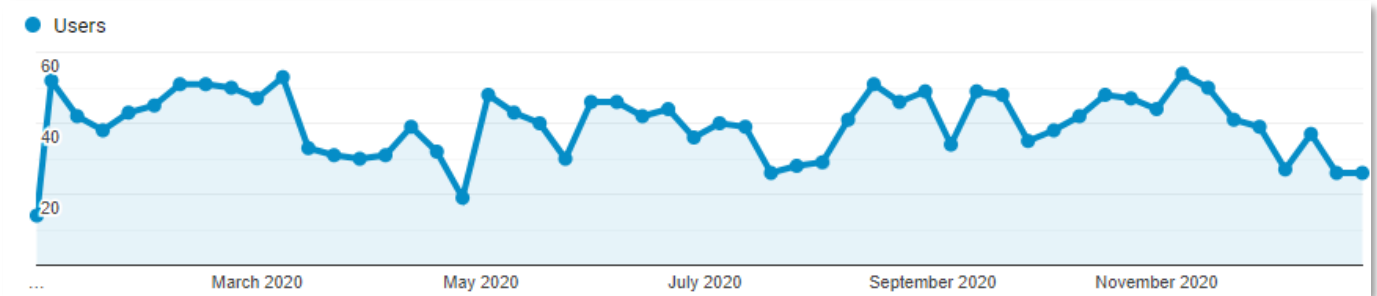


Industry: Electronic Manufacturing



Total Traffic		13,750%	554 Total Sessions
Total Impressions		4,988%	35,823 Total Impressions
Total Clicks		13,525%	545 Total Conversions
Google Search Position		5,456%	From 56th to 1st
Click Through Rate		167%	1.52% Conversion Rate

In the calendar year of 2021, the 'What Is A Box Build and Why Does It Matter For Your Business?' blog has garnered 5.26% of all website impressions and 23.04% of clicks to the website. It was uploaded on-site 4/15/2020. Compared to 2020, as featured above, we have seen a 13,525% increase in onsite clicks, leading to a 100% increase in goal completions. This content has been able to produce an increase in Google rankings as well as directly increasing our onsite conversions. There is a featured snippet available for 154 keyword phrases and has been the top-ranking result for 20 of these keyword phrases. The client loves this content piece and is happy it is performing well.

