



SEO report

Kenyanwallstreet.com

OCT-28 2024 - NOV-03 2024

Generated on Nov-04 2024



Table of Contents

Search visibility trend	3
Average position trend	3
Traffic forecast trend	3
Keywords in top trend	4
History of rankings	6
Distribution of keywords by top positions	6
Organic traffic overview table	7
Traffic	7
Overview of All Competitors	9
Audit overview	12

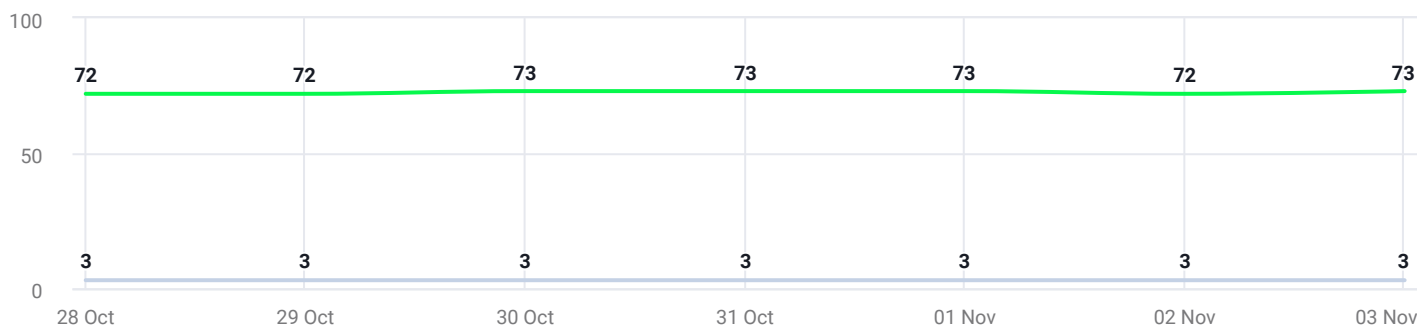


Search visibility trend

kenyanwallstreet.com

Search visibility

Oct-28 2024 - Nov-03 2024



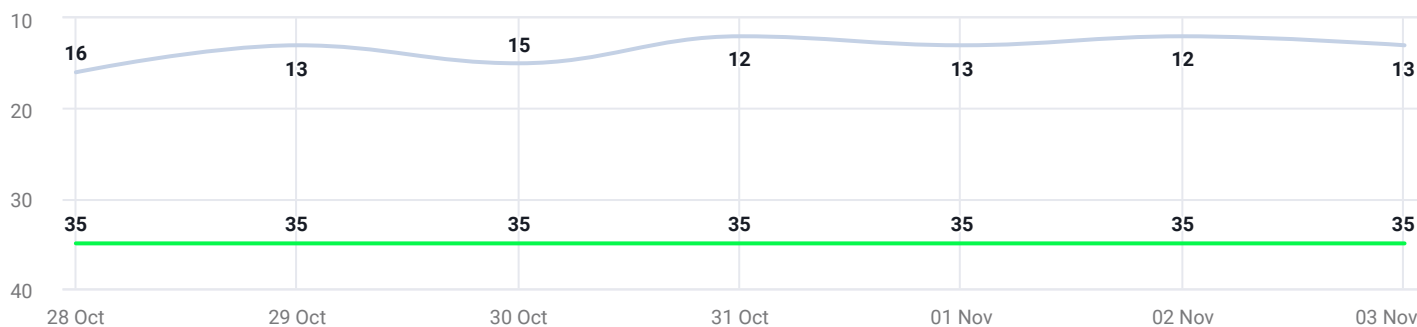
Google Kenya businessdailyafrica.com

Average position trend

kenyanwallstreet.com

Average position

Oct-28 2024 - Nov-03 2024



Google Kenya businessdailyafrica.com

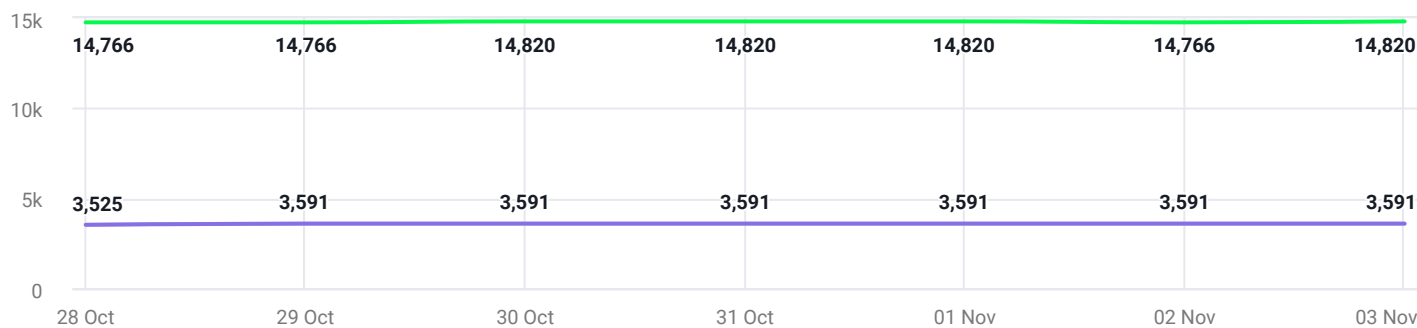
Traffic forecast trend

kenyanwallstreet.com



Traffic forecast

Oct-28 2024 - Nov-03 2024



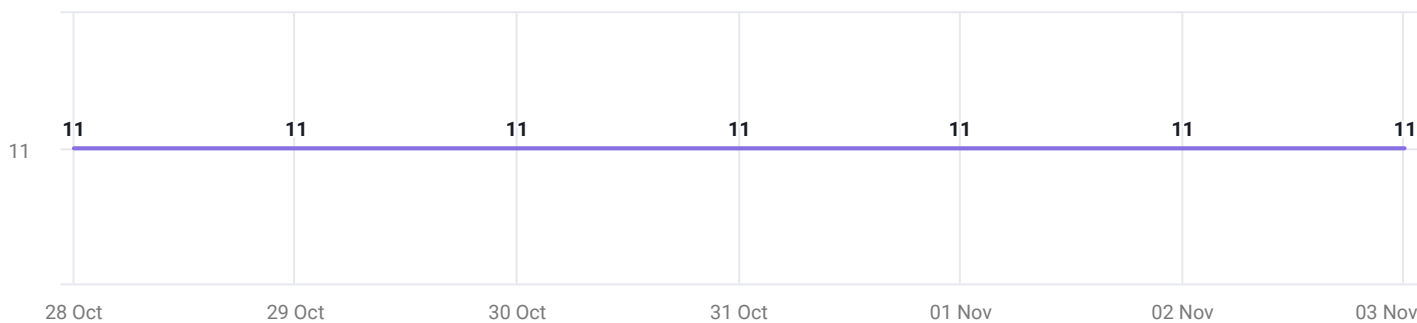
- Google Kenya
- Average for all
- businessdailyafrica.com

Keywords in top trend

kenyanwallstreet.com

% in Top 1

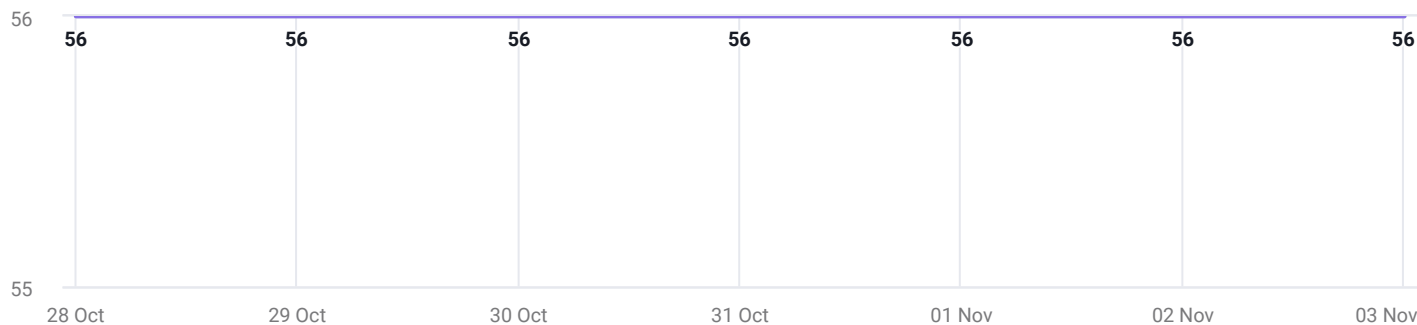
Oct-28 2024 - Nov-03 2024



- Google Kenya
- Average for all

% in Top 3

Oct-28 2024 - Nov-03 2024

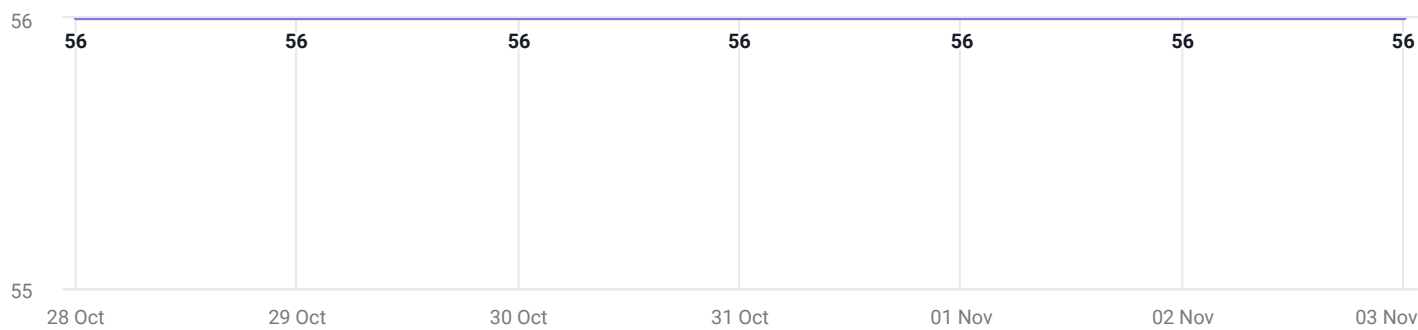


- Google Kenya
- Average for all



% in Top 5

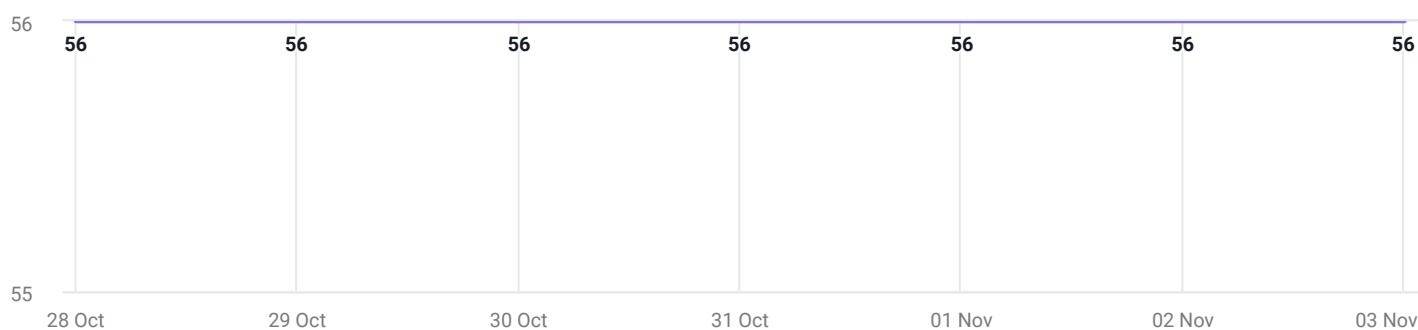
Oct-28 2024 - Nov-03 2024



Google Kenya Average for all

% in Top 10

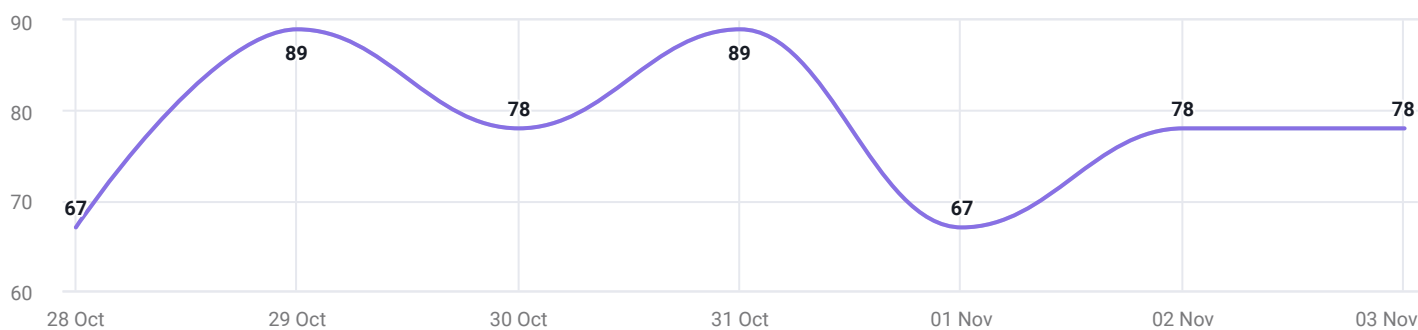
Oct-28 2024 - Nov-03 2024



Google Kenya Average for all

% in Top 20

Oct-28 2024 - Nov-03 2024

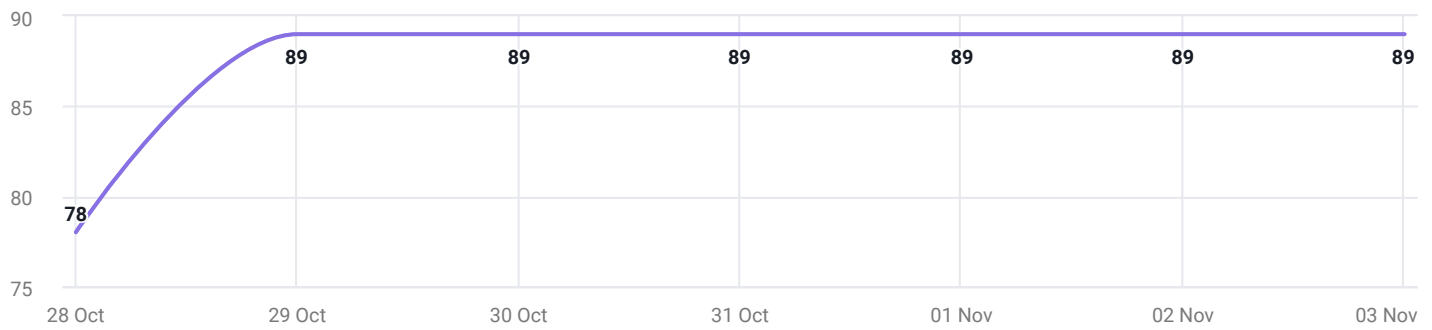


Google Kenya Average for all



% in Top 30

Oct-28 2024 - Nov-03 2024



Google Kenya Average for all

History of rankings

kenyanwallstreet.com

Entered Top 10 Left Top 10 In Top 10 Entered Top 100

Google Kenya

Keyword	Search Volume	Visibility	Dynamics	URL in SERP	Results	Baseline ▲	3 years ago	2 years ago
General								
how to pay netflix via mpesa	4400	100	N/A	https://kenyanwallstreet.com/how-to-pay-for-netflix-in-kenya/	50K	1	-	-
kenya business news	1000	100	N/A	https://kenyanwallstreet.com/	387M	2	-	-
business news kenya	1000	100	N/A	https://kenyanwallstreet.com/	387M	2	-	-
kenya financial news	50	100	N/A	https://kenyanwallstreet.com/	230M	2	-	-
wall street	720	100	N/A	https://kenyanwallstreet.com/	2B	3	-	-
showmax packages	6600	60	▲ 5	https://kenyanwallstreet.com/showmax-2-0-officially-launches-in-kenya/	1.3M	10	-	-
daily business news	260	N/A	▼ 1	https://kenyanwallstreet.com/	2.5B	10	-	-
remotask	165000	N/A	▼ 6	https://kenyanwallstreet.com/gig-workers-stranded-as-remotasks-exits-kenya/	313K	16	-	-
news in kenya today	27100	N/A	▼ 7	https://kenyanwallstreet.com/	391M	39	-	-

Keyword	18 month ago	1 year ago	9 month ago	6 month ago	3 month ago	Month ago	Current rankings
General							
how to pay netflix via mpesa	-	-	-	-	-	1	1
kenya business news	-	-	-	-	-	2	2
business news kenya	-	-	-	-	-	2	2
kenya financial news	-	-	-	-	-	2	2
wall street	-	-	-	-	-	3	3
showmax packages	-	-	-	-	-	5 ▲ 5	5
daily business news	-	-	-	-	-	22 ▼ 12	11 ▲ 11
remotask	-	-	-	-	-	23 ▼ 7	22 ▲ 1



Keyword	18 month ago	1 year ago	9 month ago	6 month ago	3 month ago	Month ago	Current rankings
news in kenya today	-	-	-	-	-	53 ▼ 14	46 ▲ 7

Distribution of keywords by top positions

Search Engines	Total Keywords	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
Google Kenya	9	5	0	3	1	0	13
General	9	5	0	3	1	0	13

Organic traffic overview table

Name	Yesterday	4 Weeks ago	12 Weeks ago	24 Weeks ago
google	612 -2422	3034 +925	2109 -2	2111
Other Search Engines	16 -65	81 -10	91 +17	74
Total	628 -2487	3115 +915	2200 +15	2185

Traffic

Organic traffic: Sessions

 Last Week (Oct-28 - Nov-03 2024) ↑↓ Previous period (Oct-21 - Oct-27 2024)

Last Week (Oct-28 - Nov-03 2024)

14240 ▲ 8.5%


● google	13285 93.3%
● news.google.com	461 3.2%
● bing	409 2.9%
● ntp.msn.com	26 0.2%
● yahoo	23 0.2%
● duckduckgo	14 0.1%
● cn.bing.com	7 0.0%
● uk.search.yahoo.com	4 0.0%
● ecosia.org	4 0.0%
● edition.cnn.com	4 0.0%

Previous period (Oct-21 - Oct-27 2024)

13125


● google	12365 94.2%
● bing	371 2.8%
● news.google.com	332 2.5%
● ntp.msn.com	26 0.2%
● yahoo	17 0.1%
● duckduckgo	11 0.1%
● edition.cnn.com	7 0.1%
● edgeservices.bing.com	5 0.0%
● yandex.ru	5 0.0%
● cn.bing.com	4 0.0%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 google								



Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Oct-28 2024 - Nov-03 2024	13.3K	7.3K	9.2K	55.3%	79.5%	0	60.57 sec	18K
Oct-21 2024 - Oct-27 2024	12.4K	6.9K	9.3K	55.97%	83.68%	0	59.16 sec	17.1K
% Change	▲ 7.4%	▲ 6.1%	▼ -0.4%	▼ -1.2%	▼ -5.0%	▼ 0%	▲ 2.4%	▲ 5.6%
2 news.google.com								
Oct-28 2024 - Nov-03 2024	461	183	378	39.7%	74.07%	0	49.9 sec	547
Oct-21 2024 - Oct-27 2024	332	108	282	32.53%	81.21%	0	43.95 sec	442
% Change	▲ 38.9%	▲ 69.4%	▲ 34.0%	▲ 22.0%	▼ -8.8%	▼ 0%	▲ 13.5%	▲ 23.8%
3 bing								
Oct-28 2024 - Nov-03 2024	409	233	265	56.97%	83.02%	0	82.33 sec	679
Oct-21 2024 - Oct-27 2024	371	226	236	60.92%	84.75%	0	66.5 sec	552
% Change	▲ 10.2%	▲ 3.1%	▲ 12.3%	▼ -6.5%	▼ -2.0%	▼ 0%	▲ 23.8%	▲ 23.0%
4 ntp.msn.com								
Oct-28 2024 - Nov-03 2024	26	19	5	73.08%	0%	0	77.73 sec	45
Oct-21 2024 - Oct-27 2024	26	19	4	73.08%	0%	0	75.23 sec	40
% Change	▼ 0%	▼ 0%	▲ 25%	▼ 0%	▼ 0%	▼ 0%	▲ 3.3%	▲ 12.5%
5 yahoo								
Oct-28 2024 - Nov-03 2024	23	13	15	56.52%	86.67%	0	118.65 sec	47
Oct-21 2024 - Oct-27 2024	17	9	8	52.94%	75%	0	45.35 sec	22
% Change	▲ 35.3%	▲ 44.4%	▲ 87.5%	▲ 6.8%	▲ 15.6%	▼ 0%	▲ 161.6%	▲ 113.6%
6 duckduckgo								
Oct-28 2024 - Nov-03 2024	14	9	12	64.29%	91.67%	0	32.64 sec	20
Oct-21 2024 - Oct-27 2024	11	8	9	72.73%	100%	0	40.36 sec	15
% Change	▲ 27.3%	▲ 12.5%	▲ 33.3%	▼ -11.6%	▼ -8.3%	▼ 0%	▼ -19.1%	▲ 33.3%
7 cn.bing.com								
Oct-28 2024 - Nov-03 2024	7	3	3	42.86%	66.67%	0	308.71 sec	44
Oct-21 2024 - Oct-27 2024	4	1	3	25%	100%	0	30.75 sec	4
% Change	▲ 75%	▲ 200%	▼ 0%	▲ 71.4%	▼ -33.3%	▼ 0%	▲ 903.9%	▲ 1K%
8 uk.search.yahoo.com								
Oct-28 2024 - Nov-03 2024	4	2	3	50%	100%	0	207.25 sec	22
Oct-21 2024 - Oct-27 2024	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
9 ecosia.org								
Oct-28 2024 - Nov-03 2024	4	3	4	75%	100%	0	59.75 sec	6
Oct-21 2024 - Oct-27 2024	1	1	1	100%	100%	0	75 sec	1
% Change	▲ 300%	▲ 200%	▲ 300%	▼ -25%	▼ 0%	▼ 0%	▼ -20.3%	▲ 500%
10 edition.cnn.com								
Oct-28 2024 - Nov-03 2024	4	2	2	50%	50%	0	17.25 sec	5
Oct-21 2024 - Oct-27 2024	7	2	4	28.57%	100%	0	25.71 sec	7
% Change	▼ -42.9%	▼ 0%	▼ -50%	▲ 75.0%	▼ -50%	▼ 0%	▼ -32.9%	▼ -28.6%
11 edgeservices.bing.com								
Oct-28 2024 - Nov-03 2024	3	3	2	100%	100%	0	51 sec	6
Oct-21 2024 - Oct-27 2024	5	2	3	40%	100%	0	18.8 sec	5
% Change	▼ -40%	▲ 50%	▼ -33.3%	▲ 150%	▼ 0%	▼ 0%	▲ 171.3%	▲ 20%



Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
12 yandex.ru								
Oct-28 2024 - Nov-03 2024	2	0	2	0%	100%	0	3 sec	2
Oct-21 2024 - Oct-27 2024	5	2	5	40%	100%	0	11.6 sec	5
% Change	▼ -60%	▼ -100%	▼ -60%	▼ -100%	▼ 0%	▼ 0%	▼ -74.1%	▼ -60%
13 malaysia.search.yahoo.com								
Oct-28 2024 - Nov-03 2024	2	0	1	0%	0%	0	0 sec	1
Oct-21 2024 - Oct-27 2024	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
14 yandex								
Oct-28 2024 - Nov-03 2024	1	1	1	100%	100%	0	619 sec	5
Oct-21 2024 - Oct-27 2024	1	1	1	100%	100%	0	22 sec	1
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▲ 2.7K%	▲ 400%
15 baidu								
Oct-28 2024 - Nov-03 2024	1	1	1	100%	100%	0	31 sec	1
Oct-21 2024 - Oct-27 2024	1	1	1	100%	100%	0	46 sec	1
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ -32.6%	▼ 0%
16 lens.google.com								
Oct-28 2024 - Nov-03 2024	1	0	1	0%	100%	0	4 sec	1
Oct-21 2024 - Oct-27 2024	2	1	2	50%	100%	0	4 sec	2
% Change	▼ -50%	▼ -100%	▼ -50%	▼ -100%	▼ 0%	▼ 0%	▼ 0%	▼ -50%
17 m.baidu.com								
Oct-28 2024 - Nov-03 2024	1	1	1	100%	100%	0	101 sec	1
Oct-21 2024 - Oct-27 2024	1	1	1	100%	100%	0	18 sec	2
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▲ 461.1%	▼ -50%
18 no.search.yahoo.com								
Oct-28 2024 - Nov-03 2024	1	1	1	100%	100%	0	50 sec	1
Oct-21 2024 - Oct-27 2024	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
19 qwant.com								
Oct-28 2024 - Nov-03 2024	1	0	0	0%	100%	0	0 sec	1
Oct-21 2024 - Oct-27 2024	2	2	2	100%	100%	0	138 sec	6
% Change	▼ -50%	▼ -100%	▼ -100%	▼ -100%	▼ 0%	▼ 0%	▼ -100%	▼ -83.3%
20 us.search.yahoo.com								
Oct-28 2024 - Nov-03 2024	1	1	1	100%	100%	0	12 sec	1
Oct-21 2024 - Oct-27 2024	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
21 yandex.kz								
Oct-28 2024 - Nov-03 2024	1	1	1	100%	100%	0	843 sec	1
Oct-21 2024 - Oct-27 2024	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
22 in.search.yahoo.com								
Oct-28 2024 - Nov-03 2024	-	-	-	-	-	-	-	-
Oct-21 2024 - Oct-27 2024	2	2	2	100%	100%	0	26 sec	2

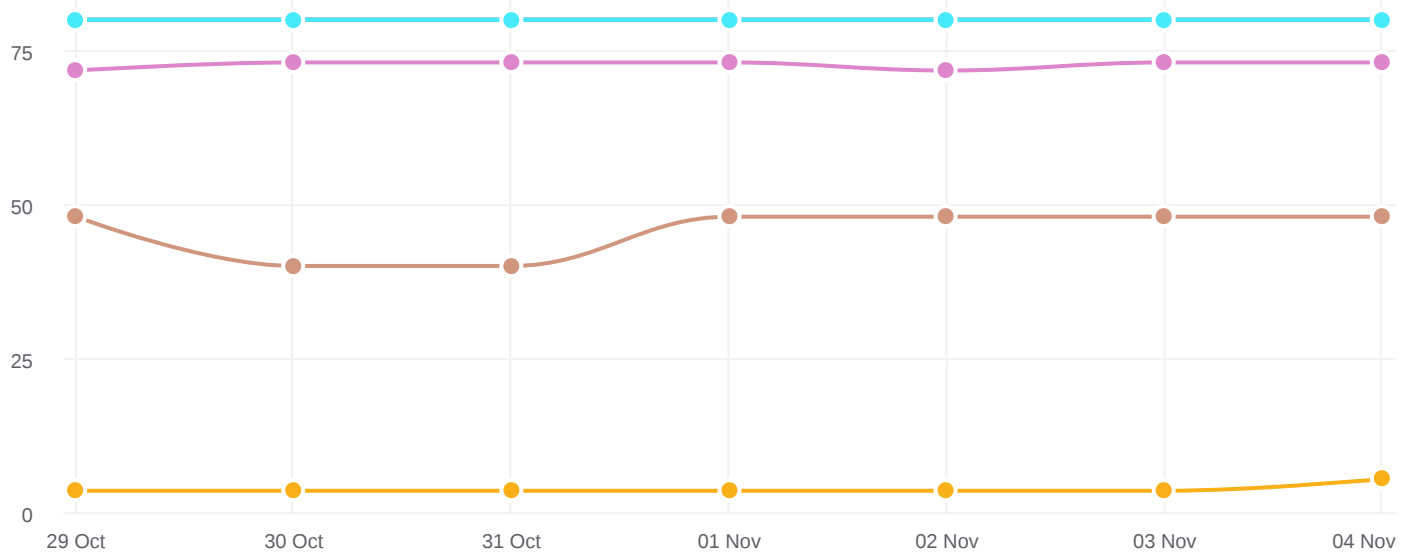


Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
23 amp.cnn.com								
Oct-28 2024 - Nov-03 2024	-	-	-	-	-	-	-	-
Oct-21 2024 - Oct-27 2024	1	1	1	100%	100%	0	74 sec	1
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
24 nz.search.yahoo.com								
Oct-28 2024 - Nov-03 2024	-	-	-	-	-	-	-	-
Oct-21 2024 - Oct-27 2024	1	1	1	100%	0%	0	39 sec	1
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Overview of All Competitors

kenyanwallstreet.com

Oct-29 2024 - Nov-04 2024



- www.linkedin.com
- www.redd.it.com
- www.remotasks.com
- www.businessdailyafrica.com
- restofworld.org
- kenyanwallstreet.com

Name	Visibility	DT	Backlinks
www.linkedin.com	80.05	96	BL: 23B RD: 14M
www.redd.it.com	80.05	82	BL: 2.5B RD: 836K
www.remotasks.com	80.05	29	BL: 0 RD: 0
www.businessdailyafrica.com	73.1	49	BL: 567K RD: 18K
restofworld.org	48.03	42	BL: 209K RD: 17K
medium.com	40.02	76	BL: 641M RD: 2M



Name	Visibility	DT	Backlinks
www.quora.com	40.02	66	BL: 121M RD: 380K
www.facebook.com	24.01	100	BL: 0 RD: 0
job-boards.greenhouse.io	24.01	65	BL: 0 RD: 0
www.kenyanvibe.com	16.01	24	BL: 674 RD: 174
nation.africa	15.77	55	BL: 2.4M RD: 35K
www.the-star.co.ke	13.45	46	BL: 236K RD: 15K
www.citizen.digital	13.15	41	BL: 53K RD: 6.1K
www.standardmedia.co.ke	11.17	55	BL: 11M RD: 23K
www.bbc.com	8.06	71	BL: 326M RD: 783K
www.capitalfm.co.ke	7.57	43	BL: 487K RD: 25K
www.kenyans.co.ke	6.57	41	BL: 128K RD: 27K
kenyanwallstreet.com	5.4	36	BL: 22K RD: 4.5K
www.aljazeera.com	3.94	63	BL: 31M RD: 308K
www.vodacom.co.za	3.2	44	BL: 135K RD: 2.9K
www.showmax.com	3.2	49	BL: 1.1M RD: 2.8K
stories.showmax.com	3.2	49	BL: 29K RD: 158
www.tuko.co.ke	2.63	43	BL: 157K RD: 12K
www.youtube.com	2.13	100	BL: 37B RD: 16M
www.pyypl.com	1.81	35	BL: 6.8K RD: 488
toptrmobile.co.ke	1.71	-	BL: 0 RD: 0
www.dstv.com	1.6	51	BL: 432K RD: 5.6K



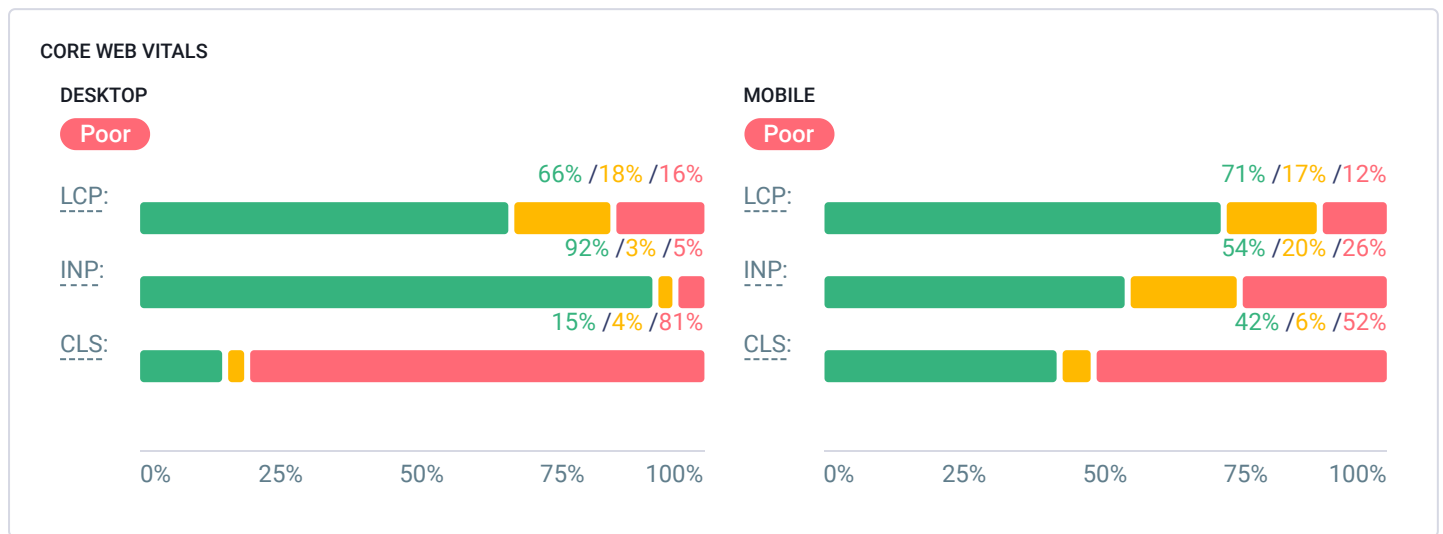
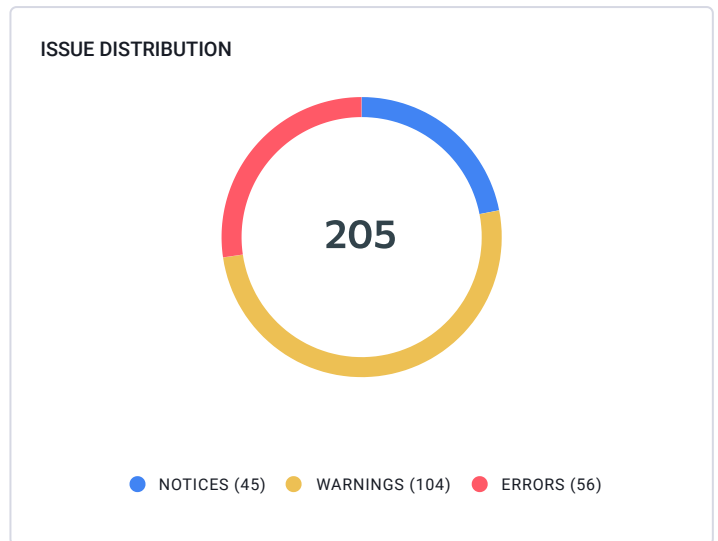
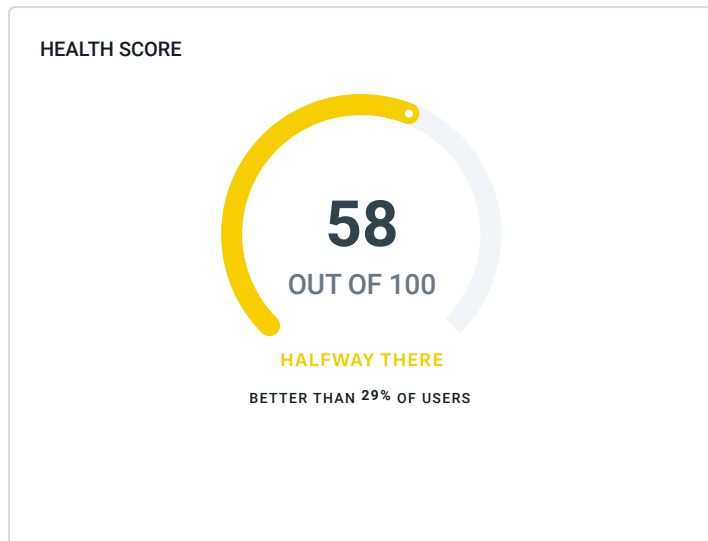
Name	Visibility	DT	Backlinks
zangcash.co.ke	1.6	15	BL: 30 RD: 5
money.ke	1.28	16	BL: 38 RD: 16
businesstoday.co.ke	0.86	37	BL: 30K RD: 10K
help.netflix.com	0.64	65	BL: 415K RD: 29K
www.safaricom.co.ke	0.64	40	BL: 66K RD: 5.9K
www.kenyamoja.com	0.59	29	BL: 23K RD: 2.4K
en.wikipedia.org	0.35	85	BL: 2.3B RD: 2.2M
www.wsj.com	0.35	67	BL: 32M RD: 481K
www.imdb.com	0.3	78	BL: 1.1B RD: 1.2M
www.cnbc.com	0.24	69	BL: 46M RD: 532K
www.wallstreetenglish.com	0.21	37	BL: 8.2K RD: 1.4K
corporatelinefinanceinstitute.com	0.17	46	BL: 614K RD: 79K
fortune.com	0.13	60	BL: 9.9M RD: 322K
www.bloomberg.com	0.13	67	BL: 61M RD: 620K
www.reuters.com	0.11	66	BL: 82M RD: 680K
www.britannica.com	0.1	64	BL: 22M RD: 437K
www.theeastafrikan.co.ke	0.1	45	BL: 313K RD: 17K
www.nyse.com	0.1	54	BL: 2.1M RD: 37K
www.businessnewsdaily.com	0.06	48	BL: 597K RD: 78K
www.livemint.com	0.04	61	BL: 34M RD: 105K
www.investors.com	0.04	57	BL: 5.2M RD: 64K



Name	Visibility	DT	Backlinks
www.ft.com	0.01	65	BL: 43M RD: 477K
ke.ncbagroup.com	0.01	39	BL: 51K RD: 554

Audit overview

africaspocket.com



PAGES CRAWLED

22

URLS FOUND

199



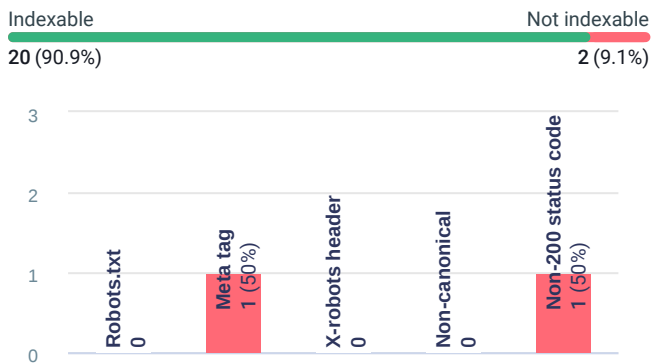
TOP ISSUES

⊗ HTML lang missing	20
⊗ 4XX images (Not Found)	19
⊗ URLs with duplicate page titles	15
⊗ 4XX HTTP Status Codes	1
⊗ Image too big	1

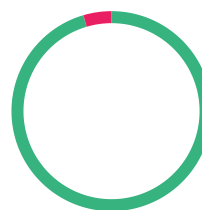
DOMAIN METRICS

📅 Domain expiration	Dec-30 2025	🅔 Pages in Yahoo!	818
↔ Backlinks	176	🅒 Pages in Google	244
📍 Referring domains	60	🅑 Pages in Bing	818
🔒 Domain Trust	18		

PAGE INDEXABILITY



HTTP STATUS CODES



- 1XX
- 2XX
- 3XX
- 4XX
- 5XX

PAGES

0	0%
21	95.5%
0	0%
1	4.5%
0	0%