

Business Website & Local SEO Analytics Report

Website Key Events

Website key events are the button and link clicks that matter most to your business. They're the foundation for making this website portion of this report valuable. You must be subscribed to a [business website plan](#) to receive this information.

Key event users

17
↑ 41.7%

User key event rate

25%
↑ 7.8%

Key event name		Active users ▾	% Δ
1.	click_schedule	7	-12.5% ↓
2.	click_call	5	150.0% ↑
3.	click_contact	5	150.0% ↑
4.	form_submit	3	-
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GBP Key Events

Google Business Profile (GBP) overview shows key customer actions such as calls, bookings, direction requests, and website visits. Your GBP is one of the best ways to receive organic leads for your business. You must be subscribed to a [local SEO plan](#) to receive this information.

Website clicks

27
↑ 17.4%

Phone calls

14
↑ 16.7%

Chat clicks

0
N/A

Directions requests

48
↑ 4.3%

Appointments

0
N/A

Total impressions

295
↓ -8.7%

GBP Reviews

Google Business Profile (GBP) visibility factors include relevance, distance, and prominence. You influence your relevance & prominence by having a well optimized GBP, receiving ongoing reviews, having consistent citations, and the content & authority of your web pages.

Total users

67
↑ 28.8%

New users

63
↑ 31.3%

Returning users

4
↑ 33.3%

New reviews

3
0.0%

Total reviews

51
0.0%

Average rating

5
0.0%

Which platforms brought the most key events?

	Where they came from	Key event users ▾	Active users	User key event rate
1.	GBP / organic	7	21	33.33%
2.	google / organic	5	11	45.45%
3.	(direct) / (none)	3	27	11.11%
4.	chatgpt.com / organic	1	2	50%
5.	duckduckgo / organic	1	2	50%
6.	bing / organic	0	2	0%
7.	chatgpt.com / referral	0	1	0%
8.	facebook.com / referral	0	1	0%
9.	l.facebook.com / referral	0	1	0%

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Which pages brought the most key events?

Note: The page path that is just a forward slash (/) is your homepage

	Page path	Key event users	Active users	User key event rate	Engagement rate
1.	/	10	51	19.61%	69.44%
2.	/contact/	6	15	40%	88.89%
3.	/services/	2	19	10.53%	79.17%
4.	/about/	2	5	40%	66.67%
5.	/reviews/	0	7	0%	75%
6.	/locations/lexington-va/	0	4	0%	100%
7.	/thank-you/	0	2	0%	100%
8.	/locations/	0	1	0%	100%
9.	/privacy/	0	1	0%	0%
10.	/search/	0	1	0%	100%
11.	/terms/	0	1	0%	0%

Which locations brought the most key events?

	City	Key event users ▾	Active users	User key event rate
1.	(not set)	6	22	27.27%
2.	Lexington	3	7	42.86%
3.	Newark	2	2	100%
4.	Buena Vista	2	7	28.57%
5.	Pleasant Grove	2	2	100%
6.	New Haven	1	1	100%
7.	Glasgow	1	1	100%
8.	Atlanta	1	2	50%
9.	Atlantic Beach	0	1	0%
10.	New York	0	2	0%
11.	Cheney	0	2	0%
12.	Baltimore	0	2	0%
13.	Aspen	0	1	0%
14.	Virginia Beach	0	3	0%
15.	Cape Coral	0	1	0%
16.	Clifton Forge	0	1	0%
17.	Fife	0	1	0%
18.	Flagstaff	0	1	0%
19.	Gallatin	0	1	0%
20.	Council Bluffs	0	4	0%
21.	Hot Springs	0	1	0%
22.	Midlothian	0	1	0%
23.	Ashburn	0	4	0%
24.	Santa Clara	0	1	0%
25.	Scarsdale	0	1	0%

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Where did users click on your website?

Event name		Active users ▾
1.	click_services	15
2.	click_contact	9
3.	click_schedule	7
4.	click_reviews	6
5.	click_areas	5
6.	click_call	5
7.	click_about	4
8.	click_directions	4
9.	click_pc_desktop_repairpc_desktop_repair	3
10.	click_submit_message	3
11.	click_blueridgetech	2
12.	click_book_a_service	2
13.	click_buena_vista_va	2
14.	click_laptop_repairlaptop_repairscreen_k	2
15.	click_lexington_va	2
16.	click_close	1
17.	click_close_menu	1
18.	click_it_support_servicesit_support_serv	1
19.	click_lexington	1
20.	click_printer_setupprinter_setupinstall_	1
21.	click_read_more	1
22.	click_website_by_clear_presence	1
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What did users search for on your website?

Search result found and user clicked result

Search term		Event count ▾
No data		

Search result not found or user didn't click result

Search term		Event count ▾
1.	test ❌	1

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Local Marketing - Keyword Report



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This report is used by Clear Presence to evaluate and improve your organic search rankings if you are signed up for a [Local SEO plan](#).

	Landing Page	Query	Url Clicks ①	Impressions ②	Average Position
1.	https://blueridgetech.pro/?utm_source=GBP&utm_medium=organic	computer repair near me	2	9	6.89
2.	https://blueridgetech.pro/?utm_source=GBP&utm_medium=organic	phone repair near me	1	10	2.7
3.	https://blueridgetech.pro/?utm_source=GBP&utm_medium=organic	computer repair lexington va	1	9	1
4.	https://blueridgetech.pro/?utm_source=GBP&utm_medium=organic	blueridge tech	1	3	3
5.	https://blueridgetech.pro/?utm_source=GBP&utm_medium=organic	iphone repair near me	1	2	1
6.	https://blueridgetech.pro/?utm_source=GBP&utm_medium=organic	it support near me	1	2	1
7.	https://blueridgetech.pro/?utm_source=GBP&utm_medium=organic	pc repair shops near me	1	2	1
8.	https://blueridgetech.pro/?utm_source=GBP&utm_medium=organic	who fixes ipad screens near me	1	2	1
9.	https://blueridgetech.pro/?utm_source=GBP&utm_medium=organic	apple computer repair near me	1	1	3
10.	https://blueridgetech.pro/?utm_source=GBP&utm_medium=organic	cracked screen repair near me	1	1	1
11.	https://blueridgetech.pro/?utm_source=GBP&utm_medium=organic	laptop repair near me	1	1	1
12.	https://blueridgetech.pro/?utm_source=GBP&utm_medium=organic	pc building service near me	1	1	1
13.	https://blueridgetech.pro/?utm_source=GBP&utm_medium=organic	where can i sell my macbook for cash near me	1	1	1
14.	https://blueridgetech.pro/	computer repair near me	0	22	8.36
15.	https://blueridgetech.pro/locations/lexington-va/	computer repair lexington va	0	13	8.85
16.	https://blueridgetech.pro/locations/lexington-va/	computer repair lexington	0	12	65.17
17.	https://blueridgetech.pro/	blue ridge computers	0	7	6.86
18.	https://blueridgetech.pro/	computer tech near me	0	5	8.6
19.	https://blueridgetech.pro/?utm_source=GBP&utm_medium=organic	power of attorney lawyer rockbridge county	0	5	33
20.	https://blueridgetech.pro/?utm_source=GBP&utm_medium=organic	laptop tech	0	4	1
21.	https://blueridgetech.pro/?utm_source=GBP&utm_medium=organic	pc repair near me	0	4	2
22.	https://blueridgetech.pro/?utm_source=GBP&utm_medium=organic	blue ridge computers	0	3	1
23.	https://blueridgetech.pro/about	blue ridge computers	0	3	10
24.	https://blueridgetech.pro/locations/lexington-va	blue ridge computers	0	3	10
25.	https://blueridgetech.pro/reviews	blue ridge computers	0	3	10