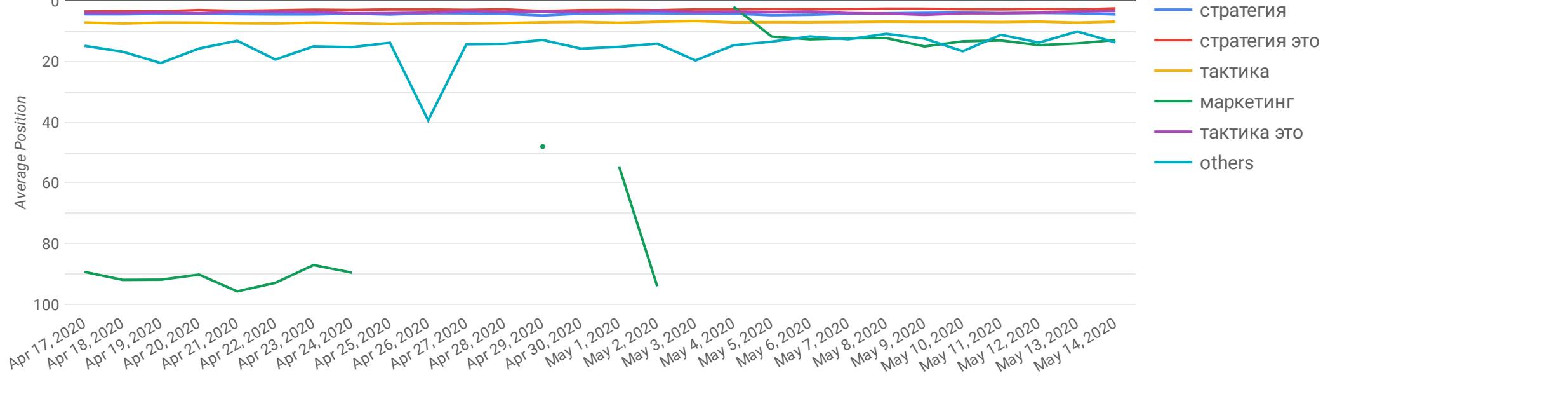
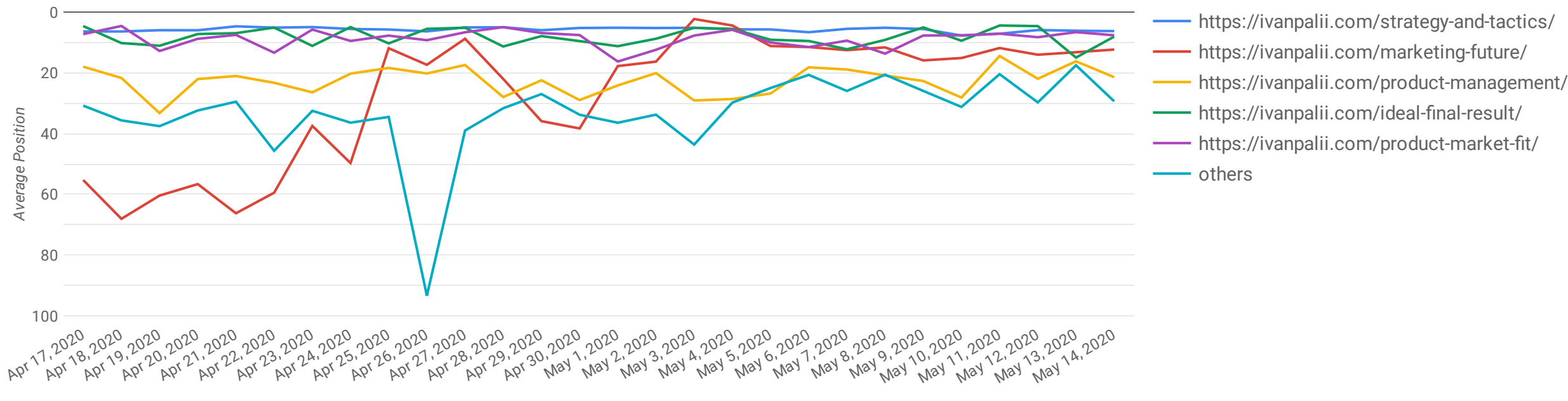
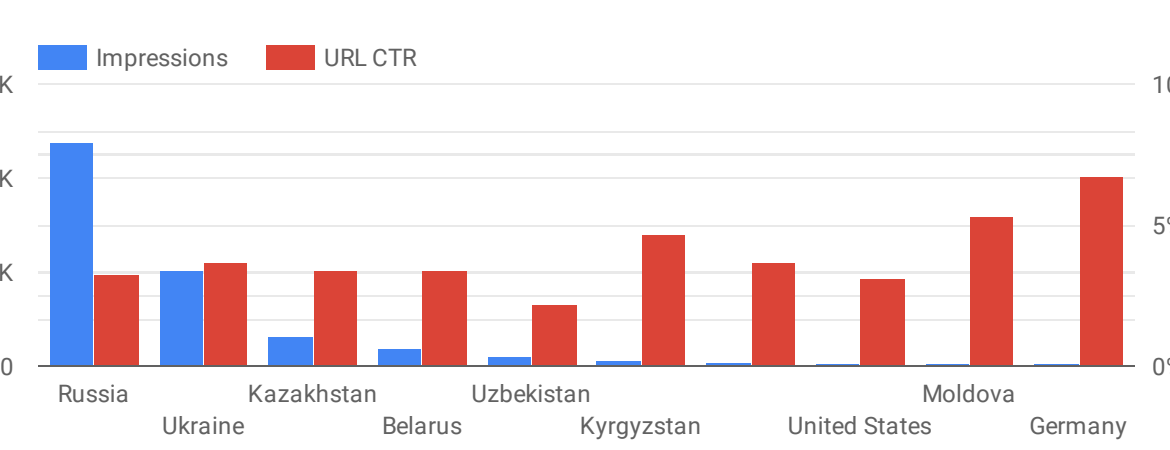
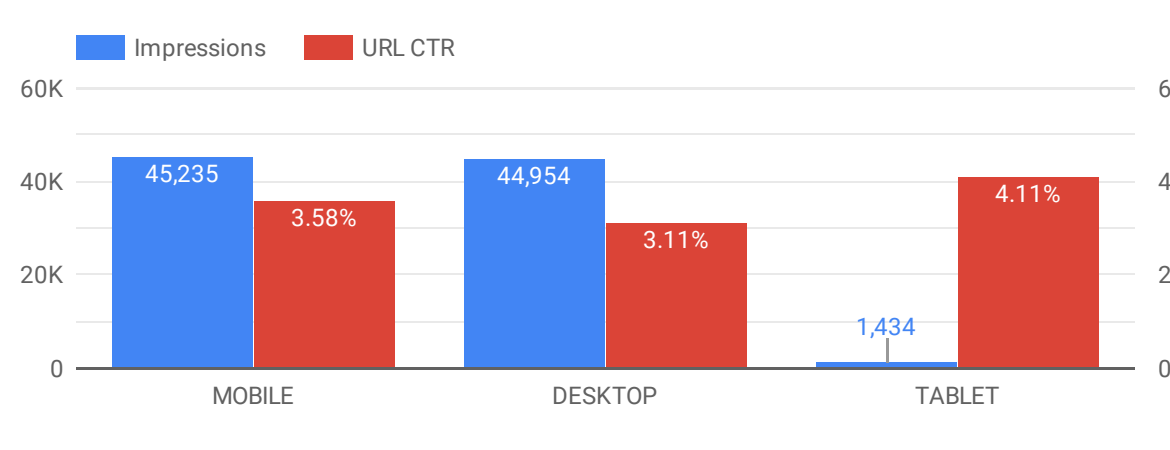
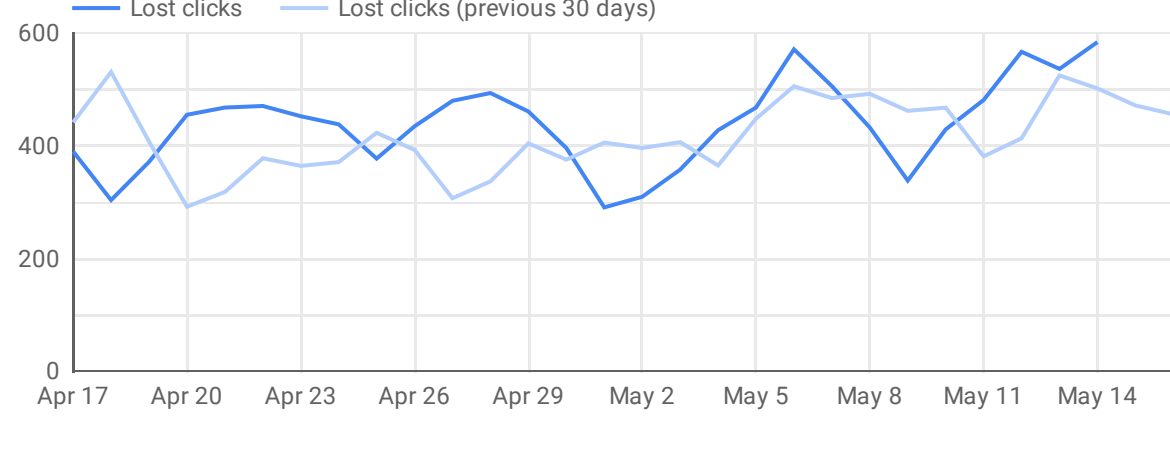
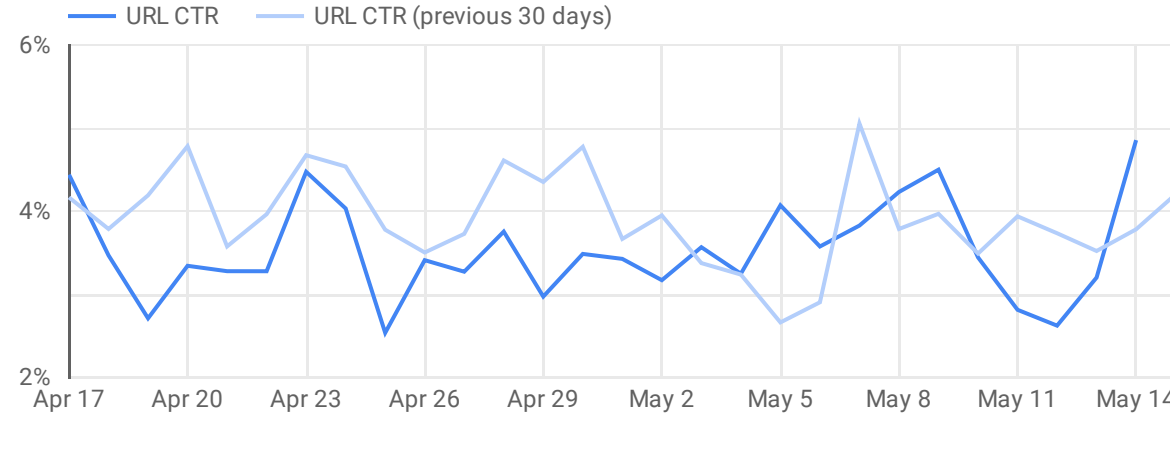
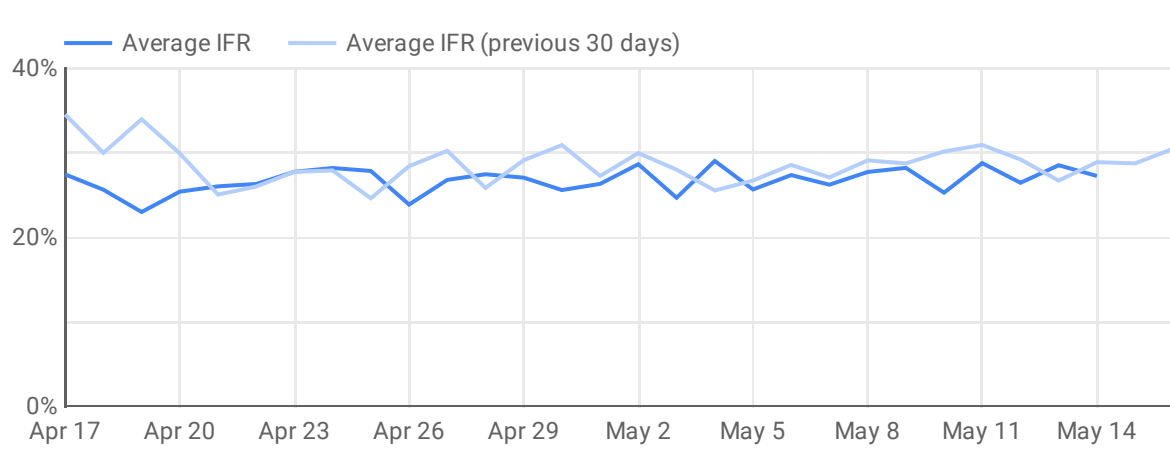
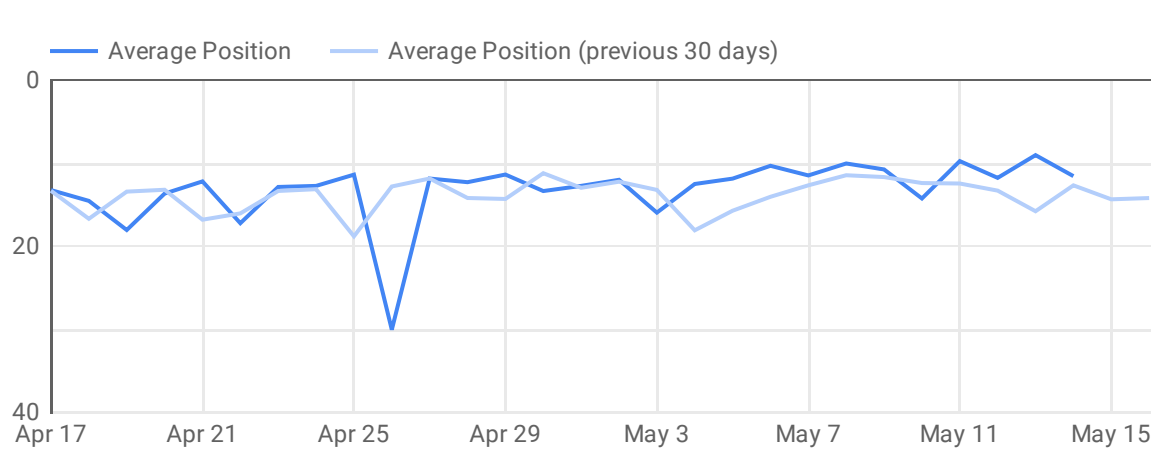
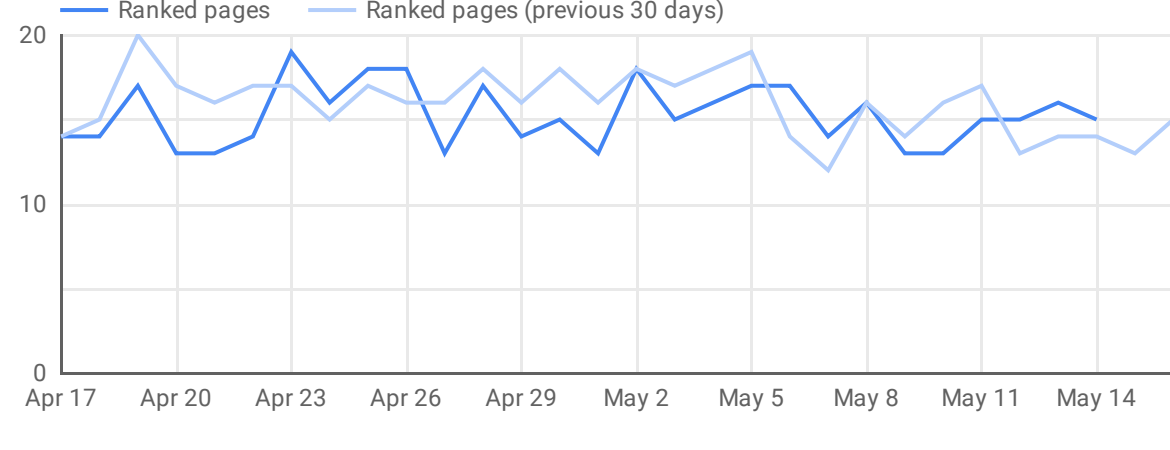
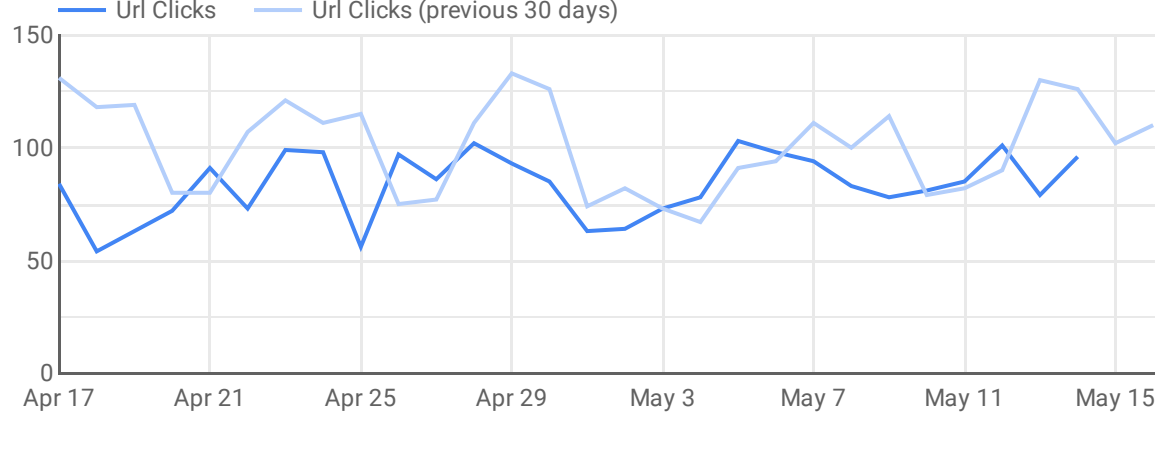
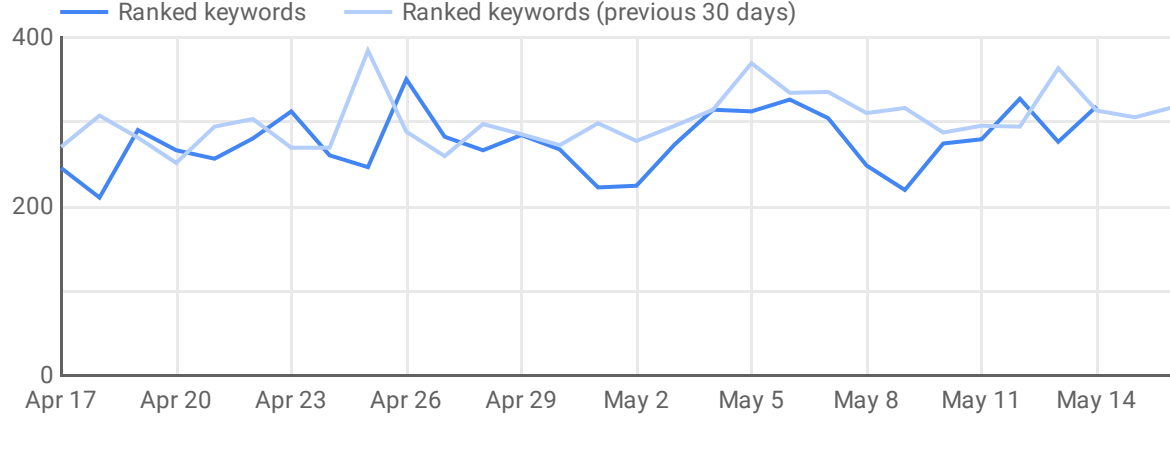
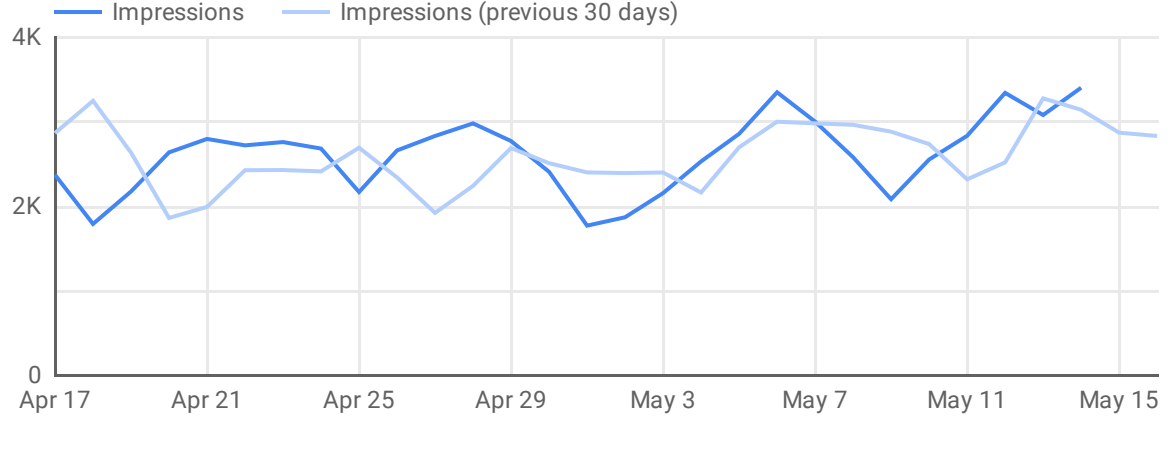


Landing Page: EQUALS Country:

Query: EQUALS Device Category:

Impressions 73.1K ↓ -6.0%
Clicks 2.3K ↓ -23.1%
CTR 3.5% ↓ -10.3%
Average Position 13.2 ↓ -5.3%
Ranked keywords 1.1K ↓ -1.8%
Ranked pages 21.0 ↑ 5.0%
Average IFR 26.7% ↓ -6.7%
Lost clicks 12.3K ↓ -1.9%



	Date / Average Position / Impressions									
	Apr 17, 2020		Apr 18, 2020		Apr 19, 2020		Apr 20, 2020		Apr 21, 2020	
Top 100 - Landing Page	Average Po...	Impressions	Average Po...	Impressions	Average Po...	Impressions	Average Po...	Impressions	Average Po...	Impressions
https://ivanpalii.com/strategy-and-tactics/	6.35	1,652	6.37	1,307	5.94	1,560	5.96	1,844	4.67	
https://ivanpalii.com/marketing-future/	55.26	36	68.03	21	60.38	29	56.6	18	66.2	
https://ivanpalii.com/product-management/	17.95	107	21.67	59	33.24	137	22.03	103	21.02	
https://ivanpalii.com/ideal-final-result/	4.58	84	10.18	80	11.05	72	7.2	119	6.92	
https://ivanpalii.com/product-market-fit/	7.23	28	4.56	14	12.78	23	8.78	31	7.48	
https://ivanpalii.com/ad-goals/	6.39	83	8.22	52	7.03	60	7.34	108	6.57	
https://ivanpalii.com/content-strategy/	5.58	35	9.43	24	23.24	30	6.82	35	7.24	
https://ivanpalii.com/positioning-strategies/	21.07	38	25.74	30	28.99	29	21.64	46	16.98	
https://ivanpalii.com/web-analytics-basics/	61.07	54	62.75	46	61.65	57	70.9	65	58.52	
https://ivanpalii.com/wp-content/uploads/2020/05/google...	-	-	-	-	-	-	-	-	-	-
https://ivanpalii.com/digital-marketer-tasks/	32.45	20	46.5	8	49.18	17	26.91	19	11.99	
https://ivanpalii.com/about/	-	-	-	-	-	-	-	-	-	-

	Date / Average Position / Impressions									
	Apr 17, 2020		Apr 18, 2020		Apr 19, 2020		Apr 20, 2020		Apr 21, 2020	
Top 100 - Query	Average Po...	Impressions	Average Po...	Impressions	Average Po...	Impressions	Average Po...	Impressions	Average Po...	Impressions
стратегия	4.43	443	4.44	400	4.29	463	4.28	500	4.4	
стратегия это	3.56	202	3.43	142	3.51	203	3.07	236	3.38	
тактика	7.13	209	7.5	164	7.16	189	7.19	211	7.4	
маркетинг	89.25	8	91.89	9	91.82	11	90.14	7	95.67	
тактика это	4.02	112	4.08	80	3.87	102	4.11	133	3.66	
стратегия и тактика	1.26	70	1	48	1.06	64	1.03	62	1.04	
тактика и стратегия	2.89	61	2.85	53	2.91	65	2.77	66	2.69	
что такое стратегия	2.5	62	2.46	48	2.21	56	2.41	101	2.37	
стратегия	6.63	52	6.31	32	6.44	27	6.42	43	6.67	
что такое тактика	5.49	53	5.36	33	5.37	46	5.05	80	5.06	
икр это	8.15	41	8.26	47	8.81	31	8.93	59	8.89	
продакт менеджер	12.35	49	12.22	18	13.93	28	12.59	32	12.82	

Landing Page	Impressions	Url Clicks	URL CTR	Average Position	Potential rank	IFR	Lost clicks
https://ivanpalii.com/strategy-and-tactics/	48,004	1,783	4.89%	5.74	13,745.4	31.55%	7,817.8
https://ivanpalii.com/marketing-future/	4,377	12	1.34%	21.58	466.38	14.43%	863.4
https://ivanpalii.com/product-management/	3,695	224	5.11%	23.23	961.99	19.86%	515
https://ivanpalii.com/ideal-final-result/	2,487	34	2.17%	8.23	572.1	27.6%	463.4
https://ivanpalii.com/product-market-fit/	1,272	100	7.17%	8.59	315.52	24.42%	154.4
https://ivanpalii.com/ad-goals/	1,197	16	1.1%	7.65	390.71	43.73%	223.4
https://ivanpalii.com/content-strategy/	1,133	94	8.02%	21.09	264.13	22.31%	132.6
https://ivanpalii.com/positioning-strategies/	994	52	4.5%	22.48	177.06	15.71%	146.8
https://ivanpalii.com/web-analytics-basics/	951	0	0%	57.06	34.35	3.41%	190.2
https://ivanpalii.com/wp-content/uploads/2020/05/go...	555	0	0%	17.78	48.19	7.67%	111
https://ivanpalii.com/digital-marketer-tasks/	473	12	2.4%	29.38	117.91	20.83%	82.6
https://ivanpalii.com/about/	200	0	0%	143.94	2.26	1.07%	40
https://ivanpalii.com/seo-dlya-saas-produktov-ivan-pal...	77	0	0%	55.27	1.85	2.4%	15.4
https://ivanpalii.com/	77	1	1.43%	23.9	16.85	21.7%	14.4
https://ivanpalii.com/projects/	43	0	0%	37.06	8.86	22.49%	8.6
Grand total	65,637	2,328	4.33%	14.16	17,157.62	26.72%	10,799.4

Query	Impressions	Url Clicks	URL CTR	Average Position	Potential rank	IFR	Lost clicks
стратегия	12,810	314	3.39%	4.3	2,984.69	23.34%	2,248
стратегия это	5,974	149	3.42%	2.97	2,020.78	33.92%	1,045.8
тактика	5,571	146	4.01%	7.14	779.81	14.02%	968.2
маркетинг	3,652	0	0%	25.43	271.93	6.69%	730.4
тактика это	3,439	257	7.91%	3.81	909.29	26.37%	430.8
стратегия и тактика	1,978	172	10.1%	1.08	1,844.25	93.12%	223.6
тактика и стратегия	1,820	135	9.57%	2.81	649.92	35.59%	229
что такое стратегия	1,613	81	6.96%	2.35	689.7	42.63%	241.6
стратегия	1,282	10	1.4%	6.44	200.55	15.57%	246.4
что такое тактика	1,265	80	10.1%	4.83	264.94	20.82%	173
икр это	1,133	0	0%	8.3	139.93	12.21%	226.6
продакт менеджер	1,017	3	0.1%	12.46	81.85	8.06%	200.4
икр	642	18	2.82%	3.05	215.05	33.25%	110.4
продакт менеджмент	639	150	26.68%	1.06	603.26	95.05%	-22.2
стратегия це	596	0	0%	7.34	86.74	14.02%	119.2
Grand total	65,637	2,328	4.33%	14.16	17,157.62	26.72%	10,799.4

Landing Page

Landing Page EQUALS

Type to search

Country

Query

Query EQUALS

Type to search

Device Category

Impressions
73.1K

↓ -6.0%

Clicks
2.3K

↓ -23.1%

CTR
3.5%

↓ -10.3%

Average Position
13.2

↓ -5.3%

Ranked keywords
1.1K

↓ -1.8%

Ranked pages
21.0

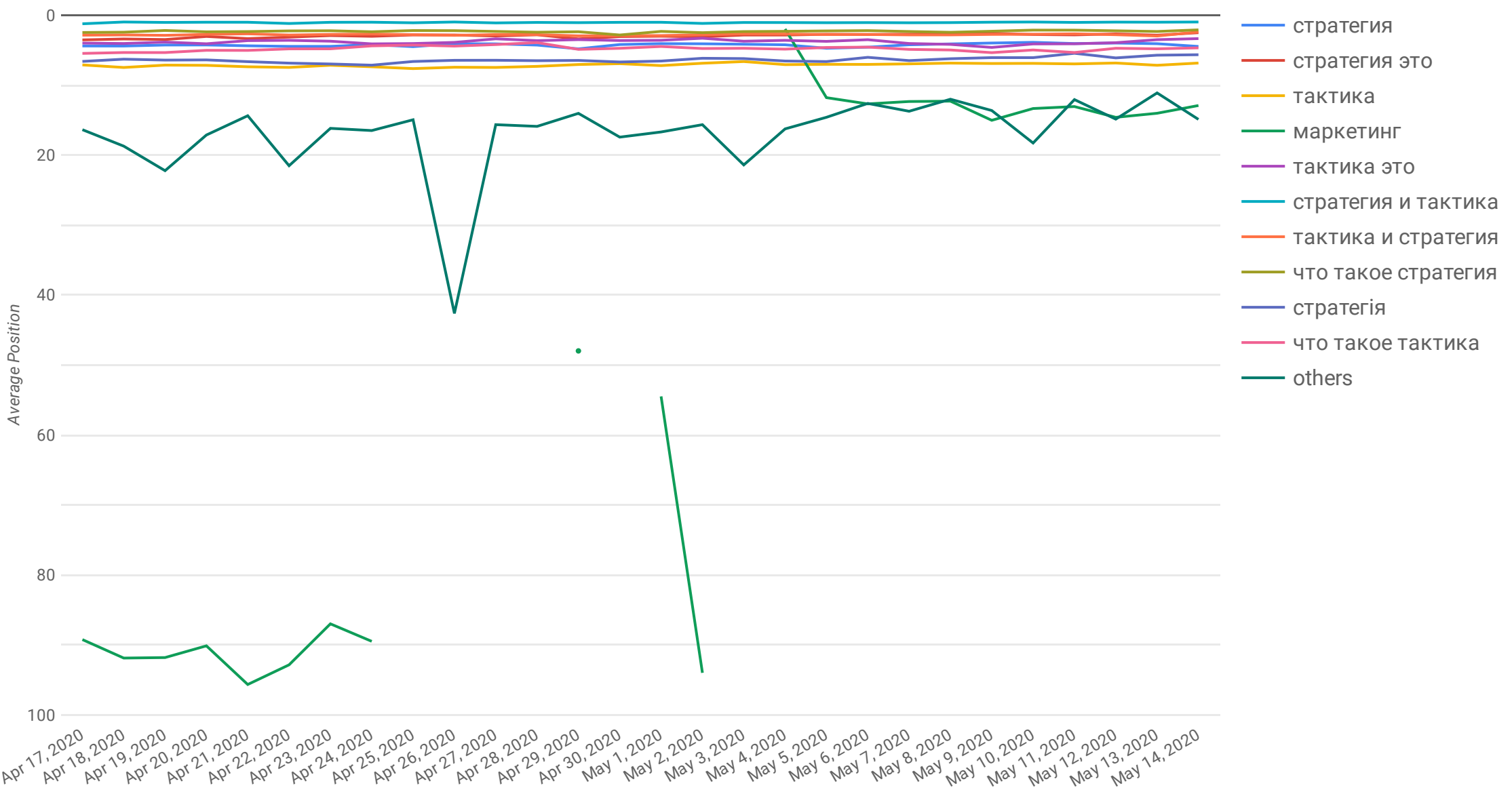
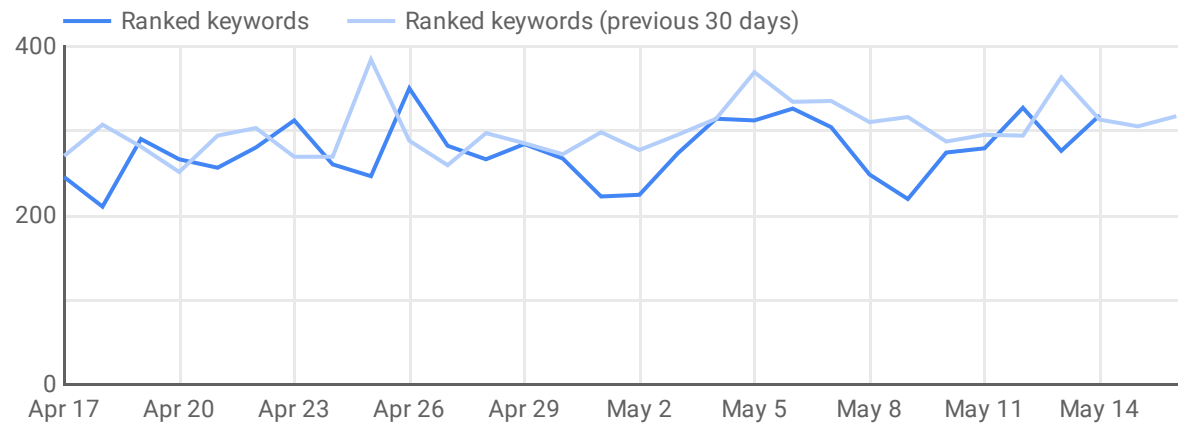
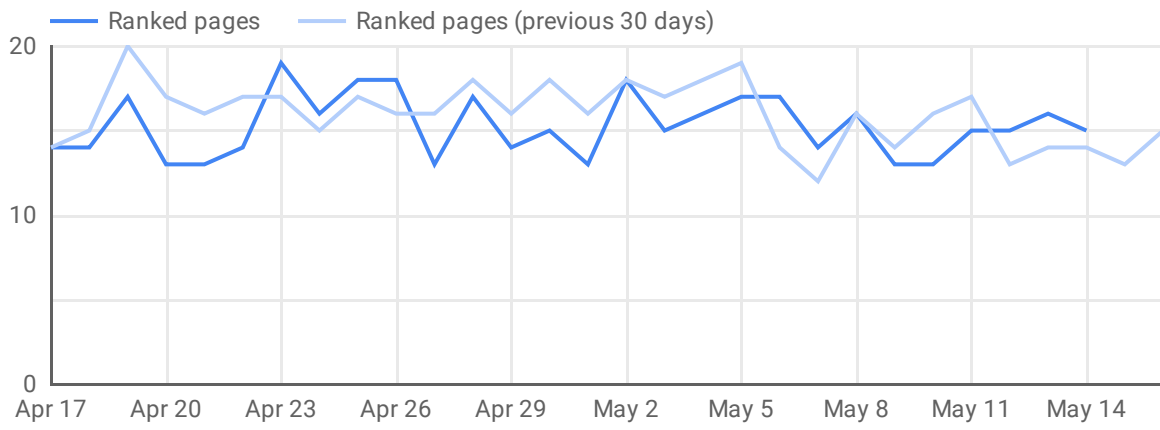
↑ 5.0%

Average IFR
26.7%

↓ -6.7%

Lost clicks
12.3K

↓ -1.9%



Date / Average Position / Impressions									
Top 100 - Query	Apr 17, 2020		Apr 18, 2020		Apr 19, 2020		Apr 20, 2020		Apr 21, 2020
	Average Po...	Impressions	Average Po...	Impressions	Average Po...	Impressions	Average Po...	Impressions	Average Po...
стратегия	4.4	443	4.4	400	4.3	463	4.3	500	4.4
стратегия это	3.6	202	3.4	142	3.5	203	3.1	236	3.4
тактика	7.1	209	7.5	164	7.2	189	7.2	211	7.4
маркетинг	89.3	8	91.9	9	91.8	11	90.1	7	95.7
тактика это	4	112	4.1	80	3.9	102	4.1	133	3.7
стратегия и тактика	1.3	70	1	48	1.1	64	1	62	1
тактика и стратегия	2.9	61	2.8	53	2.9	65	2.8	66	2.7
что такое стратегия	2.5	62	2.5	48	2.2	56	2.4	101	2.4
стратегія	6.6	52	6.3	32	6.4	27	6.4	43	6.7
что такое тактика	5.5	53	5.4	33	5.4	46	5	80	5.1
ікр это	8.1	41	8.3	47	8.8	31	8.9	59	8.9
продакт менеджер	12.3	49	12.2	18	13.9	28	12.6	32	12.8
ікр	3.2	25	2.8	20	2.8	17	2.9	28	2.7
продакт менеджмент	1	16	1.4	10	1	11	1	16	1
стратегія це	8.7	13	9.6	7	7.3	8	8.6	17	6.2
strategy	27.7	27	15.1	18	17.5	11	11.3	20	7.9
product market fit	3	13	3	5	4.8	5	4.5	4	5
strategiya	-	-	5.5	2	4	3	9.1	8	2
ивонн макгиннесс аран мерфи	-	-	-	-	-	-	-	-	-
тактика це	6	18	6.4	7	5.9	7	5.9	7	5.8
функции рекламы	8.8	32	8.2	22	8.2	22	7.4	49	7.1
чем отличается тактика от стратегии	5.7	12	5.8	12	5.9	12	5.9	12	5.6
контент стратегия	3.5	15	3.7	7	2.8	8	3.6	19	4.2
тактик	-	-	11	2	7.3	4	10	3	12

Landing Page

Landing Page

EQUALS

Type to search

New Field

Query

Query

EQUALS

Type to search

Device Category

Impressions

73.1K

↓ -6.0%

Clicks

2.3K

↓ -23.1%

CTR

3.5%

↓ -10.3%

Average Position

13.2

↓ -5.3%

Ranked keywords

1.1K

↓ -1.8%

Ranked pages

21.0

↑ 5.0%

Average IFR

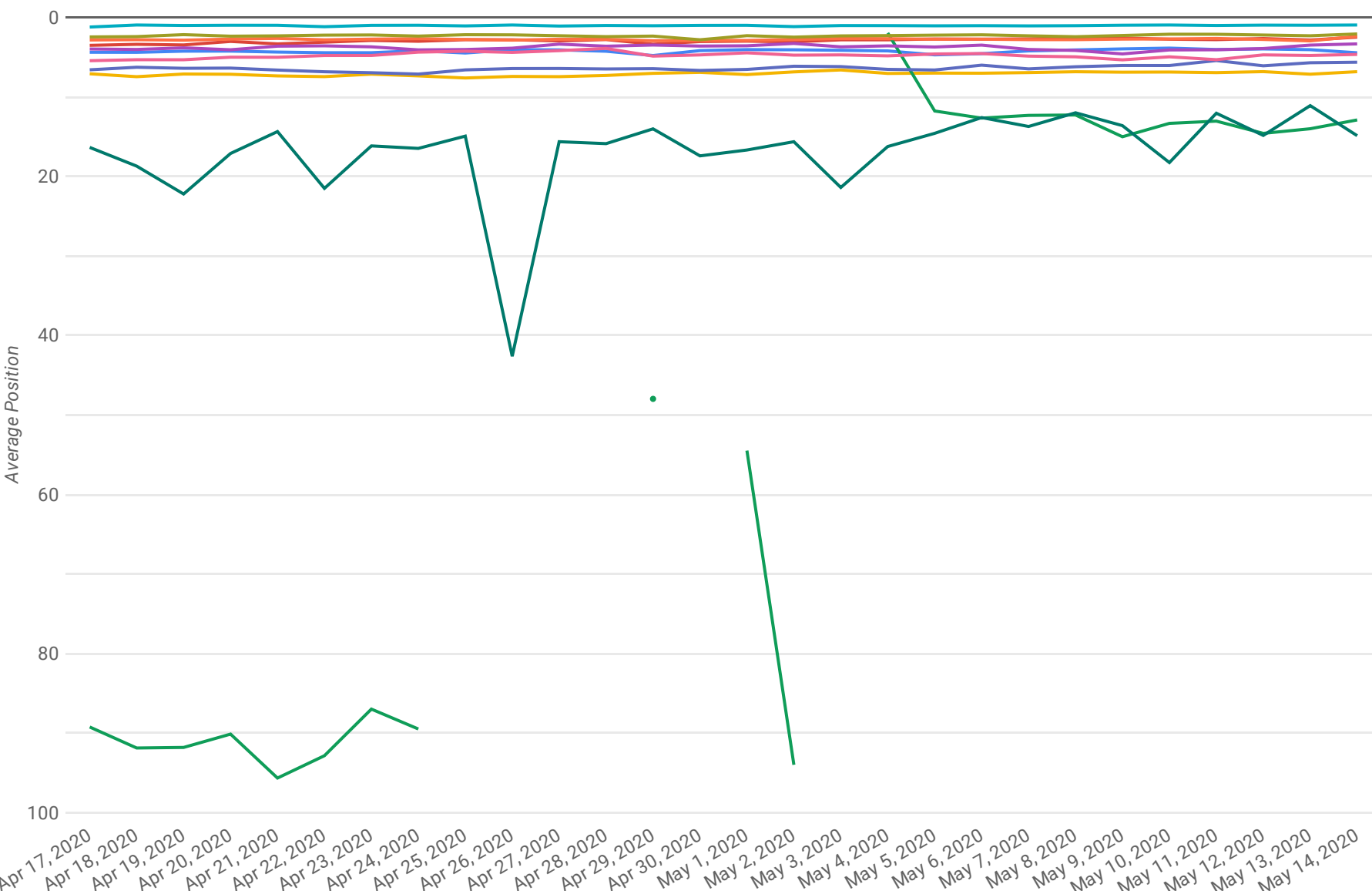
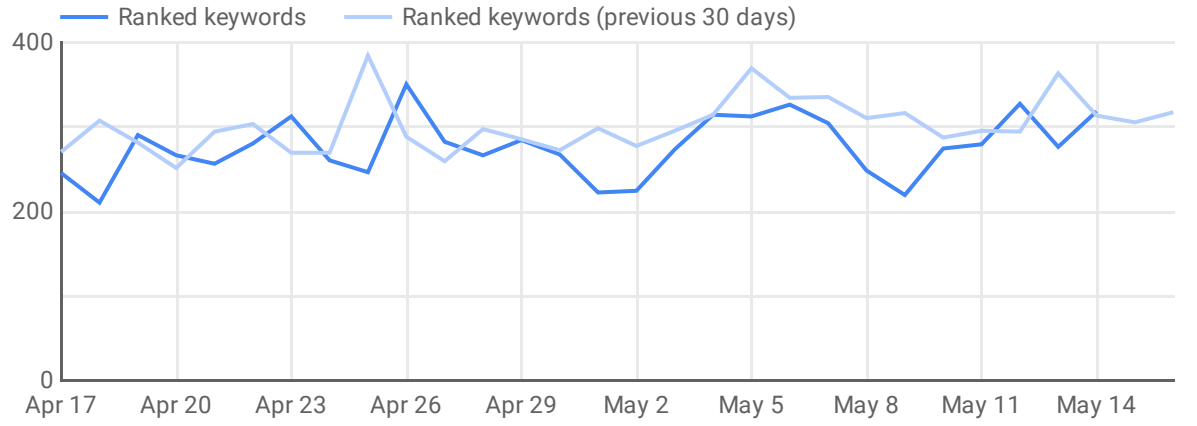
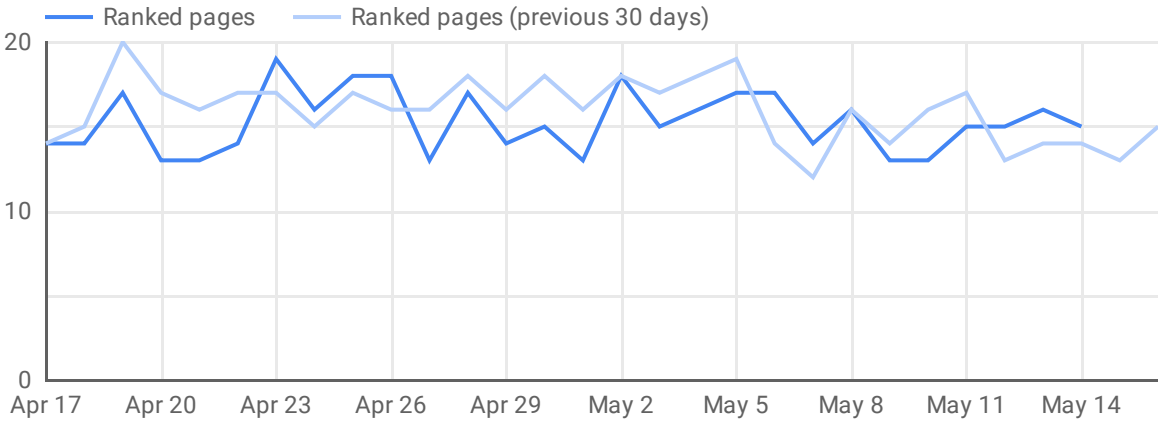
26.7%

↓ -6.7%

Lost clicks

12.3K

↓ -1.9%



- стратегия
- стратегия это
- тактика
- маркетинг
- тактика это
- стратегия и тактика
- тактика и стратегия
- что такое стратегия
- стратегія
- что такое тактика
- others

Date / Average Position / Impressions									
Top 100 - Query	Apr 17, 2020		Apr 18, 2020		Apr 19, 2020		Apr 20, 2020		Apr 21, 2020
	Average Po...	Impressions	Average Po...	Impressions	Average Po...	Impressions	Average Po...	Impressions	Average Po...
стратегия	4.4	443	4.4	400	4.3	463	4.3	500	4.4
стратегия это	3.6	202	3.4	142	3.5	203	3.1	236	3.4
тактика	7.1	209	7.5	164	7.2	189	7.2	211	7.4
маркетинг	89.3	8	91.9	9	91.8	11	90.1	7	95.7
тактика это	4	112	4.1	80	3.9	102	4.1	133	3.7
стратегия и тактика	1.3	70	1	48	1.1	64	1	62	1
тактика и стратегия	2.9	61	2.8	53	2.9	65	2.8	66	2.7
что такое стратегия	2.5	62	2.5	48	2.2	56	2.4	101	2.4
стратегія	6.6	52	6.3	32	6.4	27	6.4	43	6.7
что такое тактика	5.5	53	5.4	33	5.4	46	5	80	5.1
ікр это	8.1	41	8.3	47	8.8	31	8.9	59	8.9
продакт менеджер	12.3	49	12.2	18	13.9	28	12.6	32	12.8
ікр	3.2	25	2.8	20	2.8	17	2.9	28	2.7
продакт менеджмент	1	16	1.4	10	1	11	1	16	1
стратегія це	8.7	13	9.6	7	7.3	8	8.6	17	6.2
strategy	27.7	27	15.1	18	17.5	11	11.3	20	7.9
product market fit	3	13	3	5	4.8	5	4.5	4	5
strategiya	-	-	5.5	2	4	3	9.1	8	2
ивонн макгиннесс аран мерфи	-	-	-	-	-	-	-	-	-
тактика це	6	18	6.4	7	5.9	7	5.9	7	5.8
функции рекламы	8.8	32	8.2	22	8.2	22	7.4	49	7.1
чем отличается тактика от стратегии	5.7	12	5.8	12	5.9	12	5.9	12	5.6
контент стратегия	3.5	15	3.7	7	2.8	8	3.6	19	4.2
тактик	-	-	11	2	7.3	4	10	3	12