



Engineered for Your Success™

SEO Yearly Report

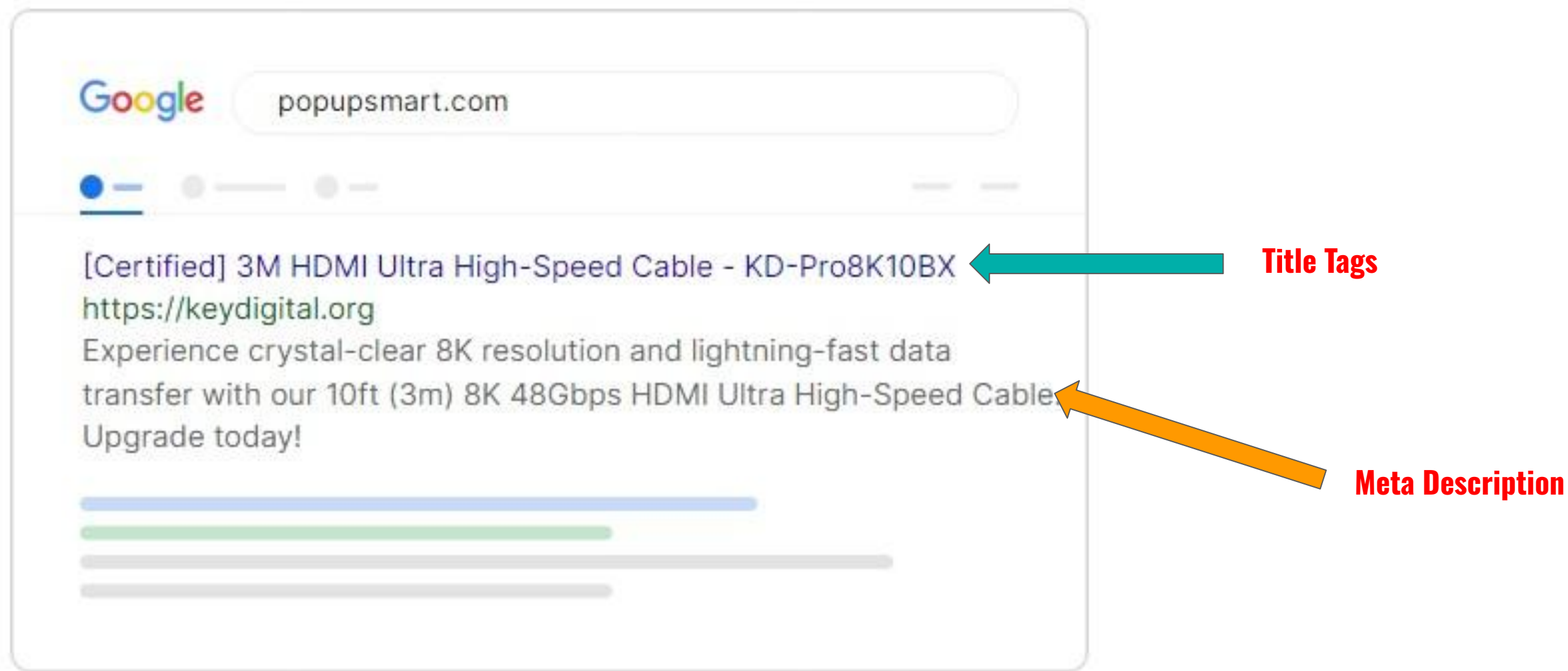
Keywords

	Product URI	Price	Page Keywords	Volume	KD	CPC	Intent
51	https://keydigital.org/category/plenum-active-optical-hdmi-fiber-cables/KD-AOCH98P	\$ 326.00					
			hdmi active optical cable	110	13	0.9	Commercial
			optical hdmi	320	25	0.78	Commercial
52	https://keydigital.org/category/plenum-active-optical-hdmi-fiber-cables/KD-AOCH66P	\$ 286.00					
			active hdmi cable	880	19	0.56	Commercial
			fiber hdmi	1300	26	0.95	Commercial

Keyword research for all products and main static pages completed.

Keyword research is finding out what people type in Google when they're looking for our products and using those terms in our website's content. Doing so increases our chances of being found in **search results pages (SRPs)** and increase traffic to our website.

Meta Descriptions & Title Tags



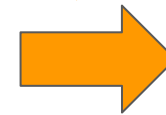
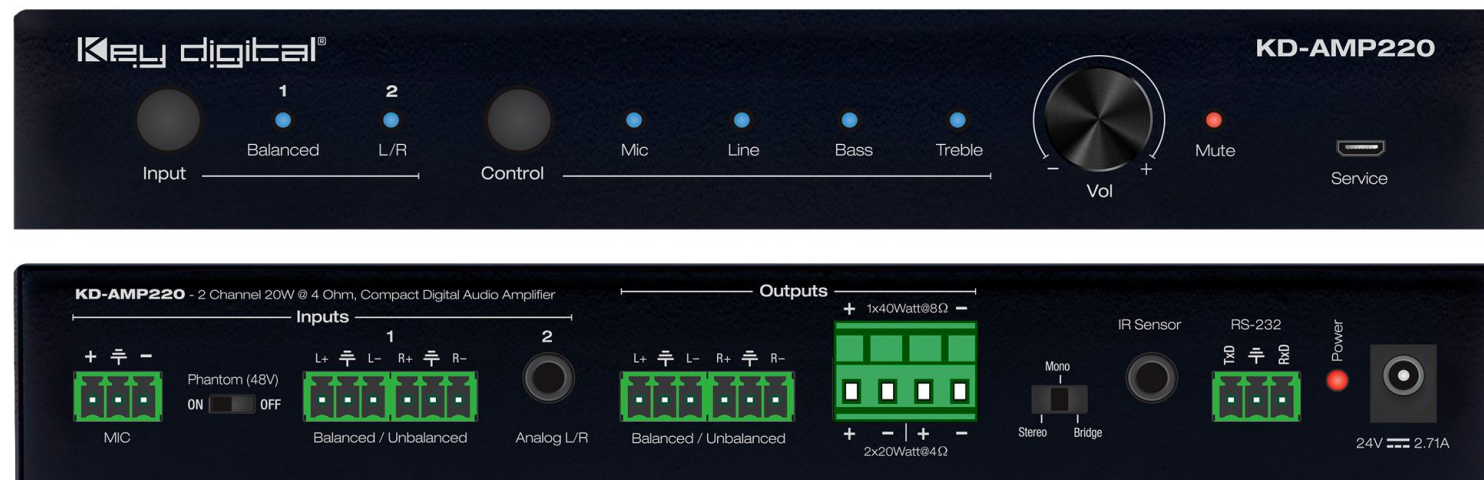
Meta Descriptions & Title Tags help increase website's Click Through Rate (CTR). Optimized titles help website to rank better

- All 74 products meta descriptions written & updated on the website
- All the products Title Tags written & the process of updating them on the website is ongoing
- Meta descriptions & Title Tags for the home page & pages in these categories (**products, markets & solutions**) written & updated on the website

Image Optimization

Compression

From 303KB to 84.6KB



We compressed all products images.

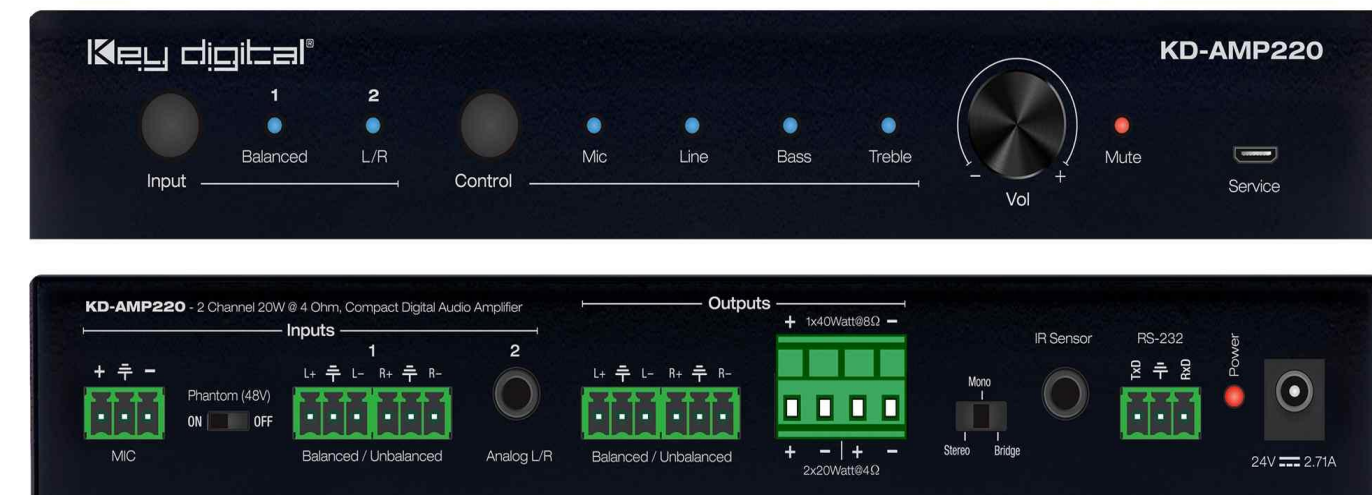
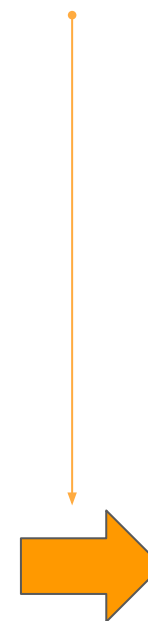
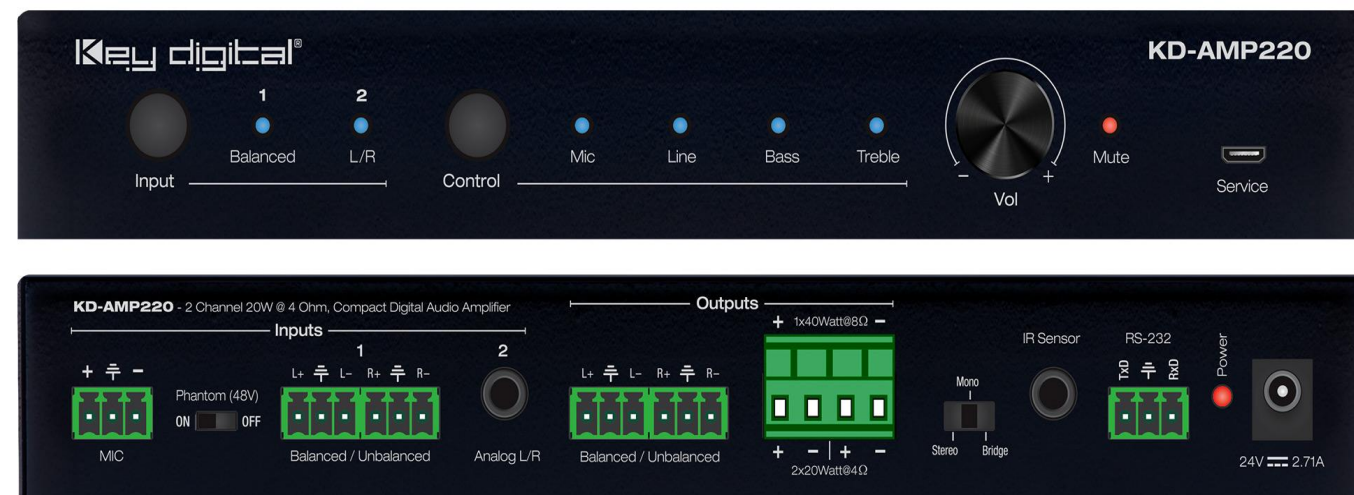
Image compression help reduce the website's loading time hence increases speed. This is important as it enhances user experience

Image Optimization

Writing Titles & ALT Descriptions

TITLES: From KD-AMP220_Image_1
ALT Description: From no description

To KD-AMP220-Front-and-Rear
To Key Digital Pre Amp Front and Rear View



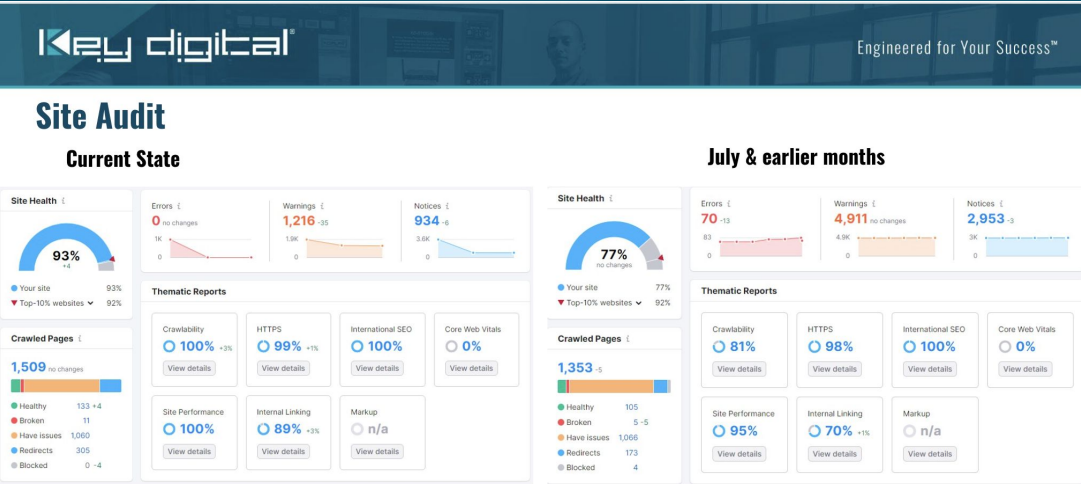
ALT Descriptions help Google understand our images and rank them accordingly (this increases our chances to rank high in search results. They're also useful for people who use screen readers to access our website.



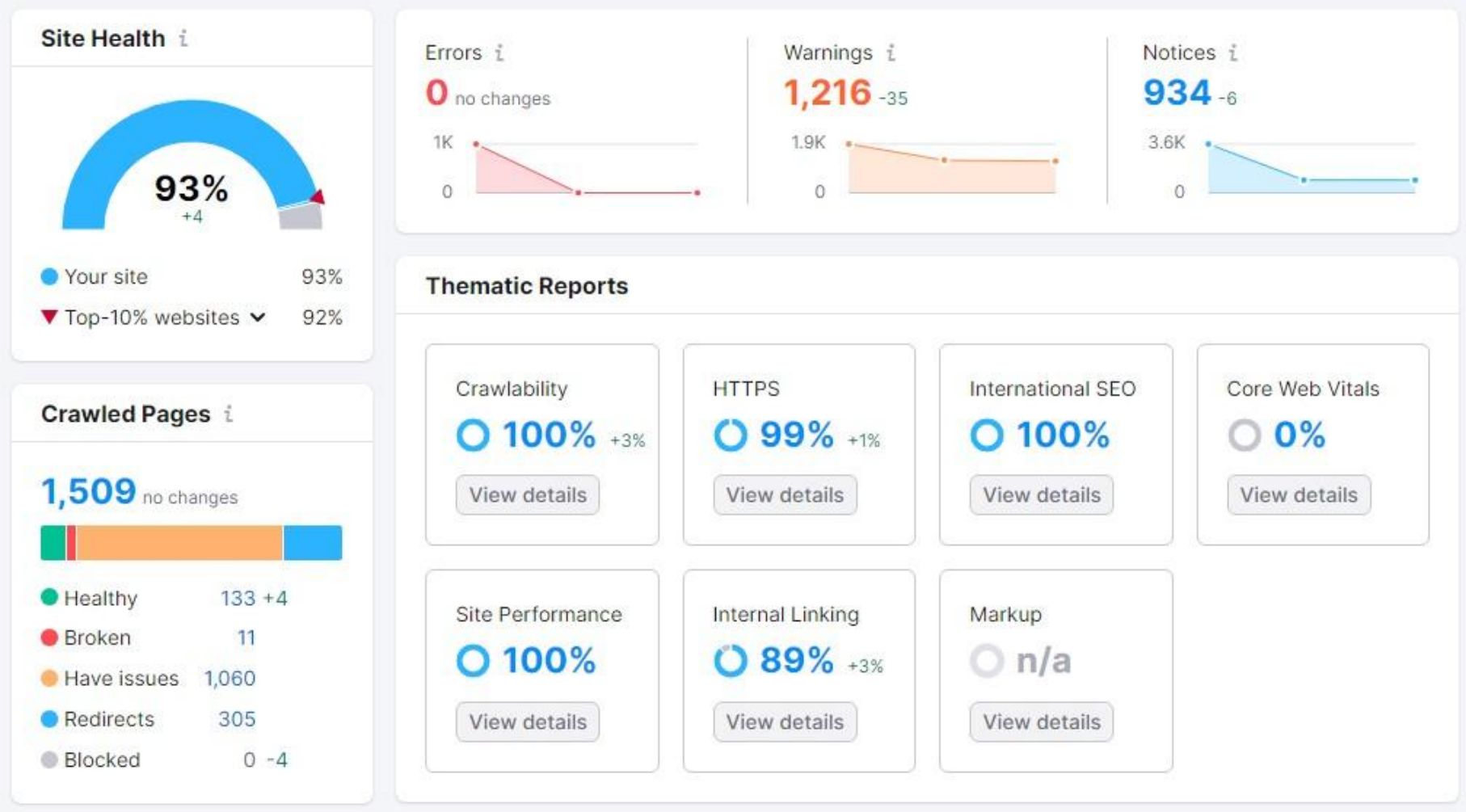
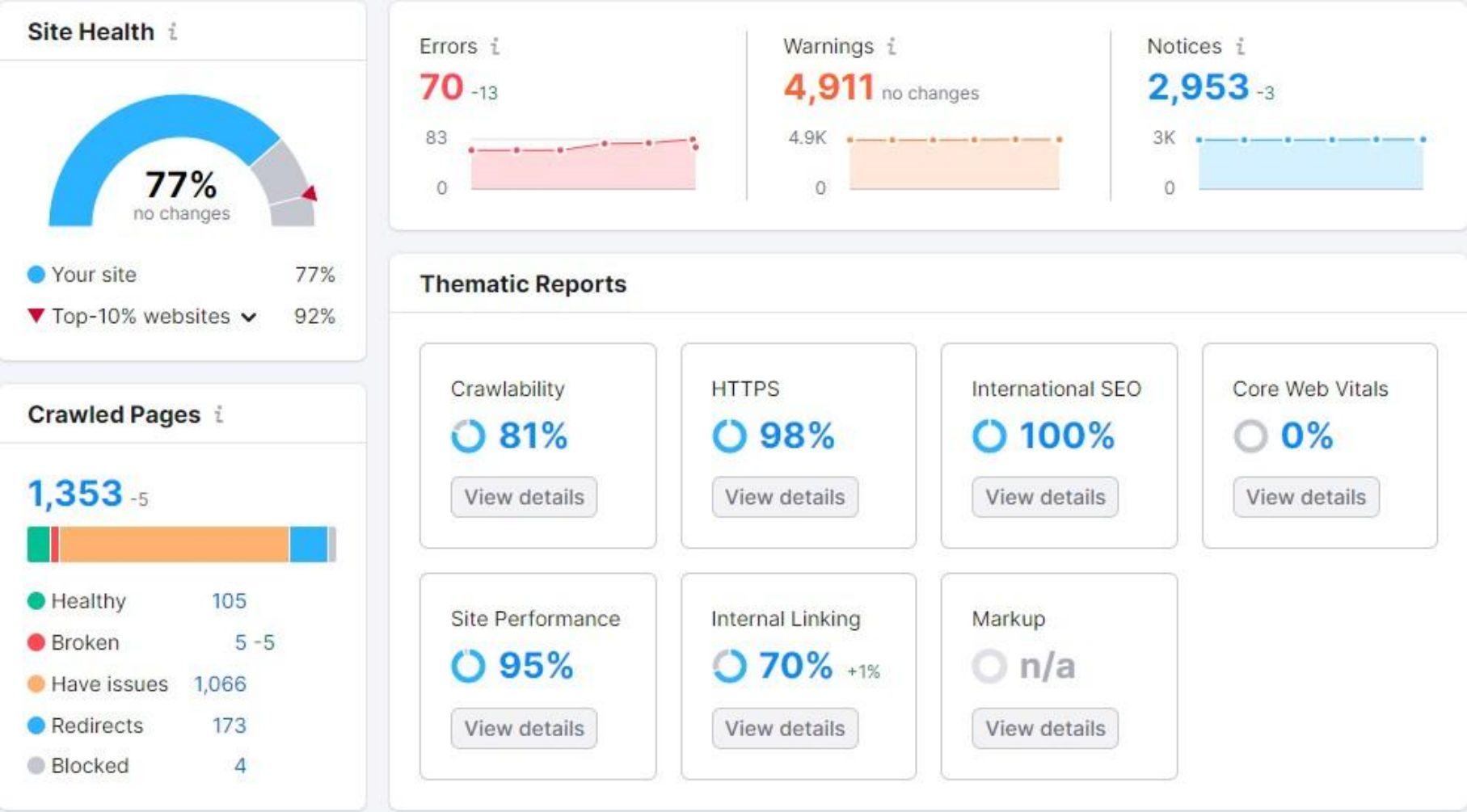
SEMrush

Site Audit

Current State



July & earlier months



Position Tracking

Current State



July & earlier months

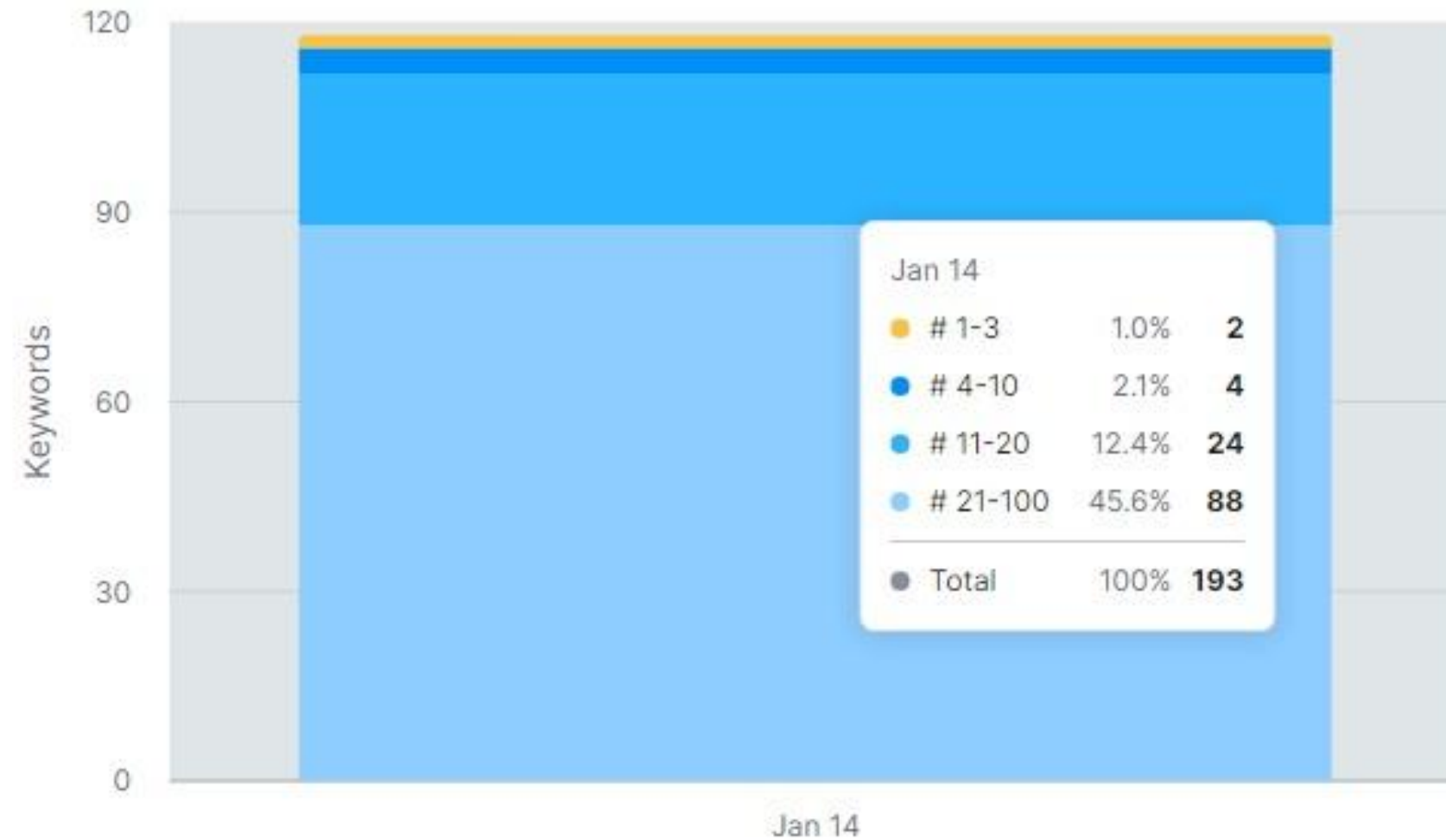


NB: It's important to understand that we had not set keywords to track in July & previous months. The data you see represents 10 keywords only. For the current state, we're now tracking 193 keywords and our average visibility is 2.40%

Position Tracking

Rankings Distribution

Rankings Distribution ⓘ



☒ # 1-3
 ☒ # 4-10
 ☒ # 11-20
 ☒ # 21-100
 ☐ Out of top 100

This is how our 193 keywords perform in the SERPs as at the time of report compilation.

Position Tracking

☐ Keyword	Intent	SF	KD %	Pos. Jan 14	Pos. Jan 14	Diff	Visibility	Diff	Est. traffic	Diff	Vol.
> ☐ key digital hdmi	T	4	17	1	1	0	0.518%	0	0.12	0	10
> ☐ wireless presentation gateway	C	6	14	1	1	0	0.518%	0	0.12	0	10
> ☐ cat6 to hdmi wall plate	T	5	19	6	6	0	0.058%	0	0.07	0	50
> ☐ boardroom av solutions	I C	5	6	7	7	0	0.054%	0	0.05	0	40
> ☐ av over ip solutions	C	6	28	8	8	0	0.05%	0	0.11	0	90
> ☐ hdbaset receiver	C	3	19	8	8	0	0.05%	0	0.11	0	90
> ☐ 20 hdmi cable	T	4	33	11	11	0	0.028%	0	0.21	0	320
> ☐ av over ip encoder decoder	C	5	19	11	11	0	0.028%	0	0.02	0	30
> ☐ hdmi distribution solution	T	4	18	11	11	0	0.028%	0	0.01	0	10
> ☐ ptz webcam	T	5	43	13	13	0	0.02%	0	0.22	0	480

Ranking Overview - Top 10 Keywords

Backlinks Audit

Current (first Screenshot)

Overall Toxicity Score i

High Take a close look at your most toxic backlinks

482 **451** **628**
 30.9% toxic 28.9% pot. toxic 40.2% non-toxic



Referring Domains i

1.6K 79.8% follow

New i 350

Broken i 137

Lost i 74

Analyzed Backlinks i

6.9K 69.8% follow

New i 1,805

Broken i 294

Lost i 235

Authority Score i

22



Overall Toxicity Score i

Low Your backlink profile looks good

7 **38** **558**
 1.2% toxic 6.3% pot. toxic 92.5% non-toxic



Referring Domains i

603 49.9% follow

New i 92

Broken i 54

Lost i 22

Analyzed Backlinks i

2.9K 67.4% follow

New i 564

Broken i 101

Lost i 1,462

Authority Score i

25



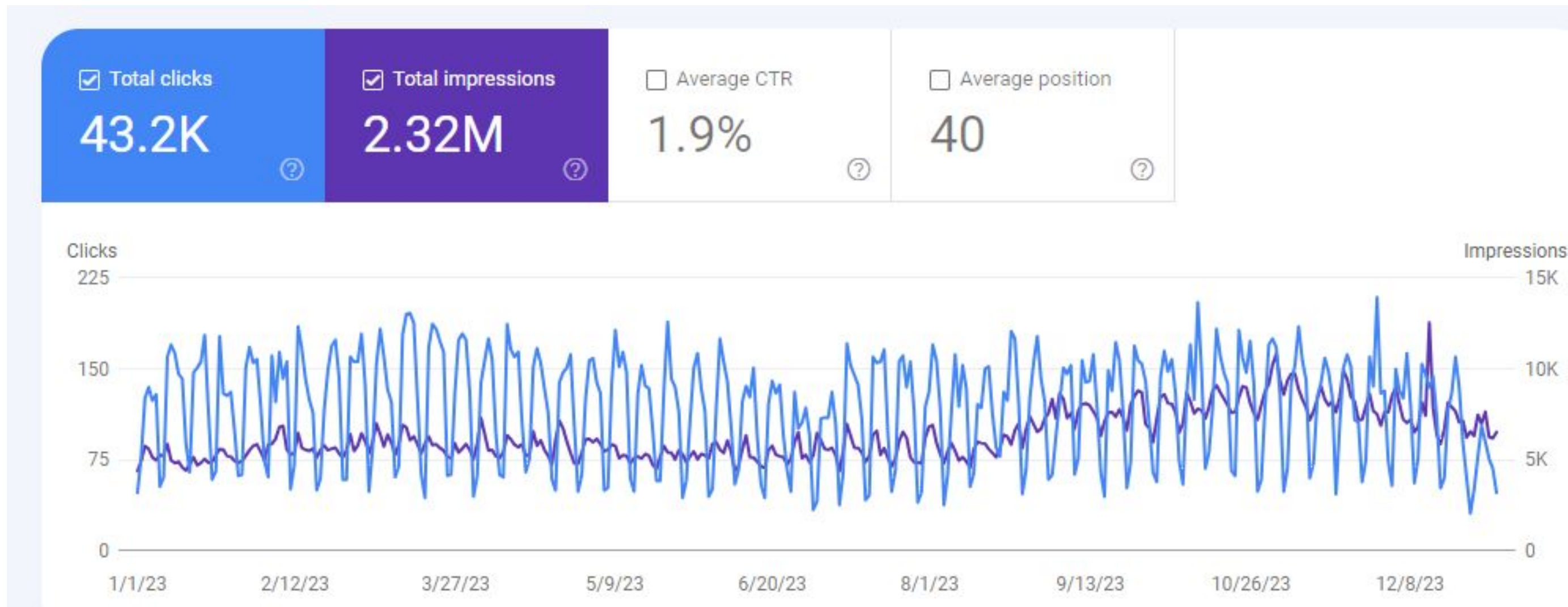
Backlinks Audit

Top 10 Referring Domains

Domain	Category	Backlinks 	AS	TS
www.clynemedia.com	Arts & Entertainment 4 more	252	18	52
clynemedia.com	Arts & Entertainment 4 more	252	18	45
www.globenewswire.com	Business & Industrial 2 more	226	57	53
www.svconline.com	Computers & Electronics 4 more	204	24	50
biboxs.com	Arts & Entertainment 2 more	143	5	51
rss.globenewswire.com	Business & Industrial 1 more	133	57	53
manuzoid.com	Home & Garden 4 more	116	4	55
www.ravepubs.com	Arts & Entertainment 2 more	72	28	52
www.hdtvsupply.com	Computers & Electronics 4 more	71	31	19
www.grand-rapids-airport.com	n/a	67	2	24

Google Search Console

Performance



- Total Organic Clicks - 43,200
- Impressions - 2,320,000
- Ave Click Through Rate (CTR) - 1.9%
- Ave Position - 40
- Wednesdays had the highest clicks
- Sat & Sun had the lowest clicks

Top 3 Search Queries

	Query	Clicks	Impressions
1	Key Digital	5,178	13,803
2	Keydigital	1,753	3,356
3	Compass Navigator	571	3,842

Top queries ↑	↓ Clicks	Impressions
key digital	5,178	13,803
keydigital	1,753	3,356
compass navigator	571	3,842

Top 3 Countries

	Country	Clicks	Impressions
1	United States	19,667	719,355
2	Canada	4,665	84,952
3	India	3,436	169,182

Country ↑	↓ Clicks	Impressions
United States	19,667	719,355
Canada	4,665	84,952
India	3,436	169,182

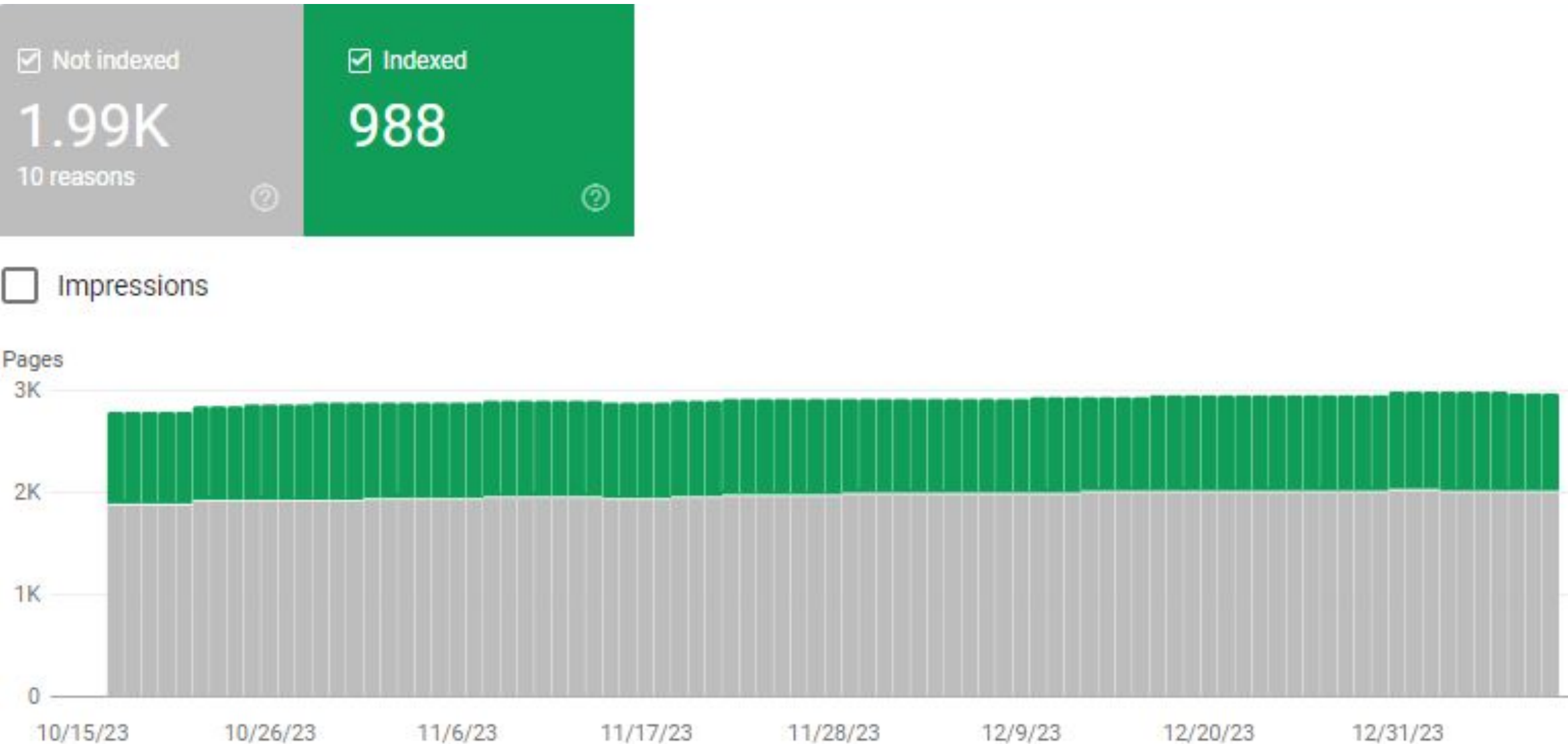
Performance

Top 5 Pages

	Page	Clicks	Impressions
1	https://keydigital.org/	8,349	120,080
2	https://keydigital.org/category/video-wall-and-multi-view-presentation-matrix-switchers/KD-MLV4x4Pro	1,213	120,080
3	https://keydigital.org/category/discontinued/KD-X222PO	1,023	7,458
4	https://keydigital.org/category/presentation-switchers-and-tiling-processors/KD-BYOD4K	958	77,940
5	https://keydigital.org/compass/navigator	750	17,134

Indexing

All Known Pages

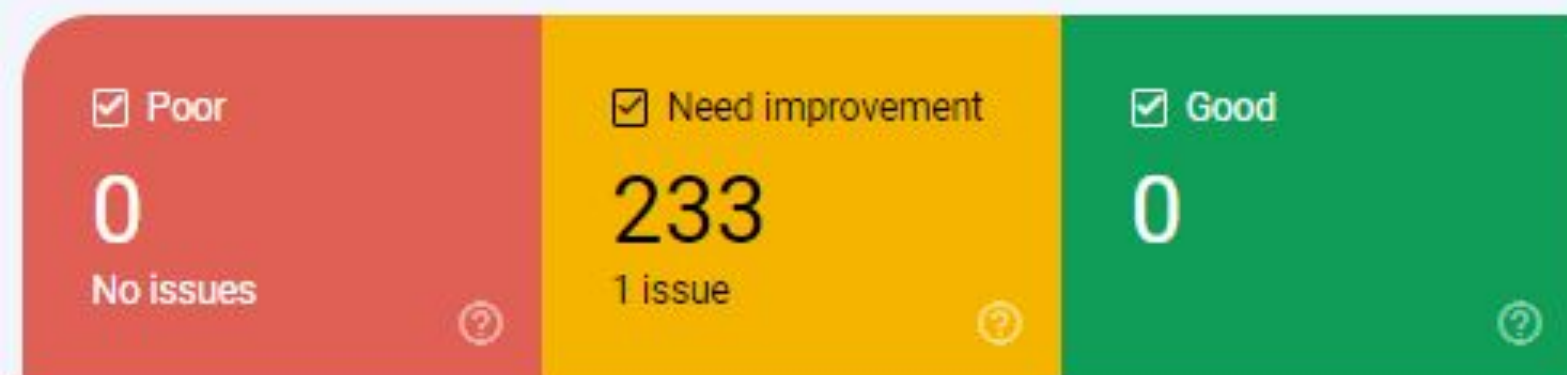


All known pages - 2,978
Indexed - 988

NB: 988 pages is what is available on Google

Experience

Core Web Vitals - Mobile



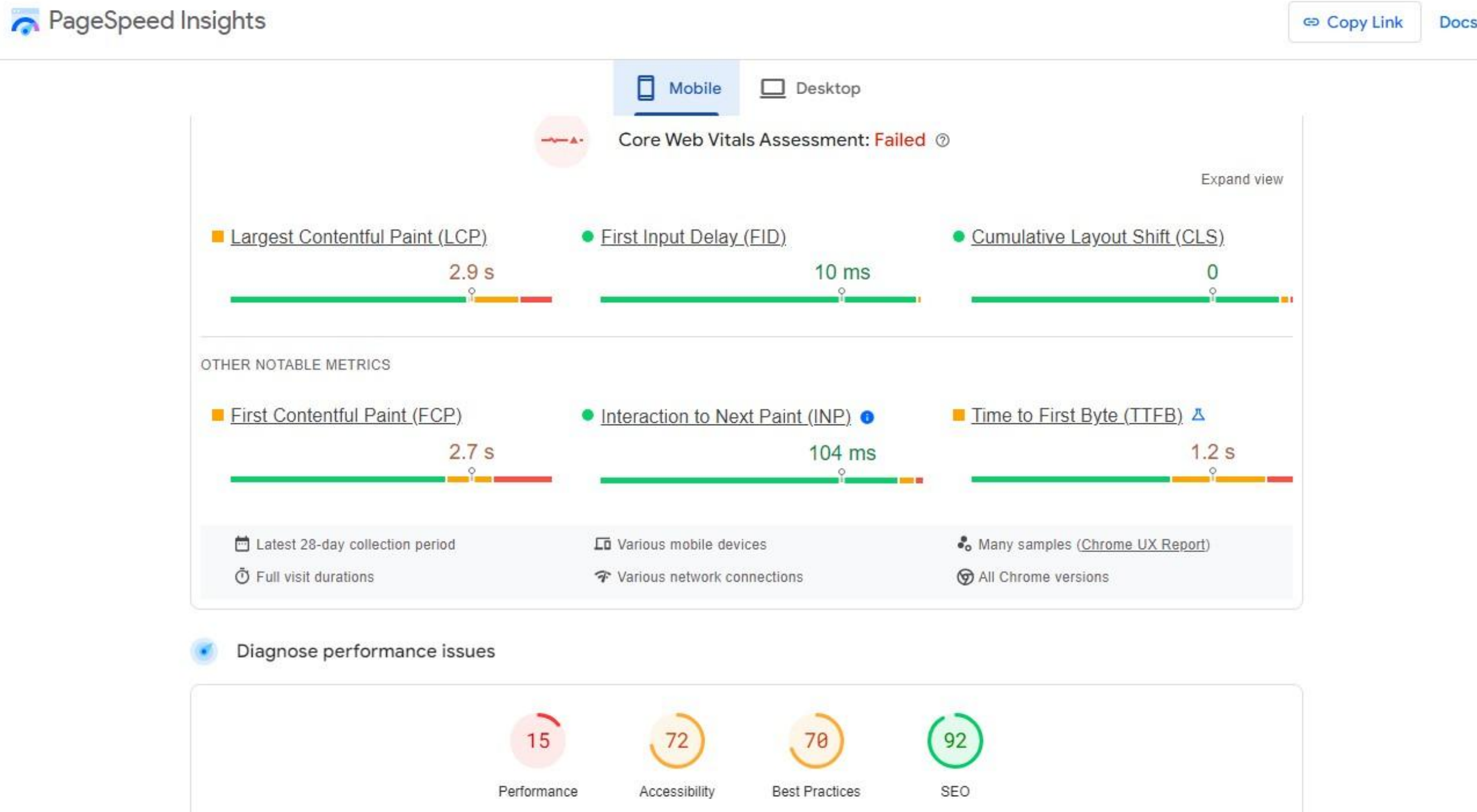
0 good URLs and 233 URLs need improvement

Wel have LCP issue, It means we need to decrease loading speed less than 2.5 seconds on Mobile Devices.

NB: All the 233 URLs are affected by LCP. LCP (largest contentful paint): How long it takes the page to render the largest visible element

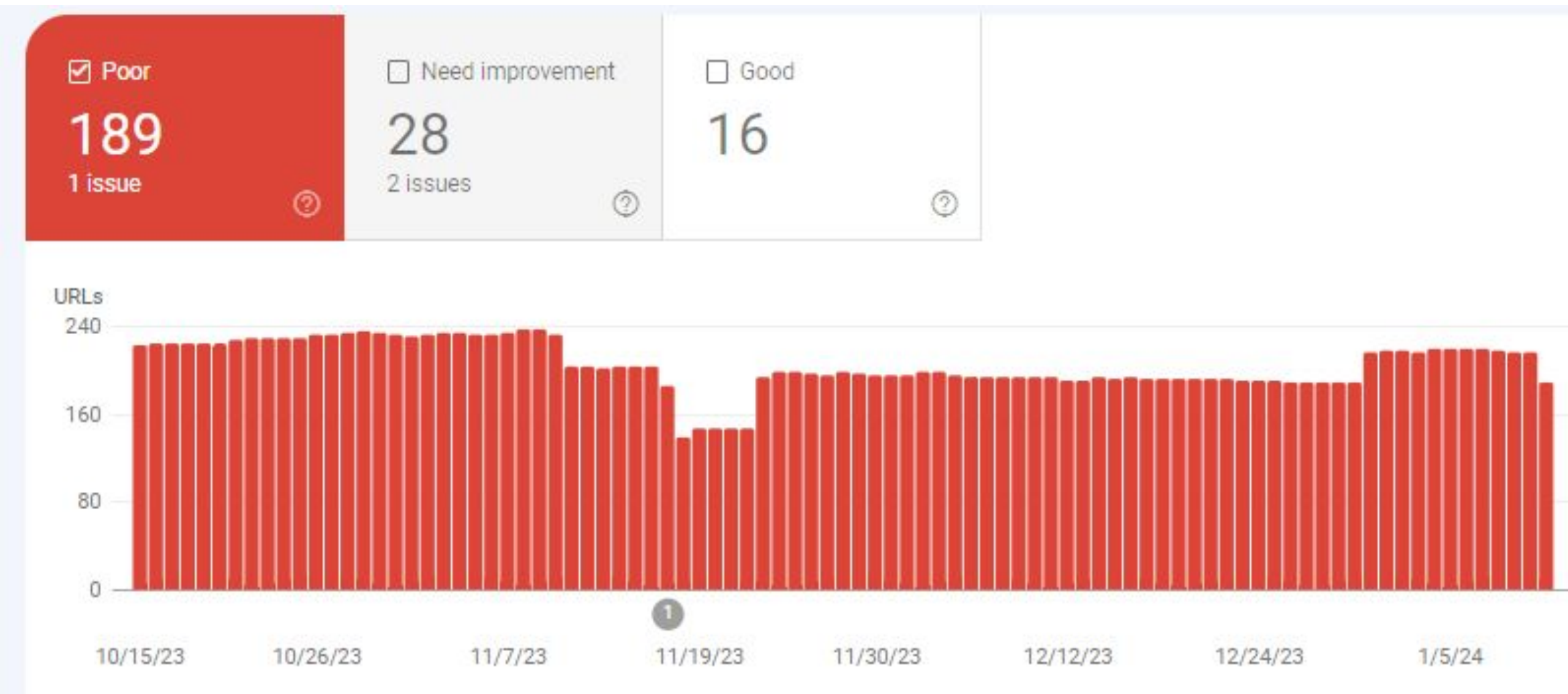
Experience

Pagespeed - Mobile



Experience

Core Web Vitals - Desktop



We have a slight improvement of URLs that score poorly on desktop.

The website needs revamp to improve user experience.

- Cumulative Layout Shift is our nightmare here.

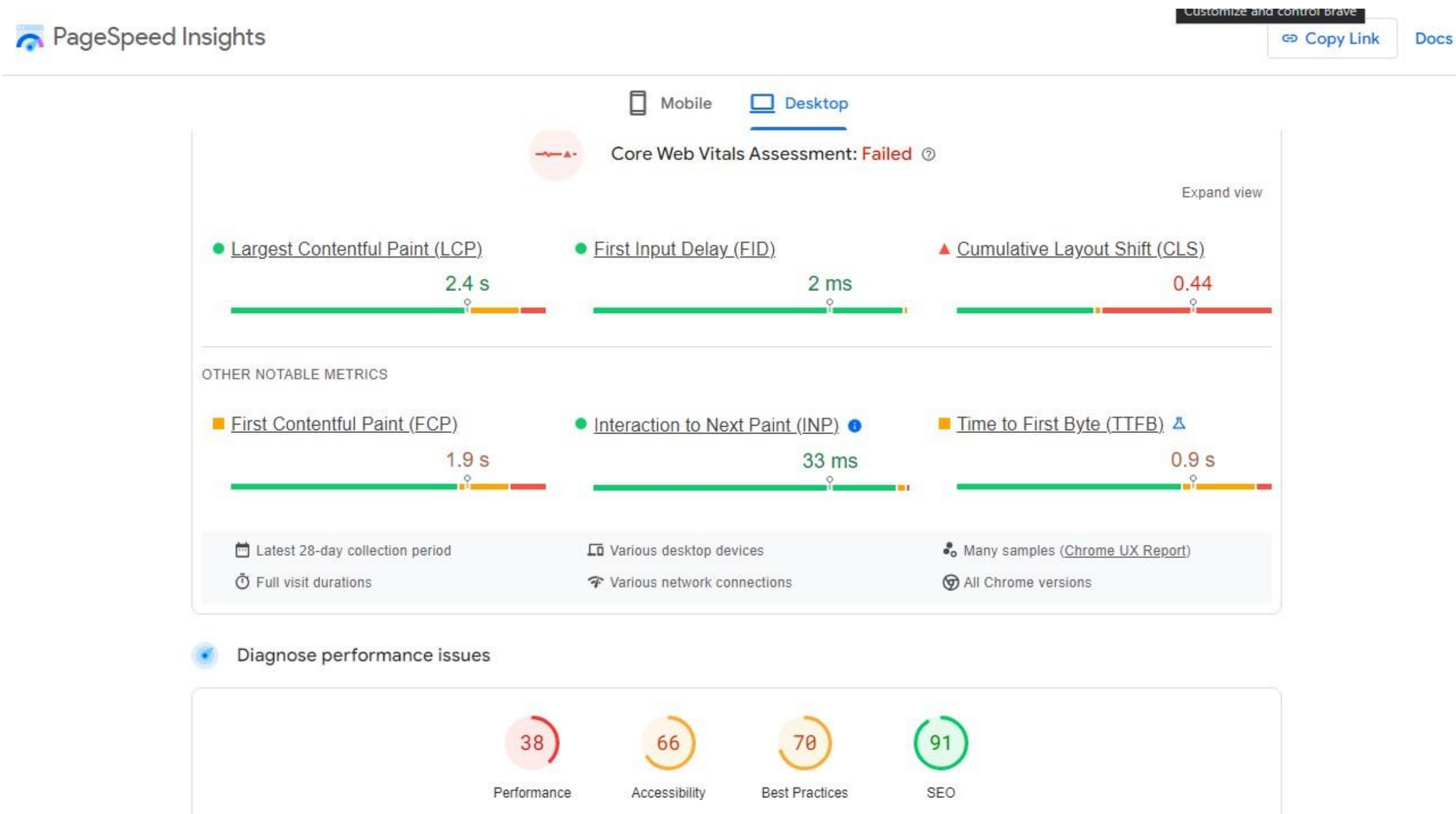
The 189 URLs from 199 URLs (previous month) are affected by cumulative layout shift (CLS)

- Using CDN to serve web pages to people from different location has played a crucial role in the increment of good URLs

NB: CLS (cumulative layout shift): How much the page UI shifts during page loading

Experience

Pagespeed - Desktop

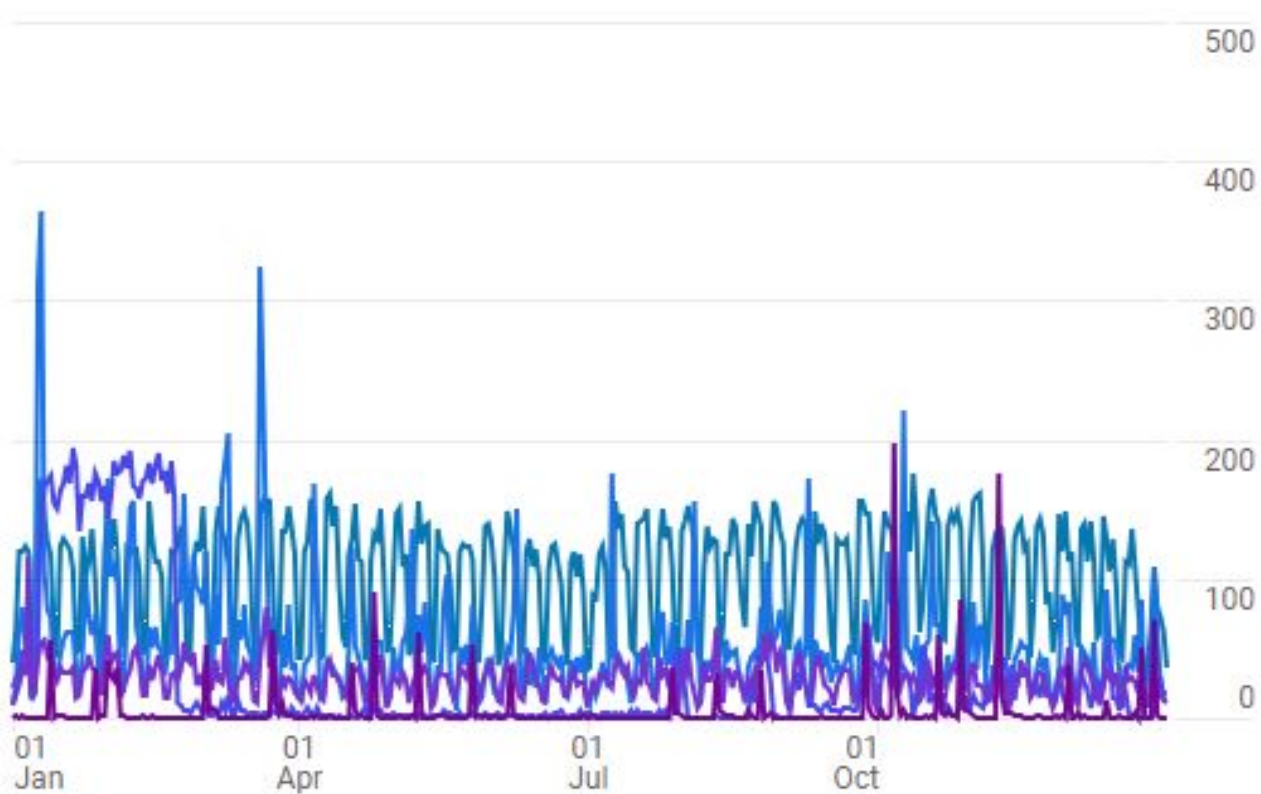


Google Analytics

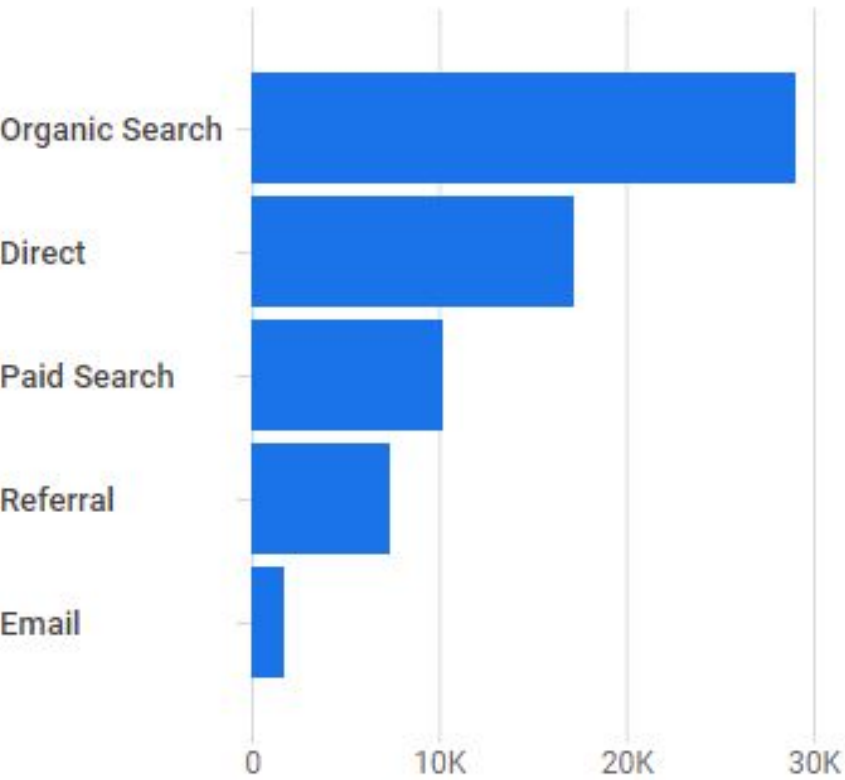
Acquisition

Top Traffic Channels

Users by Session default channel group over time



Users by Session default channel group



Total Users - 66,056

Top 3 Traffic Channels

Channel	No. of Users
Organic Search	29,093
Direct	17,162
Paid Search	10,253

See next slide for a comparison between the two weeks

Top 3 Traffic Channels Comparison

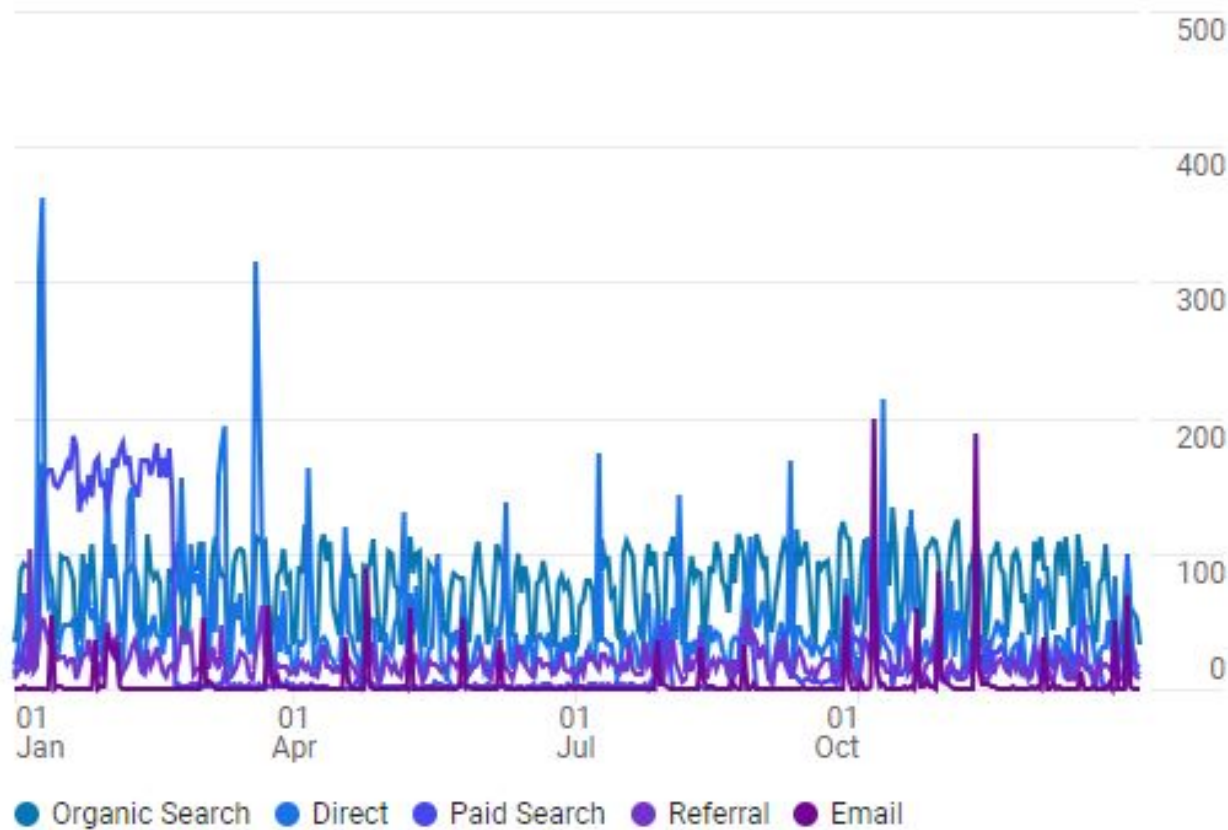
Session default channel group +		↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate
SHOW ALL ROWS								
		66,056 vs. 53,788 ↑ 22.81%	108,225 vs. 82,645 ↑ 30.95%	57,640 vs. 43,742 ↑ 31.77%	59s vs. 60.64 ↓ -1.83%	0.87 vs. 0.81 ↑ 7.3%	6.01 vs. 6.11 ↓ -1.66%	53.26% vs. 52.93% ↑ 0.63%
1	Organic Search							
	Jan 1 - Dec 31, 2023	29,093	54,114	32,369	1m 15s	1.11	6.51	59.82%
	Jan 1 - Dec 31, 2022	19,914	34,368	20,643	1m 14s	1.04	6.50	60.06%
	% change	46.09%	57.45%	56.8%	1.15%	7.33%	0.04%	-0.41%
2	Direct							
	Jan 1 - Dec 31, 2023	17,162	24,342	10,888	38s	0.63	5.15	44.73%
	Jan 1 - Dec 31, 2022	13,458	18,402	7,833	41s	0.58	5.15	42.57%
	% change	27.52%	32.28%	39%	-6.37%	9%	-0.09%	5.08%
3	Paid Search							
	Jan 1 - Dec 31, 2023	10,253	11,651	5,266	34s	0.51	4.90	45.2%
	Jan 1 - Dec 31, 2022	11,979	14,923	7,504	49s	0.63	5.71	50.28%
	% change	-14.41%	-21.93%	-29.82%	-30.55%	-18.01%	-14.18%	-10.12%

- Total Users - **increased by 22.81%**
- Total Sessions - **increased by 30.95%**
- Engaged Sessions - **increased by 31.77%**
- Average Engagement Time per Session - **dropped by 1.83%**
- Engaged Session Per User - **increased by 7.3%**
- Engagement Rate - **increased by 0.63%**

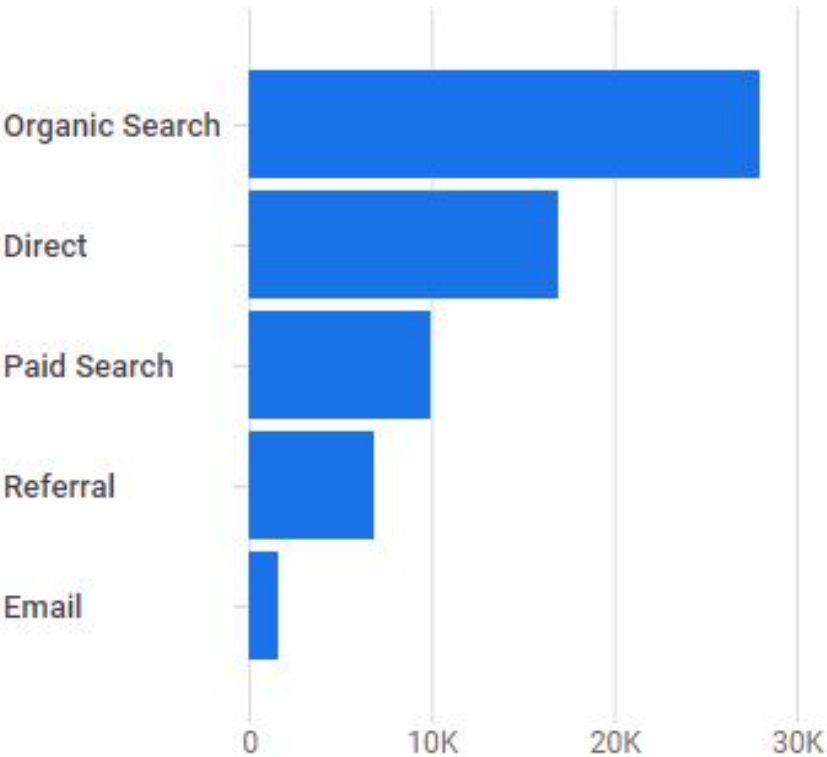
Acquisition

Top New User Channels

New users by First user default channel group over time



New users by First user default channel group



Total New Users - 64,543

Top 3 New User Channels

Channel	No. of Users
Organic Search	27,956
Direct	16,986
Paid Search	9,921

See next slide for a comparison between the two weeks

Top 3 New User Channels Comparison

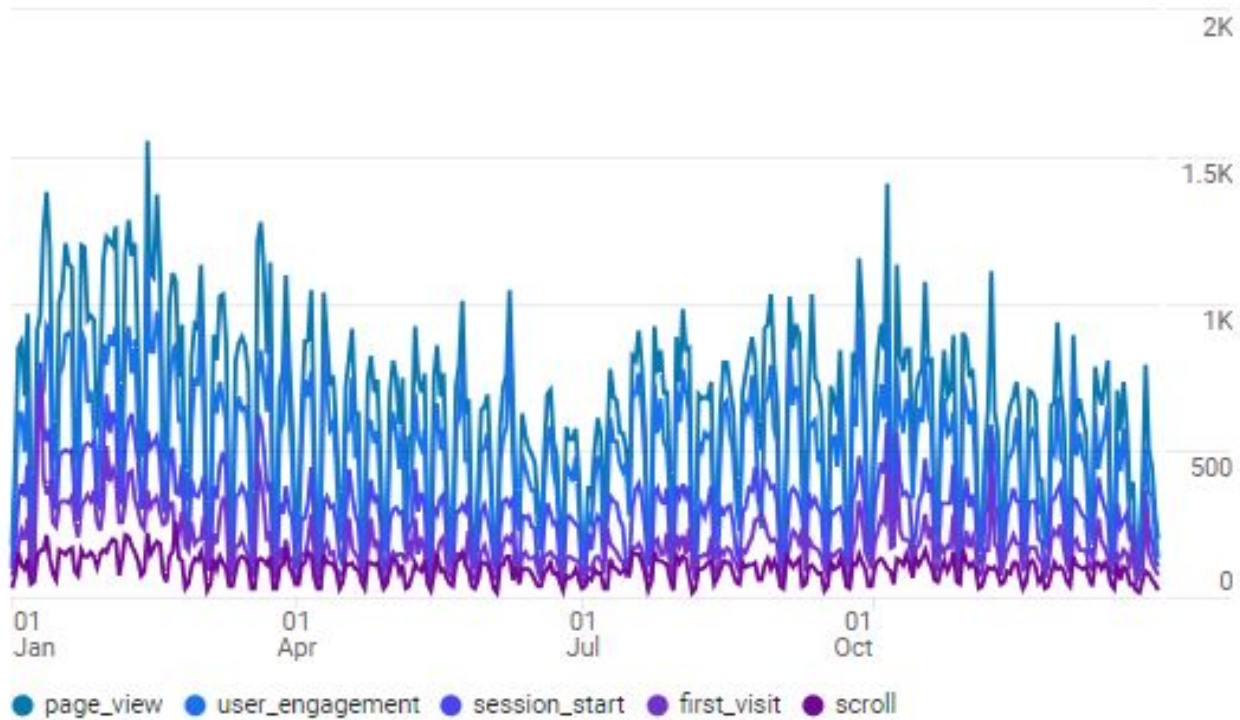
First user default channel group +		↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events
SHOW ALL ROWS		64,543 vs. 53,087 ↑ 21.58%	57,640 vs. 43,742 ↑ 31.77%	53.26% vs. 52.93% ↑ 0.63%	0.87 vs. 0.81 ↑ 7.3%	1m 37s vs. 93.17 ↑ 4.68%	650,212 vs. 504,892 ↑ 28.78%
1	Organic Search						
	Jan 1 - Dec 31, 2023	27,956	29,112	60.03%	1.03	2m 08s	313,517
	Jan 1 - Dec 31, 2022	18,958	20,140	60.61%	1.05	2m 08s	215,377
	% change	47.46%	44.55%	-0.96%	-2.13%	0.66%	45.57%
2	Direct						
	Jan 1 - Dec 31, 2023	16,986	16,683	48.64%	0.94	1m 32s	194,089
	Jan 1 - Dec 31, 2022	13,505	10,133	42.9%	0.70	1m 17s	128,128
	% change	25.78%	64.64%	13.38%	34.61%	20.28%	51.48%
3	Paid Search						
	Jan 1 - Dec 31, 2023	9,921	5,239	44.85%	0.52	41s	56,473
	Jan 1 - Dec 31, 2022	11,612	7,169	50.12%	0.62	1m 01s	80,837
	% change	-14.56%	-26.92%	-10.52%	-15.95%	-32.34%	-30.14%

- New Users - **increased by 21.58%**
- Engaged Sessions - **increased by 31.77%**
- Engagement Rate - **increased by 0.63%**
- Engaged Session per User - **increased by 7.3%**
- Average Engagement Time - **increased by 4.68%**

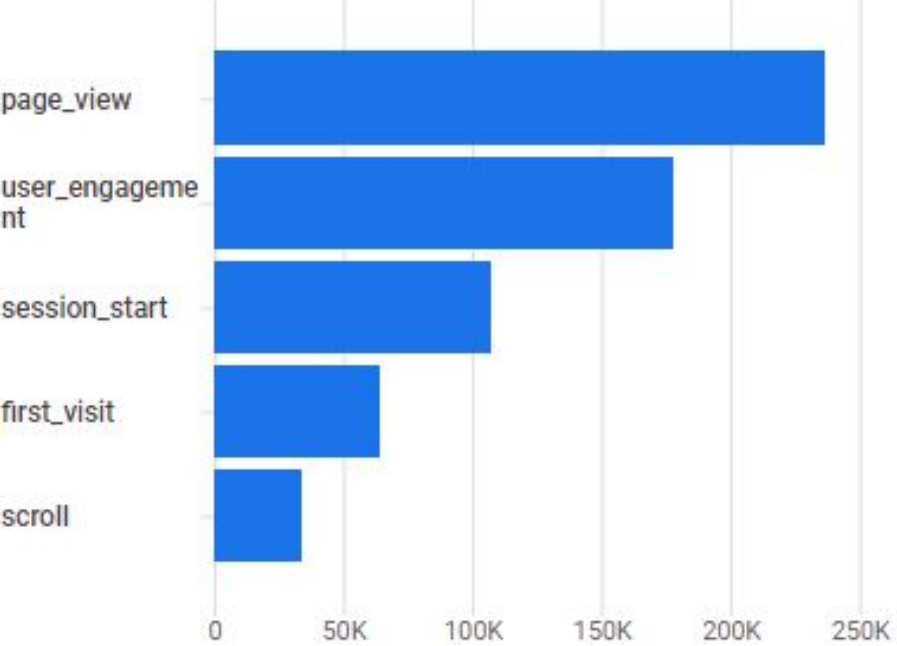
Engagement

Events

Event count by Event name over time



Event count by Event name



Top 5 Events

Event	Tot Users
Page View	236,687
User Engagement	177,941
Session start	107,471
First Visit	64,543
Scroll	34,330

NB: This is user interactions with our website.

Events Comparison

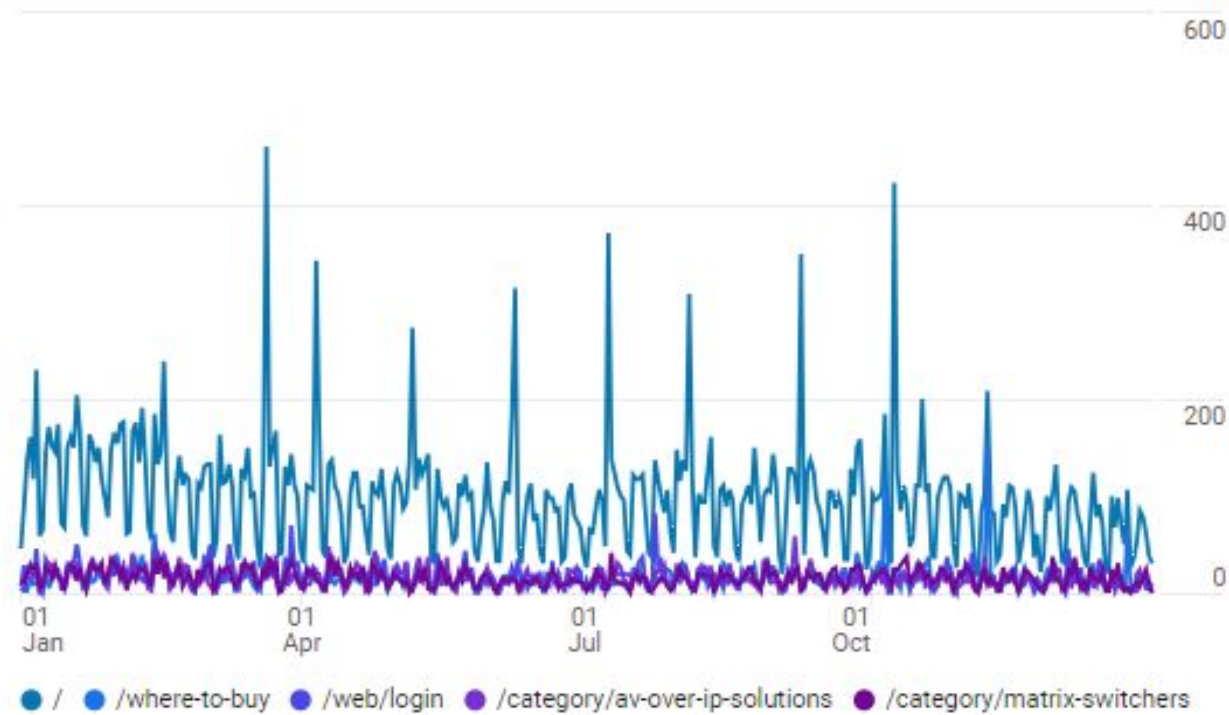
Event name +		↓ Event count	Total users	Event count per user	Total revenue
SHOW ALL ROWS					
		650,212 vs. 504,892 ↑ 28.78%	66,140 vs. 53,793 ↑ 22.95%	9.84 vs. 9.39 ↑ 4.86%	\$0.00 vs. \$0.00
1	page_view				
	Jan 1 - Dec 31, 2023	236,687	65,137	3.64	\$0.00
	Jan 1 - Dec 31, 2022	189,506	53,330	3.55	\$0.00
	% change	24.9%	22.14%	2.36%	0%
2	user_engagement				
	Jan 1 - Dec 31, 2023	177,941	42,403	4.25	\$0.00
	Jan 1 - Dec 31, 2022	140,689	33,446	4.24	\$0.00
	% change	26.48%	26.78%	0.33%	0%
3	session_start				
	Jan 1 - Dec 31, 2023	107,471	65,332	1.65	\$0.00
	Jan 1 - Dec 31, 2022	83,177	52,722	1.58	\$0.00
	% change	29.21%	23.92%	4.37%	0%
4	first_visit				
	Jan 1 - Dec 31, 2023	64,543	64,589	1.00	\$0.00
	Jan 1 - Dec 31, 2022	53,087	52,739	1.01	\$0.00
	% change	21.58%	22.47%	-0.73%	0%
5	scroll				
	Jan 1 - Dec 31, 2023	34,330	15,980	2.15	\$0.00
	Jan 1 - Dec 31, 2022	22,838	11,045	2.07	\$0.00
	% change	50.32%	44.68%	3.91%	0%

- Event Count- **increased by 28.78%**
- Total Users - **increased by 22.95%**
- Event Count per User - **increased by 4.86%**

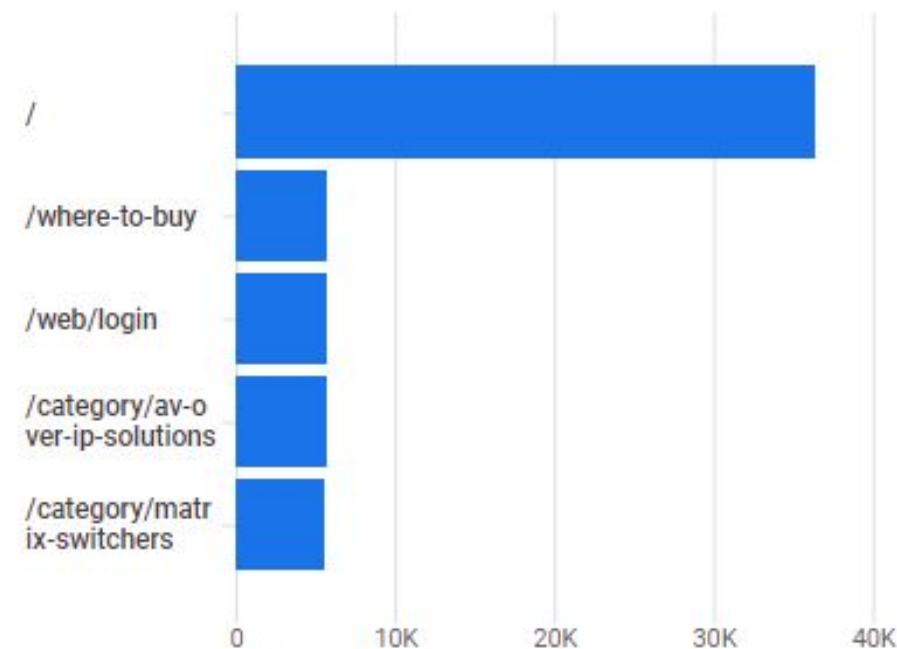
Engagement

Pages and Screens

Views by Page path and screen class over time



Views by Page path and screen class



NB: This sections shows our top pages views and number of users on those pages during the week

See next slide for top 10 pages.

Pages and Screens - Top 10 Pages

Page path and screen class +		↓ Views	Users	Views per user	Average engagement time	Bounce rate	Event count All events ▾	Conversions All events ▾
		236,687 100% of total	66,056 100% of total	3.58 Avg 0%	1m 37s Avg 0%	46.74% Avg 0%	650,212 100% of total	4,098.00 100% of total
1	/	36,387	20,463	1.78	27s	35.83%	113,710	0.00
2	/where-to-buy	5,784	4,454	1.30	29s	60.58%	22,244	4,095.00
3	/web/login	5,686	2,256	2.52	35s	57.36%	13,579	0.00
4	/category/av-over-ip-solutions	5,659	2,840	1.99	49s	68.52%	13,733	0.00
5	/category/matrix-switchers	5,631	3,058	1.84	41s	62.59%	13,426	0.00
6	/category/4k-18g-hdmi-distribution-amplifiers-with-l-r/KD-DA1x2DC	5,489	4,539	1.21	18s	65.36%	17,711	0.00
7	/category/video-wall-and-multi-view-presentation-matrix-switchers/KD-MLV4x4Pro	5,045	2,737	1.84	1m 18s	56.71%	14,371	0.00
8	/category/hdmi-switchers	4,526	2,795	1.62	43s	62.54%	11,423	0.00
9	/category/master-controllers-and-control-interfaces/KD-WP8-2	4,229	2,609	1.62	44s	66.58%	11,997	0.00
10	/category/new-products	3,681	2,302	1.60	43s	72.64%	9,292	0.00

Engagement

Conversions

	Event name 	Conversions -----	↓ Total users -----
		4,098.00 100% of total	2,668 100% of total
1	where_to_buy	3,065.00	2,668
2	place_an_order	1,033.00	893

Users

Demographic

	Country ▾ +	↓ Users 100% of total	New users 100% of total	↓ Engaged sessions 100% of total	Engagement rate Avg 0%	Engaged sessions per user Avg 0%	Average engagement time Avg 0%	Event count All events ▾ 100% of total	Conversions All events ▾ 100% of total
1	United States	35,644	34,843	31,918	54.12%	0.90	1m 40s	361,726	2,574.00
2	Canada	6,033	5,885	5,914	59.14%	0.98	1m 57s	63,586	398.00
3	India	4,510	4,470	2,775	47.57%	0.62	58s	30,330	102.00
4	China	1,914	1,641	532	23.56%	0.28	34s	9,334	30.00
5	United Arab Emirates	1,128	1,095	2,024	57.03%	1.79	3m 31s	20,939	112.00
6	Mexico	1,079	1,053	2,012	57.42%	1.86	3m 44s	23,753	36.00
7	Russia	1,045	1,027	1,015	53.22%	0.97	1m 34s	9,918	31.00
8	United Kingdom	958	948	519	47.18%	0.54	36s	5,280	45.00
9	Türkiye	927	920	426	38%	0.46	41s	5,273	16.00
10	Philippines	539	531	267	41.01%	0.50	39s	2,970	13.00



Engineered for Your Success™

Thank You

Masha Tsinberg