



BRIDGES
K-8 CHARTER SCHOOL

Monthly **SEO** Report

June 2023

Prepared by:



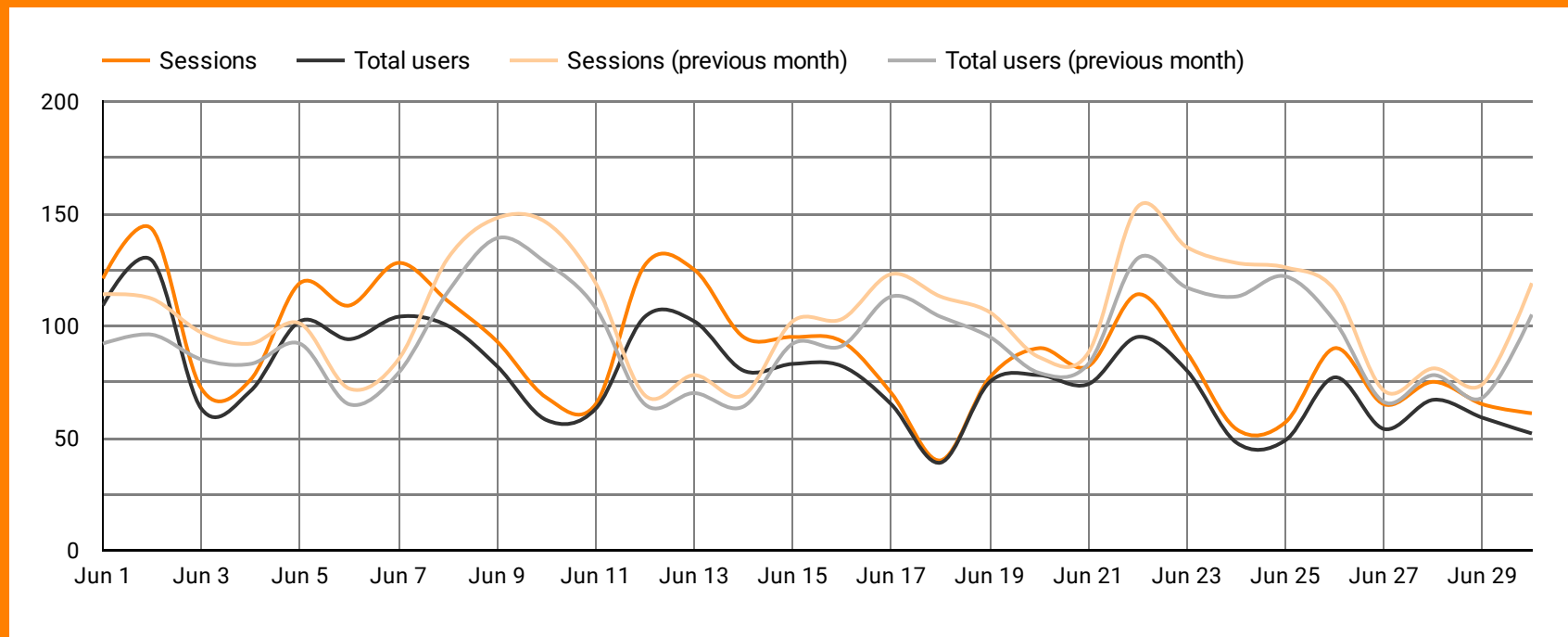
slater
strategies



1. Previous Month Activities
2. Website Traffic Overview
3. Organic Rankings
4. Keyword Rankings
5. Domain Analytics
6. Action Items

1. Technical Audit Implementation
2. On-Page Optimization
3. Conversion Rate Optimisation (CRO) Audit
4. Quarterly SEO Overview

Sessions and Users trend vs previous period



Total users

2,039

↓ -555

How many users
this period?

Sessions

2,660

↓ -630

The number of
sessions that began
on your site

Engaged sessions

1,536

↓ -171

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

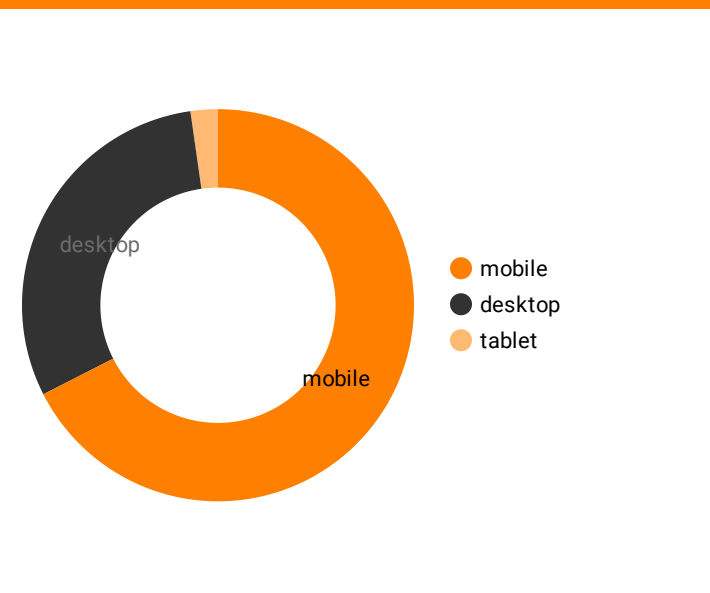
Engagement rate

57.74%

↑ 5.86%

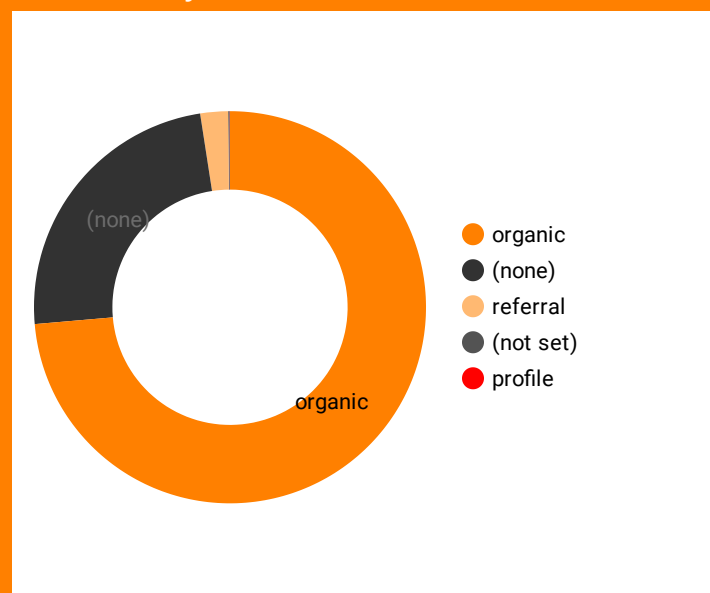
The percentage of engaged
sessions

Traffic by Device



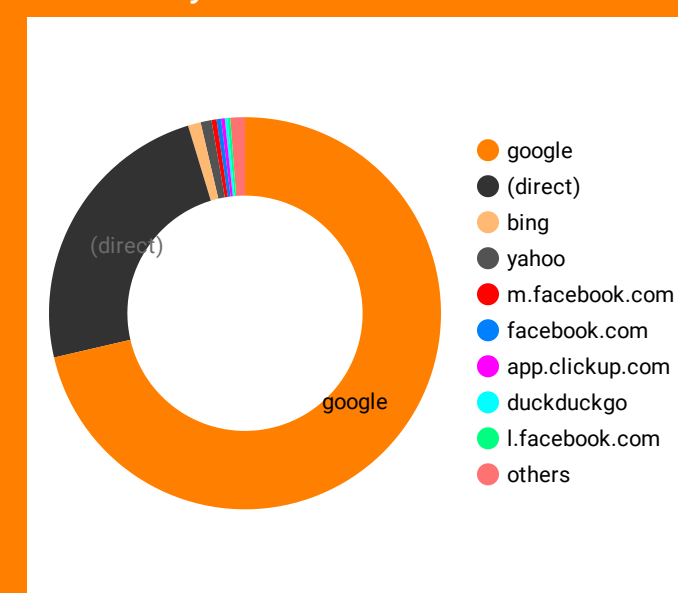
The device category from which the user activity originated.

Traffic by Medium



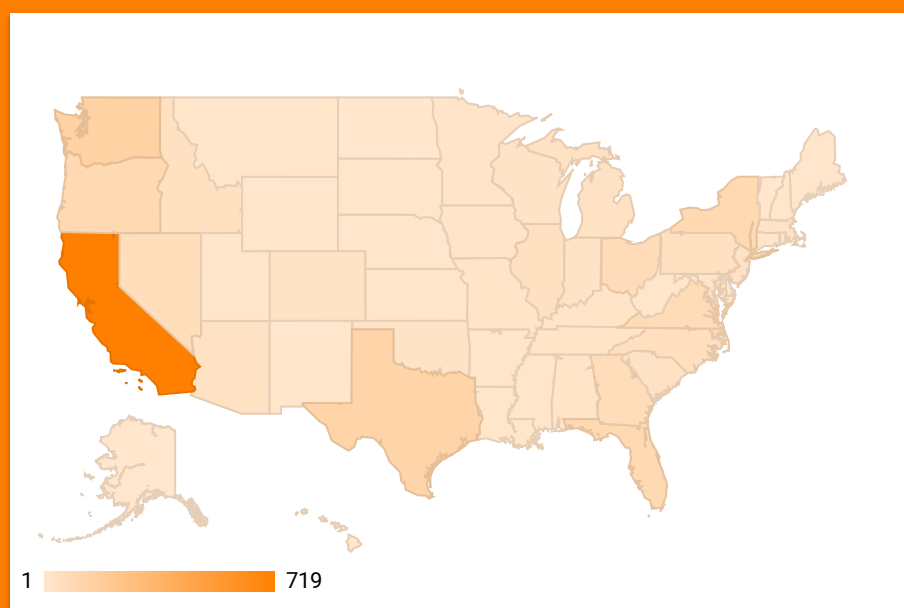
The medium from which the user activity originated.

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	1,018	722
2.	Chrome	909	732
3.	Edge	33	30
4.	Samsung Internet	31	20
5.	Firefox	21	21
6.	Safari (in-app)	17	9
7.	Opera	4	4
8.	Android Webview	4	1
9.	Mozilla Compatible Agent	1	1
10.	Internet Explorer	1	0

Top Landing Pages by Traffic

	Page path	Sessions ▼	% Δ	Total users	% Δ	Engagement rate	% Δ
1.	/what-are-the-advantages-and-disadvantages-of-attending-a-charter-school/	1,109	-13.7% ↓	995	-12.0% ↓	56.9%	7.2% ↑
2.	/	962	-10.6% ↓	705	-14.6% ↓	63.62%	2.2% ↑
3.	/current-families/calendars-and-schedules/	257	-7.9% ↓	181	-5.7% ↓	14.4%	-25.6% ↓
4.	/about/employment/	159	87.1% ↑	79	6.8% ↑	15.72%	-16.5% ↓
5.	/enrollment/	106	-13.1% ↓	88	-15.4% ↓	8.49%	48.0% ↑
6.	/about/our-philosophy/	91	-31.1% ↓	82	-26.8% ↓	6.59%	-20.9% ↓
7.	/about/board-of-directors/	86	0.0%	67	-8.2% ↓	9.3%	700.0% ↑
8.	/about/curriculum/	84	-11.6% ↓	69	-14.8% ↓	4.76%	-9.5% ↓
9.	/what-is-hybrid-homeschooling/	82	-30.5% ↓	77	-31.3% ↓	70.73%	-1.8% ↓
10.	/contact-us/	82	-1.2% ↓	64	-11.1% ↓	7.32%	203.7% ↑
11.	/examples-of-charter-schools/	75	38.9% ↑	67	55.8% ↑	49.33%	-1.3% ↓
12.	/school-approach/	52	-18.8% ↓	44	-17.0% ↓	1.92%	-59.0% ↓
13.	/current-families/	45	28.6% ↑	38	18.8% ↑	4.44%	-
14.	/can-you-do-half-school-half-homeschool/	42	61.5% ↑	39	56.0% ↑	59.52%	29.0% ↑
15.	/kindergarten-enrollment/	41	-89.9% ↓	31	-91.4% ↓	4.88%	-42.0% ↓
16.	/current-families/daily-bell-schedules/	29	-14.7% ↓	20	-28.6% ↓	41.38%	-12.1% ↓
17.	/about/curriculum/hybrid-homeschool/	28	0.0%	23	0.0%	7.14%	100.0% ↑
18.	/current-families/from-the-directors/	26	-25.7% ↓	25	-24.2% ↓	30.77%	53.8% ↑
19.	/current-families/handbooks-and-policies/	22	-47.6% ↓	17	-19.0% ↓	4.55%	-52.3% ↓
20.	/about/public-school-reports/	21	40.0% ↑	17	13.3% ↑	9.52%	-28.6% ↓

Filters

Country

Device Category

Google Search Console

URL Impressions

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

Impressions

51,117

↓ -6.1%

Url Clicks

1,517

↓ -12.1%

URL CTR

3.0%

↓ -6.4%

Average Position

16.3

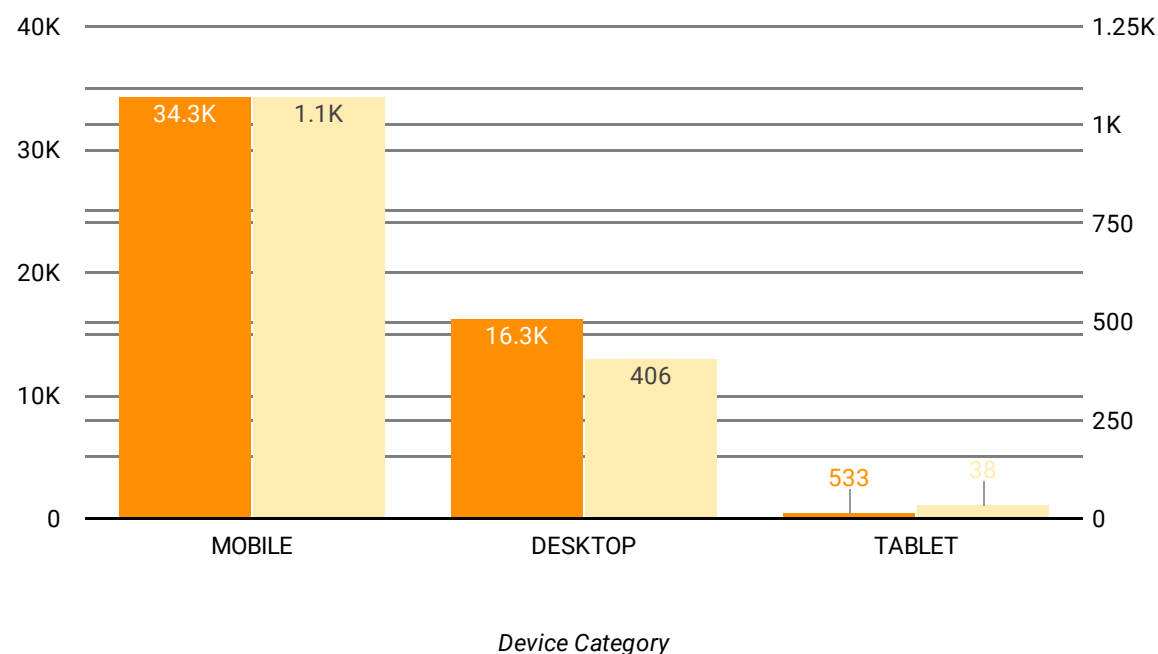
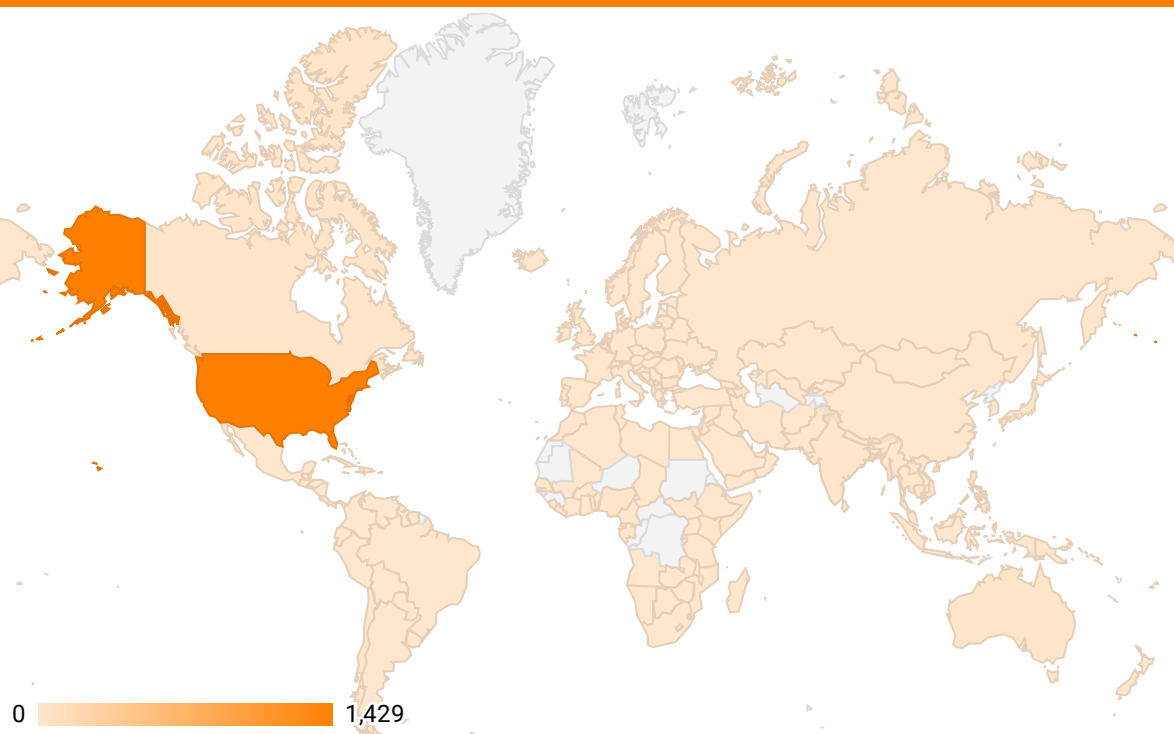
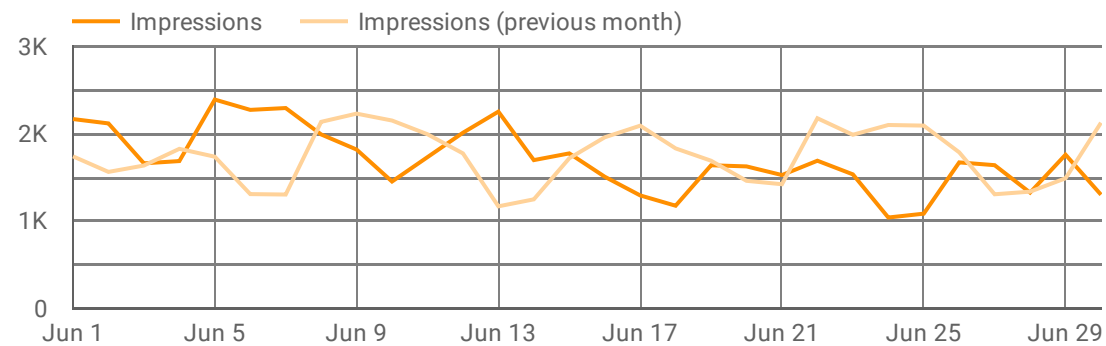
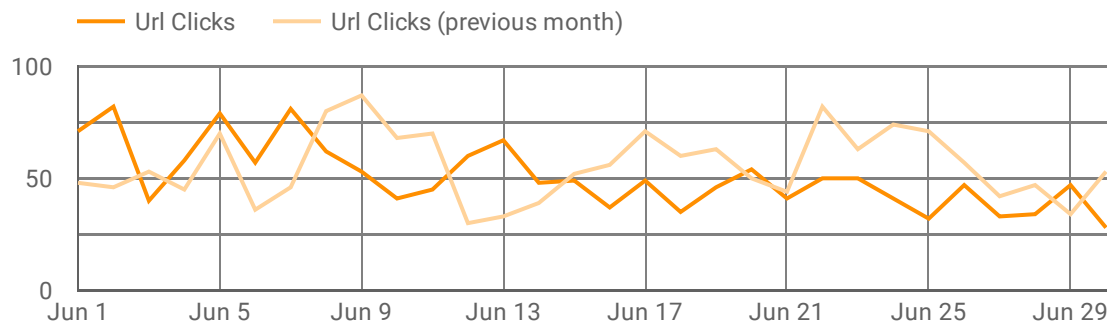
↑ 10.6%

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: Jun 1, 2023 - Jun 30, 2023

Impressions

43,880

↓ -5.7%

Clicks

1.5K

↓ -12.3%

Site CTR

3.4%

↓ -7.0%

Average Position

18.1

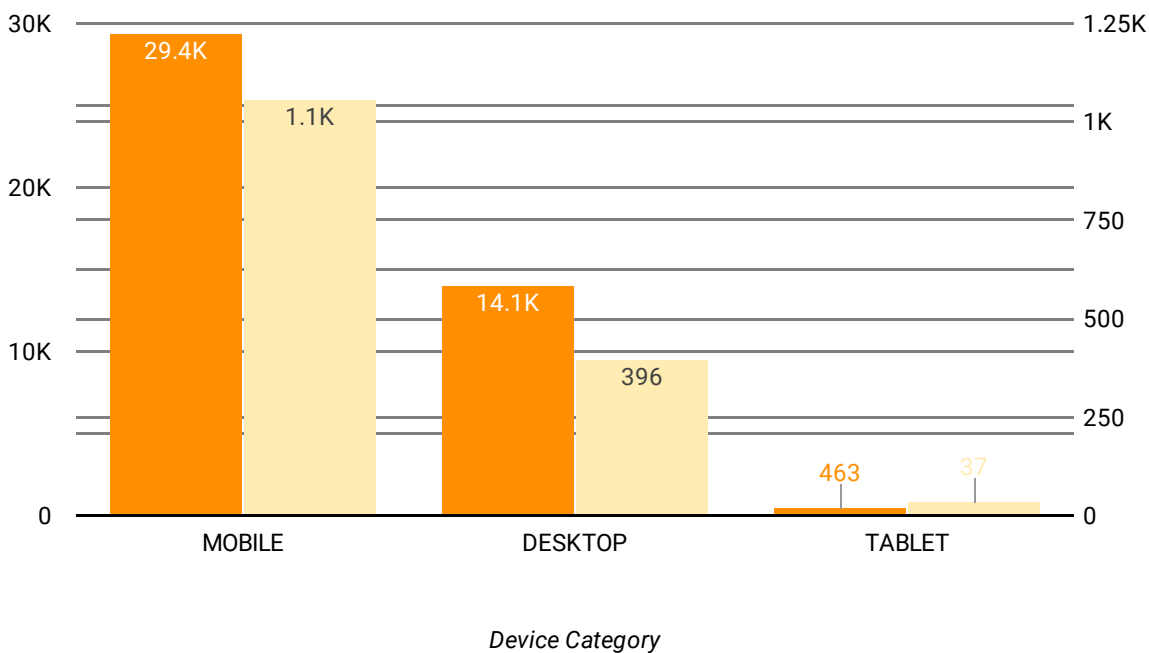
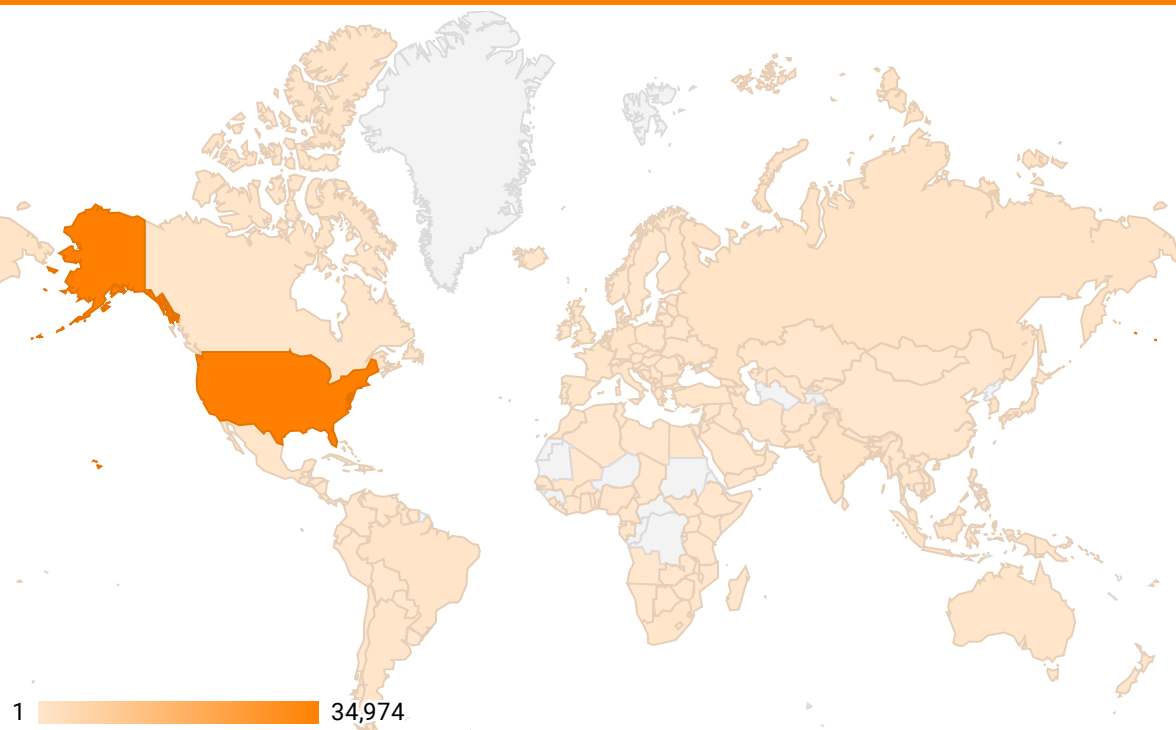
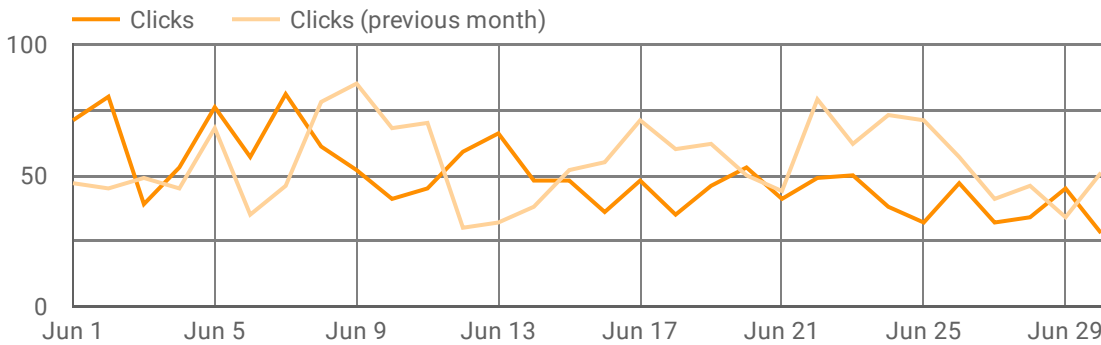
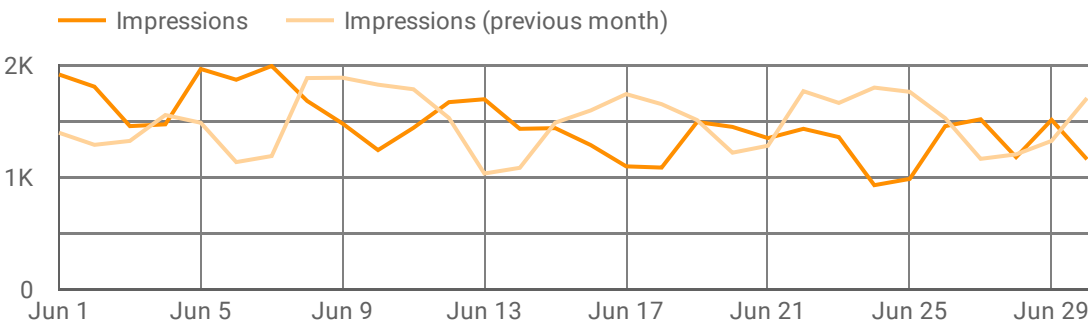
↑ 9.2%

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: Jun 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/	56	0	1	0.0%
2.	project based curriculum thousand oaks	https://bridgescharter.org/about/our-philosophy/	44	0	1	-84.6% ↓
3.	charter schools pros and cons	https://bridgescharter.org/can-you-do-half-school-half-homeschool/	27	0	1	0.0%
4.	how does home school work	https://bridgescharter.org/what-is-homeschooling-and-how-does-it-work/	15	0	1	0.0%
5.	charter school pros and cons	https://bridgescharter.org/can-you-do-half-school-half-homeschool/	9	0	1	0.0%
6.	how to homeschool your child	https://bridgescharter.org/how-do-i-begin-to-homeschool-my-child/	9	0	1	-
7.	what is the benefit of a charter school	https://bridgescharter.org/what-are-the-advantages-and-disadvantages-of-attending-a-charter-school/	8	0	1	-70.7% ↓
8.	charter schools	https://bridgescharter.org/examples-of-charter-schools/	8	0	1	-88.9% ↓
9.	homeschooling	https://bridgescharter.org/what-is-hybrid-homeschooling/	8	0	1	0.0%
10.	how do you homeschool	https://bridgescharter.org/how-do-i-begin-to-homeschool-my-child/	7	0	1	-
11.	how to get homeschooled	https://bridgescharter.org/what-is-homeschooling-and-how-does-it-work/	7	0	1	0.0%
12.	how does homeschooling work	https://bridgescharter.org/blog/	6	0	1	0.0%
13.	local guide program	https://bridgescharter.org/	5	1	1	-
14.	how to do homeschool	https://bridgescharter.org/how-do-i-begin-to-homeschool-my-child/	4	0	1	-
15.	charter school benefits	https://bridgescharter.org/what-is-the-purpose-of-a-charter-school/	4	0	1	0.0%
16.	how does home school work	https://bridgescharter.org/blog/	4	0	1	0.0%
17.	charter school example	https://bridgescharter.org/examples-of-charter-schools/	4	0	1	-53.3% ↓
18.	homeschool pictures	https://bridgescharter.org/what-is-hybrid-homeschooling/	4	0	1	0.0%
19.	charter school cons	https://bridgescharter.org/can-you-do-half-school-half-homeschool/	4	0	1	-
20.	disadvantages of charter schools	https://bridgescharter.org/what-is-hybrid-homeschooling/	4	0	1	-



Filters

Country ▾

Device Category ▾

Search Queries

Tracked Period

Previous Period

Impressions

25,905

↓ -7.4%

Url Clicks

635.0

↓ -17.5%

Average Position

17.8

↑ 11.3%

GSC Traffic

Top 20 Generic Terms

Period Covered: Jun 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/	56	0	1	0.0%
2.	project based curriculum thousand oaks	https://bridgescharter.org/about/our-philosophy/	44	0	1	-84.6% ↓
3.	charter schools pros and cons	https://bridgescharter.org/can-you-do-half-school-half-homeschool/	27	0	1	0.0%
4.	how does home school work	https://bridgescharter.org/what-is-homeschooling-and-how-does-it-work/	15	0	1	0.0%
5.	how to homeschool your child	https://bridgescharter.org/how-do-i-begin-to-homeschool-my-child/	9	0	1	-
6.	charter school pros and cons	https://bridgescharter.org/can-you-do-half-school-half-homeschool/	9	0	1	0.0%
7.	what is the benefit of a charter school	https://bridgescharter.org/what-are-the-advantages-and-disadvantages-of-attending-a-charter-school/	8	0	1	-70.7% ↓
8.	charter schools	https://bridgescharter.org/examples-of-charter-schools/	8	0	1	-88.9% ↓
9.	homeschooling	https://bridgescharter.org/what-is-hybrid-homeschooling/	8	0	1	0.0%
10.	how do you homeschool	https://bridgescharter.org/how-do-i-begin-to-homeschool-my-child/	7	0	1	-
11.	how to get homeschooled	https://bridgescharter.org/what-is-homeschooling-and-how-does-it-work/	7	0	1	0.0%
12.	how does homeschooling work	https://bridgescharter.org/blog/	6	0	1	0.0%
13.	local guide program	https://bridgescharter.org/	5	1	1	-
14.	how does home school work	https://bridgescharter.org/blog/	4	0	1	0.0%
15.	charter school cons	https://bridgescharter.org/can-you-do-half-school-half-homeschool/	4	0	1	-
16.	charter school example	https://bridgescharter.org/examples-of-charter-schools/	4	0	1	-53.3% ↓
17.	homeschool pictures	https://bridgescharter.org/what-is-hybrid-homeschooling/	4	0	1	0.0%
18.	disadvantages of charter schools	https://bridgescharter.org/what-is-hybrid-homeschooling/	4	0	1	-
19.	how to do homeschool	https://bridgescharter.org/how-do-i-begin-to-homeschool-my-child/	4	0	1	-
20.	charter school benefits	https://bridgescharter.org/what-is-the-purpose-of-a-charter-school/	4	0	1	0.0%



Filters

Country ▾

Device Category ▾

Search Queries
Tracked Period

Impressions

6,177

Previous Period

↓ -14.4%

Url Clicks

180.0

↓ -20.7%

Average Position

20.0

↑ 7.3%

GSC Traffic

Top 20 Branded Terms

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

	Query	Landing Page	Impressions	Url Clicks ▾	Average Position	% Δ
1.	bridges charter school	https://bridgescharter.org/	479	79	2.06	18.7% ↑
2.	bridges charter school calendar	https://bridgescharter.org/current-families/calendars-and-schedules/	37	25	1.14	3.7% ↑
3.	bridges thousand oaks	https://bridgescharter.org/	19	10	1.79	-3.6% ↓
4.	bridges school	https://bridgescharter.org/	86	6	7.81	19.3% ↑
5.	bridges charter school thousand oaks	https://bridgescharter.org/	23	5	1.57	19.5% ↑
6.	bridges charter school	https://bridgescharter.org/current-families/daily-bell-schedules/	407	5	1.6	2.2% ↑
7.	bridges school thousand oaks	https://bridgescharter.org/	31	4	1.81	17.8% ↑
8.	bridges charter	https://bridgescharter.org/	23	4	1.7	3.8% ↑
9.	bridges charter school	https://bridgescharter.org/about/employment/	452	4	1.72	-2.5% ↓
10.	bridges charter school	https://bridgescharter.org/current-families/calendars-and-schedules/	419	3	1.87	2.0% ↑
11.	bridges	https://bridgescharter.org/	1,123	3	78.58	-1.8% ↓
12.	bridges charter school photos	https://bridgescharter.org/	19	3	2.63	6.5% ↑
13.	bridges charter school calendar	https://bridgescharter.org/wp-content/uploads/2022/08/Calendar2022-2023-Sheet.pdf	37	3	2.08	7.7% ↑
14.	bridges school calendar	https://bridgescharter.org/current-families/calendars-and-schedules/	15	2	7.33	-8.3% ↓
15.	bridges elementary school	https://bridgescharter.org/	31	2	12.9	-1.3% ↓
16.	bridges thousand oaks	https://bridgescharter.org/current-families/daily-bell-schedules/	19	2	1.79	-3.6% ↓
17.	bridges academy	https://bridgescharter.org/	52	2	26.06	-6.2% ↓
18.	bridges charter school	https://bridgescharter.org/about/our-philosophy/	468	2	1.94	14.5% ↑
19.	bridges charter school thousand oaks	https://bridgescharter.org/enrollment/	14	2	1.93	22.7% ↑
20.	bridges school thousand oaks	https://bridgescharter.org/current-families/daily-bell-schedules/	31	1	1.81	17.8% ↑

Domain

Enter a value

Rank
1,219,438

SEMRush Domain Ranking based on 40,678,850 websites

Organic Traffic
630

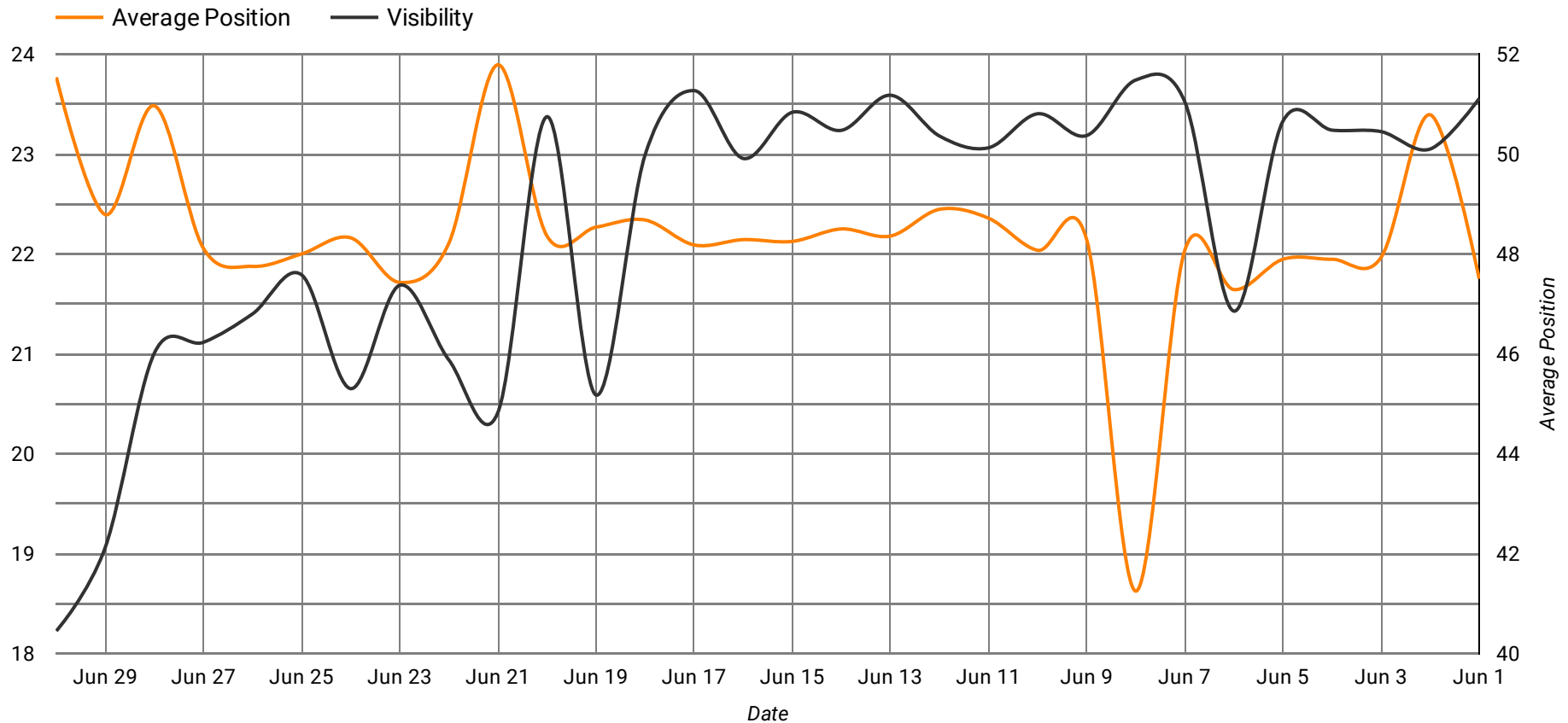
The number of users expected to visit an analyzed domain.

Organic Keywords
487

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

Organic Traffic Cost
760

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	8	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	8	0
4.	inquiry based learning thousand oaks	https://bridgescharter.org/about/curriculum/inquiry-based-learn...	1	1	0
5.	inquiry based learning simi valley	https://bridgescharter.org/about/curriculum/inquiry-based-learn...	1	1	0
6.	steam integration thousand oaks	https://bridgescharter.org/about/curriculum/	3	8	0
7.	bridges charter school	https://bridgescharter.org/	1	1	0
8.	charter school moorpark	https://bridgescharter.org/	14	12	0
9.	hybrid homeschool moorpark	https://bridgescharter.org/	18	6	0
10.	middle school thousand oaks	https://bridgescharter.org/	23	22	0
11.	elementary school thousand oaks	https://bridgescharter.org/	24	27	0
12.	charter school simi valley	https://bridgescharter.org/	27	21	0
13.	homeschool program moorpark	https://bridgescharter.org/	33	22	0
14.	project based curriculum moorpark	https://bridgescharter.org/	72	78	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

1. The scope of feedback that Google wants to collect has been **expanded**. You can now report spam, paid links, malicious behavior, low quality, and other search quality issues in one place. You can also submit up to 5 pages that violate the same policy in one report.- ([Source](#))
2. There's an ongoing issue with **indexing** in **Google News** that's affecting all sites in the US. Sites may be experiencing a decrease in traffic from Google News. ([Source](#))

1. **Technical Audit Implementation**
2. **On-Page Optimization**
3. **In-depth Content Audit**
4. **Bi-annual Keyword Review**
5. **1 Blog Post**