

Google Pro...

Ad Image

Device Category

Device...

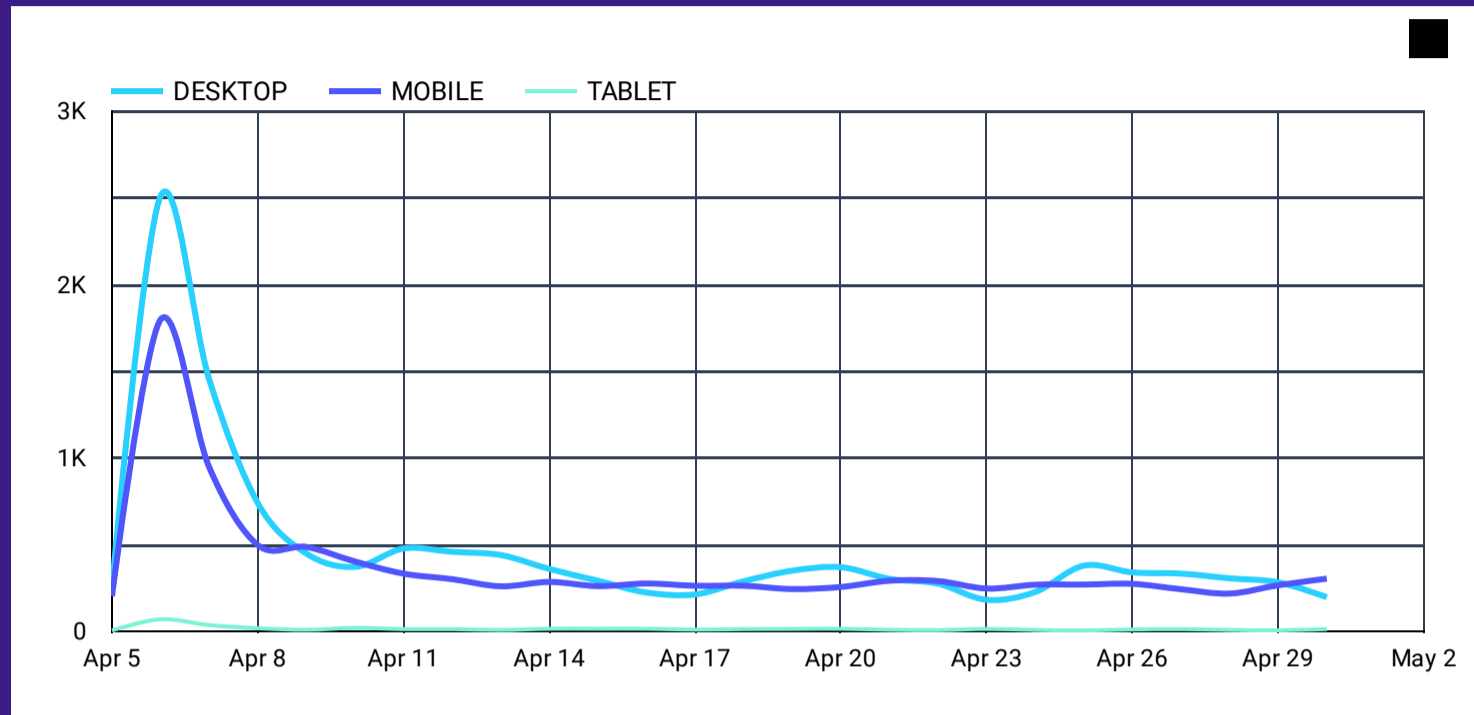
Country

By keyword type

Is your site generating more traffic from long-tail or short-tail keywords?

Query	Clicks
1. chrome dino collectible	
2. google merchandise store	
3. chrome dino figure	
4. youtube merch	
5. google dinosaur figure	
6. google dino figure	
7. dino	
8. youtube store	
9. chrome dino dark mode coll...	

1 - 100 / 22083



Keyword cannibalization

Are different pages ranking for the same keyword? Poor quality pages may outperform your intended pages, affecting your rankings and UX performance.

Google Property	Clicks	Impressions	Clicks
WEB	22,214	1,247,454	22,214

1 - 1 / 1

Device Category	Impressions	Clicks	Site CTR
DESKTOP	693,487	12,080	1.74%
MOBILE	525,844	9,751	1.85%
TABLET	28,123	383	1.36%

1 - 3 / 3

Optimize pages based on current rankings

Prioritize the keywords you should go after and how to proceed based on current average positions.

Query	Average Position	Clicks	Impressions
chrome dino collectible	1	897	1,347
google merchandise store	1.01	846	14,047
chrome dino figure	1.01	628	915
youtube merch	1.13	497	2,600
aaaale	1	413	542

1 - 100 / 1343

Landing Page	URL CTR	Url Clicks
https://shop.googl emerchandisestore .com/Google+Rede sign/Accessories/G oogle+Chrome+Din osaur+Collectible	5.32%	7,779
https://shop.googl emerchandisestore .com/Google+Rede sign/Apparel	0.96%	1,961
https://shop.googl emerchandisestore .com/Google+Rede sign/Shop+by+Bra	3.56%	1,903

1 - 100 / 551

Query	Clicks	Impressions
stickers	27	21,497
dino game	4	2,535
nxxxxs merch	4	59
lapel pin	3	1,217
nalgene water bottle	2	792
t shirt store	2	106
stationery	2	3,176

1 - 100 / 14538

1-5

Good job! Make sure competitors don't outrank you.

6-20

Optimize the pages ranking for these keywords by adding content that responds to searchers' intent based on these queries.

+20

Create a new, dedicated page trying to rank for these keywords.