



Domain Overview (Desktop)

toastdesign.co.uk



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Organic Search: Summary

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4.8K -4% TRAFFIC

SEMrush Rank	75.7k	
Keywords	1.4K	-2%
Traffic Cost	\$8.8K	-15%

Backlinks: Summary

Root Domain: toastdesign.co.uk

7.4K TOTAL BACKLINKS

Referring Domains	500
Referring IPs	485

Paid Search: Summary

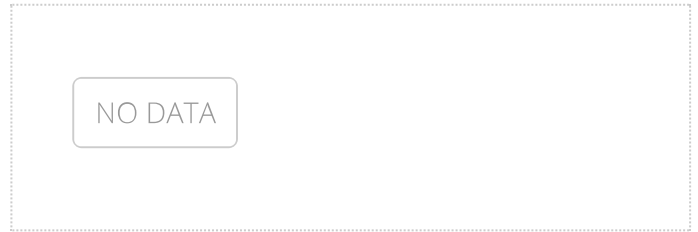
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0 0% TRAFFIC

Keywords	0	0%
Traffic Cost	\$0	0%

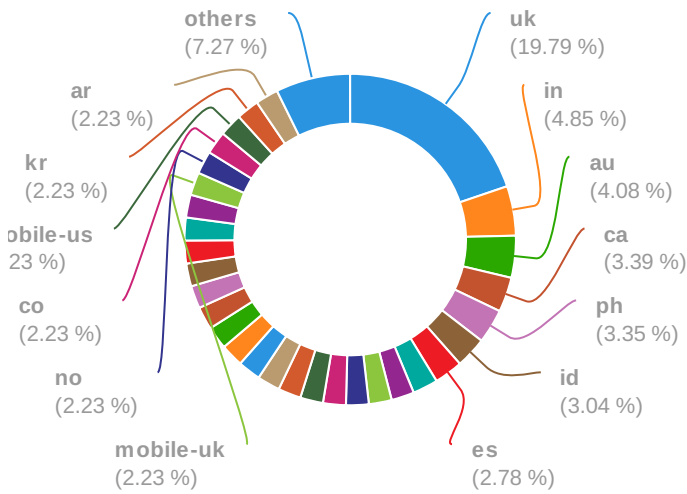
Display Advertising: Summary

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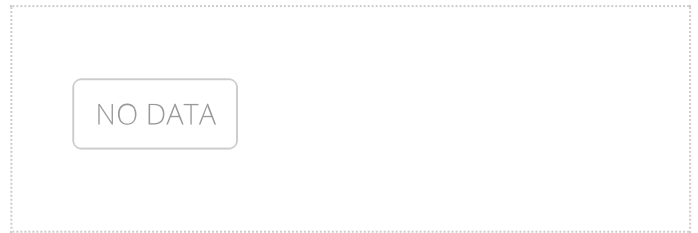


Organic Search: Keywords By Country

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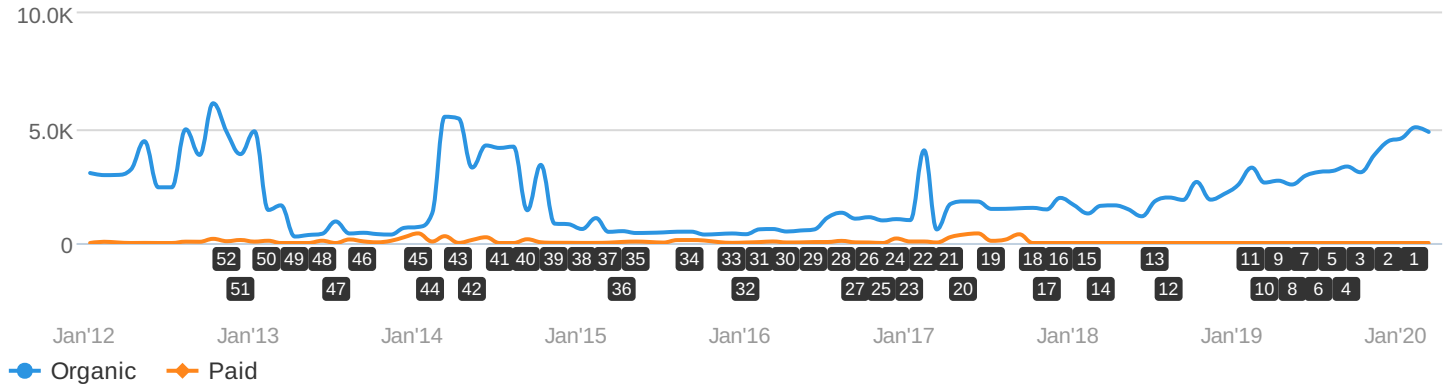


Paid Search: Ad Keywords by Country



Traffic: Organic vs Paid

toastdesign.co.uk | UK | All time



#	Date	Note	Category
1	Mar 1, 2020	NoFollow Being Used as a Hint ↗ Google has officially announced that starting March 1, 2020, it will no longer treat the nofollow attribute as a directive to ignore links, and sometimes will use those links for crawling and indexing purposes.	Google organic
2	Jan 23, 2020	Results Included in a Featured Snippet Removed from First Page ↗ Google has announced that if a URL gets into a Featured Snippet, it will no longer be repeated on the first page of regular search results.	Google organic
	Jan 14, 2020	Google Core Update in January 2020 ↗ Google has recently adopted a practice of pre-announcing bigger core updates. This one falls in line with the previous core updates, which are not aimed at particular issues and can impact anyone	Google organic
3	Nov 6, 2019	Local Search Proximity Update ↗ A significant update affected local rankings of many businesses. The investigation shows that the most likely explanation is the increased importance of the proximity signal.	Google organic
4	Oct 19, 2019	Google BERT Update ↗ Google has announced that this week it is gradually releasing an update called BERT. This update is dedicated to improving the understanding of queries formulated in a natural language.	Google organic
5	Sep 25, 2019	Pre-Announced Google Core Update ↗ In an unusual move, Google has released an early warning that a core algorithm update is coming on September 25. This could mean that this update will be bigger than usual, as Google rarely confirms its updates.	Google organic
	Sep 18, 2019	Google Reduces the Number of Reviews in SERP ↗ Google has announced that it is now applying stricter rules for showing reviews in search results. The most significant change is that reviews that are only present on the website of the business itself will be ignored. The drop in the number of reviews shown is already noticeable in the SEMrush Sensor statistics, but the impact varies from industry to industry.	Google organic
	Sep 10, 2019	Change in the Nofollow Links Treatment ↗ Google representatives have announced that they are changing the way they interpret the nofollow link attribute. Previously, links with nofollow were always ignored for ranking purposes. Now, Google will decide for itself whether to count this link or not. Google has also introduced two additional attributes for user-generated content and sponsored content.	Google organic

#	Date ▼	Note	Category
6	Aug 8, 2019	Google Issue with Indexing New Content ↗ For the second time this year, Google is experiencing problems with indexing fresh content on the web. If your traffic depends a lot on new content (e.g. a news site), you may see a decline in traffic these days.	Google organic
7	Jul 16, 2019	Google Update to Reduce Adult Content ↗ In the middle of July, Google released an official update to its algorithm. Ambiguous queries that can be interpreted as adult-oriented will now show more "normal" results. In other words, when there is a non-adult-themed interpretation of the search query, Google will prefer it.	Google organic
8	Jun 17, 2019	UK Database Update SEMrush UK database now contains over 24 million keywords.	SEMrush
	Jun 7, 2019	Domain Diversity Update ↗ Google has rolled out an update to improve the situation when a single domain dominates search results for a specific query. As Google says, it generally will not show more than 2 URLs from the same domain in search results.	Google organic
	Jun 4, 2019	Pre-Announced Google Core Update ↗ In an unusual move, Google has announced that it will be releasing a core ranking algorithm update around June 3-4. According to a Google spokesman, there is nothing special or big about this update, and there are no particular things to watch out for or try to fix	Google organic
9	May 22, 2019	Search Results Shake Up. Another Google Indexing Bug Suspected ↗ As Google has confirmed another problem with indexing — this time related to new content-- the SEMrush Sensor has reported significant shifts in rankings. It has yet to be determined if this is cause and effect.	Google organic
10	Apr 7, 2019	Google De-indexing Issue Leads to Shifts in Rankings ↗ Google has confirmed that a glitch in their algorithm caused some pages to be de-indexed and removed from search results.	Google organic
11	Mar 12, 2019	Florida 2 Core Algo Update ↗ Danny Sullivan of Google has confirmed that a broad core algorithm update was released earlier this week. The update was dubbed Florida 2 at the WebmasterWorld forum. As it is a broad update, there are no specific changes to look out for. Updates like this focus on the overall quality of search and how well the results match the user's intent.	Google organic
12	Sep 27, 2018	Google Birthday Update ↗ Google representatives have confirmed they released a minor search algorithm update on the company's anniversary, September 27. They did not disclose any details regarding this update.	Google organic
13	Aug 1, 2018	Google Search Quality Update ↗ Google has officially confirmed that it has released a major search quality update. According to its statement, the update is not focused on demoting bad content, but rather on providing more relevant results. Webmasters are still advised to look out for potential rankings drops.	Google organic
14	Apr 17, 2018	Core Algo Update in April ↗ Google has confirmed that it released a core algorithm update in mid-April. Updates like this happen several times a year, and there are usually no particular recipes for fixing position drops. The SEMrush Sensor registered this update with peaks on April 18 and 20.	Google organic

#	Date ▼	Note	Category
15	Mar 9, 2018	Google Core Algo Update ↗ Google representatives have confirmed that they released a core ranking algorithm update over the weekend. Updates like this occur several times a year, but Google has no specific recommendations on what webmasters should fix if they have been hit by this update. The update has also affected the SEMrush Sensor score.	Google organic
16	Jan 15, 2018	Keyword Database Is Being Updated ↗ We are updating our keyword database, retiring old, unused keywords, and adding the new contemporary ones. We are also updating search volumes to make them more accurate.	SEMrush
17	Dec 13, 2017	Pre-holidays Google Update ↗ Another Google update hit websites in the middle of December. It was reported by SEMrush Sensor and the WebmasterWorld experts, and later confirmed by Google's representatives. The analysis performed by Barry Schwarz suggests that the update hit at least two website categories: - Sites with too many landing pages targeting KW permutations - Sites with too many ads or thin content	Google organic
18	Nov 15, 2017	Mid-November Google Update ↗ Webmasters and the SEMrush Sensor have reported a high level of fluctuations in rankings this week, suggesting a significant update. Preliminary analysis shows that sites with lots of ads and thin content were affected.	Google organic
19	Aug 22, 2017	Hawk Local Algorithm Update ↗ The changes in the local pack rankings that were attributed to the Possum algorithm update a year ago now seem to have been partially rolled back. Possum previously forced similar businesses located near each other to be filtered out of local search results. On August 22, Google released a refined algorithm update, dubbed "Hawk," which returned the majority of those businesses to the local pack. Nevertheless, businesses that share the same building can still be filtered out.	Google organic
	Aug 19, 2017	Google Quality Update in late August ↗ Many websites experienced significant changes in rankings on August 14 and August 19. The analysis of the patterns suggests that another quality update has been rolled out, penalizing sites with bad user experience, such as: - Thin content with lots of ads - Broken links and/or Flash - Low relevance to the query	Google organic
20	Jun 24, 2017	Significant Long-term Google Update ↗ With the SEMrush Sensor showing all-time-high volatility scores, this seems to be the biggest update so far. Many webmasters have also confirmed that they've seen traffic changes. Despite all efforts, this analysis has revealed no patterns for the update, and there has been no official announcement from Google.	Google organic
21	May 17, 2017	Weeklong Google Update ↗ The SEMrush Sensor has reported a high volatility in Google's search results. Some webmasters have also confirmed that there was an update. Although this change may be caused by the recent drop of the Featured Snippet link from search results, it is not enough to completely explain the shifts, which have been occurring for a week already.	Google organic
22	Mar 8, 2017	Large Google Rankings Update 'Fred' ↗ Webmaster forums have reported numerous position and traffic shifts. The SEMrush Sensor is also showing a High level of volatility this day. Google's representatives have officially confirmed that they released an update that specifically targets websites with "quality issues."	Google organic
	Mar 6, 2017	Google shows more Top Stories in Related Picks ↗ Google has added a new feature that allows users to see more AMPs in search results. Some pages now show the 'Related picks' section under Top Stories, which can be expanded into a series of AMPs.	Google organic

#	Date ▼	Note	Category
23	Feb 7, 2017	Google Algorithm Update on Feb 7th ↗ Although less than a week has passed since the previous shift in rankings, it appears that Google is rolling out another ranking algorithm update. Many webmasters and tracking tools, including SEMrush Sensor, have reported significant rankings changes in Google search results.	Google organic
	Feb 1, 2017	Google Algo Update Seems to Target PBNs ↗ Webmasters and the BlackHatWorld forum have reported that there seems to be a Google update penalizing PBNs (Private Blog Networks), a black hat SEO technique. Although these claims are supported by data from different tracking tools, including SEMrush Sensor, Google has not officially confirmed this update.	Google organic
24	Jan 10, 2017	Intrusive Interstitials Mobile Penalty ↗ Google has announced that starting January 10th it will be penalizing mobile pages with interstitials that impede user access to content. Here are the examples of techniques that could be penalized: - Pop-ups that cover the main content - Standalone interstitial that needs to be dismissed to access the main content - Hiding the main content below the fold	Google organic
25	Dec 16, 2016	UK Database Update ↗ SEMrush UK database now contains over 20 million keywords.	SEMrush
	Dec 7, 2016	Desktop Search UI Update ↗ Google has updated the UI of its desktop search, bringing it closer to mobile UI. Apart from several visual changes, the desktop users now see more cards.	Google organic
26	Nov 23, 2016	AMP Carousels for Hotel Listings ↗ Google now shows a new AMP Carousel for hotel listings in mobile search results.	Google organic
	Nov 10, 2016	Google Algo Update: Mobile Impacted ↗ Several SERP tracking tools indicated significant changes in rankings on Thursday, November 10th. Symptoms indicate mobile-related changes, probably testing of mobile-first index.	Google organic
27	Oct 13, 2016	Penguin 4.0 rollout complete ↗ Gary Illyes from Google confirmed that the rollout of Penguin 4.0 which started on September 23rd is completed by now.	Google organic
28	Sep 28, 2016	Penguin 4.0 Recoveries start to roll out ↗ Penguin 4.0 penalty recoveries started to roll out on September 28th, according to Gary Illyes from Google. They seem to be completed by the beginning of next week, October 3rd.	Google organic
	Sep 23, 2016	Penguin 4.0 launch ↗ Google has officially launched Penguin 4.0. The update eliminates the long wait for site owners to recover if they have been penalized. Also, Penguin is now part of the core algorithm, same as Panda.	Google organic
	Sep 20, 2016	AMPs indexed in organic search ↗ Google has officially rolled out Accelerated Mobile Pages in organic search results around the world. Corresponding pages may see an increase in mobile traffic	Google organic
	Sep 2, 2016	Google Core Algo Update on Weekend ↗ Changes in core and local web search results have been widely reported by webmasters and ranking tools. John Mueller of Google did not officially confirm the update, although said it is definitely not Penguin 4.0.	Google organic

#	Date ▼	Note	Category
29	Jul 26, 2016	Expanded Text Ads are Live Google has officially launched expanded text ads. The extra-long ads with double headlines are now available across all devices. This may potentially change paid traffic flows.	Google paid
30	May 12, 2016	Mobile Friendly Boost ↗ Google representatives announce completion of an update which improves positions of mobile-friendly websites in mobile search	Google organic
31	Mar 8, 2016	UK Database Update ↗ SEMrush UK database has doubled and now contains 12 million keywords	SEMrush
32	Feb 20, 2016	Right sidebar Ads removed ↗ Google will no longer show ads in the right sidebar. Now it will place up to four ads above the search results and all the rest will be moved to the bottom of the results page, which may lead to a drop in click-through rates. This update is limited to desktop search results.	Google paid
33	Jan 16, 2016	Burj Khalifa Update ↗ Another core algorithm update confirmed by Google's representatives after significant fluctuations on the weekend.	Google organic
	Jan 8, 2016	Google Core Update ↗ Google's representatives have confirmed that they rolled out a core ranking algorithm update that took more than a week to complete.	Google organic
34	Oct 26, 2015	RankBrain Introduction ↗ Google announced the usage of machine-learning algorithm called RankBrain to sort search results	Google organic
35	Jun 22, 2015	Panda 4.2 ↗ Google has announced that it has launched a Panda refresh, but it may take months to fully roll out.	Google organic
36	May 3, 2015	The Quality Update ↗ Google has confirmed that it made changes to its core ranking algorithm in terms of how quality signals are processed.	Google organic
37	Apr 22, 2015	Mobile Friendly Update ↗ Google has begun the global rollout of the mobile-friendly update that impacts search rankings on mobile devices only. This update introduces mobile-friendliness as a ranking factor and applies only to individual pages, not entire websites.	Google organic
38	Feb 5, 2015	Unnamed Update ↗ Multiple SERP-trackers and many webmasters reported major flux in Google SERPs. Google did not officially confirm an update.	Google organic
39	Dec 22, 2014	Pigeon Expands ↗ Google's major local algorithm update, Pigeon, expanded to the United Kingdom, Canada, and Australia.	Google organic
40	Oct 24, 2014	Google Pirate Update ↗ Google announced an update to its filtering system. Near the end of the month torrent tracker websites took a dive in the search results	Google organic

#	Date ▼	Note	Category
	Oct 23, 2014	Panda 4.1 ↗ Google has announced that the latest version of its Panda Update — a filter designed to penalize “thin” or poor content from ranking well — has been released	Google organic
	Oct 17, 2014	Penguin 3.0 ↗ Google updated their Penguin algorithm with version 3.0. It evaluates a site’s backlink profile and may demote a site if it is poor	Google organic
	Oct 2, 2014	In the News' Box ↗ Google made a change in the display of the News-box results, and later announced they had expanded the news websites links set	Google organic
41	Aug 24, 2014	Authorship Removed ↗ John Mueller of Google Webmaster Tools announced that Google will completely stop showing authorship information in search results - both author photos and bylines	Google organic
	Aug 6, 2014	HTTPS as rank signal ↗ Google officially announced their decision to start using HTTPS as a ranking signal. Initially the update would affect less than 1% of queries, but we should expect for HTTPS to gain weight over time	Google organic
42	Jun 12, 2014	Payday Loan 3.0 ↗ The third version of PayDay Loan algorithm is officially announced, specifically targeting “very spammy queries”	Google organic
43	May 19, 2014	Panda 4.0 ↗ Matt Cutts announced the release of a major Panda update, affecting different languages to different degrees. For English-language the amount of affected queries revolving around 7,5%	Google organic
	May 16, 2014	Payday Loan 2.0 ↗ Google has confirmed they have released a new algorithm update to their Payday Loan Algorithm update over this weekend. This algorithm specifically targets “very spammy queries”	Google organic
44	Mar 24, 2014	Unnamed Update ↗ Major algorithm flux trackers and sites reported ranking changes, but this update was never confirmed by Google.	Google organic
45	Feb 6, 2014	Top Heavy 3 ↗ Google has released a refresh of its Page Layout Algorithm. The filter, downgrades the ranking of a web page with too many ads at the top or if the ads are deemed too distracting for users.	Google organic
46	Oct 22, 2013	AdRank Update ↗ Google announced a change to Ad Rank, its ad serving calculation in AdWords that determines where your ad shows and how much you’ll pay per click. In addition to max CPC bid and quality score, Ad Rank will now factor in the expected impact from ad extensions and formats	Google paid
	Oct 4, 2013	Penguin 2.1 ↗ The fifth confirmed release of Google’s “Penguin” spam fighting algorithm went live, expected to impact about 1 percent of all searches	Google organic
47	Aug 20, 2013	Hummingbird ↗ Officially announced by Google a month later, Humminbird is an update of its core ranking algorithm	Google organic



#	Date ▼	Note	Category
48	Jul 27, 2013	Multi-Week Update ↗ A series of updates confirmed by Google representatives, spanning several weeks	Google organic
49	May 22, 2013	Penguin 2.0 ↗ Matt Cutts, the head of Google's Web spam team, announced the new Penguin 2.0 update saying that 2.3% of English queries will be noticeably impacted by this update	Google organic
50	Mar 14, 2013	Panda #25 ↗ Final update before incorporation of Panda into main algorithm	Google organic
51	Jan 22, 2013	Panda #24 ↗ Official Panda update announce by Google	Google organic
52	Dec 21, 2012	Panda #23 ↗ Official Panda update announce by Google	Google organic

Organic search traffic

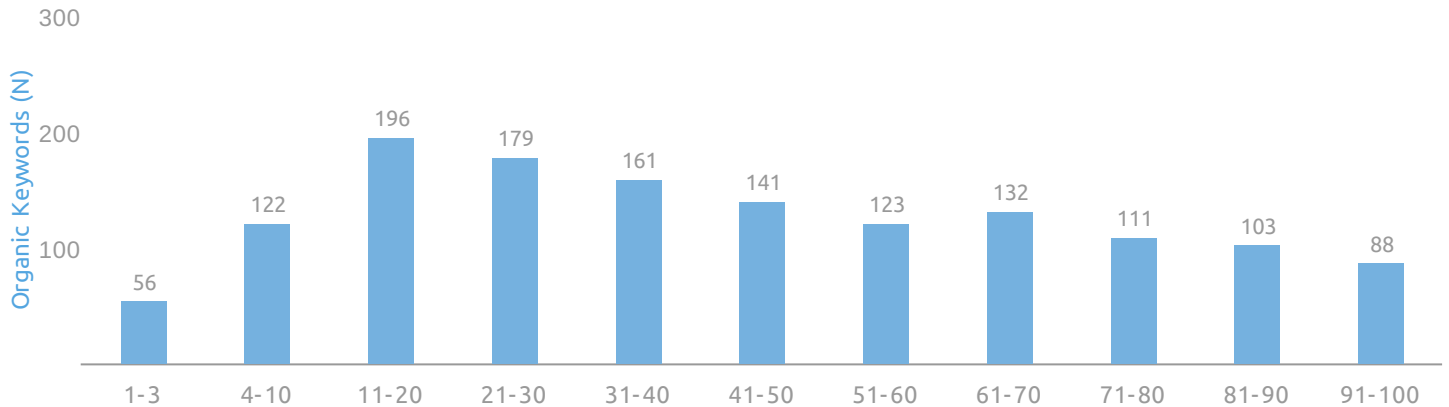
Organic Search: Top Keywords (1,412)

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Keyword	Pos	Volume	CPC (USD)	Traffic
brochure design	1 (1)	2,900	2.77	28.18%
signage design	1 (1)	1,900	1.10	18.46%
low resolution image	1 (1)	390	0.64	3.78%
leaflet design	9 (9)	5,400	1.33	3.34%
advert design	1 (1)	320	1.15	3.10%

Organic Search: Keyword Position Distribution

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Organic Search: Top Competitors (2,788)

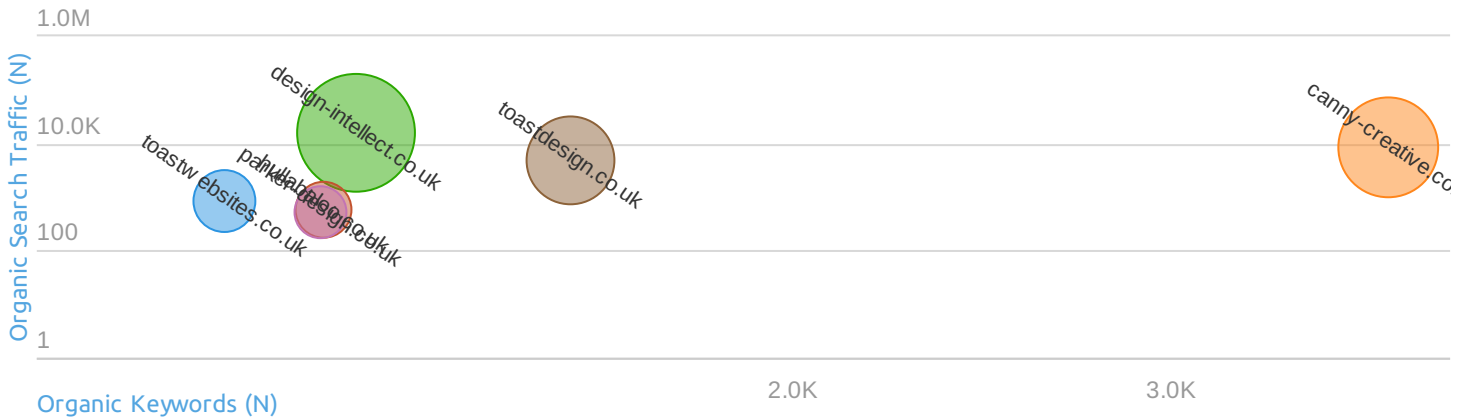
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Competitor	Com. Keywords	SE Keywords	Com. Level
toastwebsites.co.uk	19	497	10%
canny-creative.com	42	3.6k	9%
design-intellect.co.uk	27	845	8%
hullabaloo.co.uk	18	759	8%
parker-design.co.uk	16	751	8%



Organic Search: Competitive Position Map

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Organic Branded Search

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184 0% TRAFFIC

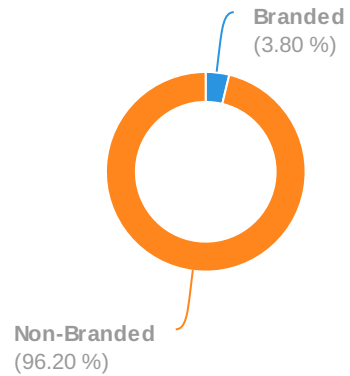
Keywords

2

Branded vs Non-Branded

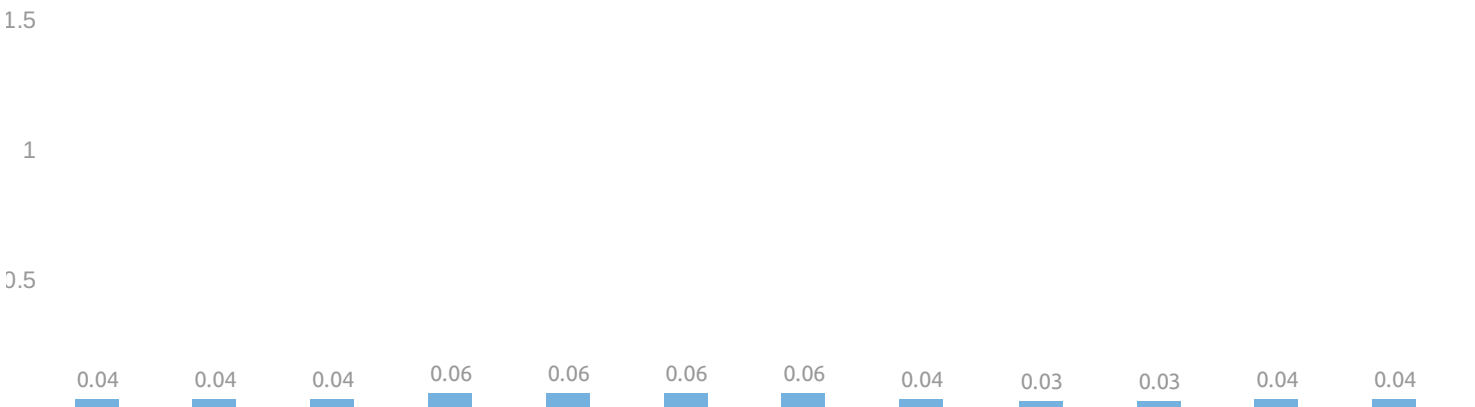
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3.80% Branded Traffic
96.20% Non-Branded Traffic



Organic Search: Branded Traffic Trend

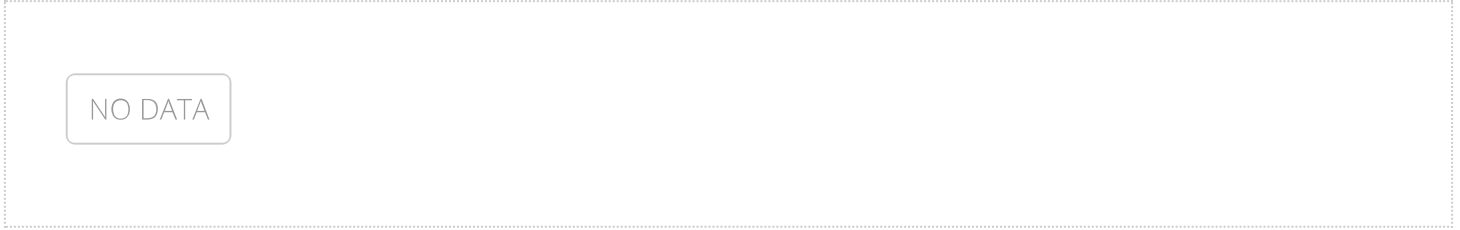
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Paid search traffic

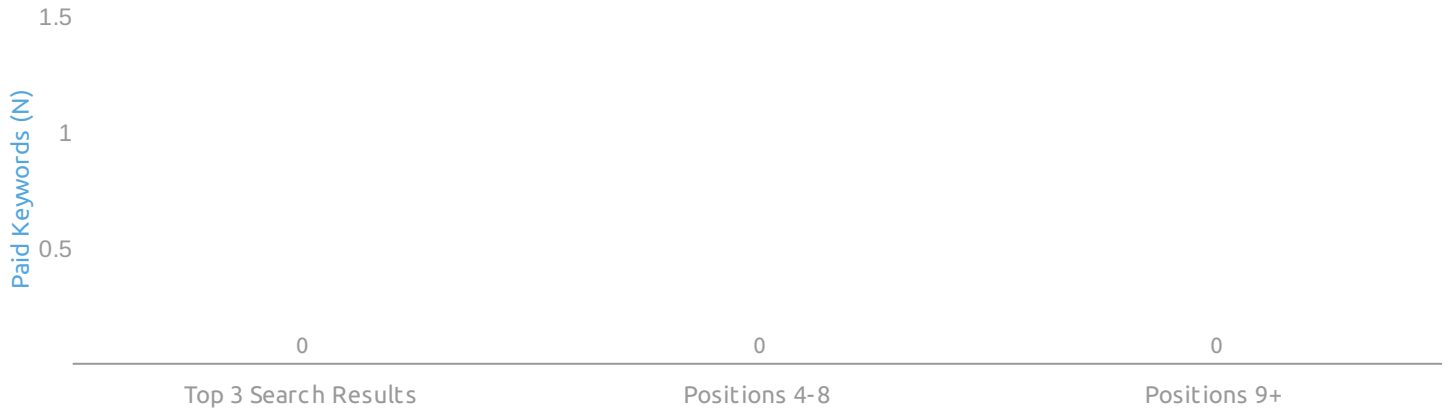
Paid Search: Top Keywords

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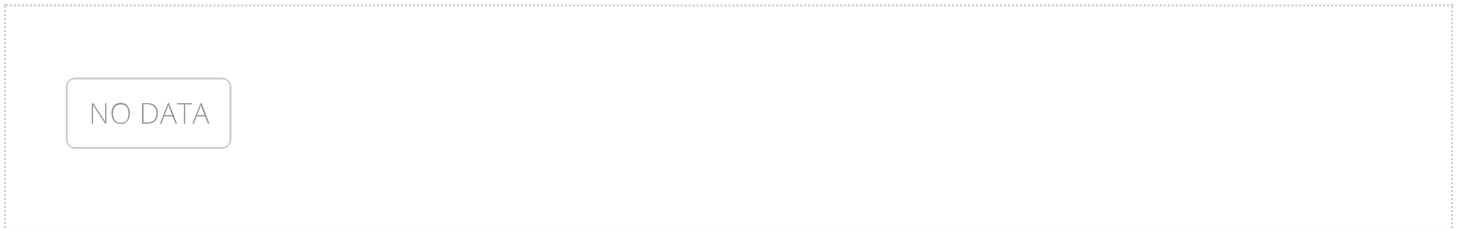
Paid Search: Ad Copy Position Distribution

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Paid Search: Top Competitors

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Paid Search: Competitive Positioning Map

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Paid Search Traffic (N)
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Paid Keywords (N)

Sample Ads

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NO DATA



Backlinks

Top backlinks

Root Domain: toastdesign.co.uk

Referring page Title / Referring page URL	Anchor text / Link URL	Type
Colours - color names list of colors colours in english with images 7 e s l http://redin.solutions/colours/	specifying colours from screen to print and how these differ [1440 x 555 Pixel] https://www.toastdesign.co.uk/wp-content/uploads/Specifying-co...	image
online brochure software - Zonto.lizzybellphotography.com http://zonto.lizzybellphotography.com/online-brochure-software/	. https://www.toastdesign.co.uk/wp-content/uploads/2013/03/onli...	-
create effective flyers that work - Work.rgcphotography.com http://work.rgcphotography.com/create-effective-flyers-that-work/	. https://www.toastdesign.co.uk/wp-content/uploads/Crown-and-G...	-
e brochure software - Ewrs2018.org http://ewrs2018.org/e-brochure-software/	. https://www.toastdesign.co.uk/wp-content/uploads/Full-Circle-fe...	-
online brochure design software - breakingdaynews.tk https://breakingdaynews.tk/doc/online-brochure-design-software/...	. https://www.toastdesign.co.uk/wp-content/uploads/2013/03/onli...	-

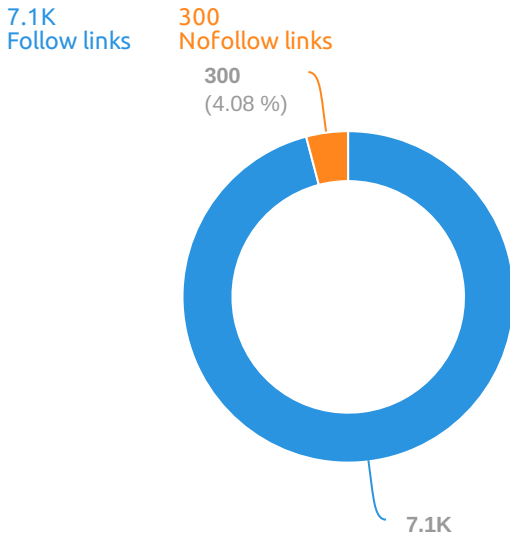
Backlinks: Top Anchors

Root Domain: toastdesign.co.uk

Anchors	Percentage	Domains	Backlinks
.	52%	76	3,796
toast design agency	8%	6	559
website by toast	6%	1	406
website by toast design	4%	1	330
toast design's packaging for the grown up chocolate company.	4%	1	266

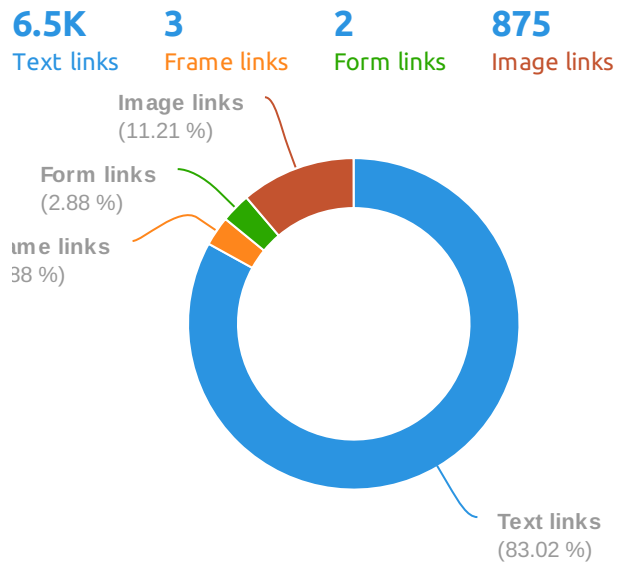
Backlinks: Follow vs Nofollow

toastdesign.co.uk



Backlinks Types

toastdesign.co.uk



Backlinks: Top Referring Domains

Root Domain: toastdesign.co.uk

Root Domain	Backlinks	IP / Country
notcot.org	424	209.59.181.165
maydayemployment.co.uk	406	35.189.72.224
rsd7.org	397	213.202.241.219
oghmapartners.com	378	35.189.72.224
wpart.co	361	213.202.241.219

Backlinks: Top Indexed Pages

Root Domain: toastdesign.co.uk

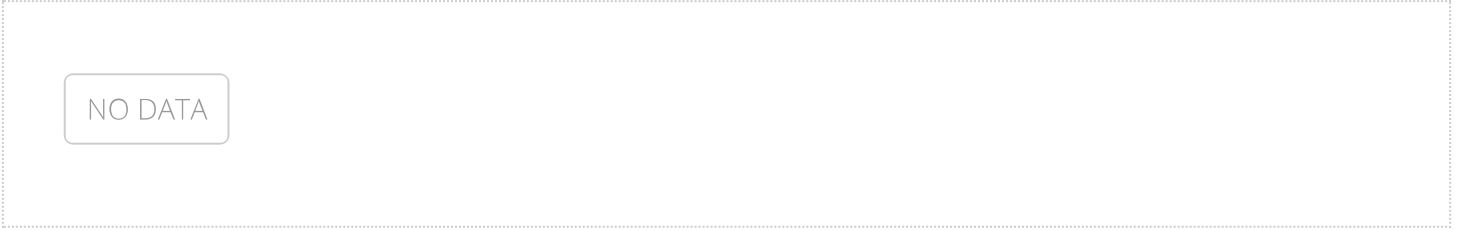
Title and URL	Domains	Backlinks
http://www.toastdesign.co.uk/	90	276
Toast Design Agency - Graphic design, Brochures, Branding & WordPress. https://www.toastdesign.co.uk/	62	1,540
http://toastdesign.co.uk/	28	55
The benefits of rebranding Toast Design Branding Agency https://www.toastdesign.co.uk/the-benefits-of-rebranding/	13	17
Business stationery design by Toast - creative business stationery designers. https://www.toastdesign.co.uk/services/business-stationery-design/	9	13



Display advertising

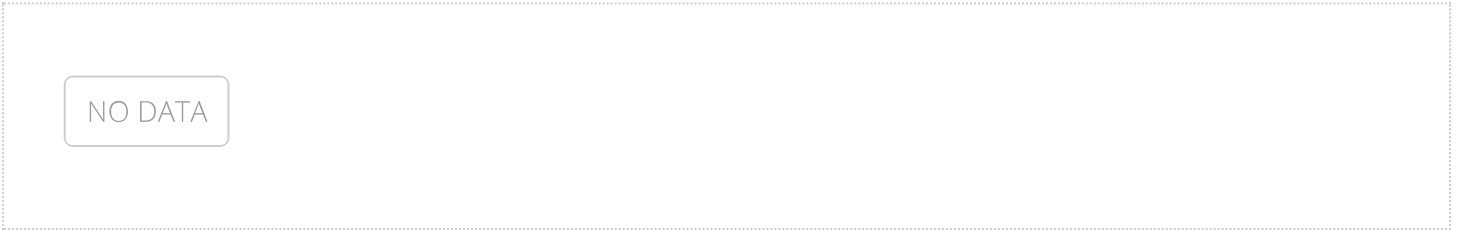
Display Advertising: Top Publishers

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Display Advertising: Landing Pages

toastdesign.co.uk



Display Advertising: Sample Text Ads

toastdesign.co.uk



Display Advertising: Sample Image Ads

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