



# LinkGraph's GSC Insights

See your data in a new light with GSC Insights.

[linkgraph.io](https://linkgraph.io)

# **GSC Insights is the first and only 100% accurate tool for measuring SEO performance + A/B testing on your site.**

By combining GSC metrics with data science, we're recharting what's possible to understand about your website's performance in search.

## **Why GSC Insights is the #1 Market Leader in SEO Performance Benchmarking**

### **See Every Keyword with 100% Accuracy**

Popular tools like SEMrush or Ahrefs miss 30-40% of the keywords sending traffic to your site. We see 100% of keywords and with real-time tracking.

### **Full Historical Data**

Track the performance of every keyword your site ranks for in Google from Day 1 to today. Track individual page performance since the first day the page was created.

### **SEO A/B Testing**

Measure how your landing pages perform after a specific optimization. Get the granular, real-time data you need to understand the effectiveness of on-site optimizations.

### **Better Performance Tracking with "Search Impression" Data**

See SEO wins earlier and faster. See which searches people are seeing you for even if they don't click to your site. Accelerate the pages or page groups driving the most value.

### **Quantify the Value of SEO**

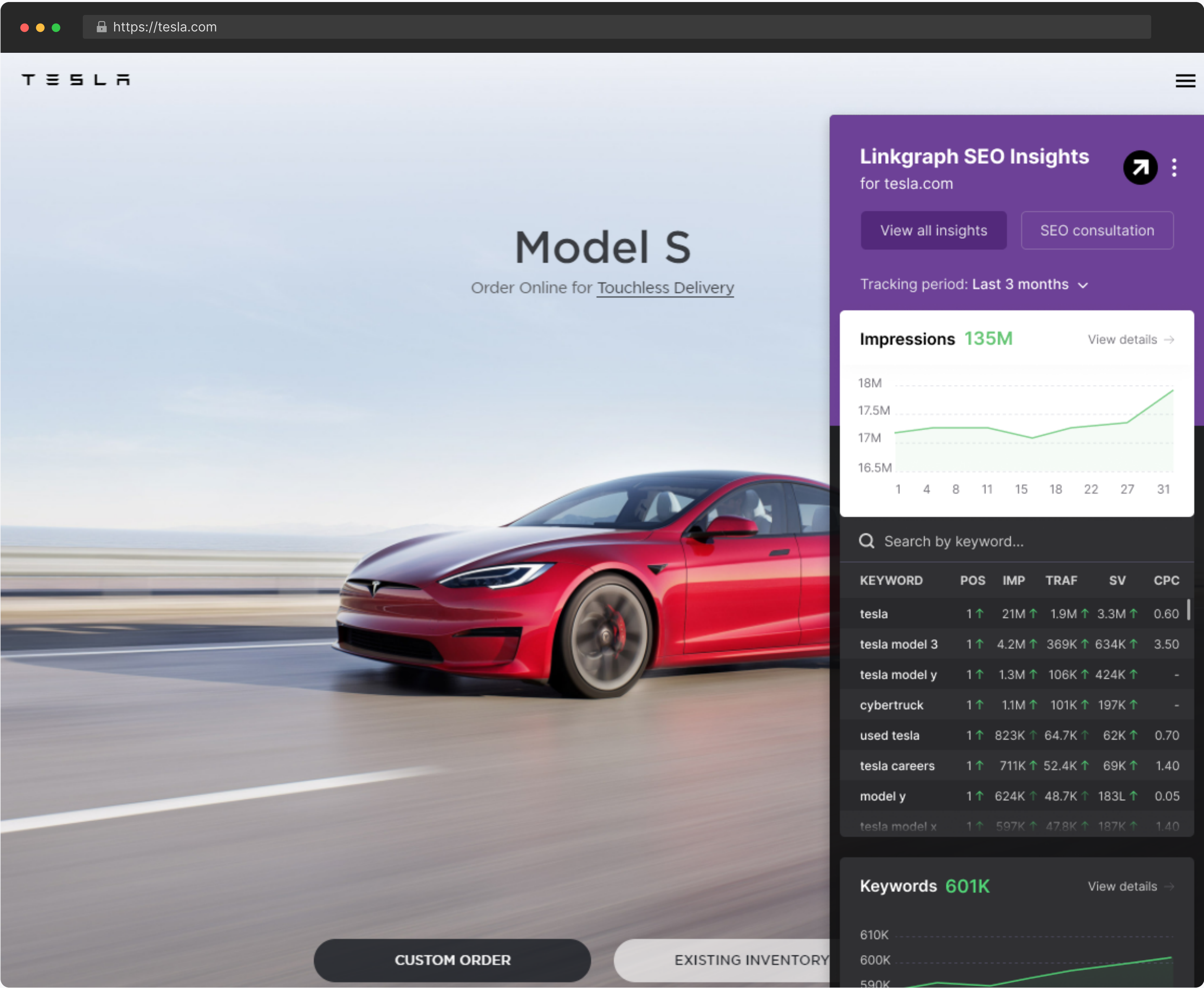
Understand the economic value of your organic traffic. Show the value of your SEO strategy, and calculate the ROI of your SEO campaigns.



# Key Features of GSC Insights

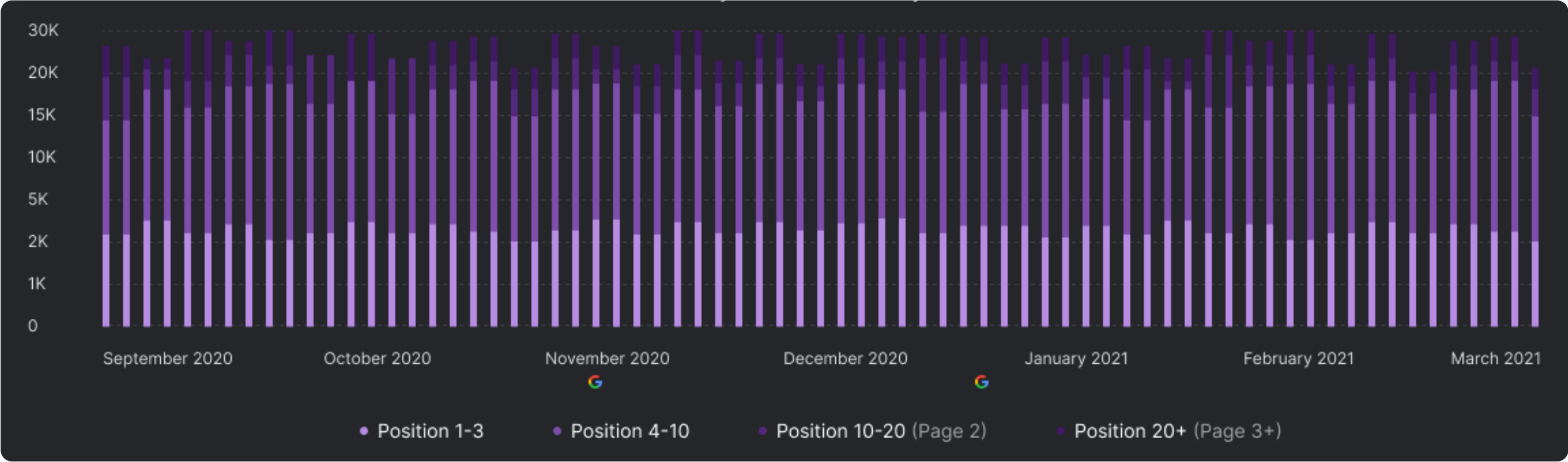
## GSC Chrome Extension:

View your SEO performance while browsing your site! Our Chrome Extension provides an immediate overview of your keyword rankings, impressions, and organic traffic as you navigate through any landing page of your website.



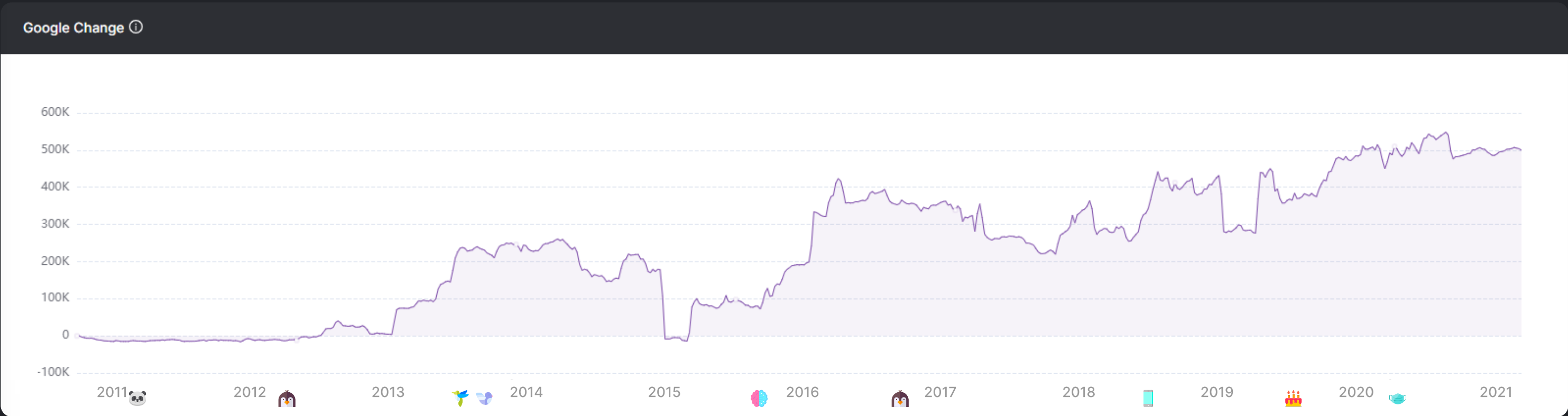
# Keyword Position

Track keyword rankings by which page of Google you're showing up for going back in time up to 10 years. Get a quick, bird's-eye view of your SEO performance. See all keyword rankings or focus on a specific cohort with a quick click.













# Google Rank Change

Monitor site-wide ranking trends, especially during times of search volatility or core algorithm updates. Stay on the cresting tide of your rankings.



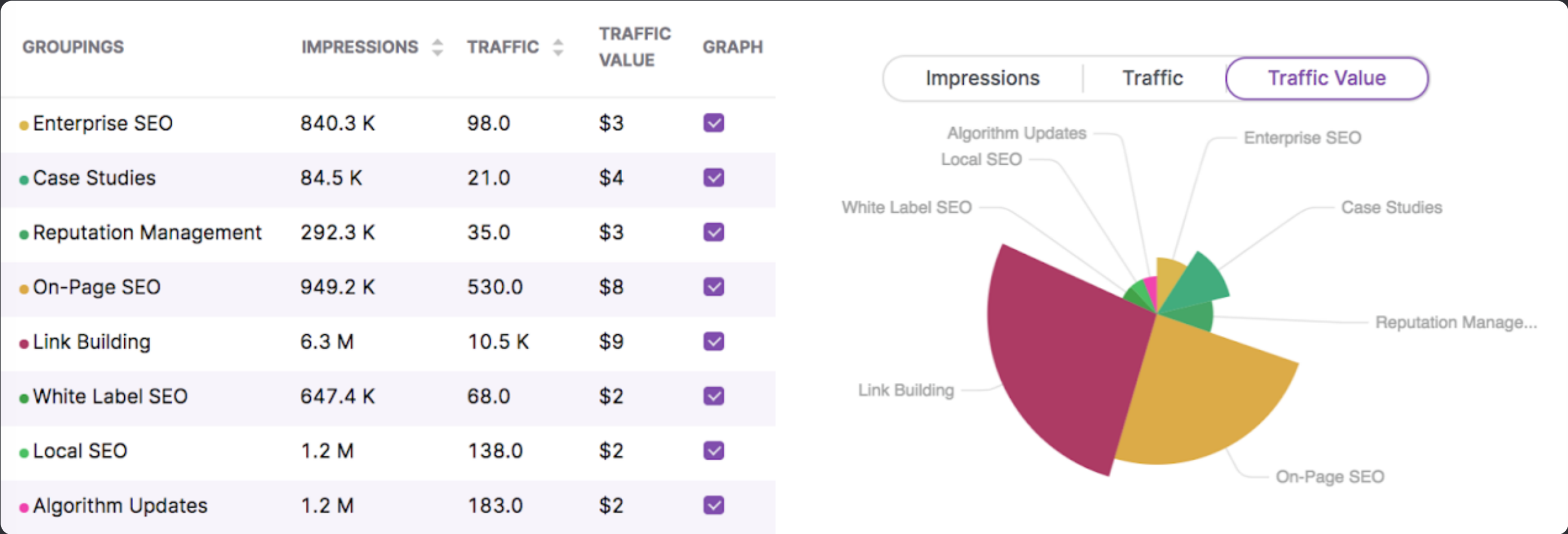
**Algorithm Updates** - See when Google's major algorithm updates went live and what search factors were impacted. Scroll over algorithm icons for more details on the update and to understand how it may have impacted your keyword rankings.

 Panda	 Pirate	 Hummingbird	 RankBrain	 Mobile
 BERT	 Penguin	 Pigeon	 COVID-19	 Many others



# Page Groupings

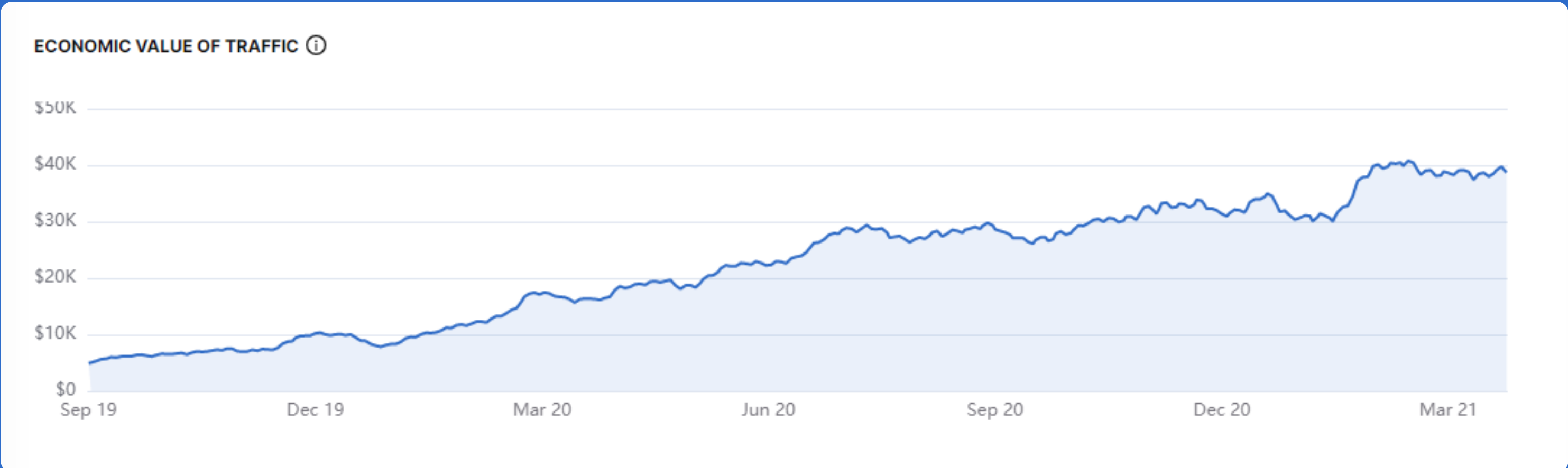
Easily track performance of different sections of your website, like blog posts, service pages, resource pages, etc. Allows ecommerce companies to track SEO performance by product, category, or any other site section.



\*For a limited time, we’re offering **free setup** to get your site’s Page Groups mapped and added to your dashboard.

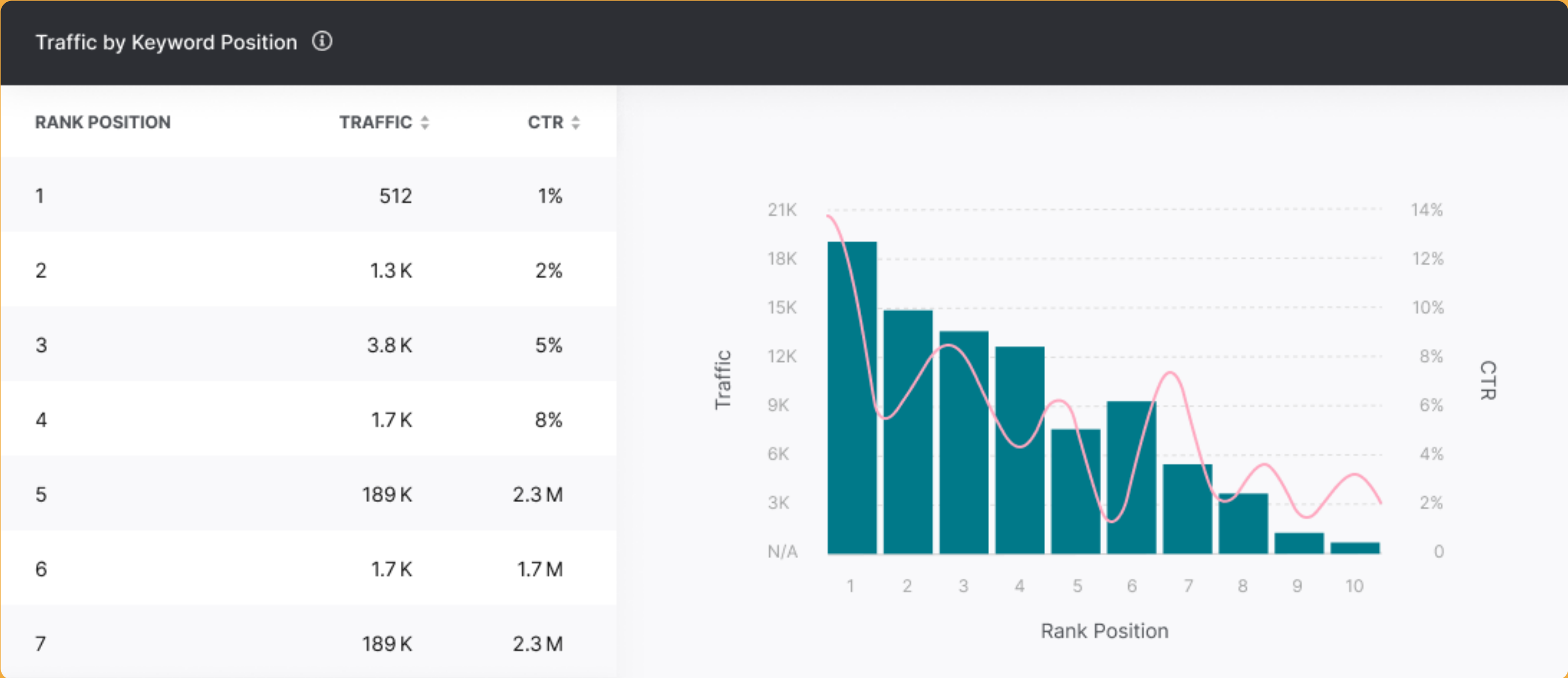
# Economic Value of Traffic

Quantify the value of SEO investments with the economic value of your monthly traffic. Help your team understand how much has been saved in PPC costs by ranking organically for keywords.



# Traffic by Keyword Position

How much traffic could you get if your Page 2 keywords moved to Page 1? Quantify how much additional traffic your site could gain by improving your current rankings. Understand the impact of long-tail vs short-tail keywords.



# Watchlist + Performance Tracking Notifications

Track performance of any important keywords, pages, or page groups, and get weekly email notifications about how they are performing.

Search by keyword




Position: Any

Traffic: Any

Impressions: Any

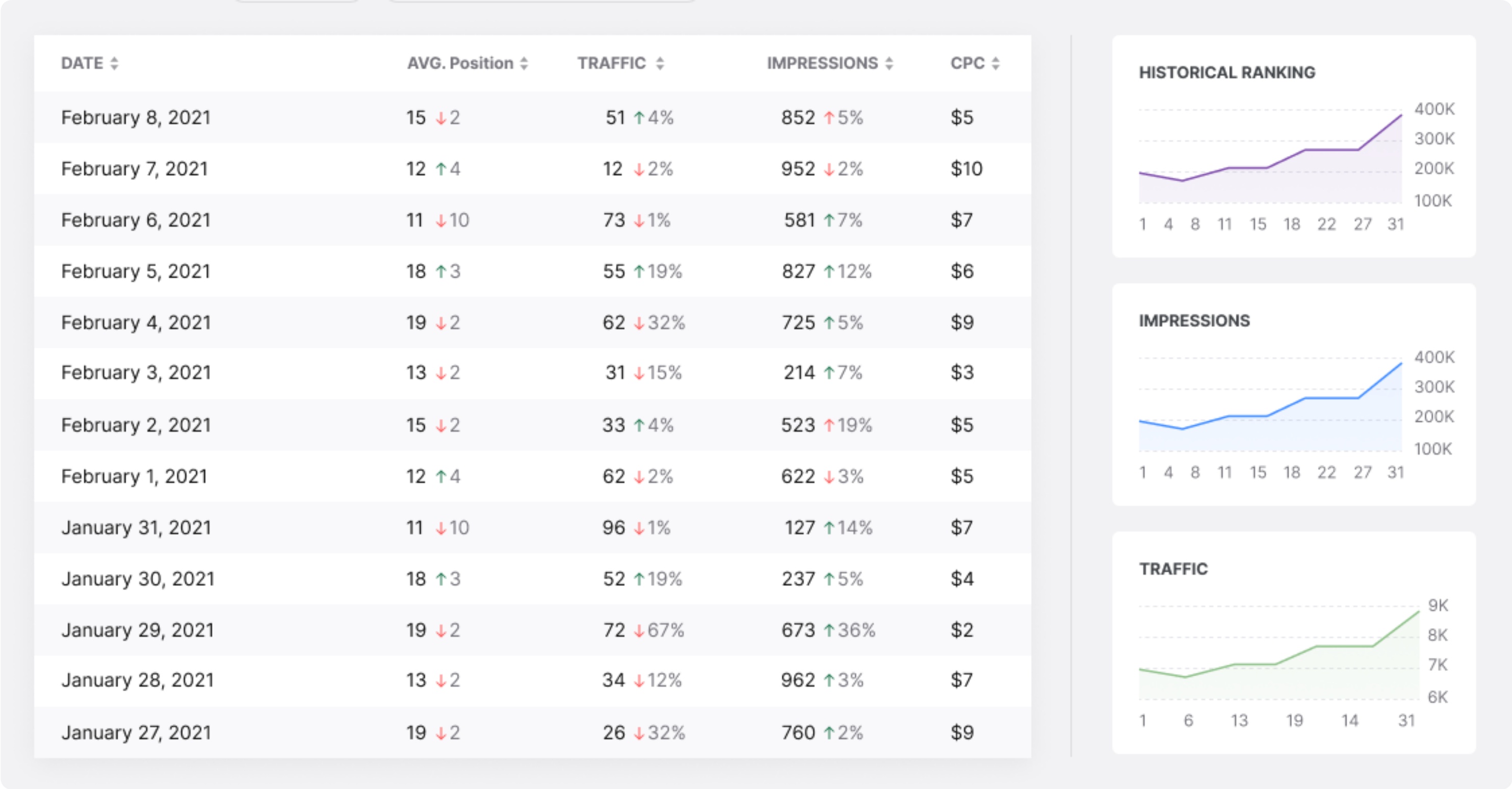
CPC: Any

Volume: Any

KEYWORD	PAGE / URL	POSITION ↕	TRAFFIC ↕	IMPRESSIONS ↕	CPC ↕	VOLUME ↕	HISTORICAL DATA ↕
★ bulk da checker	<a href="#">linkgraph.io/siteaudit/cor...</a>	1 <span>▲ 3</span>	5.5 K <span>▲ 13%</span>	15 K <span>▲ 2%</span>	\$1	15 K	 <span>View</span>
☆ da pa checker	<a href="#">linkgraph.io/siteaudit/cor...</a>	4 <span>▲ 2</span>	1.2 M <span>▲ 14%</span>	32 M <span>▲ 9%</span>	\$3	32 M	 <span>View</span>
★ da checker	<a href="#">linkgraph.io/siteaudit/cor...</a>	5 <span>▲ 3</span>	1.5 M <span>▲ 14%</span>	2.1 M <span>▲ 9%</span>	\$5	2.1 M	 <span>View</span>

# Keyword Performance

Get the full ranking history of every keyword your site has ever ranked for. Includes current rankings, traffic, impressions and CPC.



# Sitemap Insights

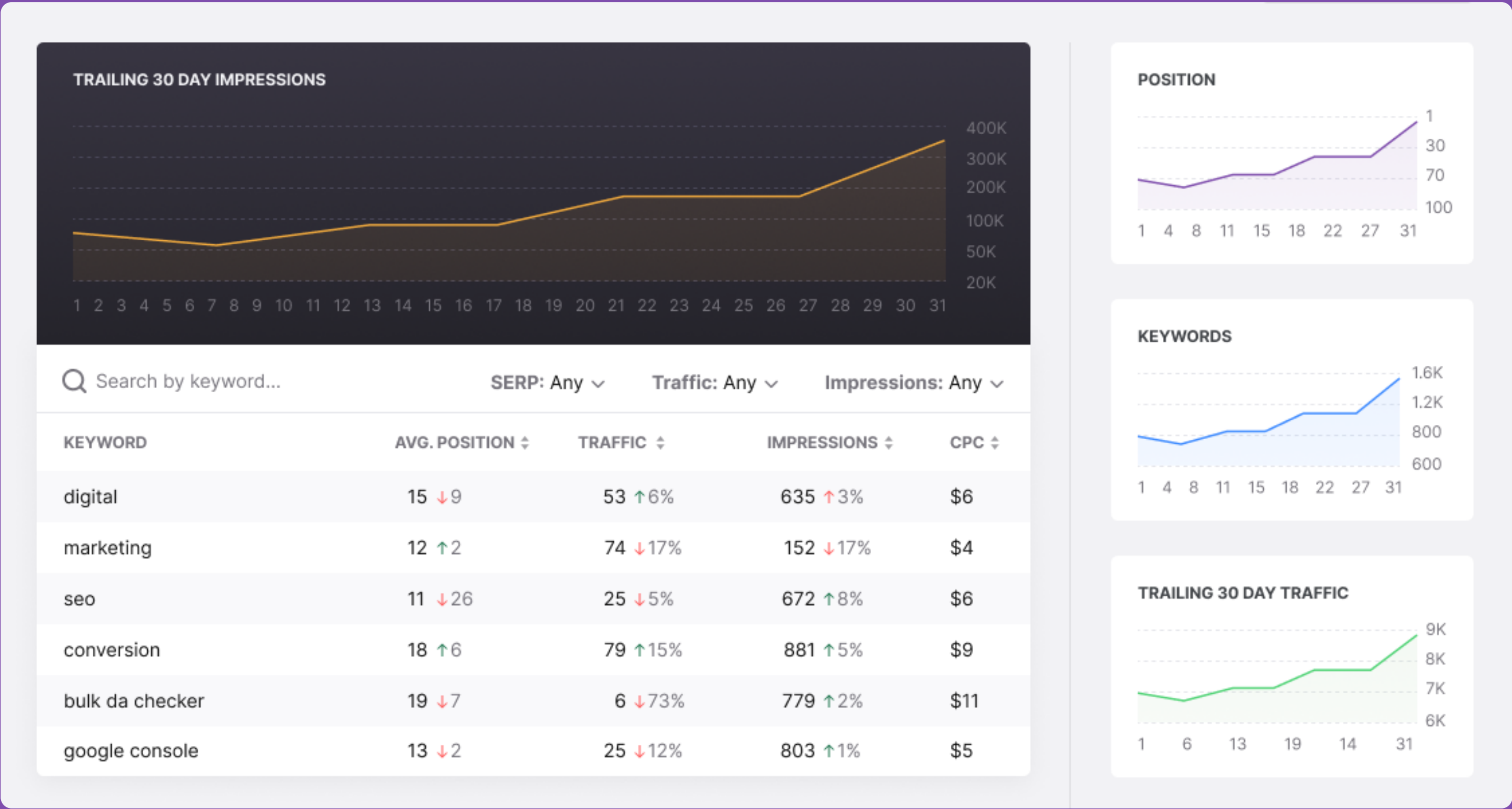
Track how many pages in your sitemap.xml have been indexed by Google. Get alerted of any errors or warnings. Monitor how recently Google reindexed your Sitemap.

Sitemap Insights ⓘ					
SITEMAP PATH	TYPE ↕	ISSUES ↕	PAGES SUBMITTED ↕	PAGES INDEXED ↕	LAST TIME GOOGLE INDEXED ↕
linkgraph.io/sitemap_index.xml	XML	5 warnings	422	0	3 days ago
linkgraph.io/sitemap_index_OLD.html	HTML	3 errors 6 warnings	105	3	1 year ago



# Page Performance

Get the full SEO performance history of any page on your website. Historical data includes the total number of keywords the page is ranking for, current keyword rankings, average position across all keywords, and historical organic traffic to the page.



Change your primary data graph with a single click. Search for specific keywords or customize your historical data display with ascending or descending metrics.

PagesKeywords

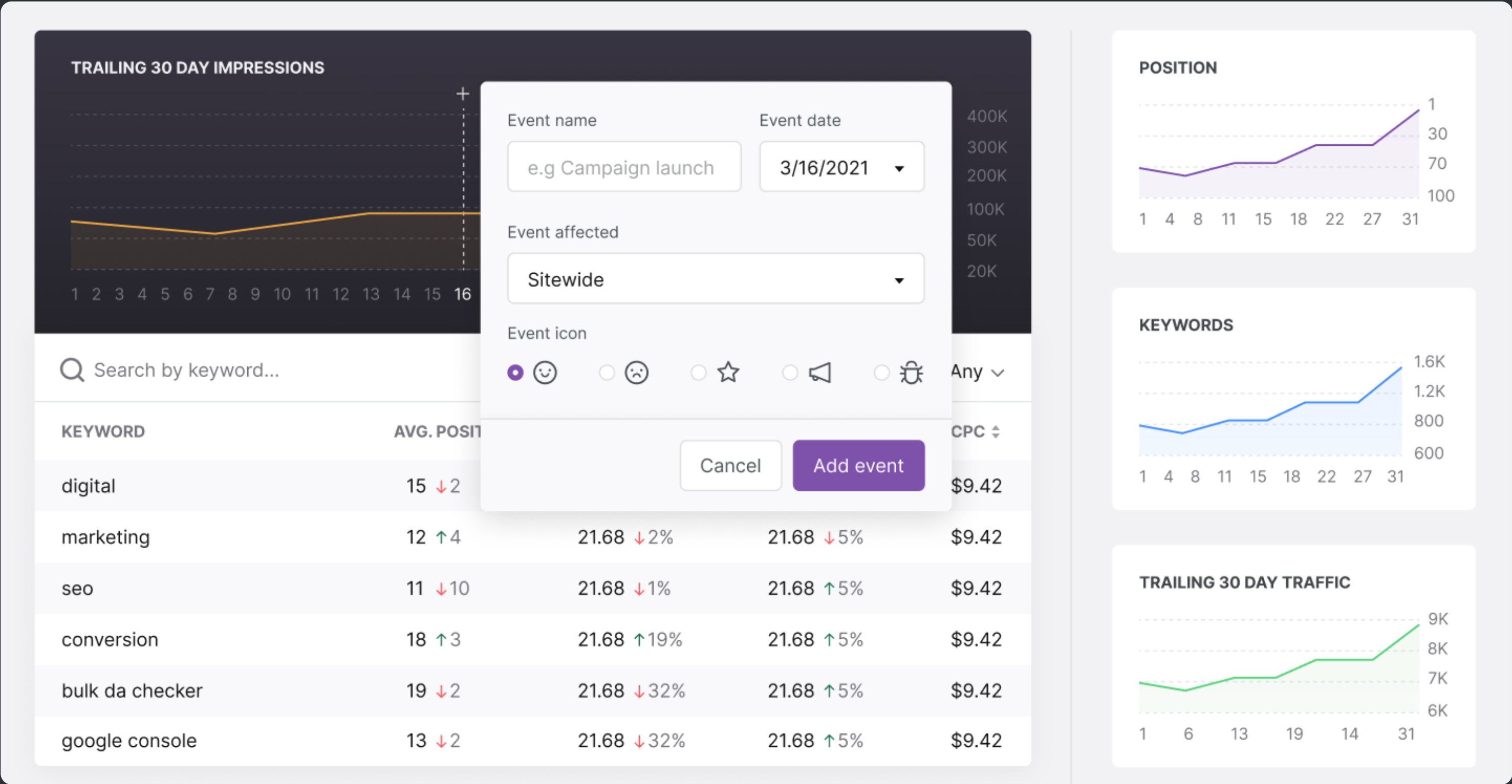
Search by keyword or urlPosition: AnyTraffic: AnyImpressions: AnyTotal Keywords: Any

PAGE	TRAFFIC	IMPRESSIONS	TOP KEYWORD	HISTORICAL DATA
<div><div>☆</div><div>/bulk-da-checker/</div></div>	94.5K <div>▲ 100%</div>	5.9M <div>▲ 100%</div>	da pa checker	<div>View</div>
<div><div>☆</div><div>/free-backlink-analysis/</div></div>	9.6K <div>▲ 100%</div>	4.1M <div>▲ 100%</div>	backlink checker	<div>View</div>
<div><div>☆</div><div>/keyword-search-volume/</div></div>	8.5K <div>▲ 100%</div>	3.2M <div>▲ 100%</div>	keyword volume checker	<div>View</div>



# SEO A/B Testing Feature

Use the Site Events feature to A/B test specific optimizations, technical improvements, or your overall SEO campaigns. Track whether the event was sitewide or impacted specific pages. Add your Site Events to your Historical Data to easily measure the impact on your keyword rankings, impressions, average position, or organic traffic.



Let our innovative tools streamline your workflow and provide smarter SEO insights.

Call your account manager to get started today!

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