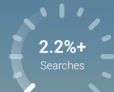




Industry SEO Radar Report

Each quarter, we analyze 10 categories that our customers indicate are important to them and use BrightEdge's SearchIQ technology to identify what attributes correlate to higher rankings in each. We see that across categories, ranking factors can vary widely. This guide can help you with benchmarks for your industry.

TRACKED INDUSTRY KEYWORD GROWTH QUARTER OVER QUARTER



INDUSTRY CATEGORIES

- Advertising & Marketing
- Banking
- Colleges & Universities
- Hospitality & Hotels
- Industrial Machinery
- Insurance
- Manufacturing
- Real Estate
- Retail
- Software

CORRELATION TO HIGHER RANKINGS



Page Speed

Factors related to the overall speed of ranked pages. Top 3 results for all the keywords in the category.

On Page

Factors related to elements on the page. Average of the top 3 results for all keywords in the category.

Schema Usage

Analysis of schema correlating to higher rankings. Most common schema types in the top 3 results.

Backlinks

Average characteristics for the top 3 ranking pages for all the keywords in the category.

Advertising & Marketing

- First Input Delay 304ms
- Time to First Byte .35s
- Speed Index Score 66

- Keywords in Page Title ✓
- URL Depth 2
- URL Length 59 char

Aggregate Ratings

- Answer
- Product
- Movie

- Incoming Links 34k
- Referring Domains 800
- Referring IPs 603

Banking

- Time to First Byte .46s

- Keyword Count 1.47
- Keyword Density .11%
- Outgoing Links 169
- URL Depth 2
- URL Length 51 char

Image Gallery

- Citation Flow 34.2
- Incoming Links 344k
- Referring Domains 598
- Referring IPs 440

Colleges & Universities

- Cumulative Layout Shift .13
- Time to First Byte .38s

- Keyword Count 2.64
- Keyword in the Page Title ✓
- Text to Code Ratio 7.62%
- URL Depth 2.15
- URL Length 48 char
- Outgoing Links 285
- Keyword Density 14%

Article
Event
Movie
Book
Image Gallery
Offer
Employer Rating

- Citation Flow 34.7
- Incoming Links 67k
- Referring Domains 714
- Referring IPs 554

Hospitality & Hotels

- Speed Index Value 7.71s
- Server Response Time .6s
- Time to First Byte .6s
- Time to Interactive 15.06s
- Cumulative Layout Shift .12
- Lighthouse Score .46

- URL Depth 2
- URL Length 53 char

Aggregate Rating

- Day Spa
- Exercise Gym
- How To
- Image Object
- Restaurant
- Organization
- Question
- Suite

- Citation Flow 20.57
- Incoming Links 3.7k
- Referring Domains 58
- Referring IP Addresses 46

Industrial Machinery

- Speed Index Value 8.09s
- Server Response Time .79s
- Time to First Byte .79s
- Time to Interactive 14.37s
- Largest Contentful Paint 7.7s

- Keyword Count 1.88
- Keyword Density .26%
- URL Depth 2.35
- URL Length 54 char
- Keyword in Page Title ✓
- Outgoing Links 233

Aggregate Rating

- Dataset
- FAQ Page
- Image Gallery
- Webpage

- Citation Flow 15.59
- Incoming Links 4.32k
- Referring Domains 30
- Referring IP Addresses 25

Insurance

- Time to First Byte .4s

- Keywords in Meta Description ✓
- Keyword Density .21%
- URL Depth 2.11
- URL Length 47 char

Organization
FAQ Page
Article
Website

- Incoming Links 73k
- Referring Domains 844
- Referring IP addresses 565

Manufacturing

- First Input Delay 631ms
- Time to First Byte .55s
- First Contentful Paint 3.11s
- Total Blocking Time 2.39s

- Outgoing Links 204
- Keyword in Title ✓
- URL Depth 2.2
- URL Length 57 char

Article
Aggregate Rating
Dataset
Event Venue
Organization

- Incoming Links 21k
- Referring Domains 180
- Referring IP Addresses 138

Real Estate

- Speed Index Value 8.17s
- Server Response Time .57s
- Time to First Byte .58s
- First Meaningful Paint 2.87s
- First Meaningful Paint 3.56s
- Largest Contentful Paint 6.92s
- Cumulative Layout Shift .1
- Total Byte Weight 2.94mb
- Lighthouse Score .45
- First Input Delay 62

- Keyword Density .11%
- Keywords in Headings ✓
- Keywords in Page Title ✓
- URL Length 54 Char
- Outgoing Links 165
- URL Depth 2.34

Local Business
Occupation

- Citation Flow 26
- Incoming Links 45k
- Referring Domains 259
- Referring IP Addresses 184

Retail

- Keyword in Headings ✓
- Keyword in Meta Description ✓
- URL Length 54.91

Item List

- Incoming Links 19k
- Referring Domains 96
- Referring IP Addresses 77

Software

- Time To First Byte .47

- Keyword Count 1.43
- Keyword in Headings ✓
- Keyword in Meta Description ✓
- Outgoing Links 250
- Keyword in URL ✓
- Text to Code Ratio 8.8%
- Keyword in Page Title ✓

Aggregate Rating

- Article
- Image Object
- Item List
- Organization
- Website

- Incoming Links 68k
- Referring Domains 858
- Referring IP Addresses 671