

How SEOSpace scans help Squarespace sites

Rough water media

August 2023



SEOSpace is a plug in designed to help optimise Squarespace websites

It launched on 18th April 2023, and has amassed 1300+ websites, 904 of which have Google Search Console connected to the plugin (as of 20th August)

When a site (fully) connects, it links with Google Search Console and captures the historic search impressions & clicks:



Users are expected to do either a basic or premium scan, which provides recommendations for change. It is up to the users to implement & rescan!

We have GSC data up to 12month from the 20th August 2023 (i.e. 20th August 2022) assuming the client had implemented GSC by that point.

We have used the date of first scan as “day 0”, to normalise the data around first c. 70 days; taking sites that scanned before the 20th May (to get enough data).

Basis of this report:

We have prepared this report in the context of understanding any improvement in SEO performance, given the impact of SEOSpace. We have focused on comparing comparable cohorts, rather than stratification; for example using overall average impressions for comparable groups of sites.

Background

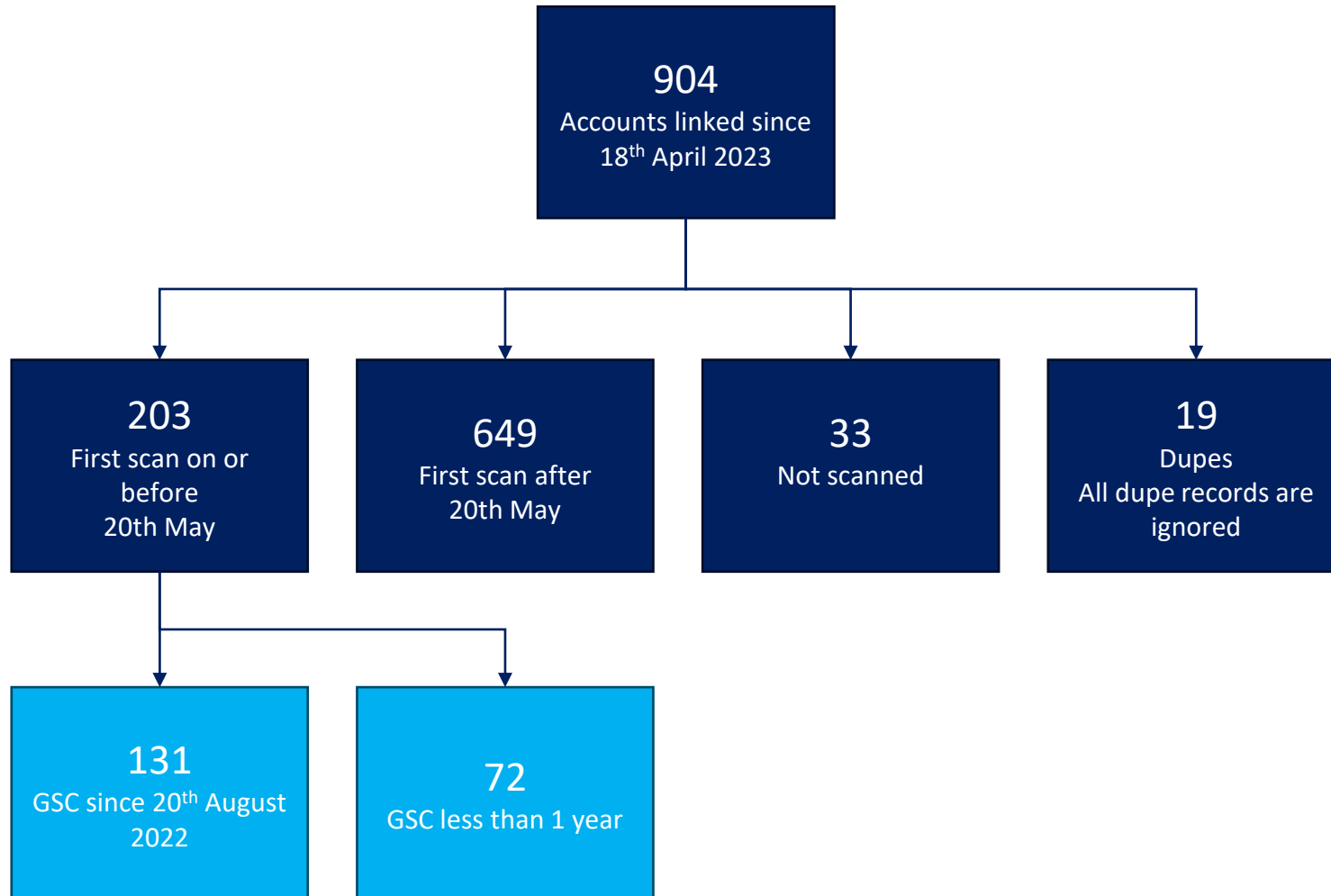


Impact of SEOSpace scans

(131) 64% of SEOSpace sites had GSC installed for at least 12 months



What data do we have



There are 904 sites with Google Search Console connected, however some have never scanned and others are duplicates. Some haven't had time to use the tool in earnest.

We have focused on the 131 sites that have been on since the 20th May and were already using GSC (i.e. had it set up from at least 20th August) & the 72 sites that have had GSC for < 1 year.

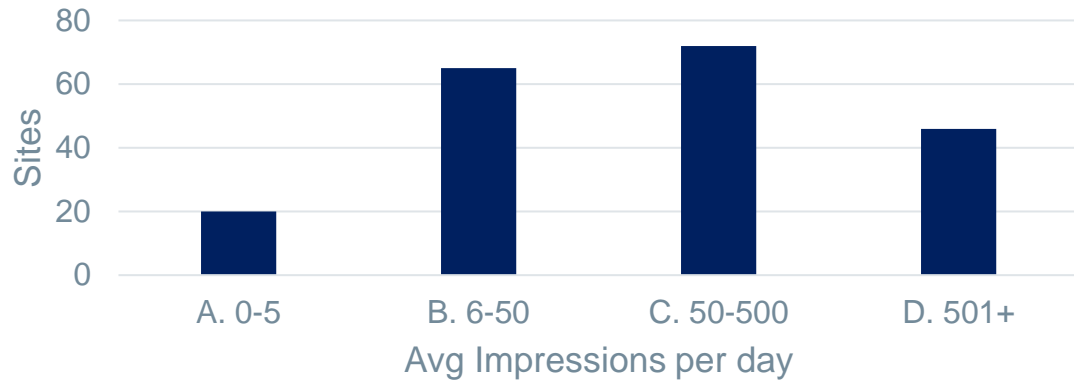
This enables us to understand the impact of SEOSpace for new vs existing SEO optimisers.

There is a healthy mix of size & scan usage

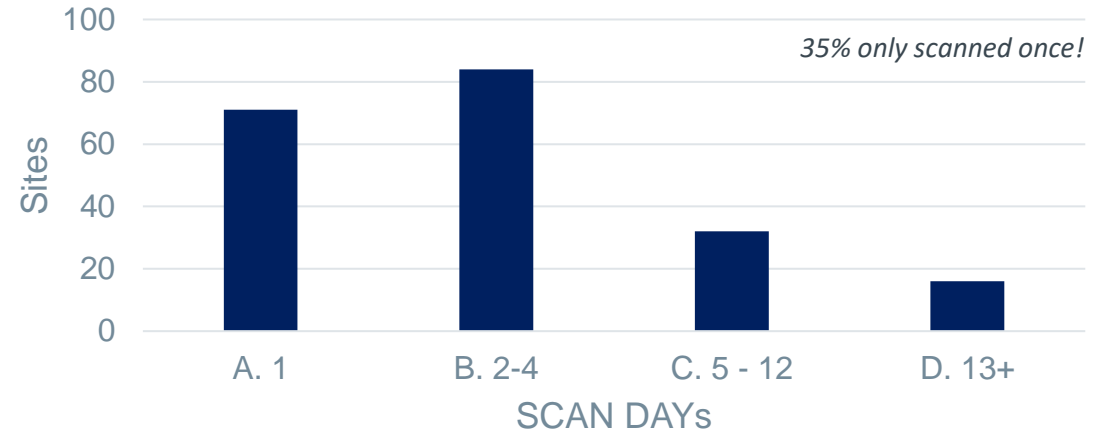


Understanding mix of sites: Based on 203 sites using since 20th May 2023

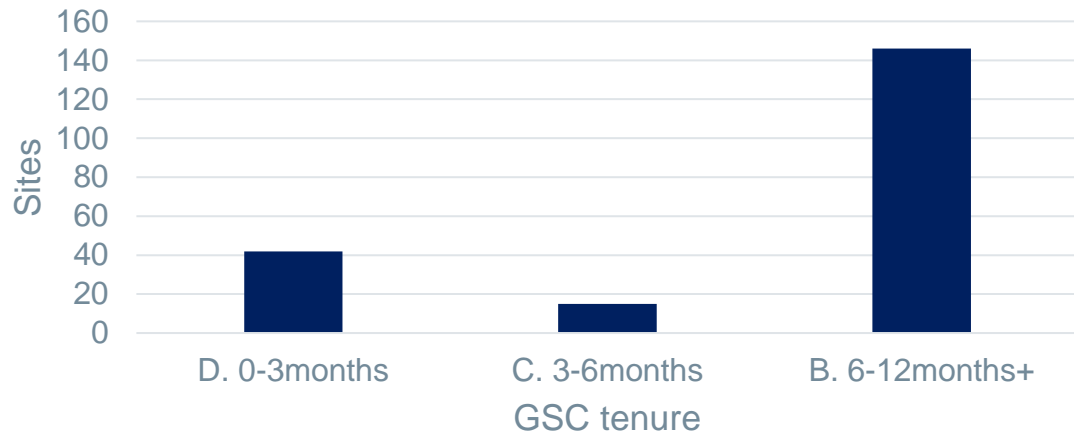
Average SEO impressions per site per day
(All 203 sites)



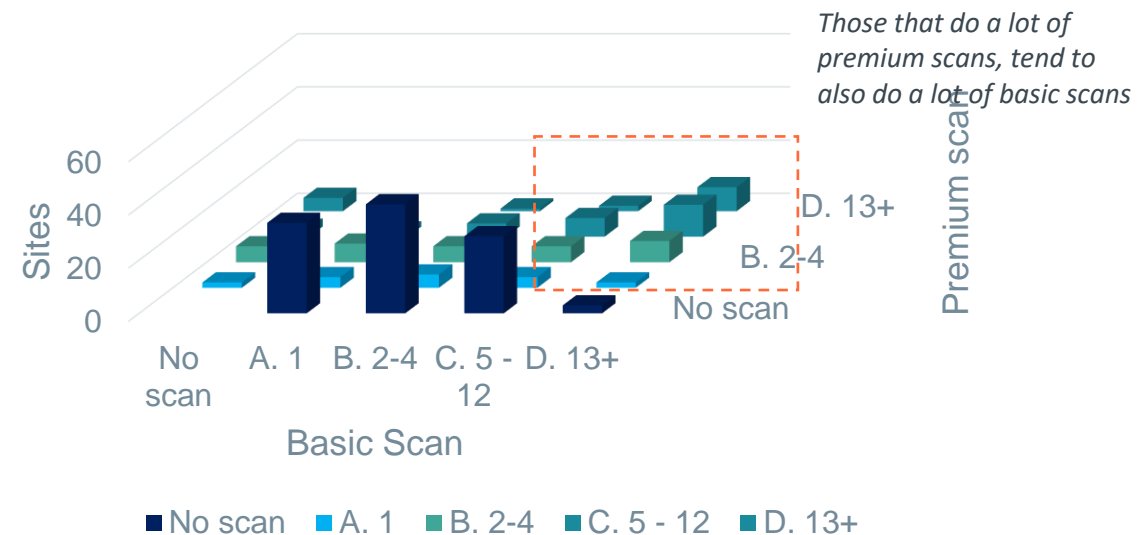
Number of days scans per site
(All 203 sites)



GSC Tenure
(All 203 sites From 20th May)



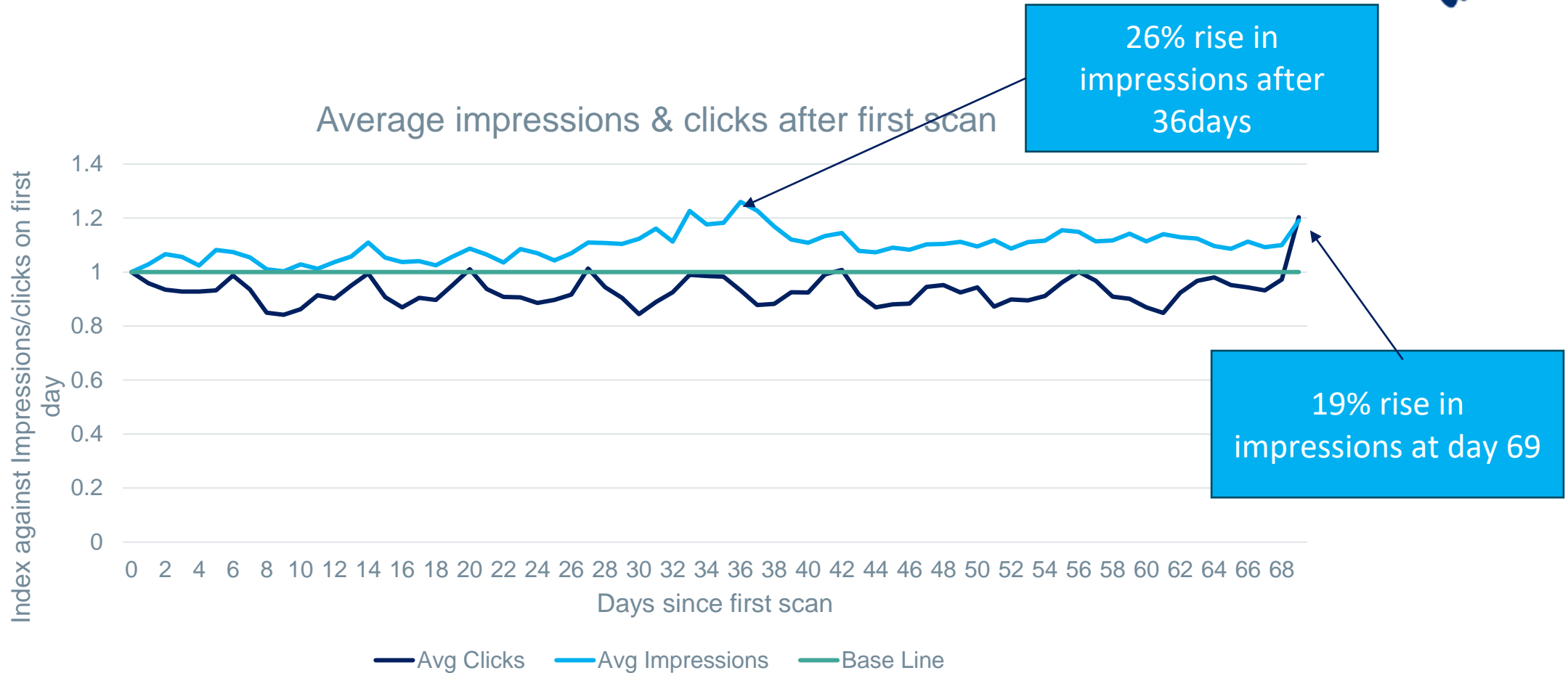
How scan types work together
(base on sites that scan)



Sites installing SEOSpace have seen a positive impact impressions after 30 & 60days; 26% and 19% respectively



Impact of first scan on impressions vs clicks



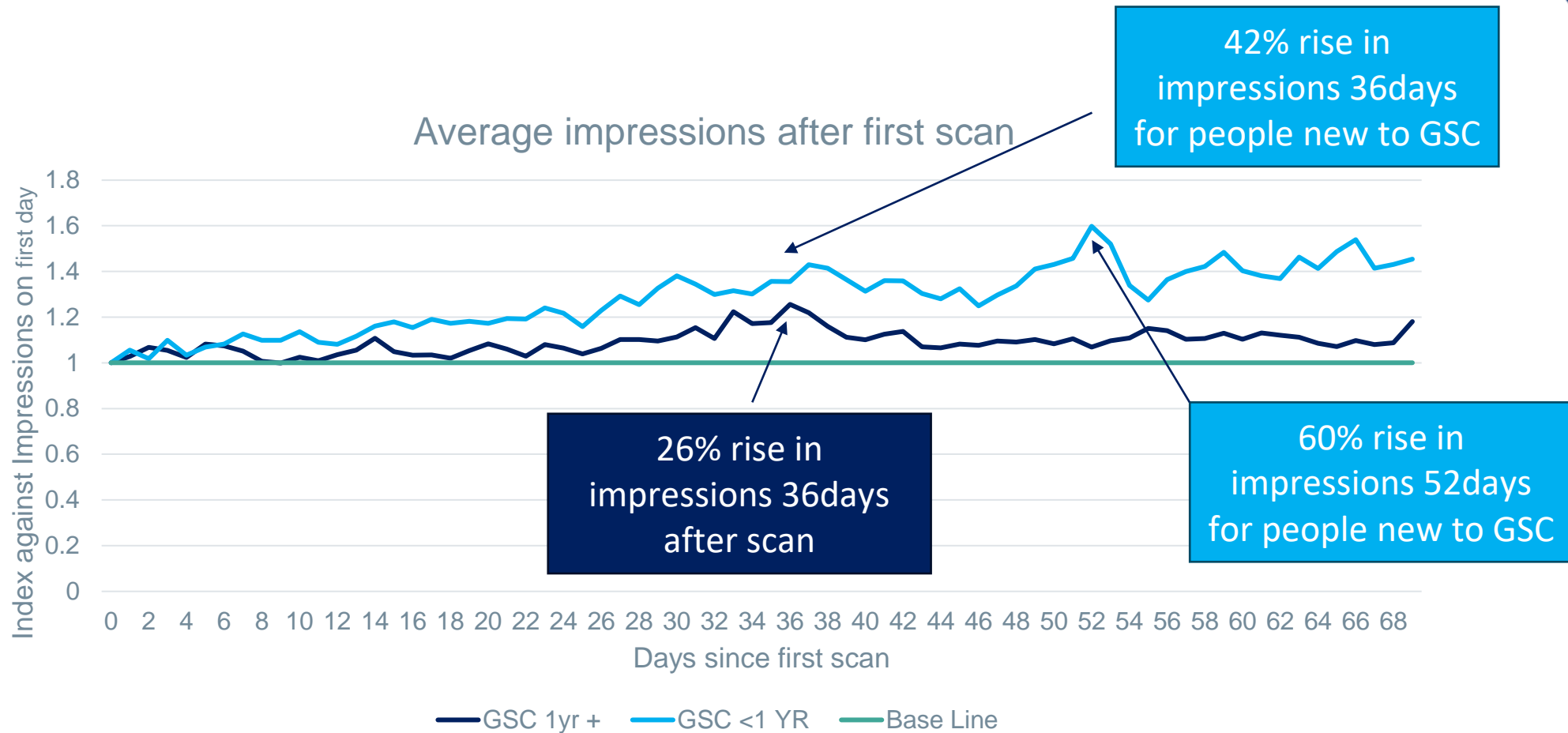
Based on 203 sites which have installed SEOSpace prior to 20th May 2023

Clicks generally are down until day 69, when they spoke to 20% above day 0. This is expected, as Google will take time to recognise and reward SEO improvements. We will focus on impressions!

On average sites new to GSC/SEO can see a 42% increase in impressions by day 36 and 60% increase by day 52



Impact of first scan for new vs existing optimised sites

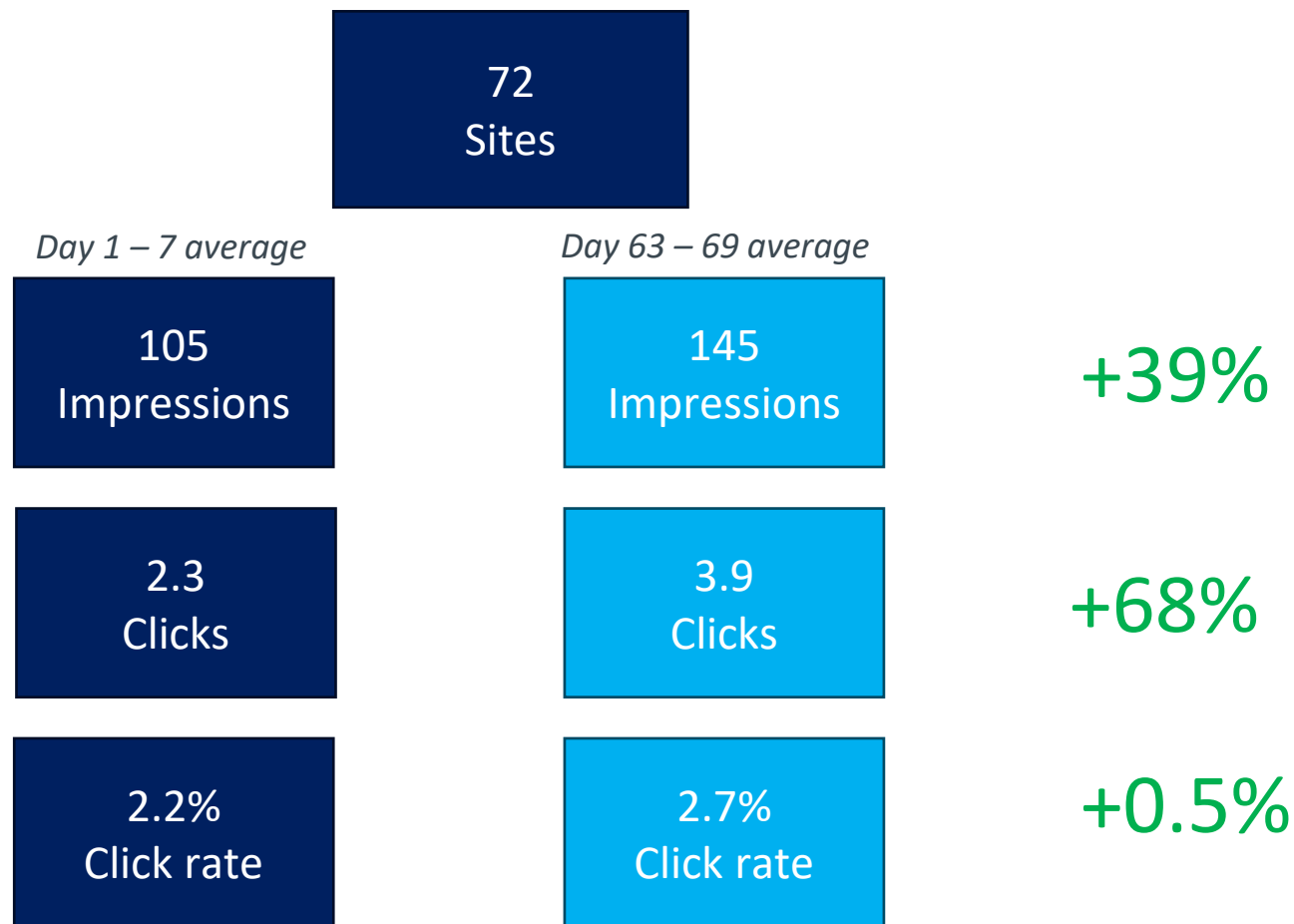


Comparing 131 sites with GSC implemented pre 18/4/2022 and implemented SEOSpace before 18/5/2023
To 72 sites with GSC implemented less than 1 year. Using average impressions.

SEOSpace has improved impressions, clicks and click rate for sites newly investing in SEO, by as much as 68% (clicks)



Long term performance for those new to SEO



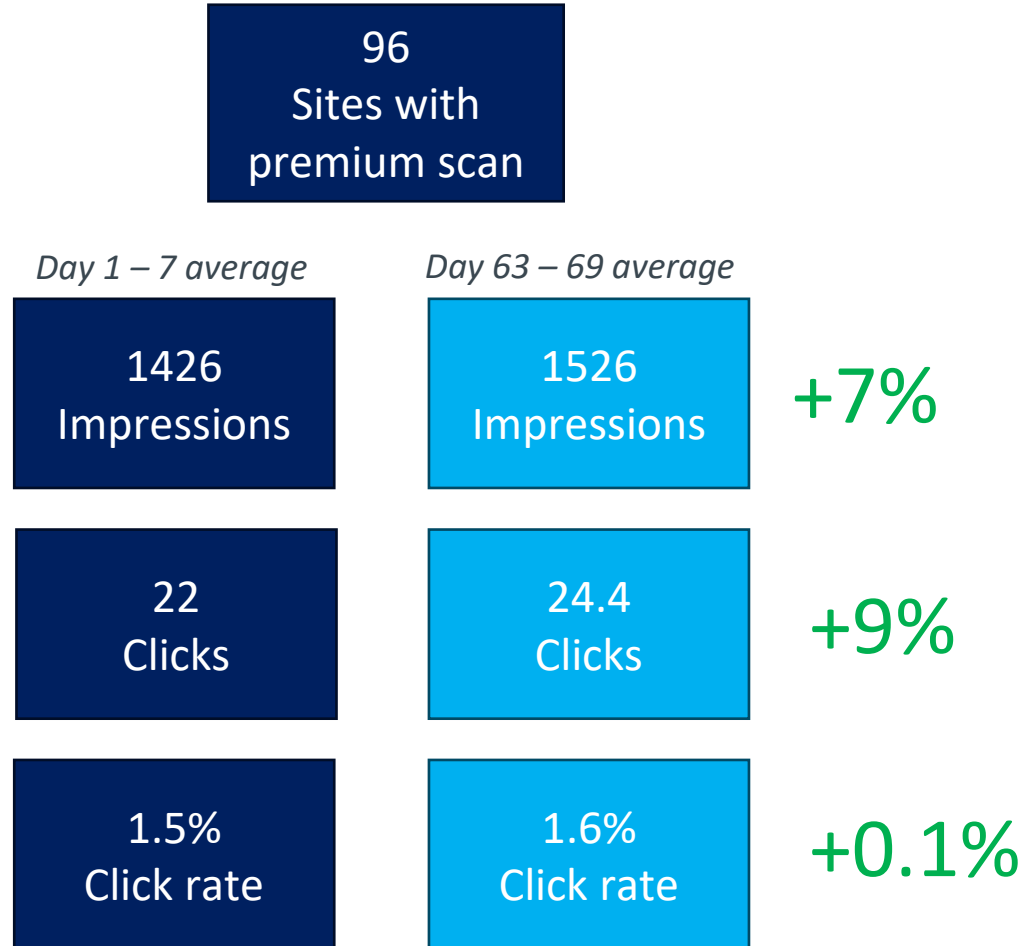
This analysis is comparing a 7 day average, for the first week vs towards the end of the second month, for sites that have had GSC installed less than 1 year

72 sites, that have installed SEOSpace prior to 20th May 2023, and had GSC for < 1 year

Premium scans improve performance by 7-9% after 2 months



Impact of premium scans



Overall those people that use the premium scan feature show an improvement in impressions, clicks and click rate after 2 months of usage.

This means that the premium users are increasing their chances of being seen for a search; whilst not losing their click performance or position.

SEOSpace can drive 68% more clicks to sites to sites new to SEO!



Summary: Key findings

36% of people using SEOSpace are relatively new to SEO, only installing GSC in the last year.

The typical site using SEOSpace has < 500 impressions per day; however 22% exceed this.

35% of sites only scan once (in 90days), these are users who try SEOSpace - meaning 65% of users are active!
The top 8% of users scan at least once per week.

Sites that use SEOSpace have seen a 26% increase in impressions, sites new to SEO have seen 42% increase in 30days.

Of the sites new to SEO, we can see a positive impact on; clicks (68%), impressions(39%), click rates (0.5%).

Those that scan more, do more basic scans, but also more premium scans.

Sites that use premium scans achieve 7-9% more impressions & clicks within 2 months.

Thank you

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