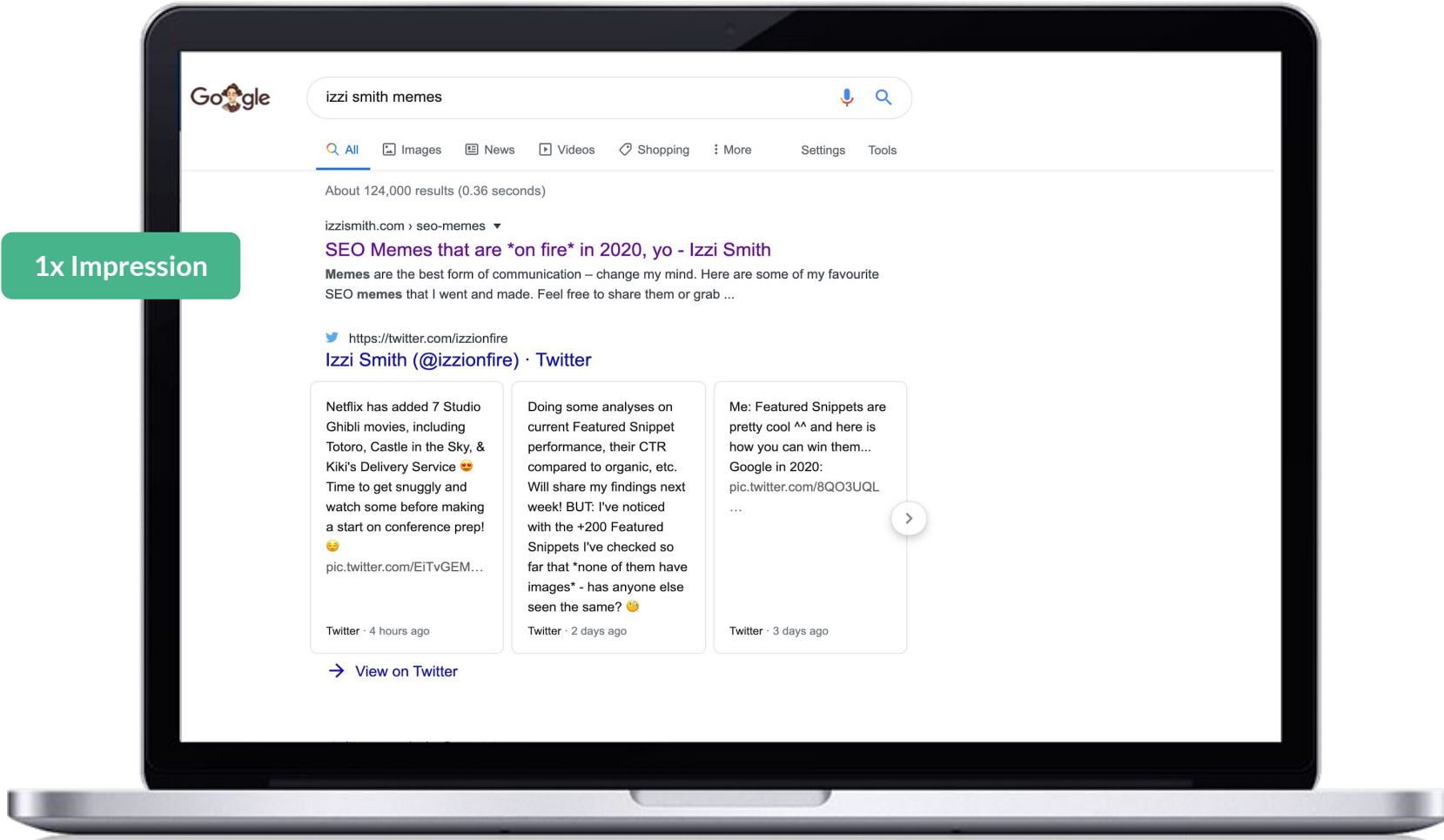
www.gamesradar.com › best-rpg-games ▾
[best RPG games - GamesRadar](#)
9 Dec 2019 - There's a ton of variety throughout our 25 **best RPG** list - there's **games** like The Outer Worlds for those who are looking for a fun, consumable ...

2.

www.pcgamer.com › best-rpgs-of-all-time ▾
[Best RPGs of all time | PC Gamer](#)
21 Oct 2019 - This list represents our **best** definition of the canonical **RPG**—**games** that likely emphasize story; that let you inhabit a customizable character ...

2. Impressions

“A link URL records an impression when it appears in a search result for a user. Whether or not the link must actually be scrolled into view or otherwise visible...”



1x Impression

1x Impression

1x Impression

Google izzi smith memes

All Images News Videos Shopping More Settings Tools

About 124,000 results (0.36 seconds)

izzismith.com > seo-memes
SEO Memes that are *on fire* in 2020, yo - Izzi Smith
Memes are the best form of communication - change my mind. Here are some of my favourite SEO memes that I went and made. Feel free to share them or grab ...

https://twitter.com/izzionfire
Izzi Smith (@izzionfire) · Twitter
Netflix has added 7 Studio Ghibli movies, including Totoro, Castle in the Sky, & Kiki's Delivery Service...
Doing some analyses on current Featured Snippet performance, their CTR compared to organic, etc. Will share my findings next week! BUT: I've noticed with the +200 Featured Snippets I've checked so far that *none of them have images* - has anyone else seen the same?
Me: Featured Snippets are pretty cool ^^ and here is how you can win them... Google in 2020: pic.twitter.com/8QO3UQL ...

View on Twitter

izzismith.com >
Izzi Smith - SEO and Speaker on Fire
Who is Izzi Smith? Izzi Smith was born in Burnley, UK but now lives in Munich. ... 80s music, RuPaul's Drag Race, dystopian movies, memes, and winning socks.

refind.com > izzionfire >
Izzi Smith (izzionfire) on Refind
Izzi Smith. SEO nerd. Award-winning speaker. Podcaster on the #izzinitsshow. Manchester born, Munich resident. I like memes and cool people.

2. Impressions.

Single elements that contain more than one link counts as 1x impression in the overall report. But, each URL specifically will gain 1x impression for the query in page view.

en.wikipedia.org › wiki › Dublin ▾

1 Dublin - Wikipedia

Dublin is the capital and largest city of Ireland. Situated on a bay on the east coast, at the mouth of the River Liffey, it lies within the province of Leinster.

2 **Country:** Ireland **GDP:** €106 billion

3 **Demonyms:** Dubliner, Dub **GDP per capita:** €79,000

4 [History of Dublin](#) · [Dublin Castle](#) · [County Dublin](#) · [Dublin Airport](#) **5**

- Does not = 5x Impressions for this query (will be 1x overall)
- But each URL gets 1x Impression for this query in pages report

3. Clicks.

Only clicks that lead searchers off Google completely will be counted.

Clicking on the PAA expander is NOT a click

People also ask

What is the AIDA model in advertising? ▾

What is AIDA model explain? ▲


AIDA is an acronym that stands for Attention or Awareness, Interest, Desire and Action. ... Given that many consumers become aware of brands via advertising or **marketing** communications, the **AIDA model** helps to **explain** how an advertisement or **marketing** communications message engages and involves consumers in brand choice.

en.wikipedia.org › wiki › AIDA_(marketing)
[AIDA \(marketing\) - Wikipedia](#)

Search for: [What is AIDA model explain?](#)

What is the AIDA model identify and explain the 4 steps in the AIDA model? ▾

What are the four communication stages in the AIDA model? ▾



Clicking on the link within the result IS a click

People also ask

What is the AIDA model in advertising? ▾

What is AIDA model explain? ▲


AIDA is an acronym that stands for Attention or Awareness, Interest, Desire and Action. ... Given that many consumers become aware of brands via advertising or **marketing** communications, the **AIDA model** helps to **explain** how an advertisement or **marketing** communications message engages and involves consumers in brand choice.

en.wikipedia.org › wiki › AIDA_(marketing)
[AIDA \(marketing\) - Wikipedia](#)

Search for: [What is AIDA model explain?](#)

What is the AIDA model identify and explain the 4 steps in the AIDA model? ▾

What are the four communication stages in the AIDA model? ▾



3. Clicks.

Query refinement links (that lead to another Google SERP) are not counted as clicks.

Pembroke Welsh Corgi
Dog breed

The Pembroke Welsh Corgi is a cattle herding dog breed which originated in Pembrokeshire, Wales. It is one of two breeds known as a Welsh Corgi. The other is the Cardigan Welsh Corgi, and both descend from the line of northern spitz-type dogs. [Wikipedia](#)

Life expectancy: 12 – 15 years
Origin: [Pembrokeshire](#)
Temperament: Tenacious, Bold, Outgoing, Playful, Friendly, Protective
Weight: Male: 10–14 kg, Female: 10–12 kg
Colors: Fawn, Black & Tan, Sable, Black & White, Blue, Red
Height: Male: 25–30 cm, Female: 25–30 cm

People also search for
Shiba Inu Cardigan Welsh C... Pomeran... Beagle Samoyed

Google Shiba Inu

All Images Videos Shopping News More Settings Tools

Pembroke Welsh Corgi / People also search for

Shiba Inu	Cardigan Welsh Corgi	Pomeranian	Beagle	Samoyed	Australian Shepherd	Dachshund	Pug	Golden Retriever	Siberian Husky

dogtime.com > dog-breeds > shiba-inu

Shiba Inu Dog Breed Information, Pictures, Characteristics ...
The Shiba Inu dog breed was originally bred to flush birds and small game, and was occasionally used to hunt wild boar. He is one of Japan's six native breeds: ...
Weight: 17 to 23 pounds **Life Span:** 12 to 16 years
Height: 1 foot, 1 inch to 1 foot, 5 inches tall at the ...

Videos

- Shiba Inu | Dogs 101 (3:46)
- Shiba Inu Dogs 101 - A Difficult Dog Breed (10:11)
- All About Dog Breed: Shiba Inu (5:00)

Shiba Inu
Dog breed

The Shiba Inu is a Japanese breed of hunting dog. A small-to-medium breed, it is the smallest of the six original and distinct spitz breeds of dog native to Japan. A small, agile dog that copes very well with mountainous terrain, the Shiba Inu was originally bred for hunting. [Wikipedia](#)

Hypoallergenic: No
Life expectancy: 12 – 15 years

Further Reading:

Hurry up Izzi :D

- Demystifying Google Search Console Data by Glenn Gabe
<https://searchengineland.com/demystifying-googles-guide-to-clicks-impressions-and-position-in-google-search-console-310546>
- What are Impressions, Clicks and Positions? Google Webmaster Support
<https://support.google.com/webmasters/answer/7042828?hl=en>

Some quick wins to look for with your GSC data

Low Hanging Fruits

- **Position is <20 but >10**
- An easy peasy focus to apply quick wins push already ranking URLs higher
- Once they are significant on Page 1 - get tested by Google
- Take the URL and filter out focus keyword(s) to find relevant topics to incorporate

286 keywords rankings for <https://en.ryte.com/free-tools/robots-txt/>

Keywords	Clicks	Impressions	Avg. CTR	Position	Avg. CPC	Max. CPC	Compare keyword...
check website crawlability	6 ●	260	2.3%	15.6	0.00 €	- 0.00 €	<input type="checkbox"/> Compa...
check crawlability	3	249	1.2%	9.9	0.00 €	- 0.00 €	<input type="checkbox"/> Compa...
check if page is crawlable	3	79	3.8%	8.9	0.00 €	- 0.00 €	<input type="checkbox"/> Compa...
crawling test	3	38	7.9%	7.8	0.20 €	- 0.41 €	<input type="checkbox"/> Compa...
how to check if a website is crawlable	3	62	4.8%	9	0.00 €	- 0.00 €	<input type="checkbox"/> Compa...
check if googlebot can access site	2	68	2.9%	6.7	0.00 €	- 0.00 €	<input type="checkbox"/> Compa...
crawlability test	2	1,332 ●	0.2%	10.8	0.00 €	- 0.00 €	<input type="checkbox"/> Compa...
googlebot test my site	2	13	15.4%	21.1	-- €	- -- €	<input type="checkbox"/> Compa...
check if site is crawlable	1	66	1.5%	8.3	0.00 €	- 0.00 €	<input type="checkbox"/> Compa...

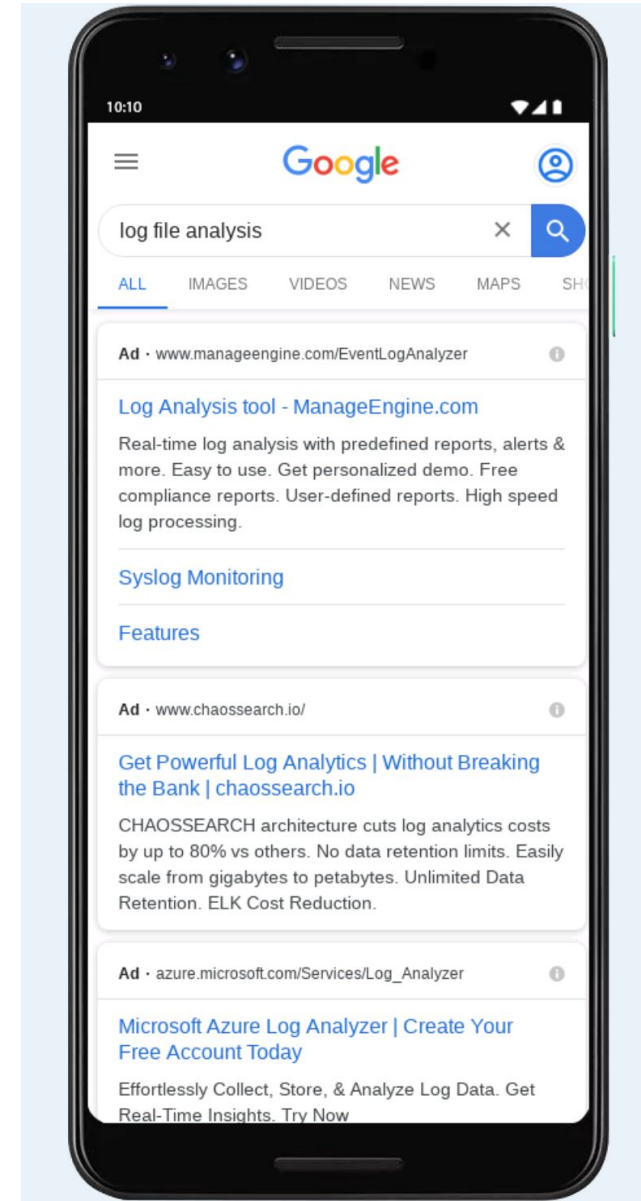
Find (and ignore) your “low chance” organic queries

These queries *should* be driving clicks but simply aren't due to inhospitable Google SERPs. Lay down some ad spend or focus efforts elsewhere:

- Position is ≥ 3
- CTR is $< 10\%$ (or below significance)
- Make sure to always segment by device, location, and preview accordingly e.g. with MobileMoxie SERPerator

Ranking Performance: "log file analysis"

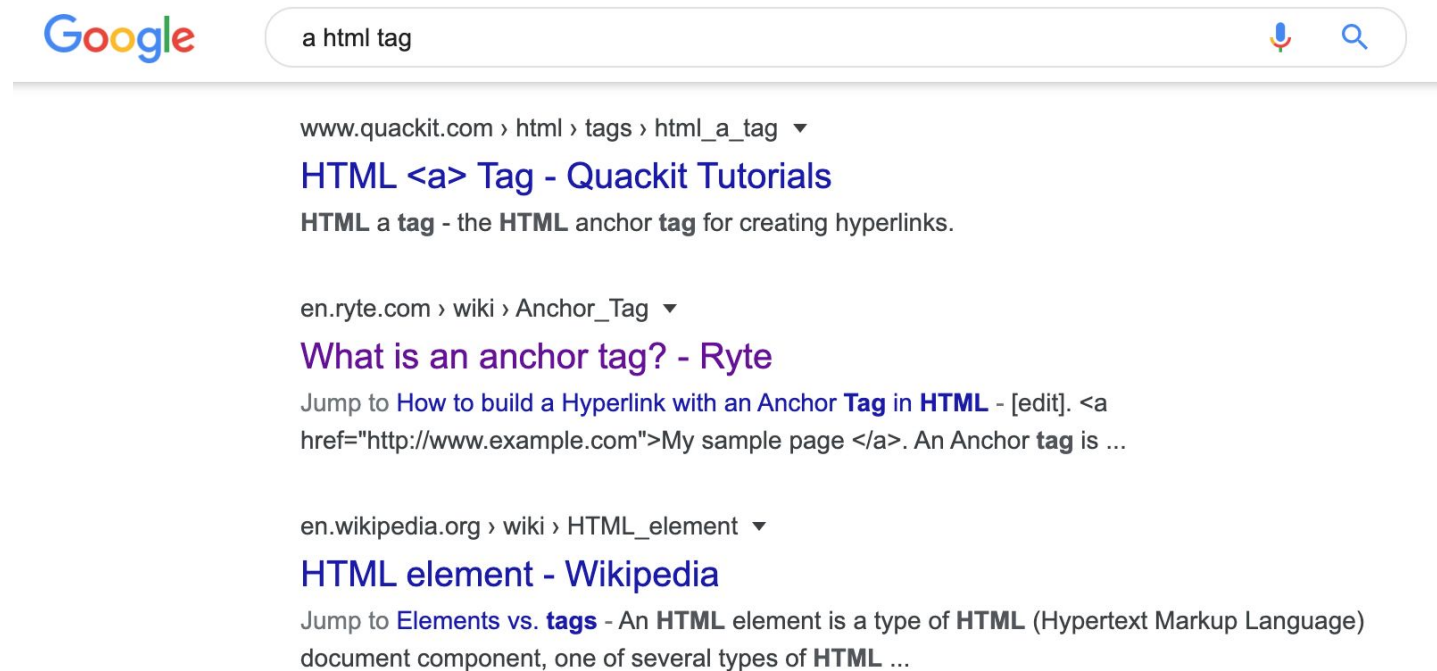
Clicks	Impressions	CTR	Position
67	1,645	4.1%	1.5



High Snippet Enrichment Potential

Detect where your **well-ranking pages** are not driving enough clicks. Evaluate the appearance of your property by device, and apply improvements to the **meta description and /or title**, or consider **structured data**.

- Position is ≥ 5
- Impressions are > 0
- CTR is $< \text{average\%}$



The screenshot shows a Google search for "a html tag". The search bar contains the text "a html tag" and has a microphone icon and a search icon. Below the search bar, there are three search results:

- [www.quackit.com › html › tags › html_a_tag](#)
HTML <a> Tag - Quackit Tutorials
HTML a tag - the HTML anchor tag for creating hyperlinks.
- [en.ryte.com › wiki › Anchor_Tag](#)
What is an anchor tag? - Ryte
Jump to [How to build a Hyperlink with an Anchor Tag in HTML](#) - [edit]. My sample page . An Anchor tag is ...
- [en.wikipedia.org › wiki › HTML_element](#)
HTML element - Wikipedia
Jump to [Elements vs. tags](#) - An HTML element is a type of HTML (Hypertext Markup Language) document component, one of several types of HTML ...



cash conversion rate



All

News

Images

Shopping

Videos

More

Settings

Tools

About 284,000,000 results (0.55 seconds)



The **Cash Conversion Ratio (CCR)**, also known as **cash conversion rate**, is a financial management tool used to determine the **ratio** of the **cash flows** Statement of **Cash Flows** The Statement of **Cash Flows** (also referred to as the **cash flow statement**) is one of the three key financial statements that report the **cash** generated ...

corporatefinanceinstitute.com › Resources › Knowledge › Finance

[Cash Conversion Ratio - Comparing Cash Flow vs Profit of a ...](#)

[About Featured Snippets](#) [Feedback](#)

en.ryte.com › wiki › Cash_Conversion_Rate

[Cash Conversion Rate \(CCR\): Definition and calculation - Ryte](#)


Calculation of the **cash conversion rate**[edit] On the one hand, all company profits can be used to pay off investments. Direct determination deducts all operating expenses such as wages, material costs or taxes on income, such as sales revenues or divestments (for example, sales of company shares).

[General information](#) · [Calculation of the cash ...](#) · [Cash conversion rate ...](#)

Featured Snippets

!!!

Featured Snippets moved you up the ranks instantly, and gave your URL representation 2x



Google what % alcohol is beer

All Images Shopping News Videos More Settings Tools

About 370,000,000 results (0.57 seconds)

(Typical vodka contains about 40 percent ABV.) There are some so-called beer labels that claim much higher alcohol content than the average **4 percent to 6 percent**. One example is Samuel Adams Utopias, which sells for about \$100 for a 24-ounce bottle and boasts an ABV as high as 27 percent. Jul 29, 2010

How Much Alcohol Is in My Drink? - Live Science
<https://www.livescience.com/32735-how-much-alcohol-is-in-my-drink.html>

About this result Feedback




People also ask

- Can you get drunk off one beer?
- Which beer has the most alcohol in it?
- How many beers is the equivalent to a bottle of wine?
- How much alcohol is in beer Bud Light?

Feedback

Beer - Wikipedia
<https://en.wikipedia.org/wiki/Beer>
Since then, some brewers have used champagne yeasts to increase the alcohol content of their beers. Samuel Adams reached 20% abv with Millennium, and then surpassed that amount to **25.5%** abv with Utopias. The strongest beer brewed in Britain was Baz's Super Brew by Parish Brewery, a 23% abv beer.
Brewing · Ingredients · Brewing industry · Measurement

Videos

 <p>Does 1 Beer = 1 Glass of Wine = 1 Shot of Hard Liquor? The Math of a ... MindYourDecisions YouTube - Dec 12, 2014</p>	 <p>Non-alcoholic beer hits Alberta liquor store shelves Watch News ... Global News - Apr 22, 2018</p>	 <p>BALLAST SCULPIN Ballast Point - Jun 18, 2016</p>
---	--	--

Alcoholic drink - Wikipedia
https://en.wikipedia.org/wiki/Alcoholic_drink
Jump to **Beer** - A distilled drink or liquor is an alcoholic drink produced by distilling (i.e., concentrating by distillation) ethanol produced by means of fermenting grain, fruit, or vegetables. Unsweetened, distilled, alcoholic drinks that have an alcohol content of at least 20% ABV are called spirits.
Fermented drinks · Health effects · Usage · Alcohol measurement

Alcohol Content Of Beer | Get Drunk Not Fat
getdrunknotfat.com/alcohol-content-of-beer/
Most accurate database showing alcohol content of beer, wine, mixed drinks and more. Calories, carbs and alcohol to calorie ratio in easy to search format!

Differences between alcoholic and non-alcoholic beers | Drinkaware
<https://www.drinkaware.co.uk> · Alcoholic and non-alcoholic beers
What are the differences between alcoholic and non-alcoholic beers? How about no-alcohol and low-alcohol beers? Get the facts with our handy guide...

Realbeer.com: Beer Alcohol Content And Carbs In Beer
www.realbeer.com/edu/health/calories.php
This information about calories, carbohydrates and the alcohol content of the beers listed here comes from many sources. Send additions and corrections to ...

How Much Alcohol Is in My Drink? - Live Science
<https://www.livescience.com> · Culture
Jul 29, 2010 - (Typical vodka contains about 40 percent ABV.) There are some so-called beer labels that claim much higher alcohol content than the average **4 percent to 6 percent**. One example is Samuel Adams Utopias, which sells for about \$100 for a 24-ounce bottle and boasts an ABV as high as 27 percent.

Until recently. Enter: Deduplication of Featured Snippets Gate



Hold up...



Danny Sullivan ✓
@dannysullivan



Replying to [@dr_pete](#)

If a web page listing is elevated into the featured snippet position, we no longer repeat the listing in the search results. **This declutters the results & helps users locate relevant information more easily.** Featured snippets count as one of the ten web page listings we show.

10:28 PM · Jan 22, 2020 · [Twitter Web App](#)

196 Retweets **288** Likes



logfile analysis



All

Images

Videos

News

Shopping

More

Settings

Tools

About 7,800,000 results (0.53 seconds)

Ad · www.sumologic.com/log-analysis ▾

Powerful Log Analysis | Analyze Your Logs for Free

Parse, partition, and **analyze** all logs. Real-time, cloud-native **log** analytics. View **log** data for critical information about user behavior & web application server. Cloud **Log** Management. Forbes Cloud 100 Company. Automated Event Mgmt. Rapid Root Cause **Analysis**.

Ad · www.manageengine.com/Logs_Analyzer/Report_Software ▾

Event Log Analysis Tool | Search & Analyze Server Logs

Search, Visualize & Monitor any type of **log** data. Download Free Trial Now! Free Personalized Demo. User-defined reports. Real-time alerts. Secure network for free. Supports 700+ devices. Agentless **Log** Analytics. Affordable SIEM solution. Free 30-day Trial.

[Features](#) · [Quick Install](#) · [Request Demo](#) · [Event Log Monitoring](#) · [Syslog Monitoring](#)

Ad · www.chaossearch.io/ ▾

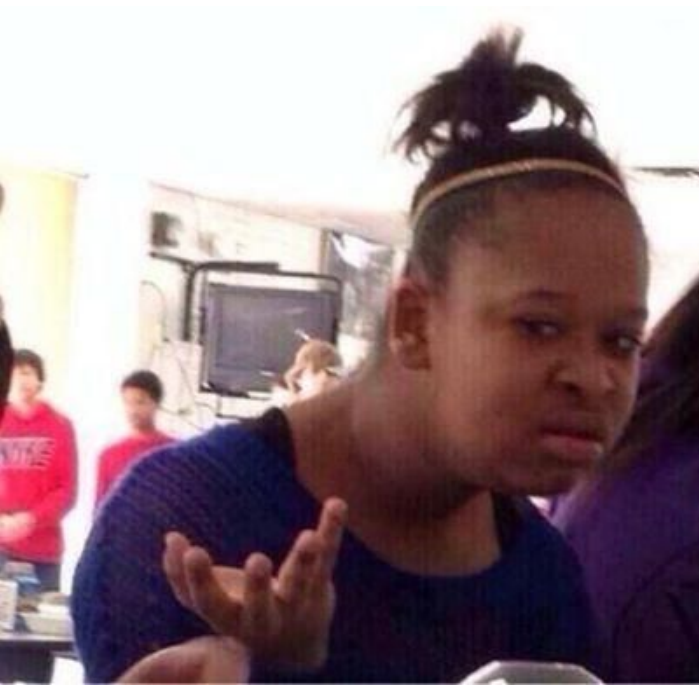
Get Powerful Log Analytics | Without Breaking the Bank

CHAOSSEARCH architecture cuts **log** analytics costs by up to 80% vs others. No data...

Ad · www.dynatrace.com/ ▾

Log File Analysis | Dynatrace 15-Day Free Trial | dynatrace.com

Automatically Discover All **Log** Files On Your Monitored Hosts & Processes. Try!



Anyway.

From “Position 0” to Position 1

Dec 2019

get request parameters

All Images Maps Videos News More Settings Tools

About 208.000.000 results (0,52 seconds)

When the **GET request** method is used, if a client uses the HTTP protocol on a web server to **request** a certain resource, the client sends the server certain **GET parameters** through the requested URL. These **parameters** are pairs of names and their corresponding values, so-called name-value pairs.

[URL Get Parameter - Ryte](#)

https://en.ryte.com/wiki/GET_Parameter

About Featured Snippets Feedback

[URL Get Parameter - Ryte](#)

https://en.ryte.com/wiki/GET_Parameter

Jump to **GET request** - When the **GET request** method is used, if a client uses the HTTP protocol on a web server to **request** a certain resource, the client sends the server certain **GET parameters** through the requested URL. These **parameters** are pairs of names and their corresponding values, so-called name-value pairs.

[What are GET and POST ...](#) · [What is the difference ...](#) · [Importance for search ...](#)

Jan 2020

get request parameters

All Maps Images Videos Shopping More Settings Tools

About 425,000,000 results (0.59 seconds)

When the **GET request** method is used, if a client uses the HTTP protocol on a web server to **request** a certain resource, the client sends the server certain **GET parameters** through the requested URL. These **parameters** are pairs of names and their corresponding values, so-called name-value pairs.

[en.ryte.com/wiki/GET_Parameter](#)

[URL Get Parameter - Ryte](#)

About Featured Snippets Feedback

[en.wikipedia.org/wiki/Query_string](#)

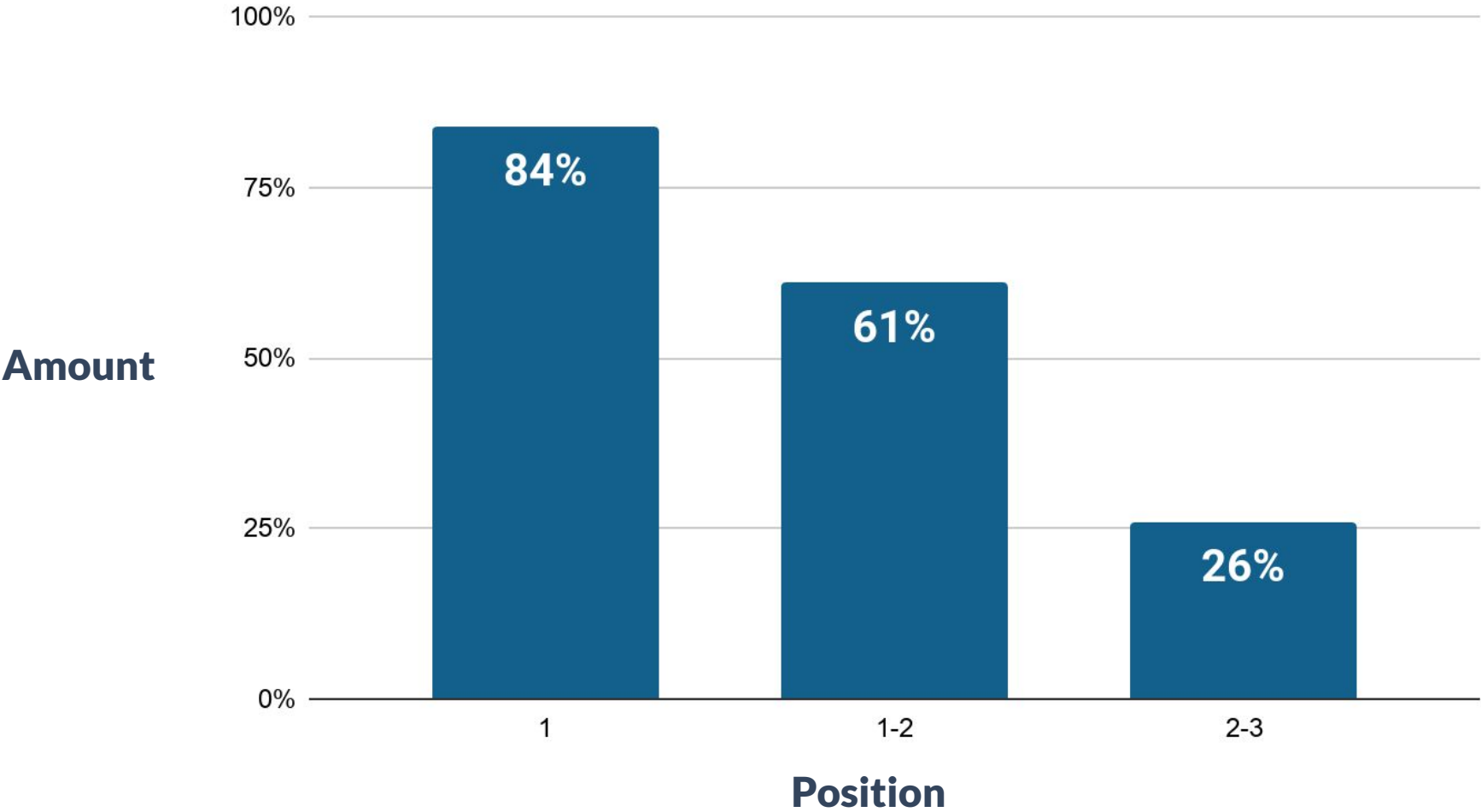
[Query string - Wikipedia](#)

On the World Wide Web, a **query** string is the part of a uniform resource locator (URL) which assigns values to specified **parameters**. ... this control was sent to the server as a **query** string addition to a **GET request** for the base URL or another ...

[Structure](#) · [URL encoding](#) · [Tracking](#) · [Compatibility issues](#)

A quick analysis on what impact this had on Search Performance

The vast majority of position Absolute 1 AND 1.x in GSC revealed our Featured Snippets



(Data taken from top 300 non-Branded keywords
22.01.2020 - 29.01.2020)

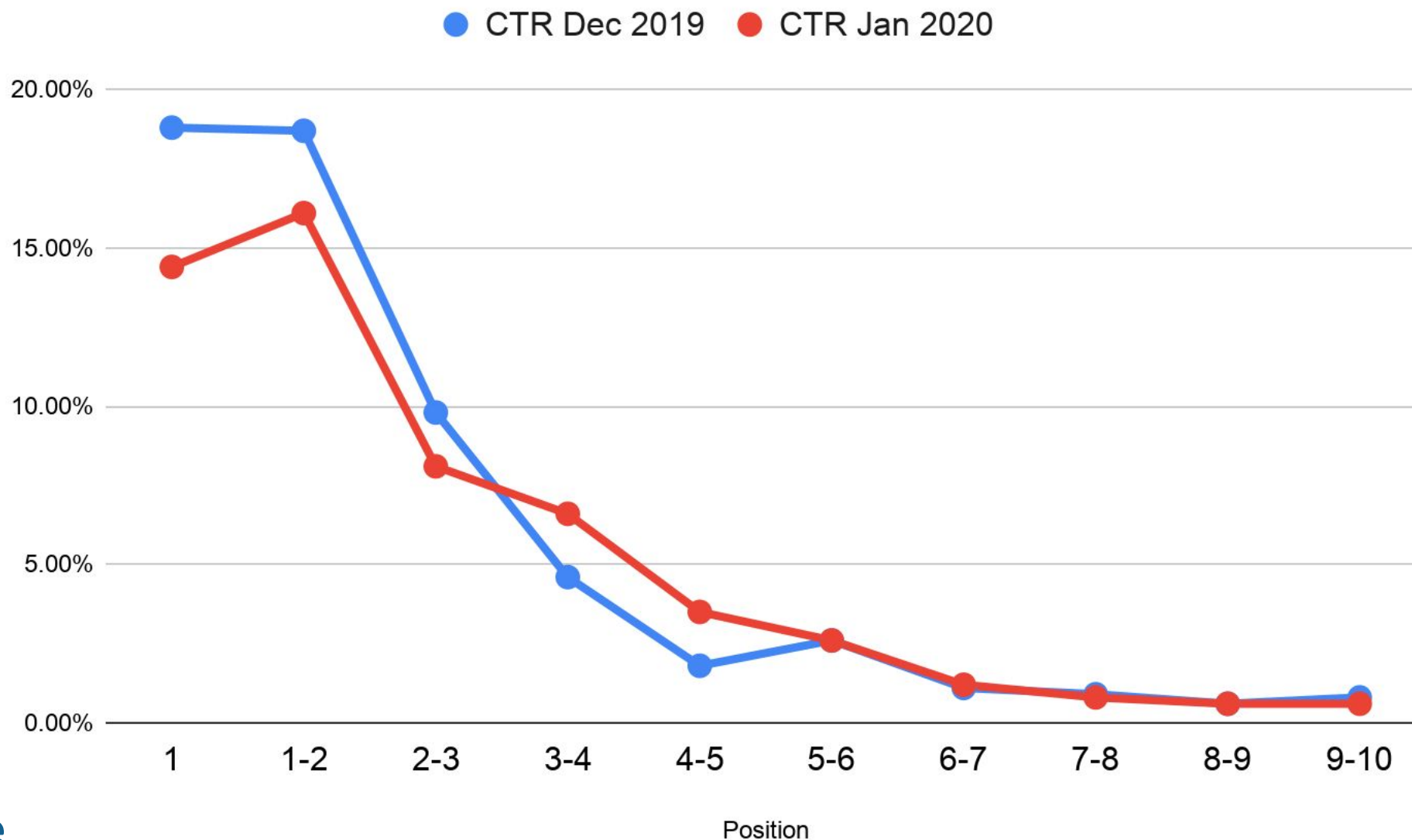
However, due to Featured Snippet volatility across locations and settings, sometimes you will find the queries with an average position of less than =1.

Especially for properties that rank in multiple locations, and with many differences in device SERPs.

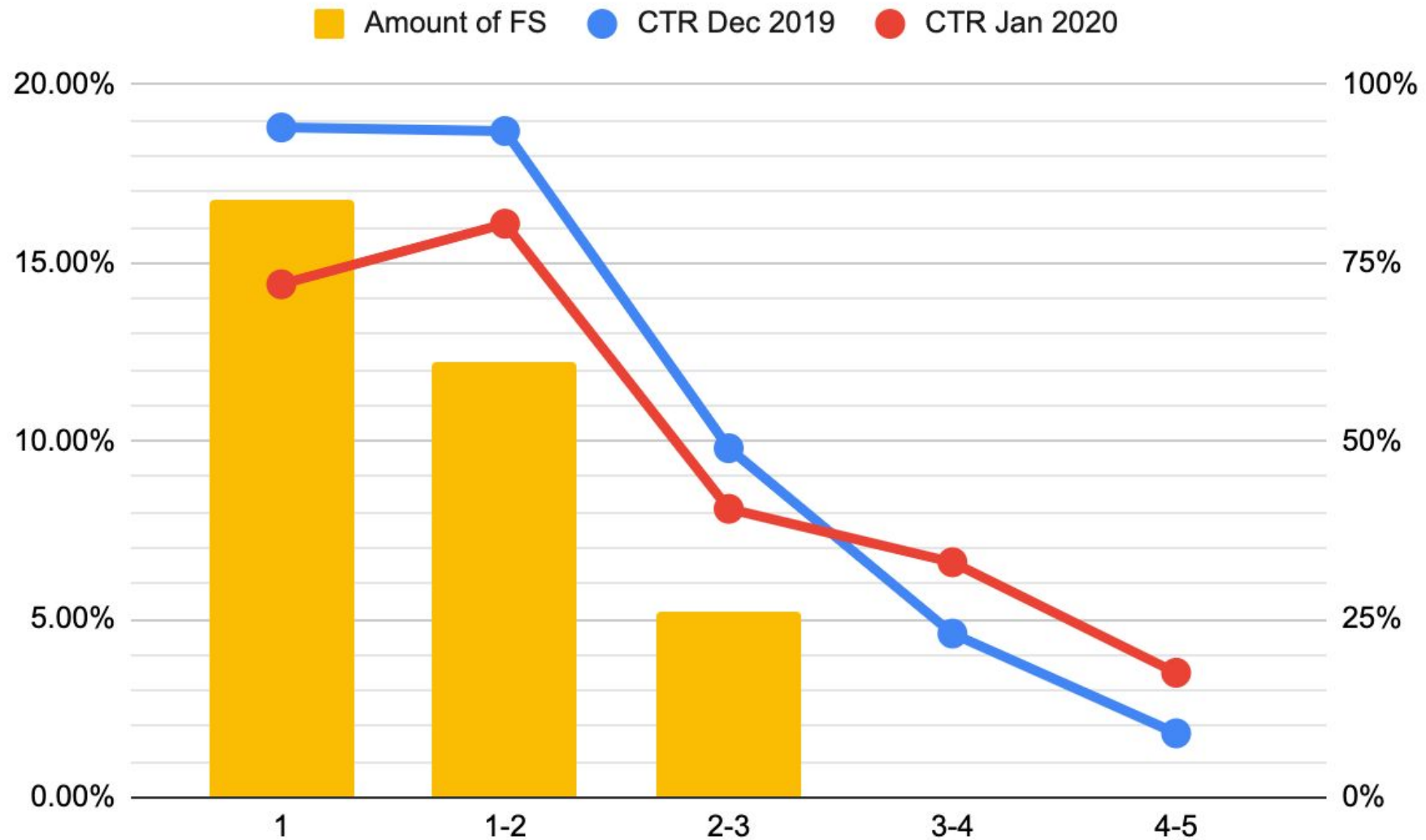
Did the Featured Snippet Deduplication harm our CTR?



Overall Average CTR by Position (12.12 - 19.12 .2019 vs 22.01-29.01.2020)



Overall Average CTR by Position (12.12 - 19.12 .2019 vs 22.01-29.01.2020)



Results: Our high position CTR for standard results is on average slightly higher than the Featured Snippets'

Position	FS CTR	Non-FS CTR	Difference
1	35.2%	37%	-5%
1-2	22.4%	24%	-7%
2-3	19.1%	19.4%	-2%

(Data taken from top 300 non-Branded keywords
22.01.2020 - 29.01.2020)

But: many of our queries are high informational intent and ***none of them*** had images.

The screenshot shows a Google search interface. The search bar contains the text "http request get parameters". Below the search bar, there are navigation links for "All", "Images", "Videos", "News", "Shopping", "More", "Settings", and "Tools". The search results show "About 448,000,000 results (0.49 seconds)". A featured snippet is displayed in a rounded box, containing the following text: "When the **GET request** method is used, if a client uses the **HTTP** protocol on a web server to **request** a certain resource, the client sends the server certain **GET parameters** through the requested URL. These **parameters** are pairs of names and their corresponding values, so-called name-value pairs." Below the snippet, there is a breadcrumb trail "en.ryte.com > wiki > GET_Parameter" and a blue link "URL Get Parameter - Ryte". At the bottom of the snippet box, there are links for "About Featured Snippets" and "Feedback".

Alternatively, a client's website with more transactional intent queries had a better CTR compared to without!

Featured Snippet CTR	Non-FS CTR	Difference
44.4%	35.3%	+20.5%

(Data taken from top 100 Featured Snippet keywords
22.01.2020 - 29.01.2020)

In conclusion:

Higher informational intent Featured Snippet queries suffer from a lower CTR than organic.

BUT...

It
DEPENDS

The image features the word "DEPENDS" in large, bold, 3D block letters with a cyan-to-magenta gradient. Above it, the word "It" is written in a pink, cursive font. The background is a dark space with stars and a glowing purple grid floor. A bright horizontal light streak is at the bottom.

It does make sense to achieve Featured Snippets when a competitor has one on the SERP!

(especially if your standard rank is low)

Position	“We own the Featured Snippet” CTR	“Competitor owns Featured Snippet” CTR	Difference
1-2	22.4%	19%	+15.2%
2-3	19%	16%	+16%

(Data taken from top 300 non-Branded keywords
22.01.2020 - 29.01.2020)

Is it still worth it to target Featured Snippets?

Yes



Featured Snippet benefits and things to bear-in-mind



✓ Outrank competitors

Outrank competitors by being in the top organic position.

✓ Brand & Trust Value

Be valued for potential conversions or future searches.

✓ Conversational Search

Featured Snippets are more likely to be taken for voice queries.

⚠️ on-SERP Satisfaction

Risk losing traffic from certain queries when intent is met.

⚠️ Misinterpretation

Google taking wrong data for a query or structuring wrongly.

⚠️ SERP Confusion

Some FS risk looking like **ads**, and therefore can lose CTR.

Detecting & Analysing your Featured Snippets with GSC data

First of all: Segment your queries based on Featured Snippet conventions to build a *higher* confidence list

IF KW contains [Question|Preposition|Comparison]

OR KW is of (unique) informational intent

AND Position [is =1, higher than 2 - 3]

AND Impressions >0 / significance

Types of queries and refinements that trigger Featured Snippets

Questions	Comparisons	Prepositions	
How	Best	Near	For
Why	Worst	Can	With
What	Compare	Is	To
Can	Similar to	Without	
Does	Alternative		
Should	Versus		

Create custom segment lists (I sped it up a little)

E.g. Questions

Keyword segments Segments ▾

[Search Success](#) / [Analyze](#) / [Keyword segments](#)

Edit segment "Questions"

Segment name

Create a segment of keywords that matches the following criteria:

Combine segments with conventional metrics

Filter

Keyword	is in segment	Comparison × Questions × Prepositions ×	or	🗑️
Impressions	is greater than	0	or	🗑️
Position	is better than	3	or	🗑️

+ And [Clear all filters](#) Apply

Drill down: into specific locations and devices (due to the behavior of Featured Snippets)

Filter

Keyword	is in segment	Comparison × Questions × Prepositions ×	or	🗑️
Impressions	is greater than	0	or	🗑️
Position	is better than	3	or	🗑️
Country	is any of	GBR ×	or	🗑️
Device	is any of	MOBILE ×	or	🗑️

+ And [Clear all filters](#) [Apply](#)

Discover your **underperforming Featured Snippets** and address accordingly

Ranking changes

Search Success / Analyze / Ranking changes

Filter

20.01.2020 - 26.01.2020 | Previous 7 days



Keyword is in segment Comparison, Prepositions, Questions

Position equals 1

CTR is less than 15

Filter

Keyword



is in segment



Comparison ×

Prepositions ×

Questions ×

or



Position



equals



1

or



CTR



is less than



15

or



+ And

Clear all filters

Apply

Ways of dealing with lower-CTR Featured Snippets

✓ "max-snippet:x" tag

If CTR is lot worse, specifying a **maximum snippet length** will remove the Featured Snippet, and put you back in the normal search results.

⚠ Make them more "click-incentive"

If there is intent to click-through, **make small changes to the Featured Snippet content to drive more clicks.** But bigger changes risk your removal.

⚠ Create own Featured Snippet URLs

Build own specific pages optimized for Featured Snippet results, and maintain a second, user-friendly version to rank as well. **Risky for KW cannibalization!**

✗ "nosnippet" tag

This robots directives will remove your Featured Snippet but **completely hides your search description snippet.** Use with extreme caution!

Removing your Featured Snippets with meta robots directives

```
<meta name="robots" content="nosnippet">
```

izzismith.com › seo-consulting ▾

SEO Consulting & Services - Izzi Smith

Set your **SEO** on fire. Hey there! As of 1st December 2019, I'm now working full-time as a Technical **SEO** Analyst at the magnificent Ryte so I'm unable to take on ...

de.linkedin.com › izzi-smith

Izzi Smith – Technical SEO Analyst – Ryte | LinkedIn

Sehen Sie sich das Profil von **Izzi Smith** auf LinkedIn an, dem weltweit größten ... ex-Google engineer · ex-Google Search Quality · **SEO Consultant** · SEO Audits ...

izzismith.com › seo-consulting ▾

SEO Consulting & Services - Izzi Smith

de.linkedin.com › izzi-smith

Izzi Smith – Technical SEO Analyst – Ryte | LinkedIn

Sehen Sie sich das Profil von **Izzi Smith** auf LinkedIn an, dem weltweit größten ... ex-Google engineer · ex-Google Search Quality · **SEO Consultant** · SEO Audits ...

Removing your Featured Snippets with meta robots directives

```
<meta name="robots" content="max-snippet:x">
```

→ Use an amount similar to your existing search snippets or specified meta description

→ More info: [https://developers.google.com/search/reference/robots meta tag](https://developers.google.com/search/reference/robots_meta_tag)

→ Great experiment:

<https://www.clairecarlilemarketing.com/blog/googles-featured-snippet-apocalypse-and-faq-schema>

Before removing your Featured Snippet intentionally, find out your standard organic ranking: add “&num=9” to the SERP URL

With (Position is #1)

Google search results for "aida model". The search bar shows "aida model" and the results indicate "About 56,500,000 results (0.45 seconds)". A green box highlights the text "With (Position is #1)". The featured snippet is from "en.ryte.com" and reads: "The **AIDA model** is an acronym - it stands for attention, interest, desire and action. It is a **model** used in **marketing** that describes the steps a customer goes through in the process of purchasing a product. The **AIDA model** has been in use since the late 19th century." Below the snippet are links to "en.ryte.com > wiki > AIDA" and "The Aida Model: What is it and how to use it - Ryte".

People also ask

- What is the AIDA model in advertising?
- What is AIDA model explain?
- What is the AIDA model identify and explain the 4 steps in the AIDA model?
- What are the four communication stages in the AIDA model?

www.smartinsights.com > offer-and-message-development > aida-model > The AIDA Model | Smart Insights

6 Sep 2019 - The **AIDA Model** Examples and Tips for using AIDA in the real world The **AIDA model** is perhaps the best known marketing model amongst ...

en.wikipedia.org > wiki > AIDA_(marketing) > AIDA (marketing) - Wikipedia

AIDA is an acronym that stands for Attention or Awareness, Interest, Desire and Action. The **AIDA model** is widely used in marketing and advertising to describe ...

The AIDA model · Origins · Theoretical developments ... · Cultural references

Without (Position is #4)

Google search results for "aida model". The search bar shows "aida model" and the results indicate "About 56,500,000 results (0.34 seconds)". A red box highlights the text "Without (Position is #4)". The featured snippet is from "www.smartinsights.com" and reads: "The **AIDA Model** | Smart Insights

6 Sep 2019 - The **AIDA Model** Examples and Tips for using AIDA in the real world The **AIDA model** is perhaps the best known marketing model amongst ...

Images for aida model

marketing example advertising digital marketing promote

→ More images for aida model

Report images

People also ask

- What is the AIDA model in advertising?
- What is AIDA model explain?
- What is the AIDA model identify and explain the 4 steps in the AIDA model?

The Good Kind of Keyword Cannibalization...

The image shows a Google search interface. The search bar contains the text "what is cloud vision api". Below the search bar, there are navigation links for "All", "Videos", "Images", "News", "Shopping", "More", "Settings", and "Tools". The search results show "About 52,700,000 results (0.60 seconds)".

Featured Snippet: A box containing the text: "Cloud Vision API allows developers to easily integrate vision detection features within applications, including image labeling, face and landmark detection, optical character recognition (OCR), and tagging of explicit content. ... AutoML Vision enables you to create a custom machine learning model for image labeling." Below this is the breadcrumb "cloud.google.com › vision › docs" and the link "Cloud Vision documentation | Cloud Vision API | Google Cloud".

Standard Ranking: A result with the breadcrumb "cloud.google.com › vision" and the title "Vision AI | Derive Image Insights via ML | Cloud Vision API". The snippet below the title reads: "Google Cloud's Vision API offers powerful pre-trained machine learning models through REST and RPC APIs. Assign labels to images and quickly classify them ...".

Featured Snippet

Standard Ranking

Standard Ranking
URL

Featured Snippet
URL

In-depth overview hub page
(including transaction intent
possibilities) for standard ranking.

Concise page for with more
informational content for the
Featured Snippet ranking.

The screenshot shows the Google Cloud AI & Machine Learning Products hub page for Vision AI. The page features a navigation bar with links for Google Cloud, Why Google, Solutions, Products, Pricing, and Getting Started. A search bar and utility links for Docs, Support, Language, and Console are also present. The main content area is titled "Industry-leading accuracy for image understanding" and includes a sub-header "AutoML Vision" and "Vision API". The AutoML Vision section describes automating the training of custom machine learning models. The Vision API section describes using pre-trained machine learning models through REST and RPC APIs. A "Try the API" section at the bottom features a dashed box with the text "Drag image file here or Browse from your computer" and a small image icon.

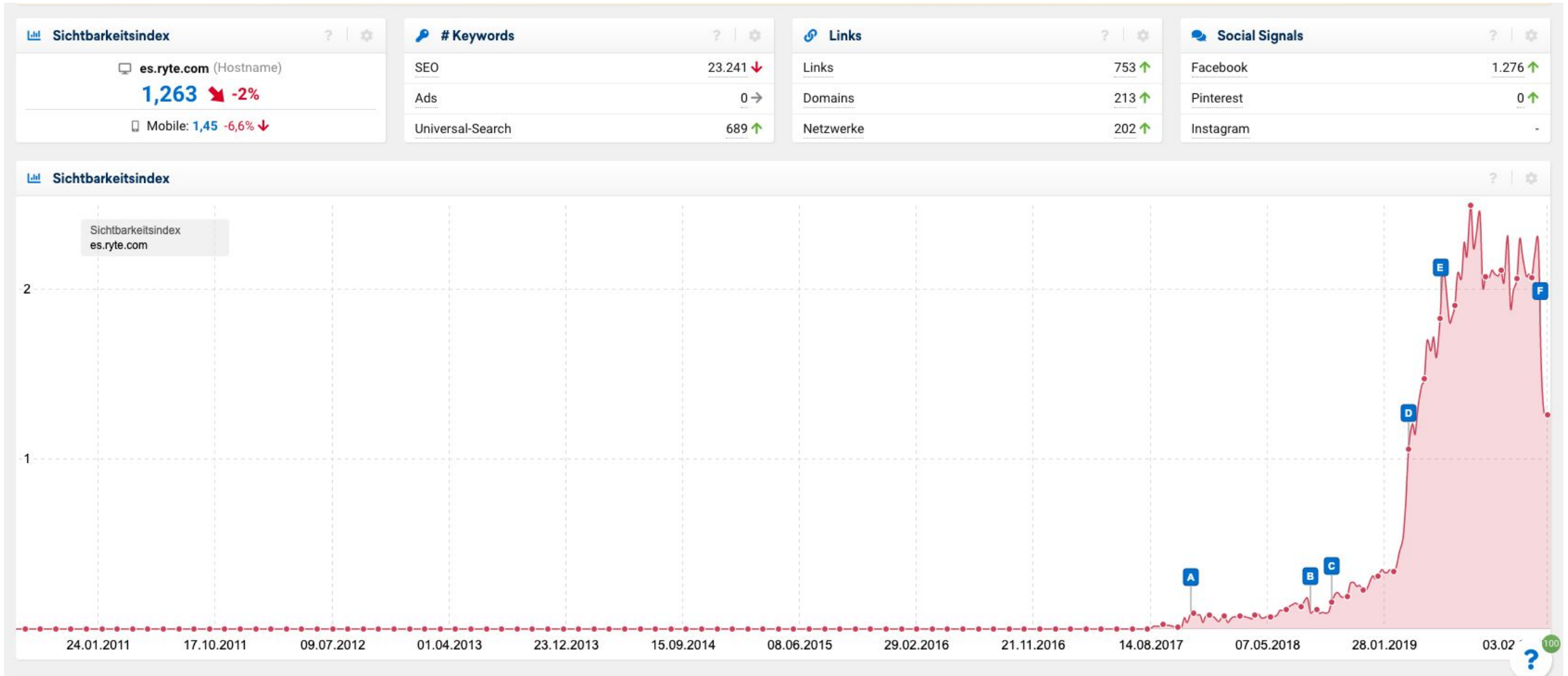
The screenshot shows the Google Cloud Cloud Vision API documentation page. The page features a navigation bar with links for Google Cloud, Why Google, Solutions, Products, Pricing, and Getting Started. A search bar and utility links for Docs, Support, and Language are also present. The main content area is titled "Cloud Vision documentation" and includes a sub-header "Cloud Vision API" and "Documentation". The page features a "Try it!" section, a "Quickstarts" section, and a "How-to Guides" section. A prominent blue callout box contains a star icon and the text: "Need a customized solution? [AutoML Vision](#) enables you to create a custom machine learning model for image labeling. Building a mobile app? Try [ML Kit for Firebase](#), which provides native Android and iOS SDKs for using Cloud Vision services, as well as on-device ML Vision APIs and on-device inference using custom ML models." Below this, there are six tiles for "Quickstarts", "How-to guides", "APIs and reference", "Tutorials", "Samples", and "Resources".

Tips for “Featured Snippet Cannibalization”:

- **Provide a unique, structured landing page to target the Featured Snippet**
 - Ensure all the relevant steps of winning Featured Snippets are considered
- **Maintain a logic internal linking connection of both pages**
 - For example, make it clear that the Featured Snippet URL is a child of the Organic URL
- **Ensure both URLs can exist alone**
 - No duplicate content please & thank you
- **Keep a close eye on the performance of both URLs**
 - Ensure the rankings for your focus page doesn't decline due to negative cannibalization
 - Also measure UX metrics

Core Update Impact Analysis with reliable GSC data

January Core Update 2020 hit us pretty badly... or did it?



We double checked our Search Console data:



39,827 keywords



Keyword	Clicks	Trend	Impressions	Trend ↑	Position	Trend	CTR	Trend
gmail	1	- 42	11,354	- 2,131,144	11.8	↓ 1	0%	±0%
bing	2	- 13	26,410	- 77,253	10.4	↓ 0.6	0%	±0%
correo gmail	0	- 3	134	- 36,349	38.1	↓ 27.5	0%	±0%
redes sociales	114	- 57	18,409	- 13,489	10.9	↓ 0.5	0.6%	+0.1%
spam	1	- 3	937	- 12,500	12.3	↓ 0.9	0.1%	+0.1%
gamil	0	± 0	65	- 11,959	13	↓ 2.4	0%	±0%
banner	0	- 3	1,708	- 11,605	11.9	↓ 1.8	0%	±0%
google maps	0	- 1	133	- 9,922	19.2	↓ 6.4	0%	±0%
google analytics	11	- 19	17,239	- 7,636	9.9	↓ 1.3	0.1%	±0%
gmail.	0	± 0	33	- 6,164	15.7	↓ 5.1	0%	±0%
wap web	0	± 0	21,844	- 6,093	7.5	↓ 0.1	0%	±0%
codigo abierto	18	+ 1	2,484	- 5,681	9.4	↑ 0.5	0.7%	+0.5%
google trends	0	- 4	6,532	- 5,645	11.1	↓ 1.3	0%	±0%
adwords	0	- 2	1,599	- 5,351	11.4	↓ 1.1	0%	±0%



This high volume yet irrelevant query yields no clicks.

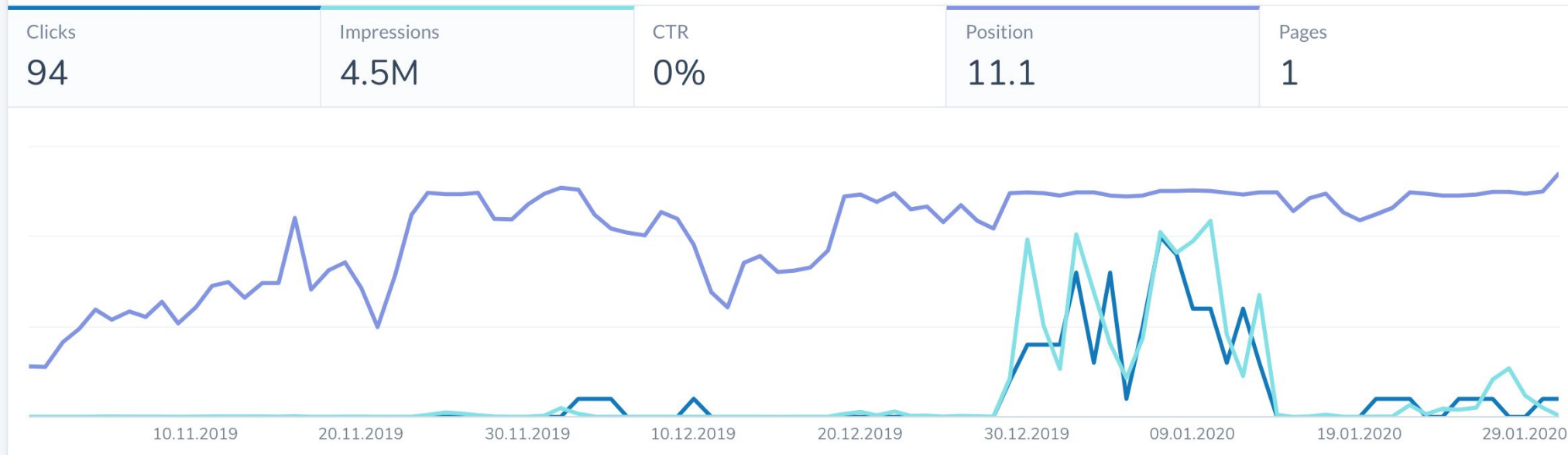
Keyword - Details

Search Success / Analyze / Keyword - Details

Filter

31.10.2019 - 31.01.2020

Ranking Performance: "gmail"



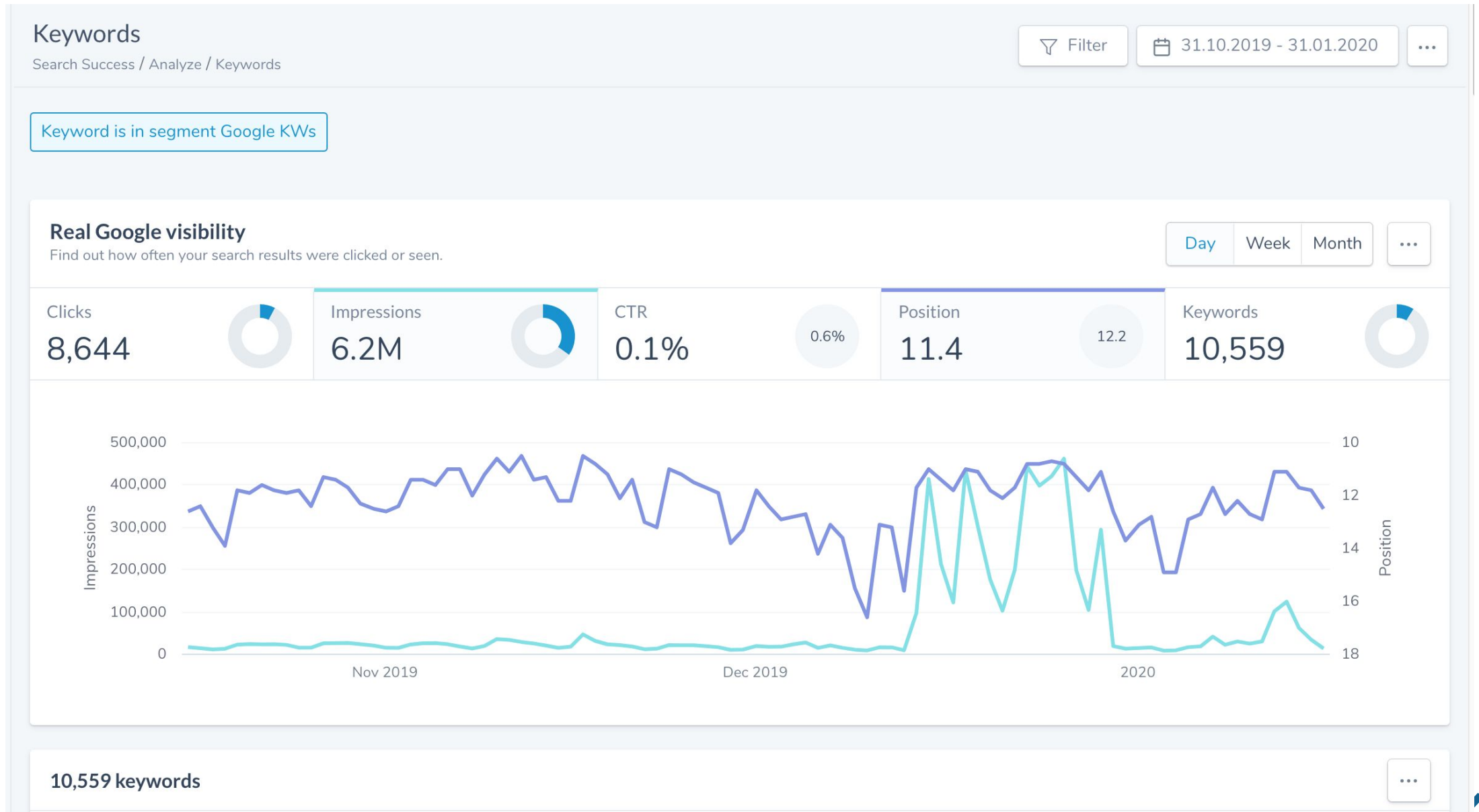
Ranking pages for "gmail": 1

Pages	Clicks	Impressions	Avg. CTR	Position	Compare keywords
https://es.ryte.com/wiki/Gmail	94	4.5M	0%	11.1	<input type="checkbox"/> Compare

Show 100 results

Page 1 of 1

All queries around “Google” and their products, we can’t drive traffic via




Once I had identified the false positive, I could filter them out and find real problems to address!

Ranking changes You ▾

Search Success / Analyze / Ranking changes Filter 13.01.2020 - 19.01.2020 | Previous 7 days ...

Keyword is not in segment Google KWs

Filter

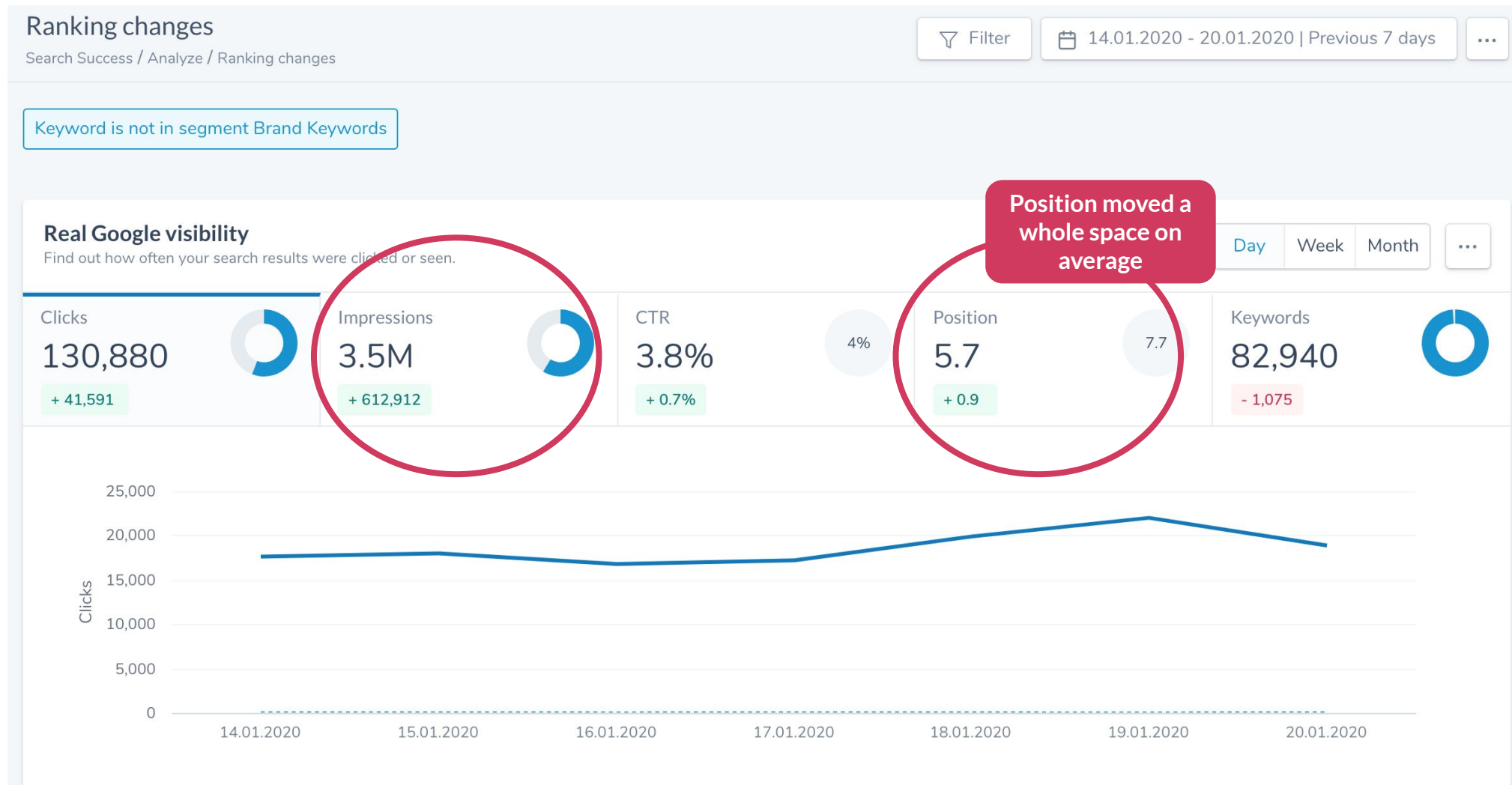
Keyword ▾ is not in segment ▾ Google KWs × or 

+ And Clear all filters Apply

Conclusion:

This was actually not a core update impact, but simply a convention of relevancy shifts plus the nature of how impressions work.

Alternatively, I took a look into one of our clients who was a winner according to the Sistrix core update report

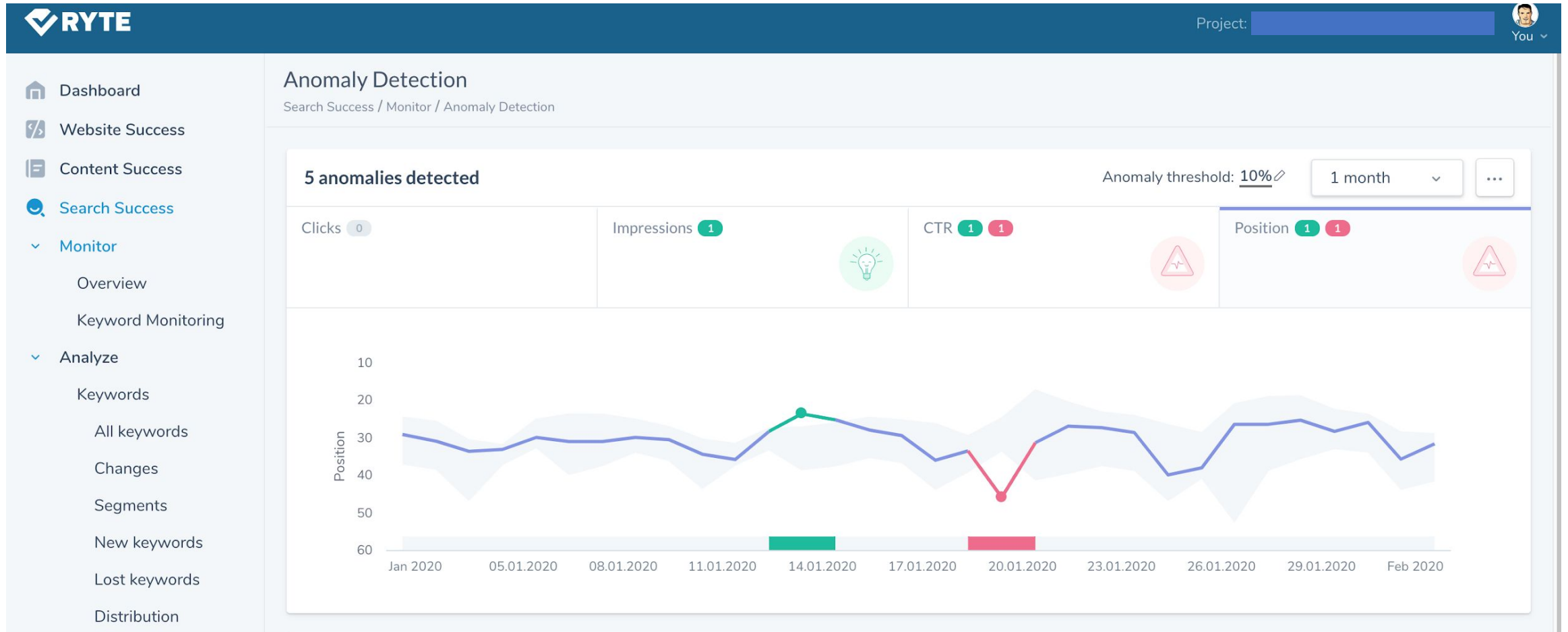


Speeding up analysis with *new* Anomaly Detection



Email me for more details: izzi@ryte.com

Speeding up analysis with *new* Anomaly Detection

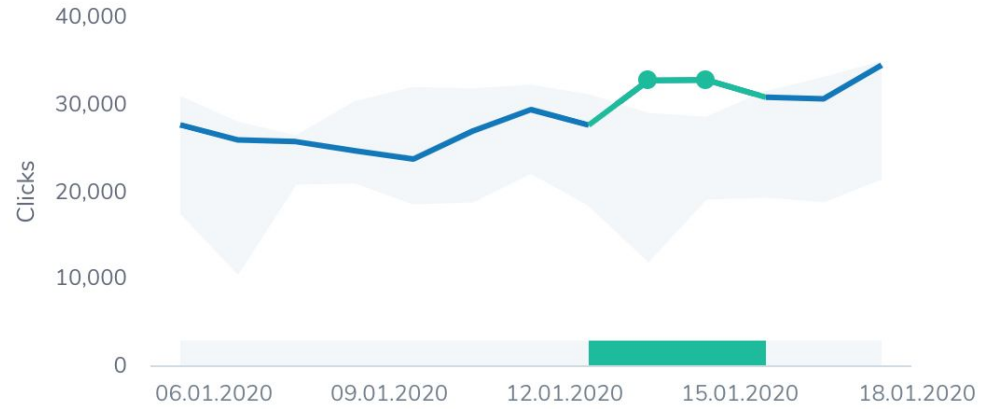


Email me for more details: izzi@ryte.com

Clicks anomaly on 14.01.2020 - 15.01.2020 (2 days)

Unexpected gain in clicks

Anomaly threshold: 5%



Potential causes



Coming soon. We are working hard on it!

High movement for informational queries

Affected directories and segments



3,836 Affected Pages

10,452 Affected Keywords

Pages	Clicks	Difference	Impression	Difference	Position	Difference	CTR	Difference
[Redacted]	861	+ 363	6,230	- 262	4.5	↑ 1.5	13.8%	+6.1%
[Redacted]	446	+ 329	6,830	+ 4,960	2.8	↑ 1.9	6.5%	+0.2%
[Redacted]	325	+ 234	2,022	+ 249	9.5	↑ 4.5	16.1%	+11%

Phew... we made it!

Some final thoughts:

- **Even though the UI is highly limited, embrace your GSC performance data**
 - Compared to scraped data, it is much more reliable and indicative of our real performance
- **Commit to a better understanding of how each KPI is calculated**
 - And then use these insights in your work faster and more efficiently in SEO efforts
- **Be aware of (and steer clear of) your low-opportunity keywords**
 - Don't be enticed by high search volumes, know your chances and prioritize based on feasibility
- **Delve into your Featured Snippet performance and evaluate next-steps**
 - They still make sense to achieve, but take necessary steps if performance drops dramatically
- **Use GSC performance data to properly troubleshoot core update impact**
 - Don't panic too much for visibility drops, always delve in and detect real changes



Thanks a lot! <3

Izzi Smith

**Technical SEO Analyst,
Ryte**

@izzionfire

**Get in touch!
izzi@ryte.com**