

Search Report for Search Engine Hub

Last 28 days

Prepared 7/15/2026

The headline

Your search performance dipped a little this period. More people are finding you in Google than last period.

At a glance

11

Visits from search

15,066

Times shown in Google

33.8

Avg. ranking (page 4)

No data

Site health

What the numbers mean

People saw your site in Google 15,066 times, up 35% from the previous period. 11 of those searches turned into a visit to your website, down 15% from the previous period. On average your pages sit around position 33.8, roughly page 4 of Google, 4.2 places higher than last period. The closer to page 1, the more clicks you earn.

What's working

64 keywords entered the top 10

260 keywords improved ranking

4 tracked keywords improved in rank

6 quick-win keywords ready to push to page 1

1 page cited in Google AI Overviews

What needs attention

The one thing to focus on: Add Organization schema with sameAs and @id to the homepage to strengthen entity recognition and improve AI Overview citation rate.

Visits from search fell, down 15% from the previous period.

What we're doing next

Ordered by urgency: Now, Soon, then Later.

NOW	Add Organization schema with sameAs and @id properties to the homepage, as identified in the entity module. This is the single flagged action most likely to strengthen Google's entity confidence, support Knowledge Panel eligibility, and improve the site's 4% AI Overview citation rate across the 24 AIO-affected queries.
NOW	Audit the 6 schema gaps on top-performing pages and implement the appropriate schema types. Pages that rank but lack structured data are less likely to be cited in AI Overviews, and the current net click delta of negative 5 from AIO suppression makes this a priority for protecting existing traffic.
NOW	Target the 6 quick-win queries sitting at positions 4 to 15 with confirmed real demand. Review the pages those queries land on and assess whether the content fully satisfies the search intent for each query. If intent is not matched, restructure the page content to align with it, since intent satisfaction is more likely to move rankings than any other single on-page change at this stage.
SOON	Investigate the 53 queries that have declined by 3 or more positions and cross-reference them against the 63 striking-distance queries. If any declining queries overlap with the striking-distance set, prioritise those pages first, since they are both losing ground and close enough to page one that recovery is more achievable.
LATER	Resolve the 4 unindexed pages by identifying why they are excluded. If they carry relevant content or internal link equity, submit corrected versions for indexing. If they are duplicates or thin, apply canonical tags pointing to the preferred URL to avoid any indexing confusion across the 36 currently indexed pages.

The full picture

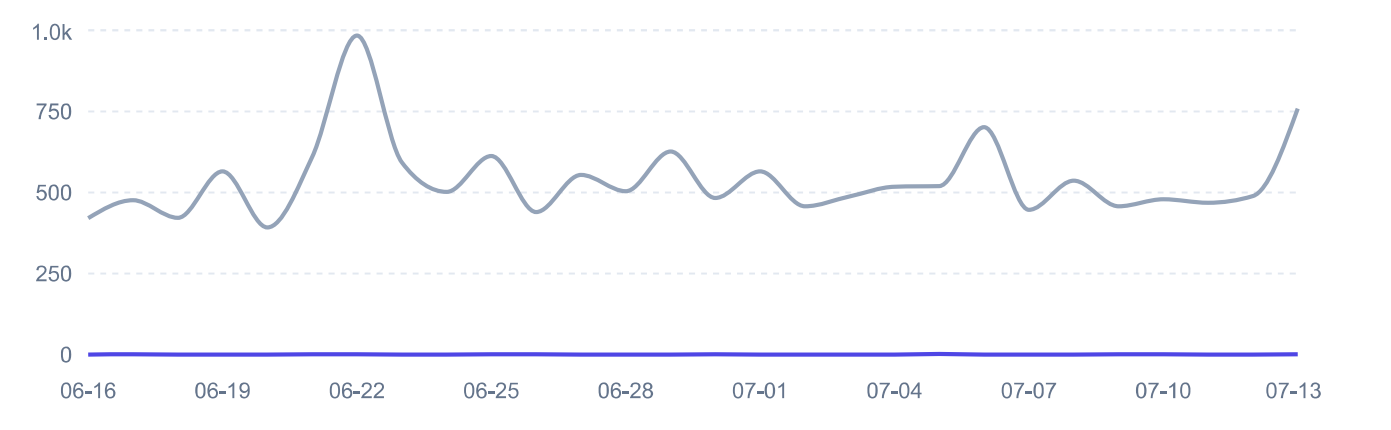
This period shows a site under visibility pressure despite some early structural signals. Clicks sit at 11 from 15,066 impressions, producing a 0.07% CTR, with an average position of 33.8. None of the 5 tracked keywords rank in the top 10, though 4 of them improved slightly this period. The most significant concern is the AI CTR impact: 24 queries are now returning AI Overviews, and the site is cited in only 1 of them, giving a 4% citation rate. The estimated net click delta from AI Overviews is negative 5, meaning AI-generated answers are suppressing clicks the site might otherwise have received.

Entity Authority sits at 49 out of 100, with no Knowledge Panel detected, which limits how confidently Google can attribute topical authority to this business. The positive signal is that the site holds 34 queries ranking in the top 3 and has 6 quick-win and striking-distance opportunities near page one. Schema score is 25 out of 25 on mapped entities, but 6 schema gaps remain on top pages, and the homepage is missing Organization schema with sameAs and @id markup. Closing those gaps is the most actionable path to improving both entity recognition and AI Overview citation rate in the near term.

Supporting numbers

The detail behind the summary, for reference.

Search performance

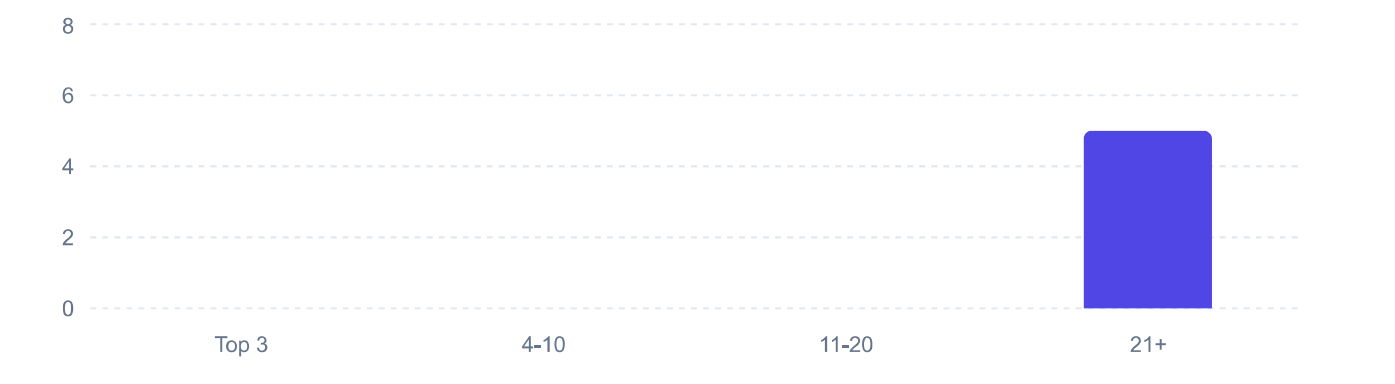


Clicks	11
Impressions	15,066
CTR	0.07%
Avg position	33.8

SUGGESTED NEXT STEPS

- Clicks fell versus the previous period. Prioritise refreshing the pages that lost the most traffic (see Content and Keyword Intelligence).
- CTR is low for your impression volume. Rewrite titles and meta descriptions on high-impression, low-click queries.

Rank Tracker

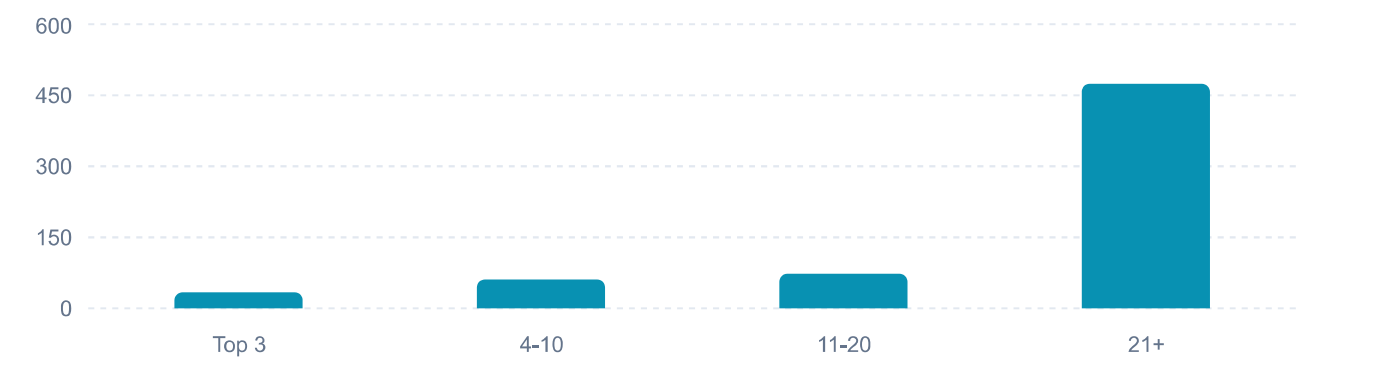


Tracked keywords	5
With ranking data this period	5
In the top 10	0
Improved	4
Declined	1
on page seo philippines	#25
seo cebu	#33
seo specialist cebu	#39
local seo cebu	#40
local seo philippines	#31

SUGGESTED NEXT STEPS

Tracked keyword losing ground: local seo philippines. Refresh and re-optimize these first.

Keyword Intelligence



Queries analysed	642
Quick wins (pos 4-15, real demand)	6
Striking distance (pos 11-20)	63
Declining (lost 3+ positions)	53
Ranking in the top 3	34
seo rates & packages in philippines	#8 · 187 impr
cebu seo company	#14 · 142 impr
seo audit services philippines	#10 · 86 impr
seo professional cebu	#9 · 51 impr
search engine marketing services philippines	#7 · 35 impr

SUGGESTED NEXT STEPS

- Fastest wins: "seo rates & packages in philippines", "cebu seo company", "seo audit services philippines". These already rank on page 1-2 with real impressions, so on-page tuning can move them up quickly.
- 53 queries lost 3+ positions. Audit those pages for content freshness and lost internal links.
- 63 queries sit in striking distance (positions 11-20). Strengthen the matching pages to break into page 1.

AI visibility

Pages scanned	10
AI Overviews detected	1
Cited in AI Overviews	1
Mentioned (not cited)	0

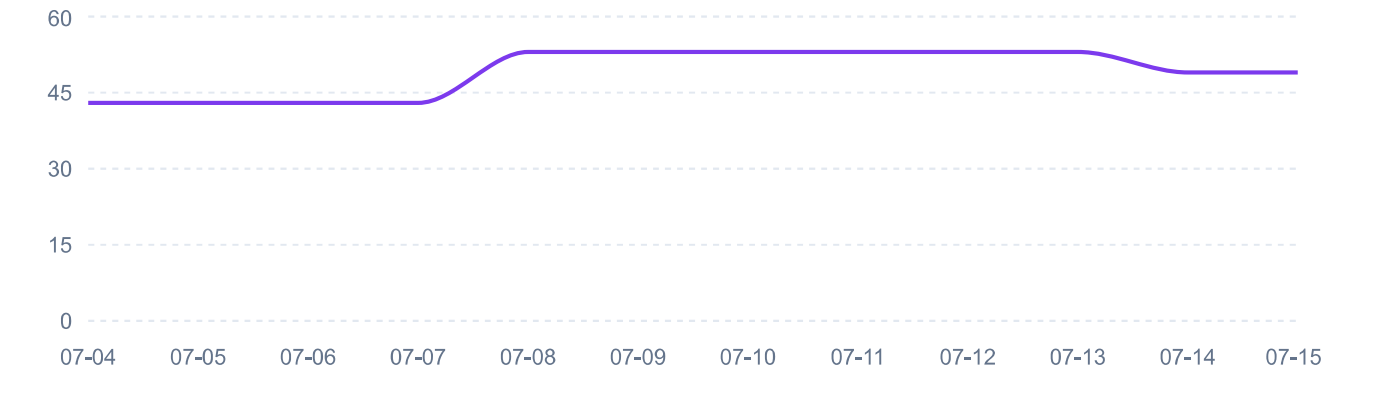
Technical health

Indexed pages	36
Not indexed	4
Page issues	0
Core Web Vitals	No data

SUGGESTED NEXT STEPS

4 pages are not indexed. Review the Indexation report and fix crawl or quality issues on pages that should rank.

Entity SEO



Entity Authority Score	49/100 (B)
Knowledge Panel	Not detected
Cited in AI Overviews	1
AIO mention rate	83%
Schema score	25/25
Mapped entities	16
Top entity cluster	Local SEO Services (2,180 impressions)
Query gaps to close	4
Schema gaps on top pages	6
Saved action plan items	4
High-impact actions ready	3
Next recommended action	Add Organization schema with sameAs and @id to homepage

SUGGESTED NEXT STEPS

No Knowledge Panel detected. Firm up your Organization/Person schema, Wikidata, and consistent NAP to earn one.
Next saved action: Add Organization schema with sameAs and @id to homepage.
6 schema gaps on top pages. Closing these strengthens entity signals for AI Overviews.

AI CTR Impact

Net estimated click delta from AIO	-5
Queries with AI Overview	24
Cited queries (CTR boost)	1
Not-cited queries (CTR drag)	6
Citation rate in AIO queries	4%

