



BRIDGES
K-8 CHARTER SCHOOL

Quarterly **SEO** Review

April - June 2023

Prepared by:



slater
strategies

1. Quarterly Highlights
2. Quarterly Traffic Overview
3. Quarterly Page Rankings
4. Quarterly Keyword Rankings
5. Visibility, Est. Traffic, Average Position Trend
6. Keyword Review
7. Competitor Keyword Overlap
8. Action Items

1. Organic URL and Query Impressions

- > Positive increase in URL Impressions (**87.4%**), URL Clicks (**89.3%**) and URL Ave. Position (**11.0%**)
- > Positive increase in Query Impressions (**124.9%**), Keyword Clicks (**93.1%**) and Ave. Position (**24.3%**)

2. Generic Search Terms

- > Positive increase in Impressions (**192.4%**), Clicks (**421.7%**) and Average Pos. (**23.5%**) for generic search terms

3. Traffic Sources

- > **Significant increase** in number of total users (+ 2,230), sessions (+ 2,142), and engaged sessions (+ 1,119)
- > **67.1%** of traffic are all organic traffic

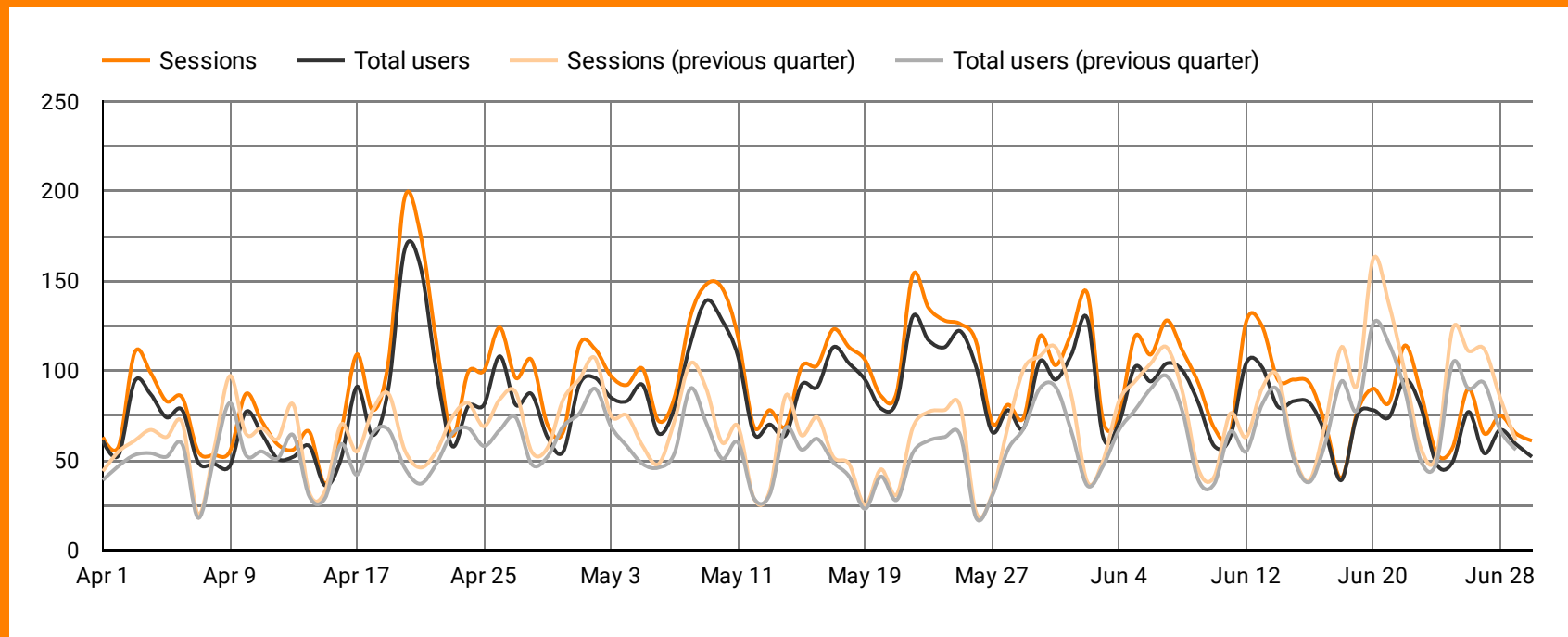
4. Blog Content

- > /what-are-the-advantages-and-disadvantages-of-attending-a-charter-school/ **increased sessions** by 352.8%

5. Keyword Highlights

More than 20 generic keywords are on position 1 for the last quarter

Sessions and Users trend vs previous period



Total users

6,434

↑ 2,230

How many users
this period?

Sessions

8,663

↑ 2,142

The number of
sessions that began
on your site

Engaged sessions

4,685

↑ 1,119

No. of sessions < 10 seconds,
had a conversion event, or had 2
or more screen or page views.

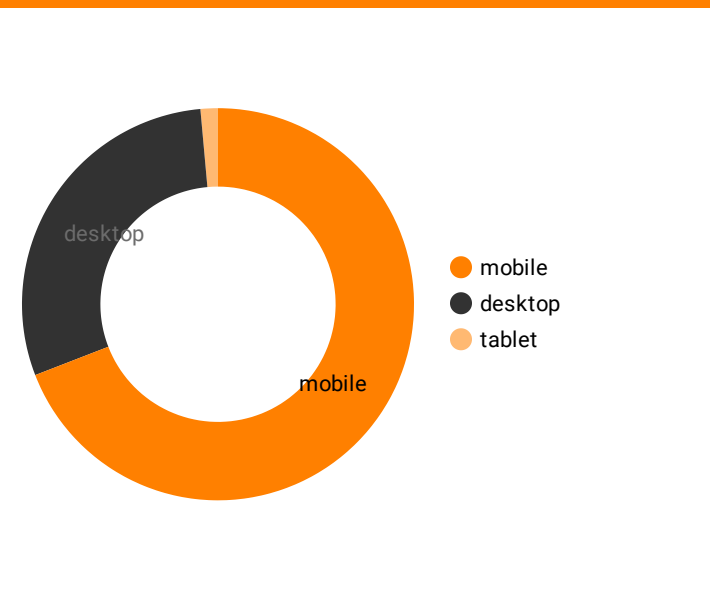
Engagement rate

54.08%

↓ -0.60%

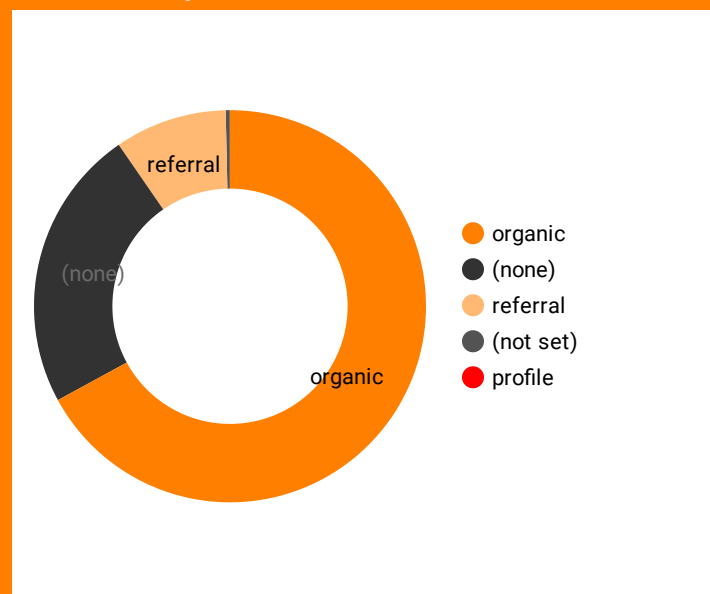
The percentage of engaged
sessions

Traffic by Device



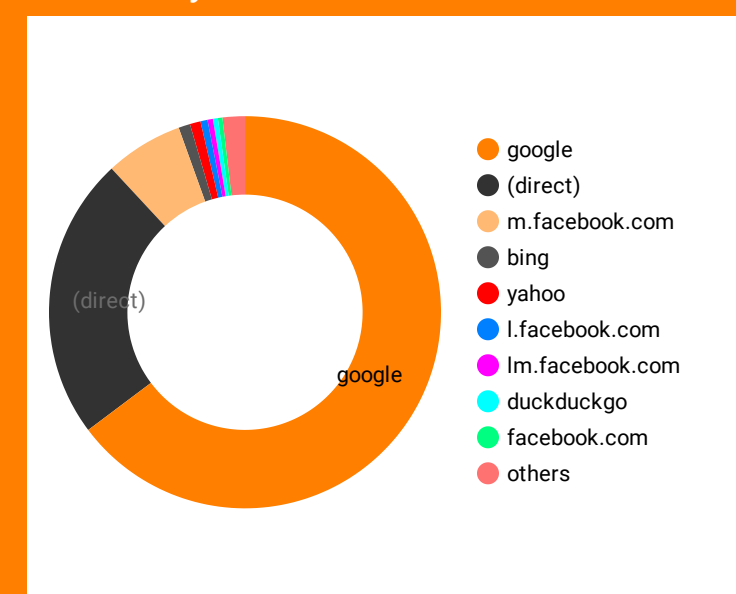
The device category from which the user activity originated.

Traffic by Medium



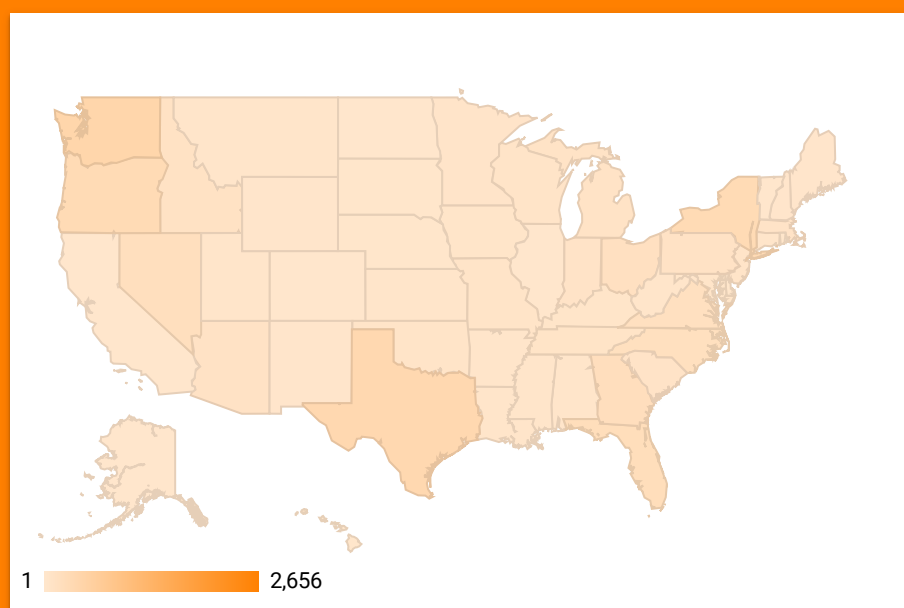
The medium from which the user activity originated.

Traffic by Source



The source from which the user activity originated.

Traffic by Audience (Geolocation)



The region from which the user activity originated.

Traffic by Browser

	Browser	Total users ▾	Engaged sessions
1.	Safari	2,934	2,126
2.	Chrome	2,633	2,134
3.	Safari (in-app)	499	71
4.	Edge	102	100
5.	Samsung Internet	80	59
6.	Firefox	71	73
7.	Android Webview	59	20
8.	Opera	14	13
9.	Amazon Silk	4	3
10.	Internet Explorer	3	0

Top Landing Pages by Traffic

	Page path	Sessions ▾	% Δ	Total users	% Δ	Engagement rate	% Δ
1.	/	3,184	-22.6% ↓	2,273	-16.8% ↓	62.63%	1.1% ↑
2.	/what-are-the-advantages-and-disadvantages-of-attending-a-charter-school/	3,079	352.8% ↑	2,693	345.1% ↑	53.1%	15.4% ↑
3.	/current-families/calendars-and-schedules/	797	136.5% ↑	530	121.8% ↑	15.93%	106.5% ↑
4.	/kindergarten-enrollment/	792	115.8% ↑	670	163.8% ↑	10.1%	15.8% ↑
5.	/about/employment/	359	63.9% ↑	226	22.8% ↑	16.71%	35.6% ↑
6.	/about/our-philosophy/	359	-5.0% ↓	298	-4.5% ↓	7.8%	13.4% ↑
7.	/enrollment/	358	-13.3% ↓	283	-13.5% ↓	7.26%	-3.2% ↓
8.	/what-is-hybrid-homeschooling/	316	321.3% ↑	298	325.7% ↑	69.3%	57.5% ↑
9.	/about/curriculum/	299	6.8% ↑	240	0.4% ↑	5.69%	430.7% ↑
10.	/about/board-of-directors/	277	21.5% ↑	218	20.4% ↑	7.58%	8.0% ↑
11.	/contact-us/	223	-13.2% ↓	182	-18.0% ↓	4.04%	3.7% ↑
12.	/examples-of-charter-schools/	193	286.0% ↑	160	300.0% ↑	47.15%	38.7% ↑
13.	/school-approach/	180	13.9% ↑	152	26.7% ↑	3.33%	-34.2% ↓
14.	/current-families/	120	-40.3% ↓	102	-40.0% ↓	1.67%	-58.1% ↓
15.	/current-families/handbooks-and-policies/	100	25.0% ↑	55	31.0% ↑	9%	20.0% ↑
16.	/about/curriculum/hybrid-homeschool/	94	-	71	-	5.32%	-
17.	/current-families/daily-bell-schedules/	92	-65.5% ↓	71	-60.6% ↓	43.48%	100.1% ↑
18.	/current-families/from-the-directors/	87	-20.2% ↓	82	-12.8% ↓	21.84%	-4.8% ↓
19.	/about/curriculum/middle-school/	86	-	62	-	2.33%	-
20.	/can-you-do-half-school-half-homeschool/	68	-	64	-	54.41%	-

Filters

Country

Device Category

Google Search Console

URL Impressions

Period Covered: Apr 1, 2023 - Jun 30, 2023

Impressions
143,892
↑ 87.4%

Url Clicks
4,381
↑ 89.3%

URL CTR
3.0%
↑ 1.0%

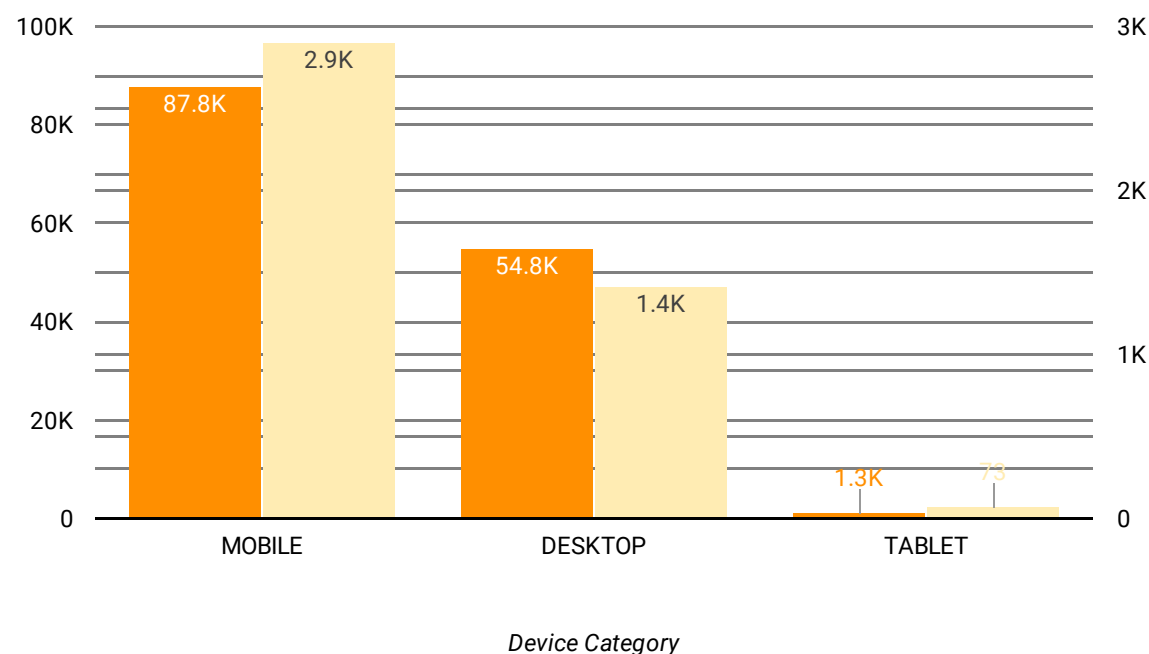
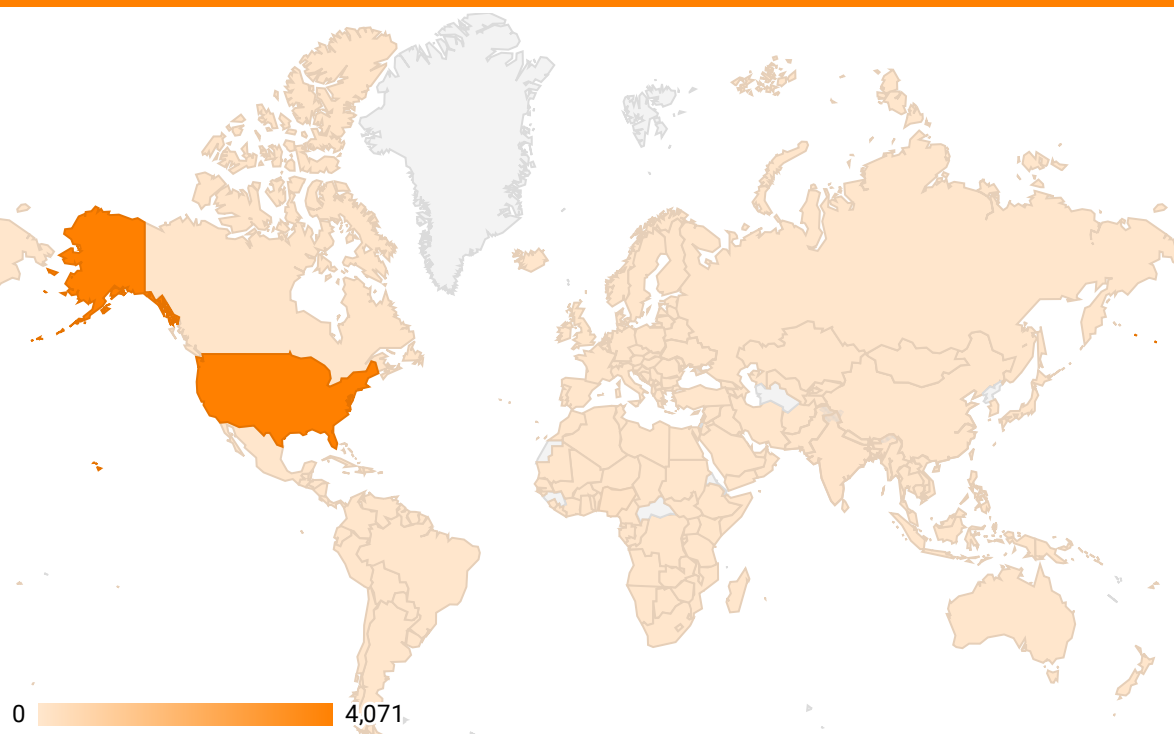
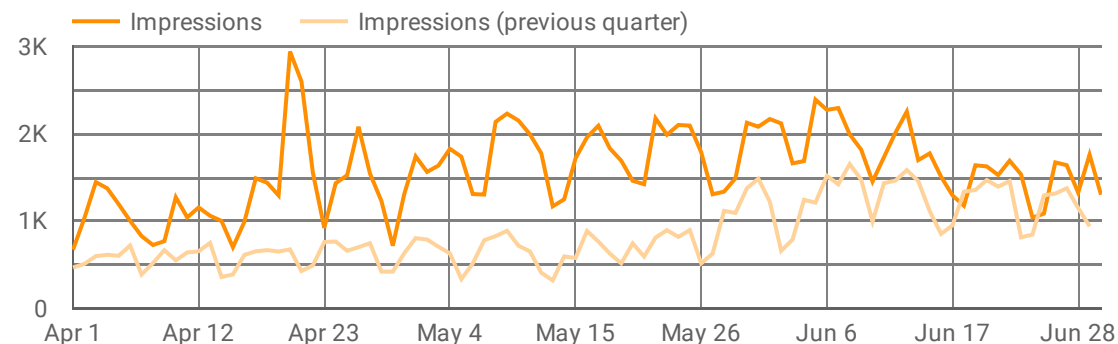
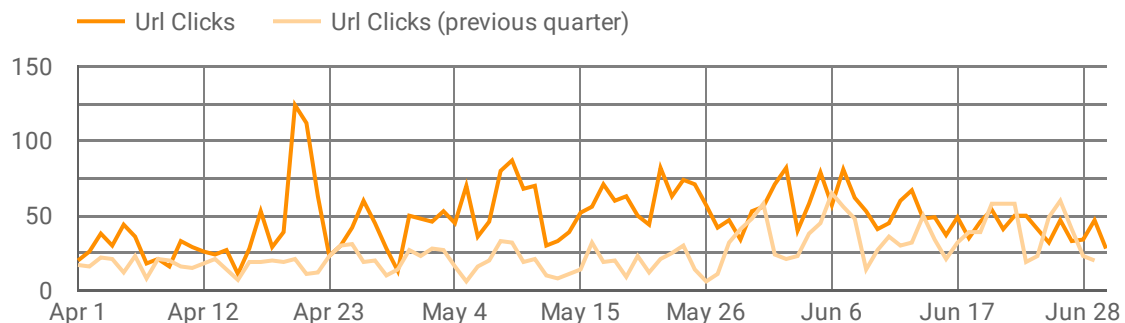
Average Position
15.9
↓ -11.0%

How often someone saw
a link to your site on
Google.

How often someone
clicked a link from Google
to your site.

The calculation of (clicks
÷ impressions)

A relative ranking of the
position of your link on
Google.





Filters

Country

Device Category

Google Search Console

Query Impressions

Period Covered: Apr 1, 2023 - Jun 30, 2023

Impressions

121,521

↑ 124.9%

Clicks

4.3K

↑ 93.1%

Site CTR

3.5%

↓ -14.1%

Average Position

18.0

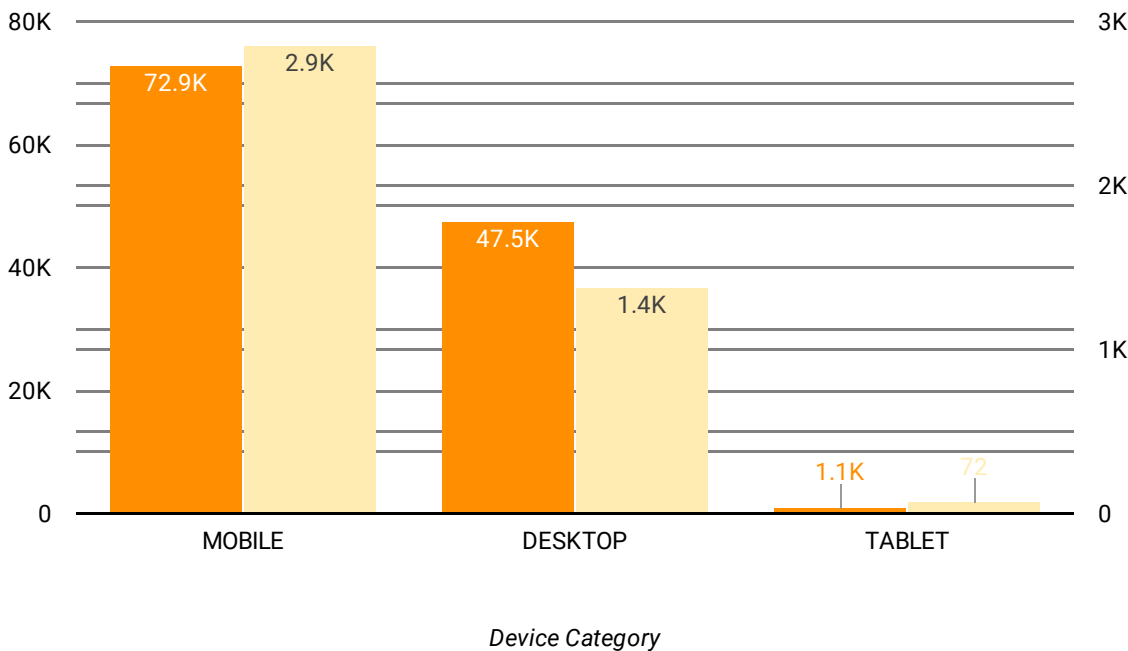
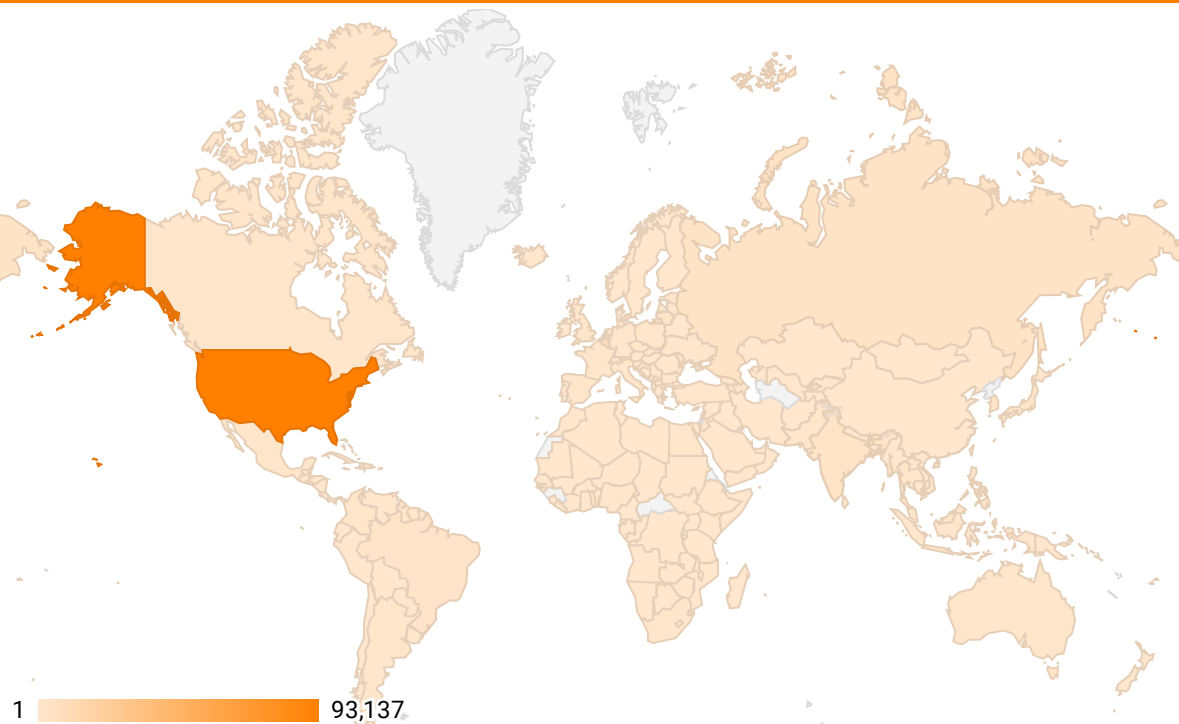
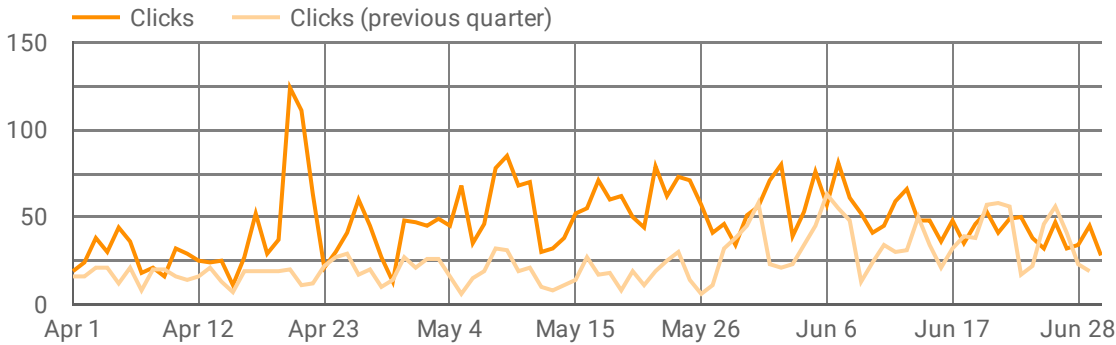
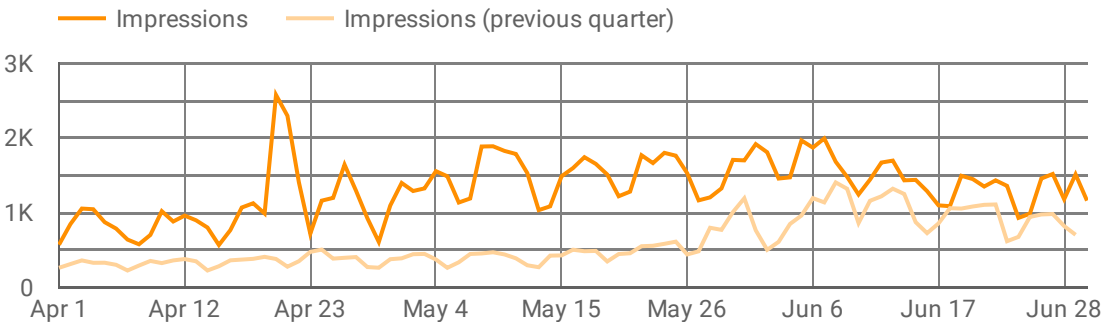
↓ -24.3%

How often someone saw
your site on Google.

How often someone
clicked a query from
Google to your site.

The calculation of (clicks
÷ impressions)

A relative ranking of the
position of your keywords
on Google.





Filters

Country ▾

Device Category ▾

Google Search Console

Pages/Queries

Period Covered: Apr 1, 2023 - Jun 30, 2023 ▾

	Query	Landing Page	Impressions ② ▾	Url Clicks	Average Position ① ▲	% Δ
1.	pros and cons of charter schools	https://bridgescharter.org/can-you-do-half-school-half-homeschool/	94	0	1	-
2.	charter schools pros and cons	https://bridgescharter.org/can-you-do-half-school-half-homeschool/	36	0	1	-
3.	charter schools examples	https://bridgescharter.org/examples-of-charter-schools/	18	2	1	-
4.	how does home school work	https://bridgescharter.org/what-is-homeschooling-and-how-does-it-work/	17	0	1	-
5.	charter school pros and cons	https://bridgescharter.org/can-you-do-half-school-half-homeschool/	13	0	1	-
6.	how does homeschooling work	https://bridgescharter.org/blog/	11	0	1	-
7.	how to get homeschooled	https://bridgescharter.org/what-is-homeschooling-and-how-does-it-work/	11	0	1	-
8.	how to homeschool your child	https://bridgescharter.org/how-do-i-begin-to-homeschool-my-child/	9	0	1	-
9.	charter school advantages	https://bridgescharter.org/what-is-hybrid-homeschooling/	7	0	1	0.0%
10.	local guide program	https://bridgescharter.org/	7	1	1	0.0%
11.	disadvantages of charter schools	https://bridgescharter.org/what-is-hybrid-homeschooling/	7	0	1	-
12.	how do you homeschool	https://bridgescharter.org/how-do-i-begin-to-homeschool-my-child/	7	0	1	-
13.	5 refusal skills	https://bridgescharter.org/wp-content/uploads/2022/08/NegotiationandRefusalSkills.pdf	6	0	1	0.0%
14.	how homeschooling works	https://bridgescharter.org/what-is-homeschooling-and-how-does-it-work/	6	0	1	-
15.	how does home school work	https://bridgescharter.org/blog/	6	0	1	-
16.	advantages and disadvantages of homework	https://bridgescharter.org/what-is-hybrid-homeschooling/	5	0	1	-
17.	homeschool pictures	https://bridgescharter.org/what-is-hybrid-homeschooling/	5	0	1	-
18.	cons of charter schools	https://bridgescharter.org/can-you-do-half-school-half-homeschool/	5	0	1	-
19.	charter school benefits	https://bridgescharter.org/what-is-the-purpose-of-a-charter-school/	5	0	1	-
20.	how to do homeschool	https://bridgescharter.org/how-do-i-begin-to-homeschool-my-child/	4	0	1	-



Filters

Country ▾

Device Category ▾

Search Queries

Tracked Period

Previous Period

Impressions

71,183

⬆️ 192.4%

Url Clicks

1.8K

⬆️ 421.7%

Average Position

17.5

⬇️ -23.5%

GSC Traffic

Top 20 Generic Terms

Period Covered: Apr 1, 2023 - Jun 30, 2023 ▾

	Query	Landing Page	Impressions ② ▾	Url Clicks	Average Position ① ▲	% Δ
1.	pros and cons of charter schools	https://bridgescharter.org/can-you-do-half-school-half-homeschool/	94	0	1	-
2.	charter schools pros and cons	https://bridgescharter.org/can-you-do-half-school-half-homeschool/	36	0	1	-
3.	charter schools examples	https://bridgescharter.org/examples-of-charter-schools/	18	2	1	-
4.	how does home school work	https://bridgescharter.org/what-is-homeschooling-and-how-does-it-work/	17	0	1	-
5.	charter school pros and cons	https://bridgescharter.org/can-you-do-half-school-half-homeschool/	13	0	1	-
6.	how does homeschooling work	https://bridgescharter.org/blog/	11	0	1	-
7.	how to get homeschooled	https://bridgescharter.org/what-is-homeschooling-and-how-does-it-work/	11	0	1	-
8.	how to homeschool your child	https://bridgescharter.org/how-do-i-begin-to-homeschool-my-child/	9	0	1	-
9.	local guide program	https://bridgescharter.org/	7	1	1	0.0%
10.	how do you homeschool	https://bridgescharter.org/how-do-i-begin-to-homeschool-my-child/	7	0	1	-
11.	charter school advantages	https://bridgescharter.org/what-is-hybrid-homeschooling/	7	0	1	0.0%
12.	disadvantages of charter schools	https://bridgescharter.org/what-is-hybrid-homeschooling/	7	0	1	-
13.	how homeschooling works	https://bridgescharter.org/what-is-homeschooling-and-how-does-it-work/	6	0	1	-
14.	how does home school work	https://bridgescharter.org/blog/	6	0	1	-
15.	5 refusal skills	https://bridgescharter.org/wp-content/uploads/2022/08/NegotiationandRefusalSKills.pdf	6	0	1	0.0%
16.	cons of charter schools	https://bridgescharter.org/can-you-do-half-school-half-homeschool/	5	0	1	-
17.	homeschool pictures	https://bridgescharter.org/what-is-hybrid-homeschooling/	5	0	1	-
18.	advantages and disadvantages of homework	https://bridgescharter.org/what-is-hybrid-homeschooling/	5	0	1	-
19.	charter school benefits	https://bridgescharter.org/what-is-the-purpose-of-a-charter-school/	5	0	1	-
20.	charter school bad	https://bridgescharter.org/what-is-the-purpose-of-a-charter-school/	4	0	1	0.0%



Filters

Country ▾

Device Category ▾

Search Queries
Tracked PeriodImpressions
19,819

Previous Period

↓ -10.8%

Url Clicks
659.0

↓ -26.6%

Average Position
19.7

↑ 10.7%

GSC Traffic

Top 20 Branded Terms

Period Covered: Apr 1, 2023 - Jun 30, 2023 ▾

	Query	Landing Page	Impressions	Url Clicks ▾	Average Position	% Δ
1.	bridges charter school	https://bridgescharter.org/	1,497	270	1.84	2.2% ↑
2.	bridges charter school calendar	https://bridgescharter.org/current-families/calendars-and-schedules/	181	109	1.12	-34.2% ↓
3.	bridges charter school calendar	https://bridgescharter.org/wp-content/uploads/2022/08/Calendar2022-2023-Sheet.pdf	183	33	2.04	28.5% ↑
4.	bridges charter school	https://bridgescharter.org/current-families/daily-bell-schedules/	1,310	25	1.57	-7.8% ↓
5.	bridges school thousand oaks	https://bridgescharter.org/	103	23	1.77	0.7% ↑
6.	bridges charter school thousand oaks	https://bridgescharter.org/	79	21	1.47	-9.9% ↓
7.	bridges thousand oaks	https://bridgescharter.org/	69	21	1.81	2.0% ↑
8.	bridges charter	https://bridgescharter.org/	96	19	1.65	-8.9% ↓
9.	bridges school	https://bridgescharter.org/	327	16	6.9	-16.5% ↓
10.	bridges charter school	https://bridgescharter.org/current-families/calendars-and-schedules/	958	15	1.85	12.6% ↑
11.	bridges charter school	https://bridgescharter.org/about/employment/	1,161	14	1.74	-5.3% ↓
12.	bridges charter school	https://bridgescharter.org/about/our-philosophy/	1,479	11	1.78	-3.3% ↓
13.	bridges	https://bridgescharter.org/	3,560	10	79.36	15.1% ↑
14.	bridges charter school photos	https://bridgescharter.org/	51	6	2.67	-2.2% ↓
15.	bridges elementary school	https://bridgescharter.org/	104	6	11.13	1.4% ↑
16.	bridges academy	https://bridgescharter.org/	142	4	28.91	-18.8% ↓
17.	bridges thousand oaks	https://bridgescharter.org/current-families/daily-bell-schedules/	69	4	1.81	2.0% ↑
18.	bridges homeschool	https://bridgescharter.org/	12	4	3.25	-51.6% ↓
19.	bridges school thousand oaks	https://bridgescharter.org/about/our-philosophy/	101	4	1.76	0.5% ↑
20.	bridges school thousand oaks	https://bridgescharter.org/current-families/daily-bell-schedules/	103	3	1.77	0.7% ↑

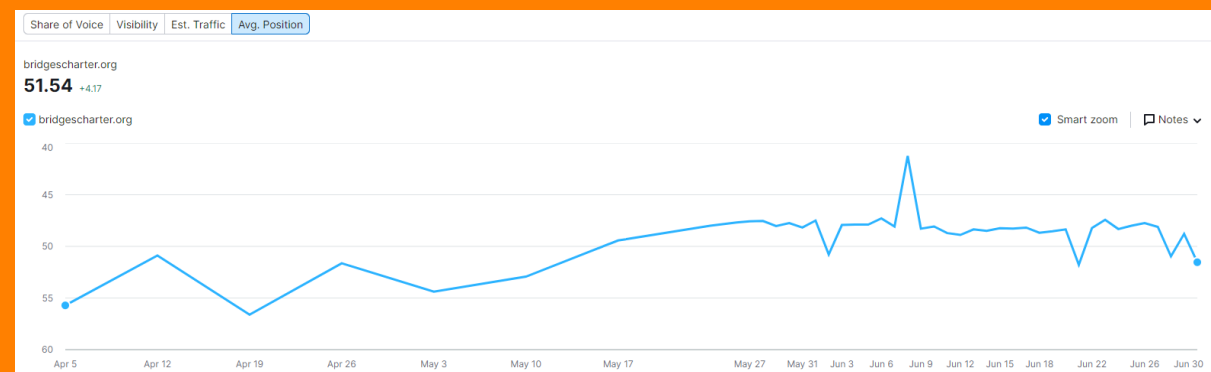
Visibility, Est. Traffic, Ave. Position

The **Visibility** index is based on click-through rate (CTR) that shows a website's progress in Google's top 100 for keywords from the current tracking campaign. A zero-percent visibility means that the domain isn't ranking in Google's top 100 results for any of these keywords; and a 100-percent visibility means that the domain keeps the first position in the SERP for all of these keywords.



Estimated traffic is based on CTR (Click-Through Rate) that shows a probability that the user will click on a domain's search result depending on this domain's position in the SERP), multiplied by the keyword's Volume and divided by 30 (number of days in a month). This is a sum of estimated traffic for all your keywords from this tracking campaign.

The **average** of all your rankings for the keywords in your tracking campaign. For every keyword where you're not ranking, it will be calculated as a ranking of 100.



Domain

Enter a value

Rank
1,301,778

SEMRush Domain Ranking based on 40,678,850 websites

Organic Traffic
564

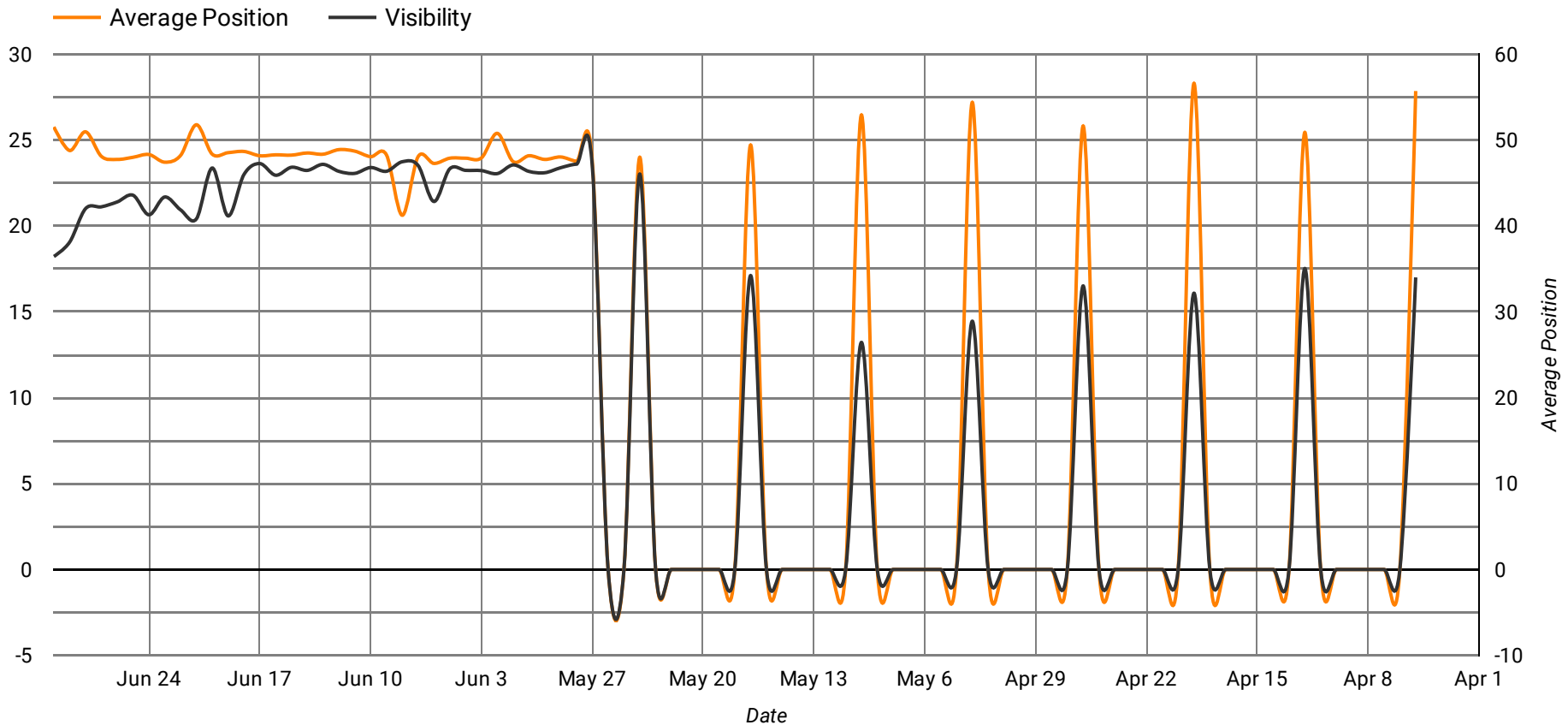
The number of users expected to visit an analyzed domain.

Organic Keywords
477

The number of keywords bringing users to an analyzed domain via Google's top 100 organic search results.

Organic Traffic Cost
796

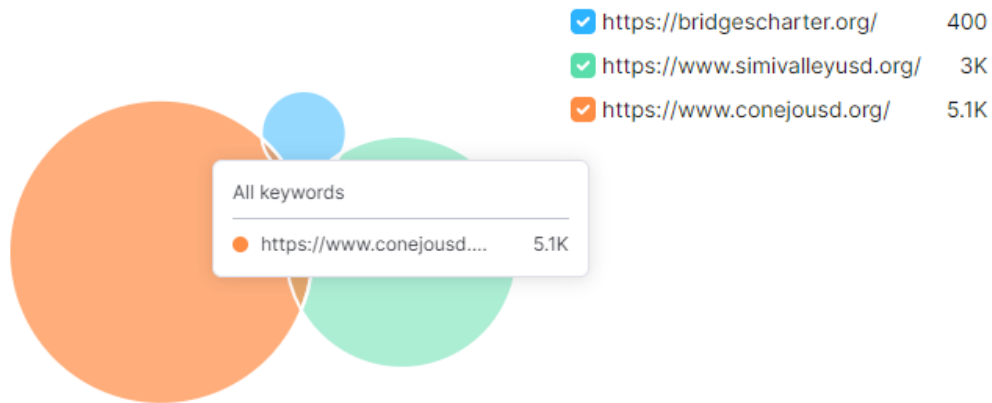
The estimated average monthly cost to rank for organic keywords in Google Ads.



	Keyword	Landing page ① ▼	Position ② ▲	Previous position	CPC
1.	homeschool program thousand oaks	https://bridgescharter.org/what-is-hybrid-homeschooling/	7	7	0
2.	hybrid homeschool simi valley	https://bridgescharter.org/what-is-hybrid-homeschooling/	11	12	0
3.	social and emotional learning thousand oaks	https://bridgescharter.org/about/our-philosophy/	5	7	0
4.	inquiry based learning thousand oaks	https://bridgescharter.org/about/curriculum/inquiry-based-learn...	1	23	0
5.	inquiry based learning simi valley	https://bridgescharter.org/about/curriculum/inquiry-based-learn...	1	0	0
6.	steam integration thousand oaks	https://bridgescharter.org/about/curriculum/	3	0	0
7.	bridges charter school	https://bridgescharter.org/	1	1	0
8.	charter school moorpark	https://bridgescharter.org/	14	15	0
9.	hybrid homeschool moorpark	https://bridgescharter.org/	18	2	0
10.	middle school thousand oaks	https://bridgescharter.org/	23	26	0
11.	elementary school thousand oaks	https://bridgescharter.org/	24	20	0
12.	charter school simi valley	https://bridgescharter.org/	27	22	0
13.	homeschool program moorpark	https://bridgescharter.org/	33	22	0
14.	project based curriculum moorpark	https://bridgescharter.org/	72	0	0
15.	charter school thousand oaks	http://bridgescharter.org/	1	1	0
16.	hybrid homeschool thousand oaks	http://bridgescharter.org/	2	1	0
17.	elementary school simi valley		0	0	0
18.	middle school simi valley		0	0	0
19.	social and emotional learning moorpark		0	0	0
20.	project based curriculum thousand oaks		0	1	0

SEMRush Competitor Keyword Overlap

Keyword Overlap



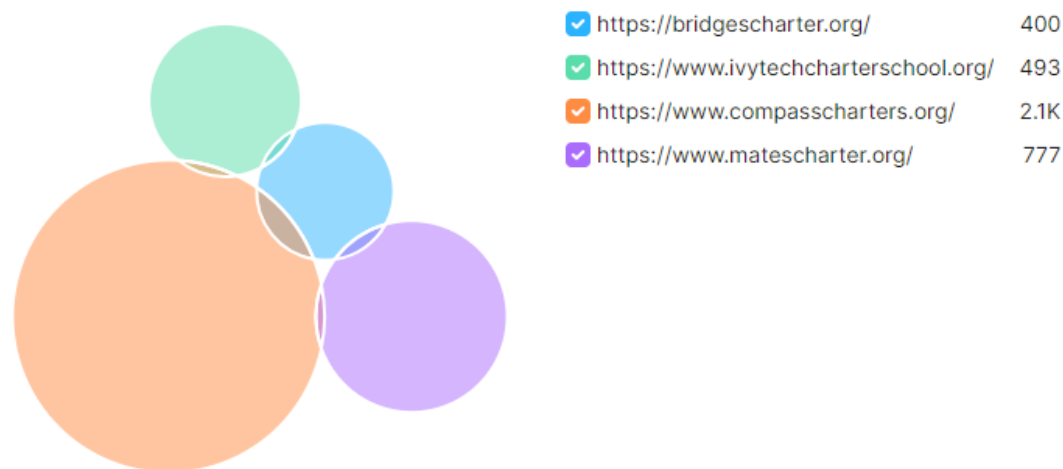
Keyword Gap offers a side-by-side comparison between keyword profiles of up to four competitors.

Strong common organic keyword against competitors:

'charter schools in ventura'
210 monthly search volume
Commercial Intent

'homeschool programs'
40 monthly search volume
Commercial Intent

Keyword Overlap



1. Implement Technical Audit

Prioritize on-page related tasks on Technical Audit

2. Keyword Review

Monitor common organic competitor keyword into position tracking and optimize content pages with: '**charter schools in ventura**' and '**homeschool programs**'

3. Optimize key pages with focus keywords to increase visibility

Update and include **recommended keywords** on home and curriculum pages

Keyword Recommendations

<https://bridgescharter.org/>

Bridges Charter School
Charter School Thousand Oaks
Charter School Moorpark
Charter School Simi Valley

<https://bridgescharter.org/about/curriculum/hybrid-homeschool/>

Hybrid Homeschool Curriculum

<https://bridgescharter.org/about/curriculum/social-emotional-learning/>

Social and Emotional Learning Curriculum

<https://bridgescharter.org/about/curriculum/steam-integration/>

STEAM Integration

<https://bridgescharter.org/about/curriculum/project-based-curriculum/>

Project Based Curriculum

<https://bridgescharter.org/about/curriculum/inquiry-based-learning/>

Inquiry Based Learning Curriculum

<https://bridgescharter.org/about/curriculum/elementary-school/>

Thousand Oaks Elementary Schools
Moorpark Elementary Schools
Simi Valley Elementary Schools

<https://bridgescharter.org/about/curriculum/middle-school/>

Thousand Oaks Middle Schools
Moorpark Middle Schools
Simi Valley Middle Schools

<https://bridgescharter.org/about/curriculum/home-school/>

Charter Homeschool Program