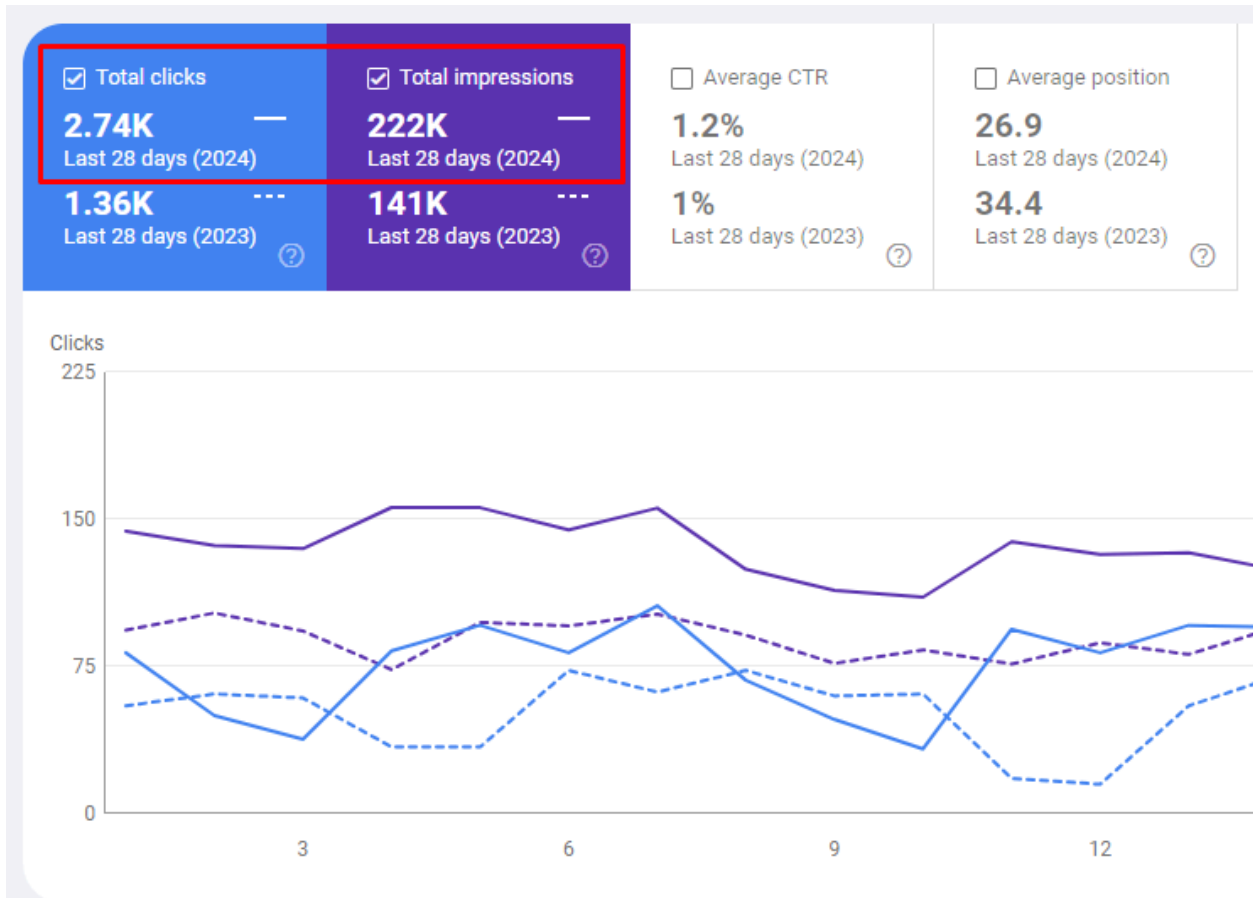


TCB Monthly Work Summary & KPIs (May 2024)

Monthly Progress Report

Clicks & Impressions

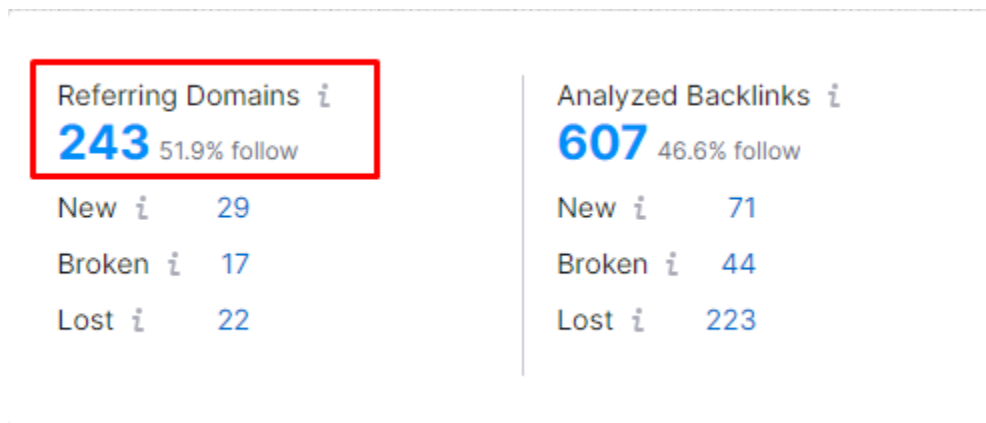


Clicks: In May 2023, TCB received a total of 1,364 clicks from the web. In May 2024, the total clicks increased to 2,741, indicating an increase of 1,377 clicks or approximately 100.95%

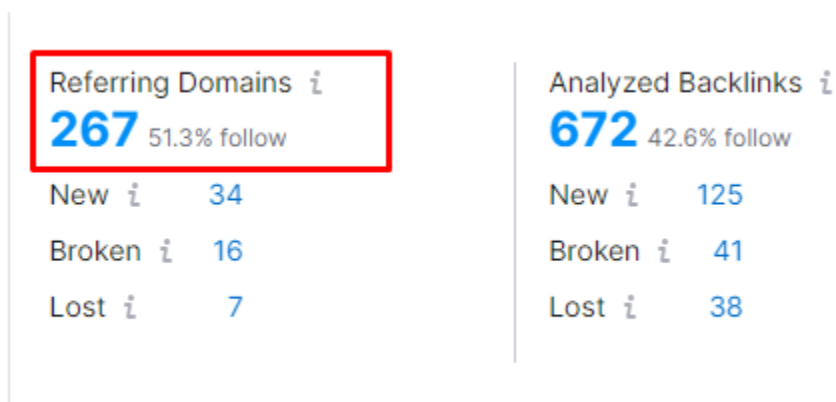
Impressions: In May 2023, there were a total of 141K impressions, which increased to 222K in May 2024, reflecting a growth of approximately 57.45%.

Backlinks Progress (Semrush)

Last Month:



This Month:



Backlinks: Last month, TCB had a total of 607 backlinks. This month, the total backlinks **increased to 672.**

Referring Domains: Last month, TCB had 243 referring domains. This month, the number of referring domains **increased to 267.**

Do-Follow Ratio: Last month, the do-follow ratio of the backlinks was 51.9%. This month, it **Decreased to 51.3%**

Guest Post This Month: 8

Website	DA	PA	Traffic	T. Graph	Live URL	Anchor Text
https://cavegreen.us	25	19	11.3K	Increasing	https://cavegreen.us/common-hvac-problems-and-solutions-expert-advice-from-the-chill-brothers/	The Chill Brothers, Commercial HVAC services
https://discovercraze.com	45	28	7.8K	Increasing	https://discovercraze.com/hvac-maintenance-contracts-are-they-worth-the-investment/	The Chill Brothers, HVAC maintenance contracts
https://milialar.org	16	34	2.3K	Increasing	https://milialar.org/smart-hvac-solutions-for-austins-unpredictable-weather/	The Chill Brothers, HVAC solutions
https://appliancesissue.com/	53	16	1.6K	Increasing	https://appliancesissue.com/upgrading-your-hvac-filter-a-wise-investment-or-unnecessary-expense/	Upgrading HVAC filters, professional HVAC technicians
therightmessages.org/	51	25	5.4K	Increasing	https://therightmessages.org/the-chill-brothers-your-trusted-partner-for-indoor-air-quality-in-houston/	improve air quality in Houston, TX, The Chill Brothers
faq-blog.org/	44	25	2.5K	Increasing	https://faq-blog.org/the-chill-brothers-top-hvac-company-in-texas	best HVAC company in Texas, The Chill Brothers
https://usalifesstyle.com/	71	18	9.7K	Increasing	https://usalifesstyle.com/zoning-your-	HVAC zoning, HVAC efficiency

					home-optimizing-comfort-with-hvac-efficiency/	through home zoning
https://gossips.blog/	47	27	55.9K	Increasing	https://gossips.blog/why-timely-ac-repair-in-texas-saves-you-money/	The Chill Brothers, dependable HVAC services
Creativereleased.com	41	28	4.7K	Increasing	https://creativereleased.com/10-must-know-hvac-maintenance-tips-from-hvac-professionals/	The Chill Brothers, best HVAC service company in Texas

DA & PA ([Tools Link](#))

Website Authority - Check all URLs on single click - Sign up														
URL	DA	PA	TB	QB	PQ	MT	SS	OS	AGE	DH	KW	SEO	WT	BL
https://thechillbrothers.com/	19	33	1K	877	86%	3	1%	53%	3Y, 352D					

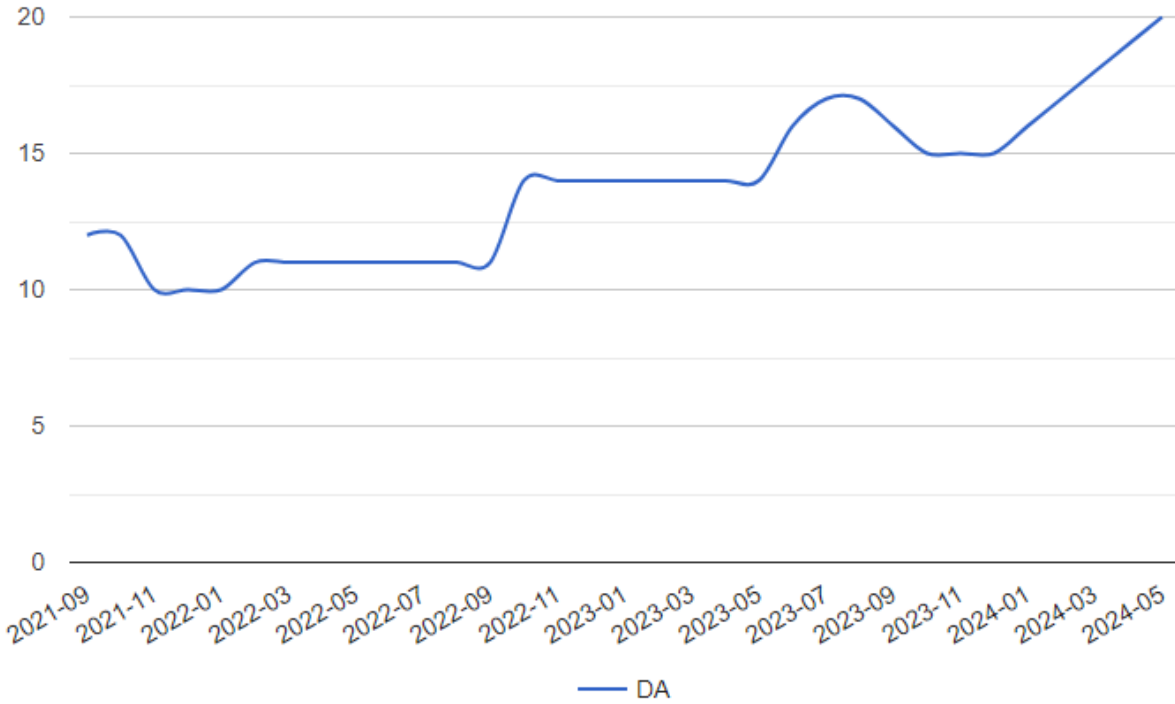
Last Month DA PA

Website Authority - Check all URLs on single click - Sign up														
URL	DA	PA	TB	QB	PQ	MT	SS	OS	AGE	DH	KW	SEO	WT	BL
https://thechillbrothers.com/	20	34	974	831	85%	3	1%	54%	4Y, 22D					

This Month DA PA

DA Progress

Domain Authority History of thechillbrothers.com



Ranking Progress (Semrush)

Date	T. KWs	Top 3	Top 10	Top 20	Top 50	Screenshots
03.05.24	3033	53	204	523	1639	https://prnt.sc/yQfrlmbqMn6X
10.05.24	3069	49	209	511	1639	https://prnt.sc/vBK89o9CWodi
17.05.24	3088	45	218	511	1640	https://prnt.sc/iKi6OAojgy8j
24.05.24	3197	44	224	507	1634	https://prnt.sc/U-um96zzj33T
31.05.24	3309	35	223	514	1659	https://prnt.sc/3a1c3yJbaudy

In the first Week of May:

- Total Keywords Indexed by Google: **3033**
- Keywords on the First Page: **204**
- Keywords on the Second Page: **319**

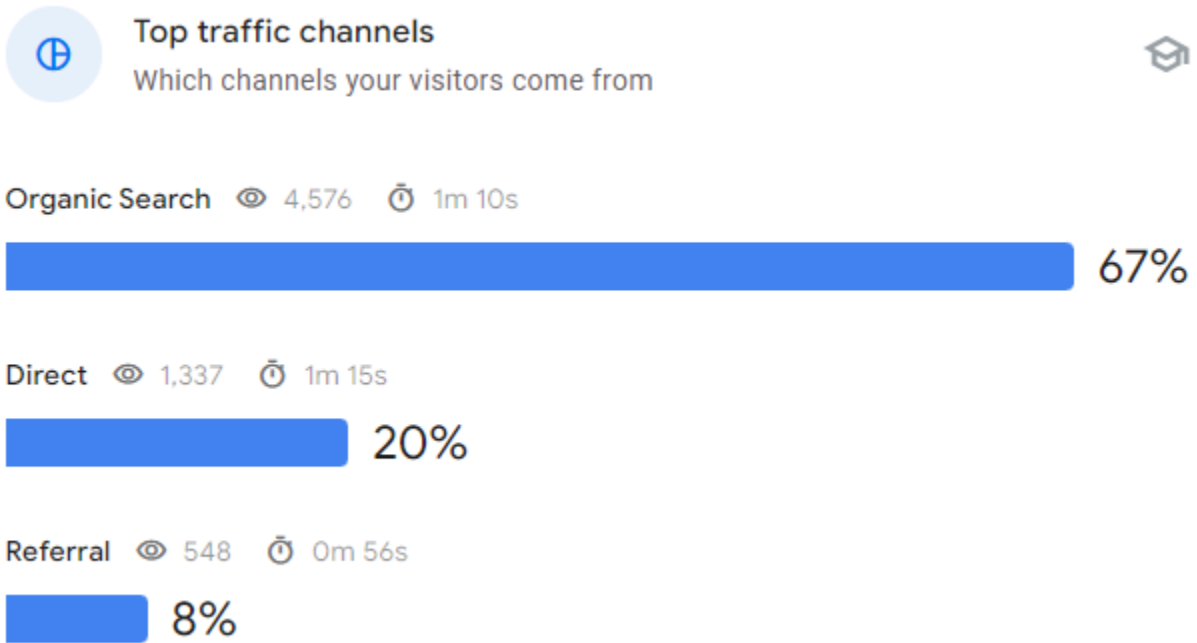
In the last week of May:

- Total Keywords Indexed by Google: **3309**
- Keywords on the First Page: **209**
- Keywords on the Second Page: **302**

By the end of **May**, the total number of keywords indexed by Google **increased from 3033 to 3309, indicating a growth of 9.09%**.

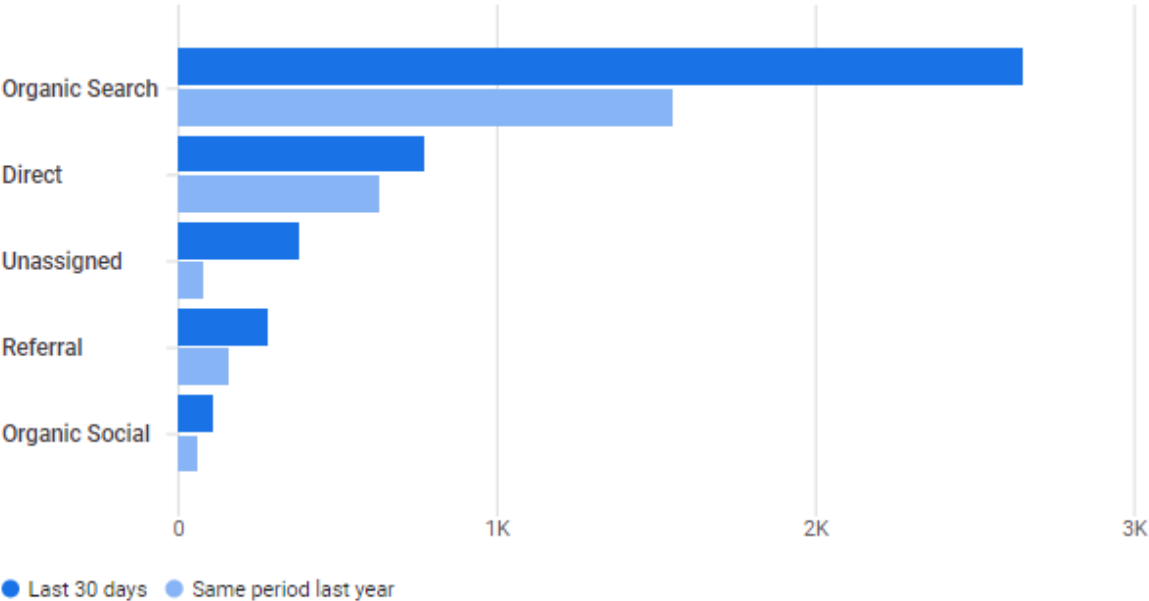
The number of keywords on the first page Increased from **204 to 209**, Additionally, there were now 302 keywords on the second page.

Traffic Overview:



Traffic Acquisition:

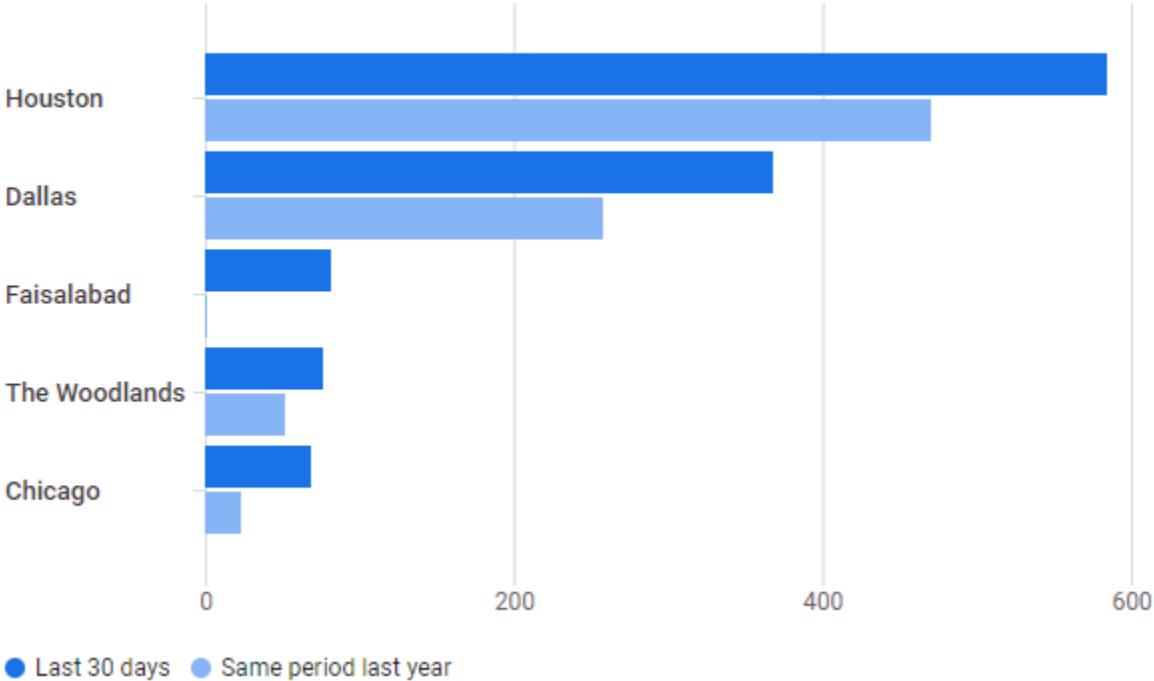
Users by Session primary channel group (Default Channel Group)



Session primary...Channel Group) ▾ +	↓ Users	Sessions	Engaged sessions	Average engagement time per session
◇ SHOW ALL ROWS	4,155 vs. 2,472 ↑ 68.08%	4,725 vs. 3,361 ↑ 40.58%	2,752 vs. 1,688 ↑ 63.03%	1m 13s vs. 56.22 ↑ 31.57%
Organic Search				
May 2 - May 31, 2024	2,654	3,272	1,971	57s
May 2 - May 31, 2023	1,555	2,116	1,172	1m 05s
% change	70.68%	54.63%	68.17%	-12.97%
Direct				
May 2 - May 31, 2024	774	900	472	1m 06s
May 2 - May 31, 2023	635	845	329	34s
% change	21.89%	6.51%	43.47%	92.02%
Unassigned				
May 2 - May 31, 2024	379	99	15	14m 01s
May 2 - May 31, 2023	81	84	22	53s
% change	367.9%	17.86%	-31.82%	1,478.37%
Referral				
May 2 - May 31, 2024	284	343	212	46s
May 2 - May 31, 2023	160	224	135	1m 07s
% change	77.5%	53.13%	57.04%	-30.68%

Demographic Details: City

Users by City



City ▼ +	↓ <u>Users</u>	<u>New users</u>	<u>Engaged sessions</u>	<u>Engagement rate</u>	<u>Engaged sessions per user</u>
↕ SHOW ALL ROWS	4,155 vs. 2,472 ↑ 68.08%	3,792 vs. 2,443 ↑ 55.22%	2,752 vs. 1,688 ↑ 63.03%	58.24% vs. 50.22% ↑ 15.97%	0.66 vs. 0.68 ↓ -3%
(not set)					
May 2 - May 31, 2024	604	268	188	57.85%	0.31
May 2 - May 31, 2023	210	188	86	37.89%	0.41
% change	187.62%	42.55%	118.6%	52.69%	-24%
Houston					
May 2 - May 31, 2024	584	556	444	61.5%	0.76
May 2 - May 31, 2023	471	456	351	56.89%	0.75
% change	23.99%	21.93%	26.5%	8.1%	2.02%
Dallas					
May 2 - May 31, 2024	368	353	226	53.18%	0.61
May 2 - May 31, 2023	258	234	139	45.72%	0.54
% change	42.64%	50.85%	62.59%	16.3%	13.99%

Retention overview:

New users [?]

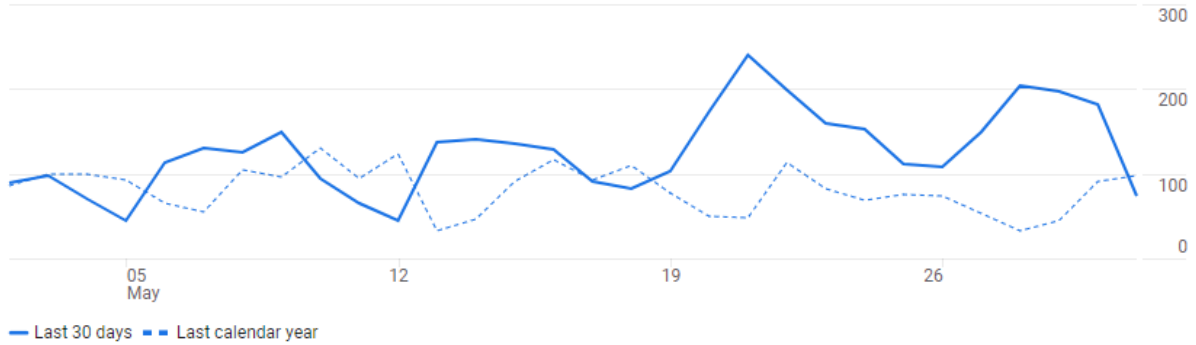
3.8K

↑ 55.2%

Returning users [?]

438

↑ 19.0%



Engagement Overview

Average engagement time [?]

1m 24s

↑ 10.0%

Engaged sessions per user [?]

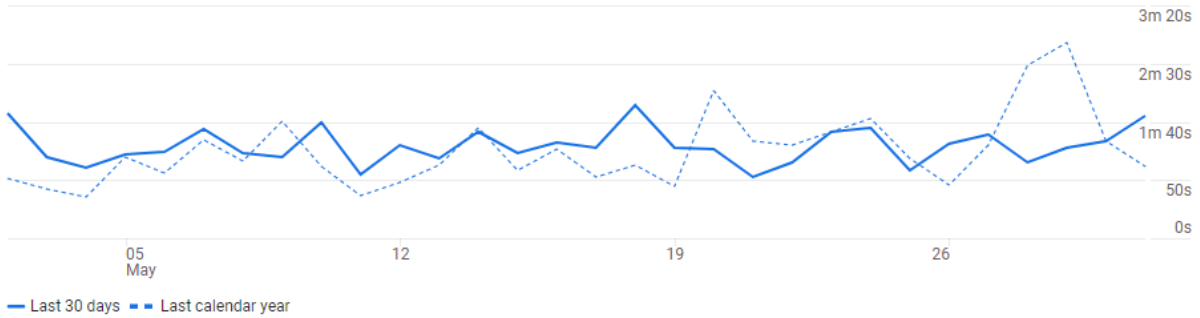
0.66

↓ 3.0%

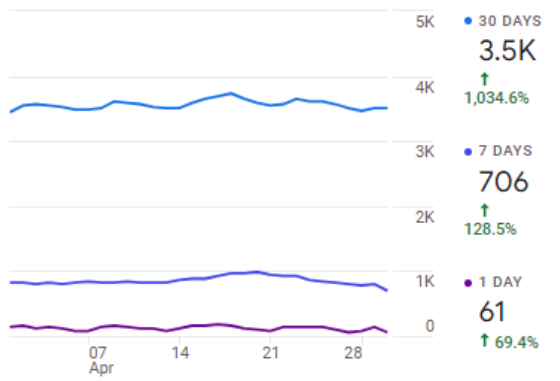
Average engagement time per session [?]

1m 13s

↑ 31.6%

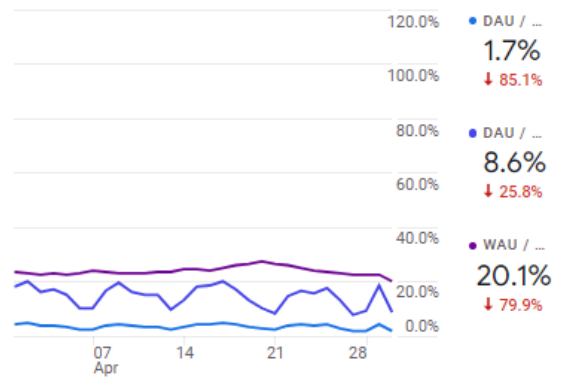


User activity over time



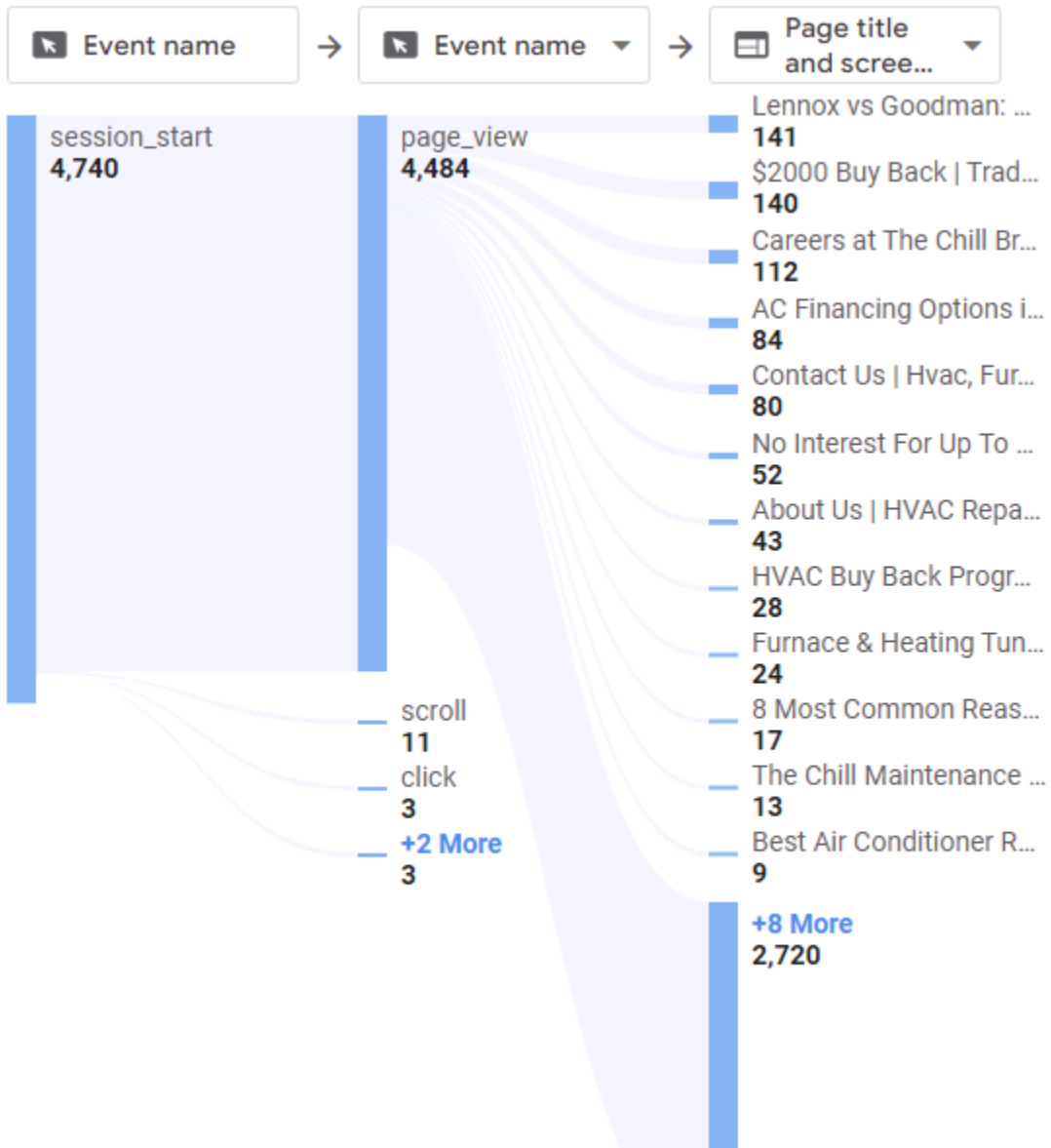
User activity over time

User stickiness



User stickiness

Path Exploration



Cohort Exploration:

Each cell is the sum of Active users for users who had Any event, in that week after First touch (acquisition date)

	WEEK 0	WEEK 1	WEEK 2	WEEK 3	WEEK 4
All Users Active users	3,790	57	14	5	1
May 2 - May 4, 2024 258 users	258	11	2	3	1
May 5 - May 11, 2024 723 users	723	8	7	2	
May 12 - May 18, 2024 760 users	760	20	5		
May 19 - May 25, 2024 1,138 users	1,138	18			
May 26 - May 31, 2024 955 users	912				

Thank You

Reported By: [Fahim Sumon](#)

SEO Manager