



Fraud.net

SEO Campaign Successes

1. Backlink Profile

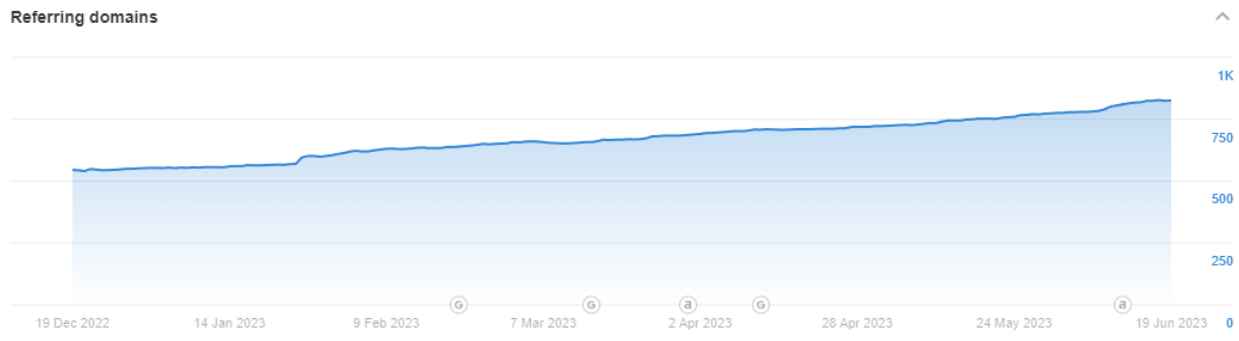
Your backlink profile measures the quantity, quality and anchor texts of your website. A better backlink profile means better rankings and more organic traffic.

a. Referring Domains

Each new site that links to Fraud.net is a new **referring domain**. This is one of the most impactful metrics for your backlink profile.

[Referring Domains Data from Ahrefs](#)

	Referring Domains Dec/2022	Referring Domains Jun/2023
Total (Ahrefs)	546	826
Gains	–	51%





b. Domain Rating

Domain rating is a proprietary metric developed by Ahrefs to predict how much ranking power a domain has. It's a logarithmic scale ranging from 0 to 100, which takes into account your backlink profile, and the backlink profile of sites linking to you.

[DR Data from Ahrefs](#) (click on **"One year"** - [screenshot](#) - then scroll down)

	Domain Rating Dec/2022	Domain Rating Jun/2023
Total (Ahrefs)	63	67
Gains	–	6.3%

Domain Rating

Export ▾





2. Organic Keywords

Your **Organic Keywords** are the keywords that Fraud.net is ranking for in Google, meaning, Fraud.net pages are among the results for queries using that keyword.

a. Total Organic Keywords

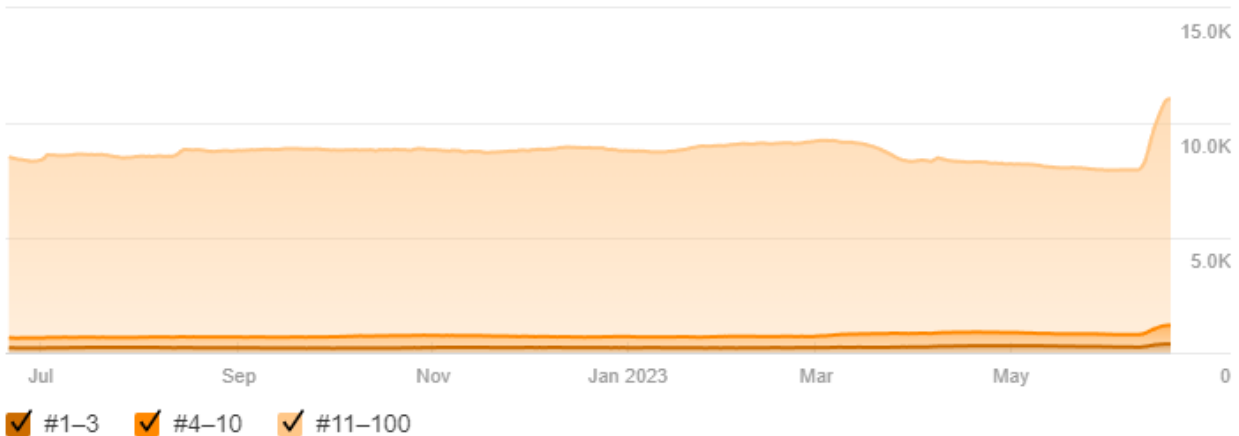
The **total organic keywords** metric tracks the total amount of queries that you're currently ranking for in Google.

[Total Organic Keywords Data from Ahrefs](#) (click on "**Organic search**", then "**One year**" - [screenshot](#) - then scroll down)

	Total Organic KWs Dec/2022	Total Organic KWs Jun/2023
Total (Ahrefs)	8,838	11,045
Gains	–	24.97%

Organic keywords | 11,045

Export ▾





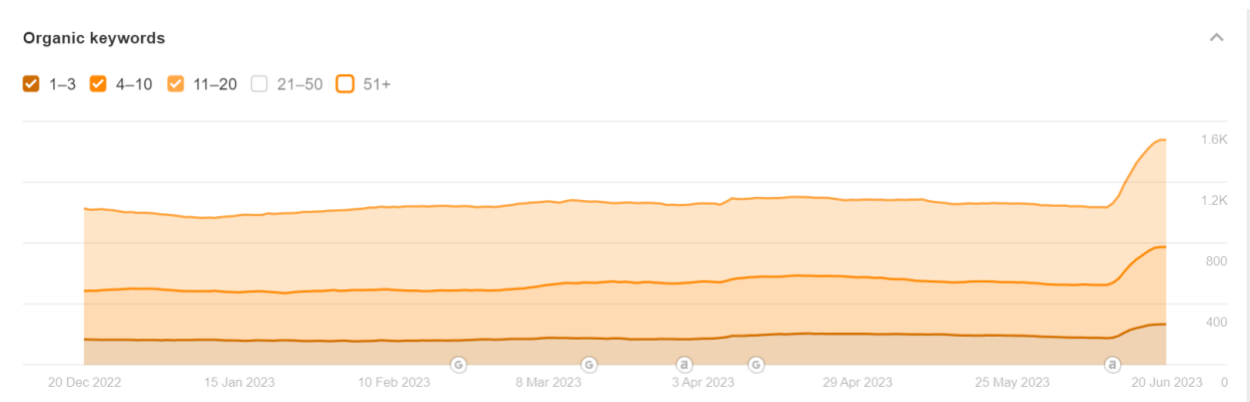
b. Organic Keyword Rankings

Organic Keyword Rankings are the average positions that Fraud.net has among results - a rank of 1 means the first result, a rank of 6 means the sixth, and so on.

The most valuable **Organic Keyword Rankings** are **Ranks 1-3**, as they have the highest likelihood of being clicked on and generating traffic, but they're also very competitive. **Ranks 4-10** also generate value, but at a lower rate. **Ranks 11-20** tend to generate much less traffic. **Ranks >20** generate almost no traffic, except for extremely high-volume keywords with many thousands of monthly queries.

[Organic Keyword Rankings Data from Ahrefs](#) (click on “**Organic search**”, then “**One year**” - [screenshot](#) - then scroll down)

	Organic KW Ranks Dec/2022	Organic KW Ranks Jun/2023
Ranks 1-3	225	379
Gains	-	68.44%
Ranks 4-10	470	810
Gains	-	72.34%
Ranks 11-20	8,143	9,856
Gains	-	21.04%





3. Traffic Quality

Traffic Quality is a measurement of the business value of the organic traffic that your website is receiving.

a. Traffic Value

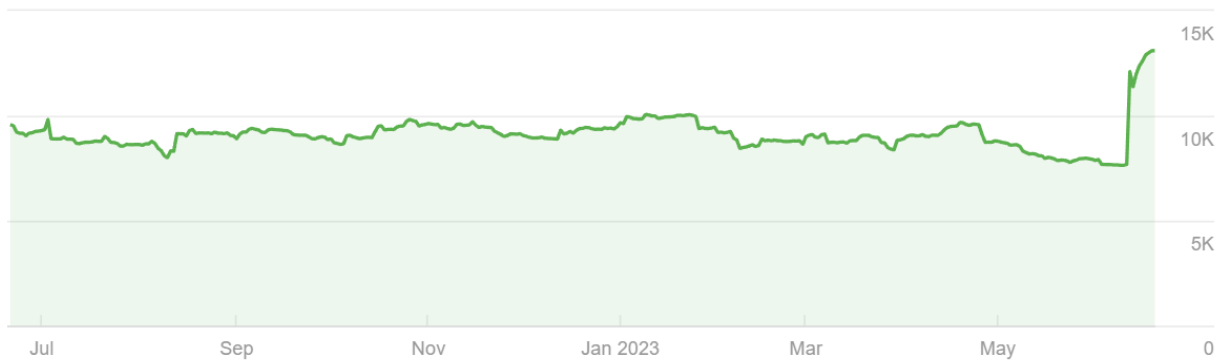
Traffic Value is an estimate, provided by Ahrefs, of the monthly cost of organic traffic that Fraud.net is receiving from all keywords you're ranking for, if paid via PPC. In other words, it shows the cost of acquiring the traffic that your SEO presence is generating, via PPC ads.

[Traffic Value Data from Ahrefs](#) (click on **“Organic search”**, then **“One year”** - [screenshot](#) - then scroll down)

	Traffic Value Dec/2022	Traffic Value Jun/2023
Total (Ahrefs)	8,944	13,104
Gains	–	46.51%

Traffic value \$13,104

Export ▾





b. Organic Conversions

Organic Conversions are any conversion events (as defined in your Google Analytics) generated through organic traffic (meaning, traffic coming from Google Search, and not paid ads).

[Organic Conversion Data from Google Analytics](#) - (comparing March-June 2023 with November 2022-March 2023 - [screenshot](#))

	Organic Conversions Nov/2022 - Mar/2023	Organic Conversions Mar/2023 - Jun/2023
Total (GA)	37	52
Gains	—	40.54%

	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Sign up (Goal 1 Conversion Rate)	Sign up (Goal 1 Completions)
Organic Traffic	11.41% <small>36,676 vs 41,402</small>	11.10% <small>36,340 vs 40,879</small>	9.85% <small>41,004 vs 45,484</small>	0.56% <small>84.88% vs 85.33%</small>	1.91% <small>1.30 vs 1.33</small>	7.11% <small>00:00:41 vs 00:00:45</small>	55.90% <small>0.13% vs 0.08%</small>	40.54% <small>52 vs 37</small>
Organic Search								
Mar 1, 2023 - Jun 18, 2023	36,676 (100.00%)	36,340 (100.00%)	41,004 (100.00%)	84.88%	1.30	00:00:41	0.13%	52 (100.00%)
Nov 11, 2022 - Feb 28, 2023	41,402 (100.00%)	40,879 (100.00%)	45,484 (100.00%)	85.35%	1.33	00:00:45	0.08%	37 (100.00%)
% Change	-11.41%	-11.10%	-9.85%	-0.56%	-1.91%	-7.11%	55.90%	40.54%





c. Organic Conversion Rate

The **Organic Conversion Rate** measures the percentage of your traffic that becomes a conversion. Higher organic conversion rates imply higher traffic quality.

[Organic Conversion Rate Data from Google Analytics](#) - (comparing March-June 2023 with November 2022-March 2023 - [screenshot](#))

	Organic Conversion Rates Nov/2022 - Mar/2023	Organic Conversion Rates Mar/2023 - Jun/2023
Total (GA)	0.08%	0.13%
Gains	—	55.90%

	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Sign up (Goal 1 Conversion Rate)	Sign up (Goal 1 Completions)
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