



# Monthly SEO Report

[www.theorbitgroup.com.au](http://www.theorbitgroup.com.au)

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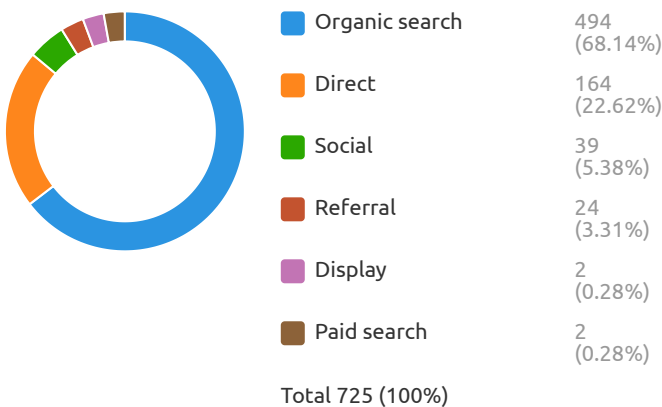
## Website Traffic Overview

Here we can see how much traffic is coming from each channel, including **ORGANIC SEARCH traffic** (clicks in search results/SEO), **DIRECT traffic** (typing url in browser), **REFERRAL traffic** (links from other websites).

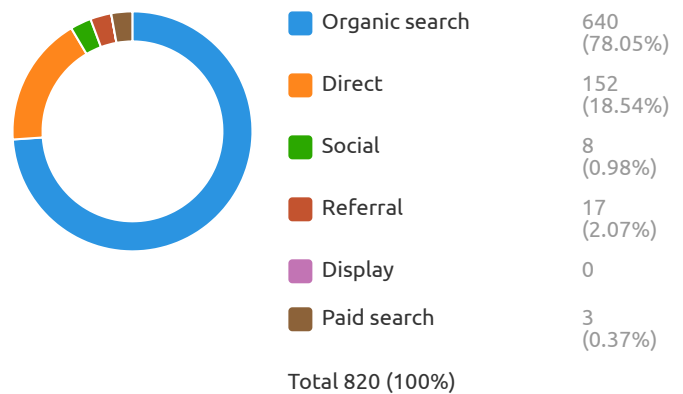
### Google Analytics: Top Traffic Channels by Sessions

Account: 5X5 | View: All Web Site Data | Segment: All Users

#### 01 Feb - 28 Feb, 2021



#### 01 Jan - 31 Jan, 2021



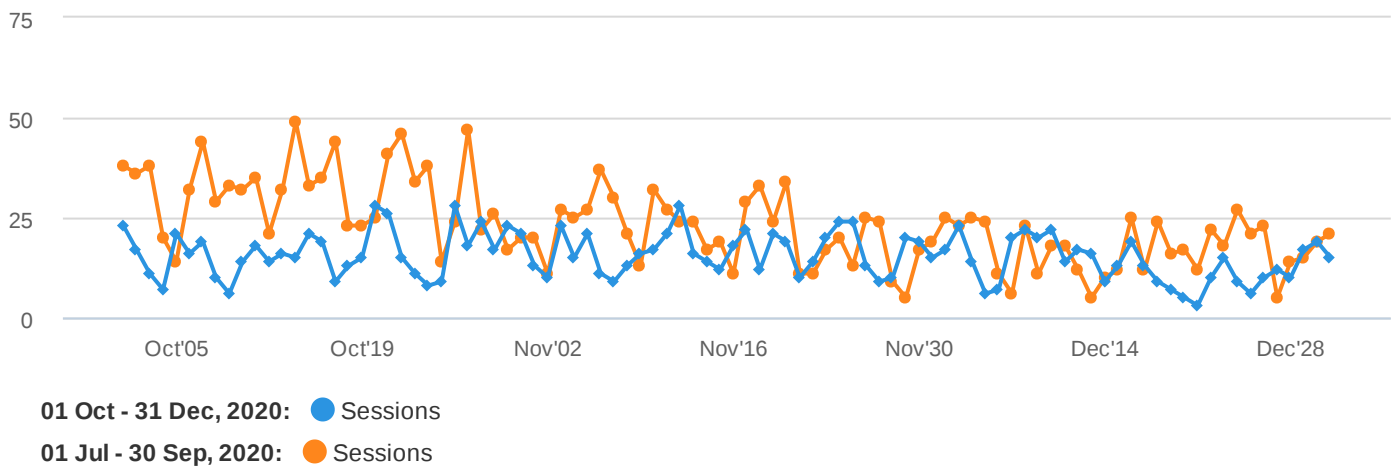
# Organic Traffic

This is the graph we want to keep track of to ensure there is a steady growth of **ORGANIC sessions** which is our main goal in SEO.

You can see the traffic during the **current quarter** in comparison to the **previous quarter**.

## Google Analytics: Metrics Chart

Account: 5X5 | View: All Web Site Data | Traffic channel: Organic search | Segment: All Users



Here is the number of **user sessions** and user activity for the month including **goal completions** (phone number clicks and contact form submissions).

## Google Analytics: Overview

Account: 5X5 | View: All Web Site Data | Traffic channel: Organic search | Segment: All Users

**01 Feb - 28 Feb, 2021 vs 01 Jan - 31 Jan, 2021**

Sessions

**-22.81%**

494 vs 640

New Sessions

**-13.87%**

72.27% vs 83.91%

Pages / Sessions

**+43.44%**

2.15 vs 1.50

Bounce Rate

**-8.17%**

74.90% vs 81.56%

Avg. Session Duration

**+88.34%**

00:02:52 vs 00:01:31

Goal Completions

**0.00%**

0 vs 0

## Top Performing Pages

These are the current top pages receiving the **most CLICKS** within search results during the past month:

### GSC: Search Performance (Data by Category)

Site: <https://www.theorbitgroup.com.au/> | Search type: Web | Period: 01 Feb - 28 Feb, 2021

Pages	Clicks ▼	Impressions	CTR	Position
/what-rental-property-owners-can-claim-on-tax-return/	230	11,991	1.92%	44.2
/	93	4,373	2.13%	33.1
/job-keeper-subsidy-faqs/	28	2,599	1.08%	32.5
/who-are-we/	8	413	1.94%	17.5
/10-things-you-must-do-before-eofy/	3	98	3.06%	64.3
/why-hating-your-accountant-is-bad-for-business/	3	268	1.12%	121.1
/10-things-you-must-do-before-june-30/	2	59	3.39%	37.0
/ameliacareyfinalist/	2	22	9.09%	25.7
/read-the-fine-print-before-signing-legal-documents/	2	156	1.28%	12.1
/story/meet-hector-menendez/	2	88	2.27%	35.7

These are the top pages receiving the **most total VIEWS** once on the website during the past month:

### Google Analytics: Top Pageviews

Account: 5X5 | View: All Web Site Data | Traffic channel: All | Segment: All Users | Period: 01 Feb - 28 Feb, 2021

No.	Page	Pageviews ▼	Unique Pageviews	% Exit	Bounce Rate
1	/	440 (29.93%)	292 (26.09%)	44.55%	53.43%
2	/what-rental-property-owners-can-claim-on-tax-return/	329 (22.38%)	306 (27.35%)	92.40%	94.08%
3	/who-are-we/	97 (6.60%)	67 (5.99%)	16.49%	44.44%
4	/bookkeeping/	64 (4.35%)	38 (3.40%)	12.50%	40.00%
5	/contact/	59 (4.01%)	44 (3.93%)	44.07%	88.89%
6	/what-about-you/	48 (3.27%)	31 (2.77%)	10.42%	40.00%
7	/news/	47 (3.20%)	35 (3.13%)	36.17%	80.00%

No.	Page	Pageviews ▼	Unique Pageviews	% Exit	Bounce Rate
8	/advisory/	45 (3.06%)	33 (2.95%)	31.11%	0.00%
9	/technology-and-efficiencies/	44 (2.99%)	29 (2.59%)	18.18%	0.00%
10	/job-keeper-subsidy-faqs/	36 (2.45%)	30 (2.68%)	77.78%	83.33%

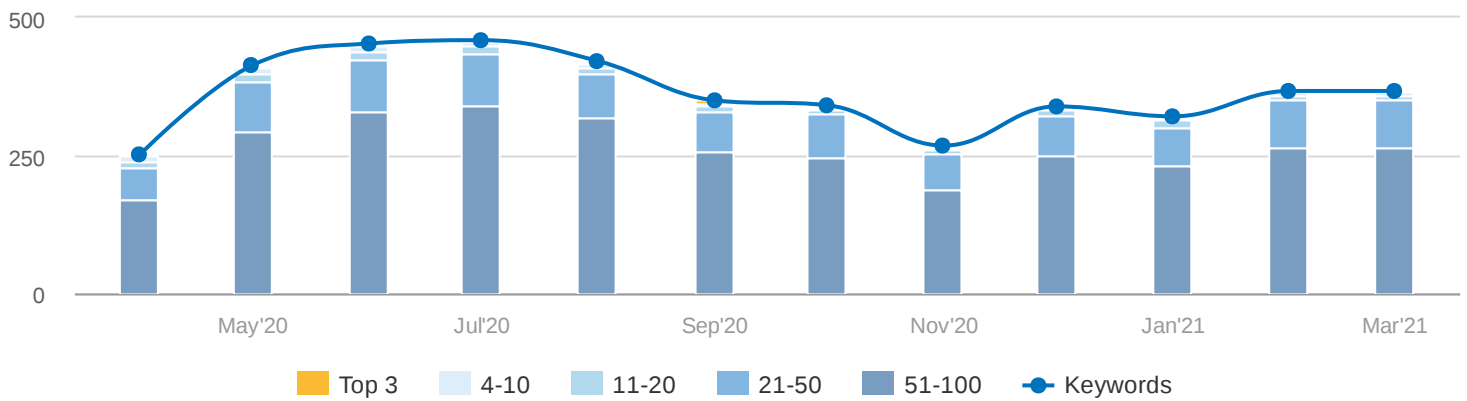
## Organic Keyword Trend

This is the trend of the **TOTAL organic keywords** your site is ranking for:

*The **top 3** positions is where most of the clicks happen!*

### Organic Search: Keywords chart

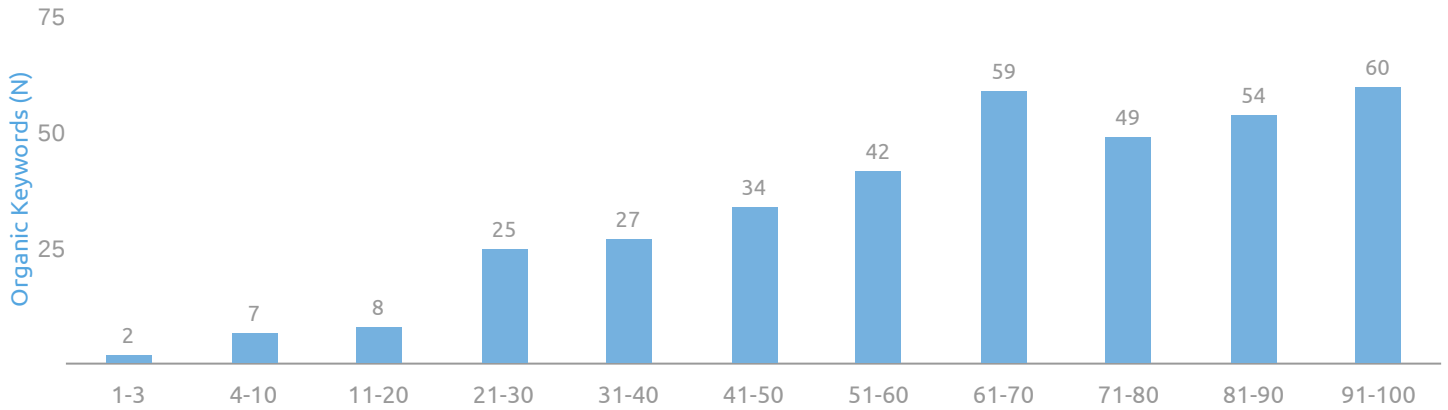
theorbitgroup.com.au | AU | 1 Year



These are your **CURRENT POSITIONS in search results** for all keywords your website is ranking for.  
*(We need to skew this graph to the left towards the first page).*

### Organic Search: Keyword Position Distribution

AU | theorbitgroup.com.au



These are the **top 10 keywords** your site has received clicks for during this month.

### GSC: Search Performance (Data by Category)

Site: <https://www.theorbitgroup.com.au/> | Search type: Web | Period: 01 Feb - 28 Feb, 2021

Queries	Clicks ▼	Impressions	CTR	Position
orbit accounting	28	83	33.73%	1.3
the orbit group	23	51	45.10%	2.4
orbit group	21	114	18.42%	14.7
jobkeeper extension	3	31	9.68%	2.0
orbit	2	1,694	0.12%	11.6
replace carpet rental property tax deduction	2	15	13.33%	4.3
accountants for self employed	1	6	16.67%	52.3
air conditioner tax deduction	1	8	12.50%	7.8
can i deduct expenses to get a property ready to rent?	1	1	100.00%	8.0
can you claim a new kitchen on a rental property	1	4	25.00%	1.3

# Tracked Keyword Positions

These are the positions of the **TRACKED KEYWORDS** in search results and their movement, as well as monthly search volume.

## Keyword Rankings 1 - 56 (56)

Keyword	theorbitgroup.com.au			Volume
	01 Feb	28 Feb ▲	Diff	
1. bookkeeping randwick	1 📍	12	-11	10
2. small business accountant sydney		26	+74	90
3. cloud accountant sydney		30	+70	n/a
4. cloud accounting sydney		48	+52	10
5. small business advisors		51	+49	140
6. small business advice sydney		51	+49	10
7. business accountants sydney		54	+46	110
8. business advice sydney		62	+38	10
9. small business tax accountant sydney		65	+35	10
10. small business bookkeeping sydney		95	+5	10
11. tax accountant sydney			-	480
12. can i get financial help to start my own business			-	10
13. bookkeeping services sydney			-	170
14. what is xero software			-	110
15. accounting firms in sydney			-	480
16. accountants sydney cbd			-	110
17. accountants north sydney			-	170
18. business advisory services sydney			-	20
19. how to grow my small business			-	10
20. cloud accounting software			-	170
21. accountant to help start a business			-	10
22. xero health check checklist			-	10
23. where do small business owners go for advice			-	10



Keyword	theorbitgroup.com.au			Volume
	01 Feb	28 Feb ▲	Diff	
24. what does a bookkeeper do			-	390
25. xero bookkeeper sydney			-	30
26. how to make more money in your small business			-	10
27. where to get advice on starting a small business			-	10
28. how to grow my small business online			-	10
29. good tax agent sydney			-	10
30. xero health check			-	20
31. how to reconcile accounts in xero			-	10
32. business expertise			-	10
33. what is xero cloud accounting			-	10
34. can i get financial help to start a business			-	10
35. how to start a small business			-	1,900
36. help my small business grow			-	10
37. small business accounting			-	1,600
38. small business advice			-	170
39. bookkeeping sydney			-	390
40. cloud accounting			-	320
41. accountant sydney			-	1,300
42. business advisory			-	1,000
43. business advice			-	260
44. xero bookkeeping			-	720
45. small business cloud accounting			-	20
46. business advisory services			-	390
47. small business bookkeeping			-	590
48. xero accounting			-	6,600
49. small business advisory services			-	110
50. how to make more money in your business			-	10
51. business expertise advisor			-	10
52. what is xero			-	480

Keyword	theorbitgroup.com.au			Volume
	01 Feb	28 Feb ▲	Diff	
53. what is xero accounting software			-	20
54. how to start small business			-	1,900
55. what is bookkeeping			-	720
56. how do i grow my small business			-	10

## Authority Score

We are growing the number of URLs linking to your website in our backlinking strategy to improve your **Domain Authority** score, which consequently improves the positions of your keyword ranks.

(i.e. the **higher your domain authority** grows, the **higher your chances of ranking** for your targeted keywords.)

### Backlinks: Totals

Root Domain: theorbitgroup.com.au

Total Backlinks

# 150

The number of links pointing to the queried URL

Referring IPs

# 41

The number of IPs pointing to the queried URL

Authority Score

# 16

Authority Score is a compound metric that measures the strength and popularity of the domain. It is calculated based on Page Score, Domain Score, Trust Score, and other data.

Referring Domains

# 45

The number of Domains pointing to the queried URL