

# White Label Client Report (Demo)



## WHITE LABELED COVER PAGES AND CUSTOMIZED TEXT

This is an example of a Cover Page. Use your logo, images and text to create an amazing presentation for your clients. Design custom cover pages for a special branded report that you can template for all your clients or customize just for one specific report.

Between sub-report sections use our custom text editor for messages to recipients about the report content, your progress and other aspects of marketing that you need to communicate with them.

## SCHEDULE PDF REPORTS

Automatically send marketing white label PDF reports to clients and management containing easy to read and visually impressive charts, graphs and tables that highlight the online trends and search metrics you want to share.

Branded reports can be personalized with a custom cover page, text boxes and multiple sub-reports including rank tracking reports, domain and competitor analysis, search traffic analytics, marketing KPI analysis, PPC reports, Social analytics, call tracking metrics, backlink analysis, email marketing analytics reports, and an assortment of colorful graphs and widgets all in one white label marketing report. Convenient drag and drop interface makes it easy to rearrange report sections.

Schedule PDF reports to be sent to multiple email addresses weekly, monthly or quarterly on specific days that you choose, and pause reports as needed.

If you want to repeat the same format for all or most of your reports, simply customize your account default settings and save the sub-report layout for future use. If you're not sure which reports to share, you can browse through and select a [PDF Template](#) and modify as needed.

To learn more about our branded and scheduled PDF reports, please access this documentation:

[Setting Up White Label PDF Reports](#)  
[Create White Label Report Cover Page](#)  
[Create White Label PDF Report from Template](#)  
[SEO & Marketing Report PDF System Templates](#)

## Overview

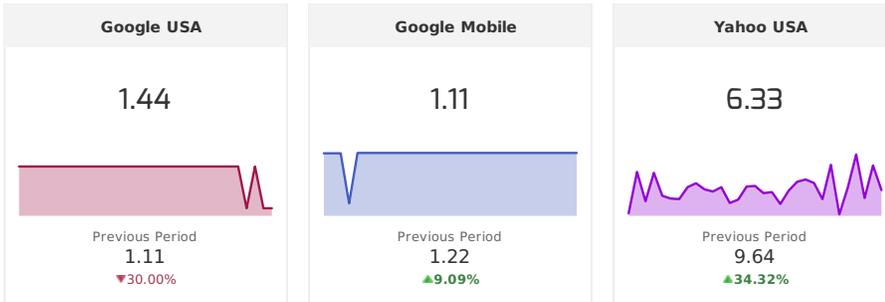
In this PDF report, we've provided you with a sampling of report and graph formats available. You'll find a wide variety of marketing data sources and additional formats and color themes to choose from inside our platform.

Performance Overview (03/01/2018 - 03/31/2018)

### Search Performance



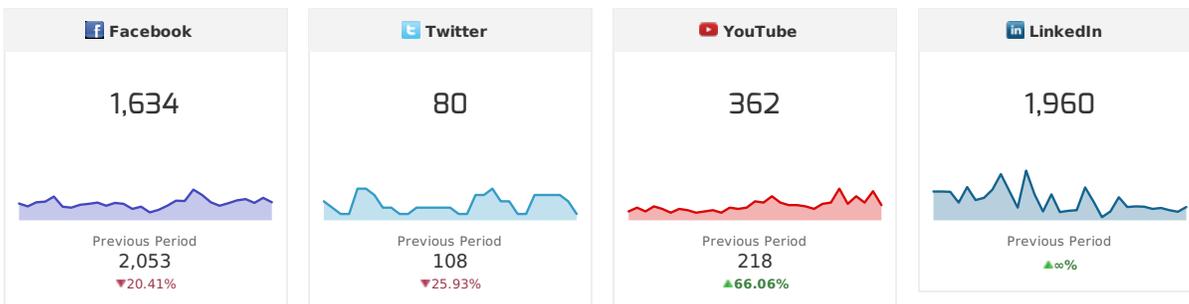
### AVERAGE RANK: Brand Keywords



### SITE TRAFFIC



### SOCIAL ENGAGEMENT



DOMAIN

Backlinks

229,618



Previous Period  
▲6.39%

Indexed Pages

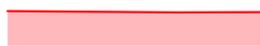
58,102



Previous Period  
▲70.80%

Alexa Rank

53,272



Previous Period  
▲2.99%

Call Performance

Total Calls

20



Answered Calls

20



First Time Callers

15



Average Call Duration

45.94



Email Marketing Performance

Total Opens

1,383

Total Clicks

192

Unique Clicks

86

Gauges (Dial)

Traffic Gauge

946

0 1000

New Users

119

0 1000

Average Time on Site

117.37

0 1000

Gauges (Solid)

Android Traffic

158

0 1000

iOS Traffic

66

0 1000

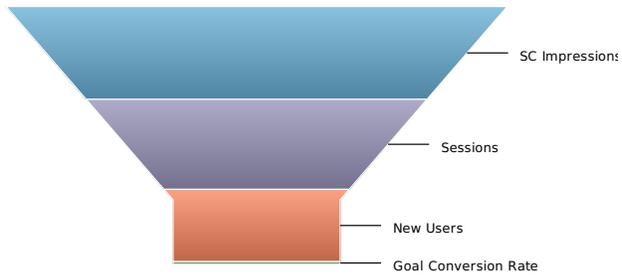
Organic Traffic

946

0 1000

Marketing Funnel (03/01/2018 - 03/31/2018)

MARKETING FUNNEL



Widgets - Google Analytics > Goal Performance (03/01/2018 - 03/31/2018)

Goal Completions

259



Goal Value

\$0



Goal Conversion Rate

27.38

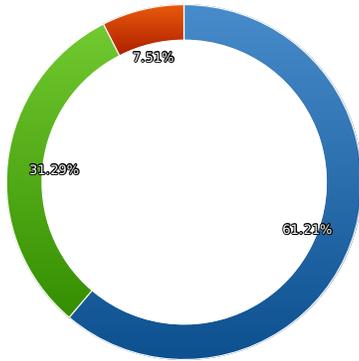


Goals	Conversion Rate	Completions
Engaged User	<div style="width: 25%;"></div>	130
Pages/Visit	<div style="width: 25%;"></div>	129
Buy Now	<div style="width: 0%;"></div>	0
Goal Funnel	<div style="width: 0%;"></div>	0
Purchased	<div style="width: 0%;"></div>	0

## Top Devices (03/01/2018 - 03/31/2018)

### TOP DEVICES

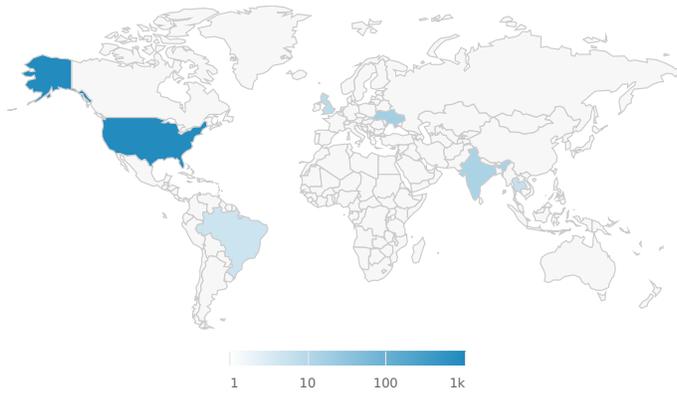
Sessions by device



Desktop 61.21%    Mobile 31.29%    Tablet 7.51%

## Top Countries (03/01/2018 - 03/31/2018)

### TOP COUNTRIES



Country	Impressions	%
United States	868	89.12%
Ukraine	17	1.75%
India	13	1.33%
United Kingdom	8	0.82%
Thailand	6	0.62%
Netherlands	5	0.51%
Brazil	5	0.51%
Other	52	5.34%
<b>Total</b>	<b>974</b>	

## BRAND VISIBILITY

This Brand Visibility report provides daily rank position for brand-related pages that are ranking in the top 20 search engine results.

**Positions Distribution** chart provides the total number of times any of your brand pages ranked in the top 20 on the day of the report.

The **Visibility Graph** displays the trend of the brand's visibility across all search engines tracked in the campaign over time.

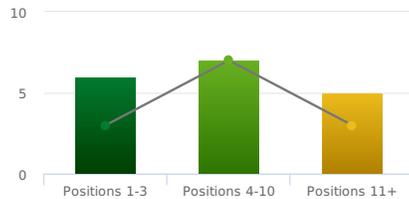
The **Results Page Type pie chart** provides a graphic representation of the number of the brand top 20 search results by type - Organic, Maps, Social, Apps, Directory and 3rd party sites. You can hover over any section in the pie chart to view the number of positions for that page type.

In the **Top 20 Positions** column, if the brand ranks for the associated keyword in the top 20 SERP results, you'll find the Rank and type of brand page along with a logo icon, if available. If an icon does not display for the page type, you can hover over the area between rank and third party to reveal the URL.

### Brand Visibility Report

Showing results for Google USA

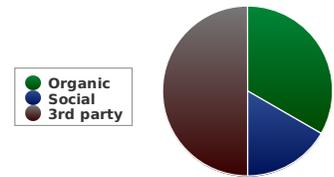
Positions Distribution



Visibility



Result Page Type



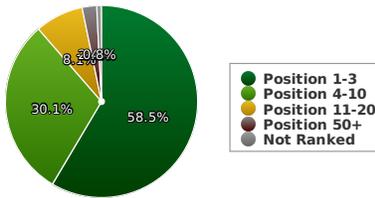
Keyword	Top 20 Positions	Total Positions	Page 1 Coverage
jaguar	<ul style="list-style-type: none"> <li>1  Organic</li> <li>2  Social</li> <li>3 3rd Party</li> <li>4  3rd Party</li> <li>5  3rd Party</li> <li>9  Social</li> <li>10 3rd Party</li> <li>11  Social</li> <li>17 3rd Party</li> </ul>	9	70%
jaguar cars	<ul style="list-style-type: none"> <li>1  Organic</li> <li>2  Organic</li> <li>3  Organic</li> <li>4  3rd Party</li> <li>5 3rd Party</li> <li>9 3rd Party</li> <li>15 3rd Party</li> </ul>	7	60%
luxury sedan	<ul style="list-style-type: none"> <li>17  Organic</li> </ul>	1	0%
diesel luxury sedan	<ul style="list-style-type: none"> <li>15  Organic</li> </ul>	1	0%

KEYWORD PERFORMANCE

Keyword Change

Daily	<b>20</b> ▲ Went up	<b>21</b> ▼ Went
Weekly	<b>28</b> ▲ Went up	<b>23</b> ▼ Went
Monthly	<b>33</b> ▲ Went up	<b>34</b> ▼ Went
Overall	<b>6</b> ▲ Went up	<b>66</b> ▼ Went

Keyword Positions



Gain & Loss

1st	<b>43</b> Positions	<b>-32</b> ▼ Overall
2nd	<b>17</b> Positions	<b>3</b> ▲ Overall
3rd	<b>12</b> Positions	<b>2</b> ▲ Overall
Top 10	<b>109</b> Positions	<b>1</b> ▲ Overall

Keyword Performance

In these Keyword Rankings reports, the following icons represent the appearance of special features in Google Organic and Mobile search results:

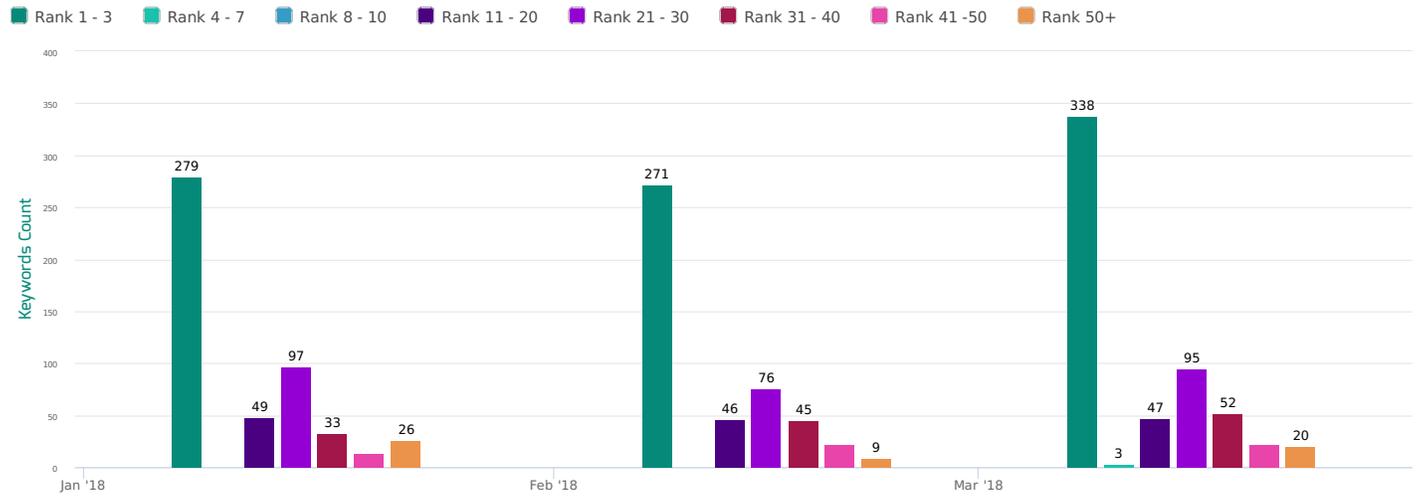
- AMP
- News Result
- Breadcrumbs
- Phone
- Carousel
- Rating
- Featured Snippet
- Search Box
- HTTPS
- Sitelinks
- Image Thumbnail
- Structured Snippets
- Local Result
- Video Thumbnail
- Mobile Friendly

Rank > Dashboard (03/31/2018)

SE	URL	Landing Page	Keyword	Baseline	Best Rank	Rank	Daily	Weekly	Monthly	Vol.
Google Mobile	www.allrecipes.com	/recipe/12873/lemon-pepper-pasta...	seafood recipes	1	1	1	-	▲3 (4)	-	22,200
Google Mobile	www.allrecipes.com	/recipes/84/healthy-recipes/?pag...	healthy recipes	1	1	1	-	-	▲1 (2)	246,000
Google Mobile	www.allrecipes.com	/recipes/87/everyday-cooking/veg...	vegetarian recipes	1	1	1	▲10 (11)	-	▲10 (11)	165,000
Google Mobile	www.allrecipes.com	/recipe/87845/manicotti-italian-...	italian food recipes	1	1	1	-	▲3 (4)	-	8,100
Google Mobile	www.allrecipes.com	/recipes/362/desserts/cookies/	cookie recipes	1	1	1	▲1 (2)	▲2 (3)	▲1 (2)	165,000
Google Mobile	www.allrecipes.com	/recipe/10813/best-chocolate-chi...	best chocolate chip cookies recipe	1	1	1	-	-	-	1,300
Google Mobile	www.allrecipes.com	/recipes/79/desserts/	dessert recipes	1	1	1	-	-	-	165,000
Google Mobile	www.allrecipes.com	/recipe/230528/new-years-eve-chi...	new years eve recipes	3	1	1	▲8 (9)	▲6 (7)	-	880
Dish	dish.allrecipes.com	/10-recipes-grandma-proud-can-ma...	grandma's favorite comfort food recipes	1	1	1	-	-	-	0
Google Mobile	www.allrecipes.com	/recipes/156/bread/	bread recipes	1	1	2	▲3 (5)	-	▲5 (7)	90,500
Google Mobile	www.allrecipes.com	/recipe/12682/apple-pie-by-grand...	best apple pie recipe	1	1	2	-	-	-	14,800
Google Mobile	www.allrecipes.com	/recipes/253/everyday-cooking/sl...	crock pot recipes	1	1	2	▲10 (12)	-	▲6 (8)	301,000
Google Mobile	www.allrecipes.com	/recipe/14685/slow-cooker-beef-s...	stew recipes	1	1	2	-	-	▲1 (3)	22,200
Google Mobile	www.allrecipes.com	/recipe/16999/grandmas-homemade-...	grandma's banana nut bread	1	1	2	-	-	-	40
Google Mobile	www.allrecipes.com	/recipe/236609/honey-garlic-slow...	slow cooker recipes	1	1	3	-	▲2 (5)	-	301,000
Google Mobile	www.allrecipes.com	/recipes/16369/soups-stews-and-c...	soup recipes	2	1	3	-	▲1 (4)	▲4 (7)	165,000
Google Mobile	www.allrecipes.com	/recipes/695/world-cuisine/asian...	chinese food recipes	1	1	3	▲4 (7)	▲1 (4)	▲6 (9)	22,200
Google Mobile	www.allrecipes.com	/recipe/17981/one-bowl-chocolate...	chocolate cake recipe	1	1	3	-	-	▲3 (6)	301,000
Google Mobile	www.allrecipes.com	/recipe/219165/chef-johns-easy-a...	how to make apple pie	3	1	4	-	-	-	22,200
Google Mobile	www.allrecipes.com	/recipes/96/salad/	salad ideas	1	1	4	-	▲1 (5)	-	14,800
Google Mobile	www.allrecipes.com	/recipes/76/appetizers-and-snack...	appetizer ideas	4	1	6	-	-	▲2 (8)	12,100

www.allrecipes.com	/recipes/78/breakfast-and-brunch...	what to make for breakfast	4	2	10	▲1 (11)	▲4 (14)	▲7 (17)	3,600
www.allrecipes.com	/recipes/96/salad/	easy salads	4	2	10	▼1 (9)	-	▲2 (12)	2,900

### Campaign Rank Position Progress (01/01/2018 - 03/31/2018)



### Widgets > Performance Summary (01/01/2018 - 03/31/2018)



### Keyword Rankings by Search Engine (03/31/2018)

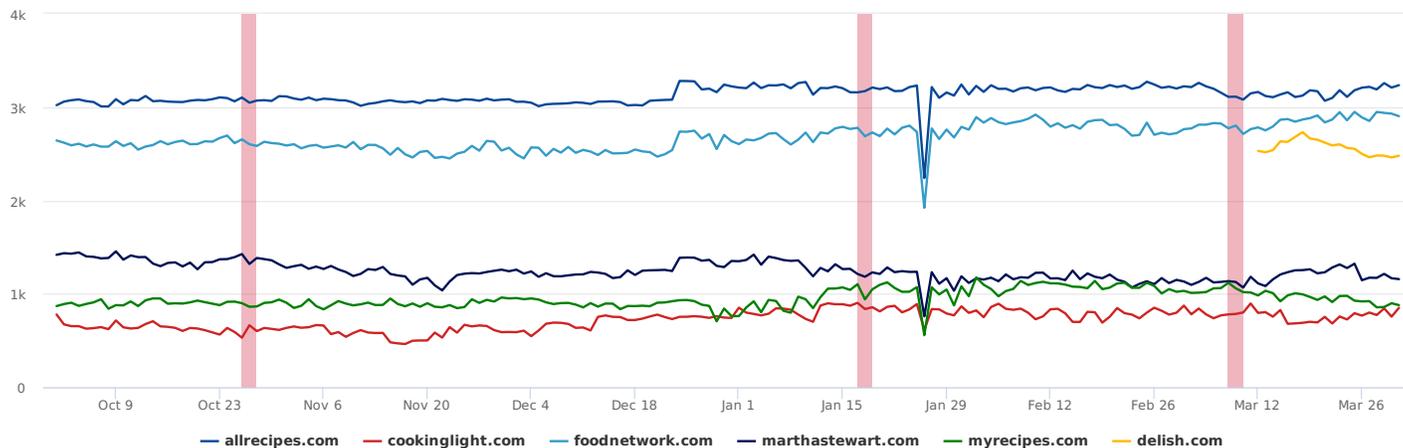
Keyword							Best Rank	Avg. Rank	PPC	Vol.
appetizer ideas	6 ▲2		6 ▲1		6 ▲2		6	6	Low	12,100
best apple pie recipe	2		2		2		2	2	Low	14,800
best chocolate chip cookies recipe	1		1		1		1	1	Low	1,300
bread recipes	2 ▲5		1 ▲1		1 ▲1		1	1	Low	90,500
chicken recipes	7 ▼1		1		1		1	3	Medium	673,000
chinese food recipes	3 ▲6		2		2 ▼1		2	2	Low	22,200
chocolate cake recipe	3 ▲3		3 ▲4		3 ▲4		3	3	Low	301,000
cookie recipes	1 ▲1		1		1		1	1	Low	165,000
crock pot recipes	2 ▲6		7 ▼3		7 ▼3		2	5	Low	301,000
desert recipes	11 ▼10		1		1		1	4	Low	4,400
dessert recipes	1		1		1		1	1	Low	165,000
easy salads	10 ▲2		4 ▲2		4 ▲1		4	6	Low	2,900
french food recipes	4		5 ▼1		5 ▼1		4	5	Low	4,400

grandma's banana nut bread	2	    	2	 	2	 	2	2	Low	40
grandma's brownies	5  1	   	5  1	 	5  1	 	5	5	Low	170
grandma's favorite comfort food recipes	1	 	1		1		1	1	Low	0
healthy recipes	1  1	 	1		1		1	1	Medium	246,000
how to make apple pie	4	   	4	 	4	  	4	4	Low	22,200
italian food recipes	1		1	  	1	  	1	1	Low	8,100
japanese food recipes	10  9		1	 	1	 	1	4	Low	6,600
lunch recipes	2  1		1		1		1	1	Low	33,100
mexican food recipes	4  1	 	2		3  1		2	3	Low	18,100
new years eve recipes	1		7  4		5  2		1	4	Low	880
pasta recipes	6  1		3  2		3  2		3	4	Low	201,000
recipes for kids	5  2	 	4		4  1		4	4	Medium	40,500
salad ideas	4	 	4  2		4  2		4	4	Low	14,800
salad recipes	11  9	 	1  1	 	1  1	 	1	4	Low	165,000
seafood recipes	1		1	 	1		1	1	Low	22,200
slow cooker recipes	3		2	 	1  1	 	1	2	Low	301,000
soup recipes	3  4	 	1	 	1	 	1	2	Low	165,000
stew recipes	2  1		3	 	2  1	 	2	2	Low	22,200
vegetarian lunch ideas	62  27	 	57  33		57  32		57	59	Low	4,400
vegetarian recipes	1  10	 	1	 	1	 	1	1	Low	165,000
what to make for breakfast	10  7	 	17		14  4		10	14	Low	3,600
what to make for dinner	15  4	 	11		13  2		11	13	Low	27,100
what to make for lunch	8  1	 	10  3		8  1		8	9	Low	2,400

COMPETITOR ANALYSIS

Top Competitor Visibility (10/01/2017 - 03/31/2018)

allrecipes.com	cookinglight.com	foodnetwork.com	marthastewart.com	myrecipes.com	delish.com
34.77%	8.00%	29.74%	13.80%	10.55%	3.14%



Competitor Website Rank Distribution (30 days) (03/31/2018)

Google Mobile (google.com) (total of 41 keywords)

SE	URL	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	Rank 4-10	Rank 11-20	Rank 21-50	Rank 50+	Visibility Score	P	DBL
US	allrecipes.com	10	8	4	13	4	0	1	1,039	11,776,821	23,530,243
US	foodnetwork.com	5	3	5	11	12	2	1	868	1,081,831	30,053,470
US	delish.com	4	4	5	7	11	6	2	766	169,276	1,237,432
US	marthastewart.com	0	0	1	7	7	14	7	340	358,065	16,550,949
US	cookinglight.com	1	2	0	5	5	9	13	293	87,205	1,734,477
US	myrecipes.com	0	0	0	4	10	10	6	260	403,494	4,464,788

## Rank > Competitor Rank Comparison (03/31/2018)

 Google Mobile (google.com)

Keyword	Vol.	allrecipes.com	cookinglight.com	delish.com	foodnetwork.com	marthastewart.com	myrecipes.com
appetizer ideas	12,100	6	2	7	1	12	5
best apple pie recipe	14,800	2	56	34	7	17	29
best chocolate chip cookies recipe	1,300	1	-	37	19	13	27
bread recipes	90,500	2	65	32	11	46	57
chicken recipes	673,000	7	38	2	11	50	13
chinese food recipes	22,200	3	47	1	4	-	72
chocolate cake recipe	301,000	3	-	23	8	30	46
cookie recipes	165,000	1	-	4	7	10	38
crock pot recipes	301,000	2	-	5	3	-	7
desert recipes	4,400	11	84	12	14	16	-
dessert recipes	165,000	1	88	2	4	6	-
easy salads	2,900	10	25	4	1	107	9
french food recipes	4,400	4	84	3	6	21	-
healthy recipes	246,000	1	15	5	3	46	12
how to make apple pie	22,200	4	18	25	3	6	34
italian food recipes	8,100	1	43	11	7	94	50
japanese food recipes	6,600	10	86	12	25	-	50
lunch recipes	33,100	2	42	15	8	11	-
mexican food recipes	18,100	4	43	3	2	99	82
pasta recipes	201,000	6	1	11	12	38	25
recipes for kids	40,500	5	9	1	2	46	16
salad ideas	14,800	4	72	1	3	10	30
salad recipes	165,000	11	8	15	12	16	7
seafood recipes	22,200	1	13	8	19	22	-
slow cooker recipes	301,000	3	86	12	11	17	18
soup recipes	165,000	3	11	16	2	5	18
stew recipes	22,200	2	39	14	4	30	12
vegetarian lunch ideas	4,400	62	58	65	56	22	-
vegetarian recipes	165,000	1	2	59	3	66	61
what to make for breakfast	3,600	10	78	30	1	60	41
what to make for dinner	27,100	15	7	2	1	77	-
what to make for lunch	2,400	8	14	3	11	93	-

# SEARCH TRAFFIC ANALYSIS

## Traffic Overview (03/01/2018 - 03/31/2018)

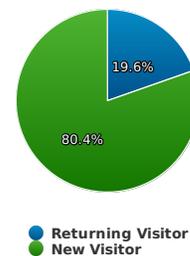
Mar 01, 2018 - Mar 31, 2018



### Traffic Overview

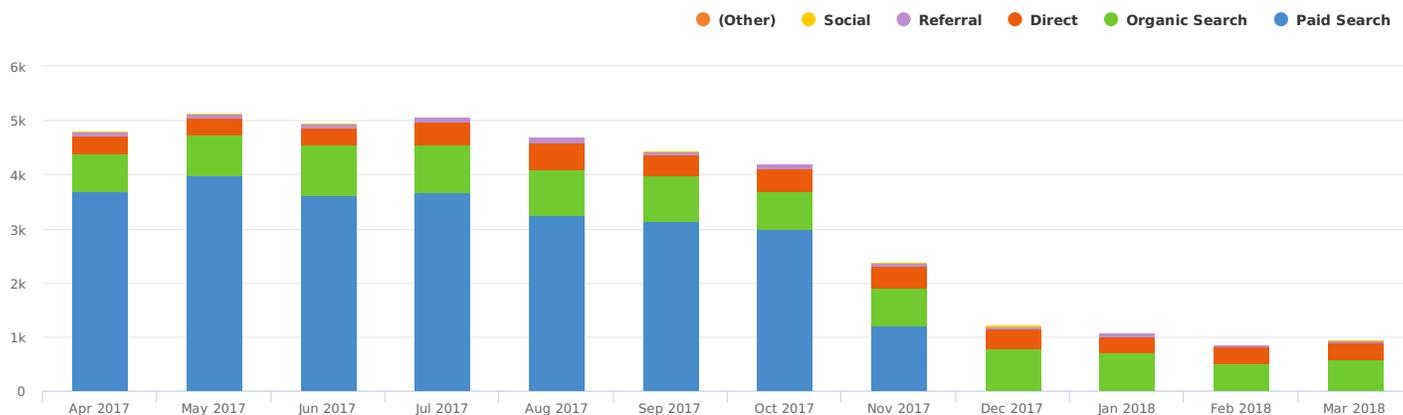
Sessions <b>946</b>	Users <b>780</b>	Page Views <b>2,079</b>
Pages/Session <b>2.20</b>	Avg. Time on Site <b>0:02:06</b>	Bounce Rate <b>71.14%</b>
New Users <b>80.34%</b>		

New vs Returning



## Channel Grouping (04/01/2017 - 03/31/2018)

### CHANNEL GROUPING



## SOCIAL ANALYTICS

Facebook Insights (03/01/2018 - 03/31/2018)

### PERFORMANCE

Page Fans	Page Impressions	Post Impressions	Total Reach	Post Reach
<b>1,894</b>	<b>1,634</b>	<b>1,553</b>	<b>877</b>	<b>836</b>

### ENGAGEMENT

People Engaged	Page Stories	Post Clicks	New Likes	Unlikes
<b>89</b>	<b>66</b>	<b>94</b>	<b>7</b>	<b>6</b>

### PEOPLE TALKING ABOUT THIS

The number of people sharing stories about your page.



### TOTAL REACH

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



# Twitter Analytics (03/01/2018 - 03/31/2018)

## LIFETIME TOTALS

Followers	Following	Favorites	Tweets	Lists
25,907	21,310	522	4,048	545

## ACCOUNT PERFORMANCE

Mar 01, 2018 - Mar 31, 2018

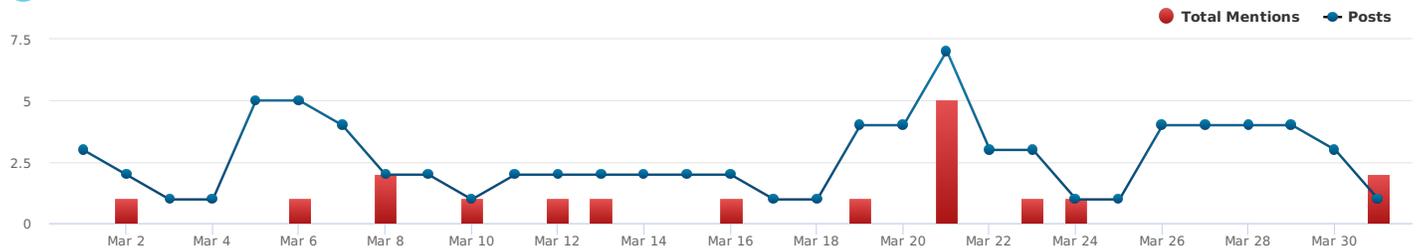
Tweets	Retweets	Replies	Favorites Gained	Retweets Gained
80	0	3	160	81

## MENTIONS PERFORMANCE

Mar 01, 2018 - Mar 31, 2018

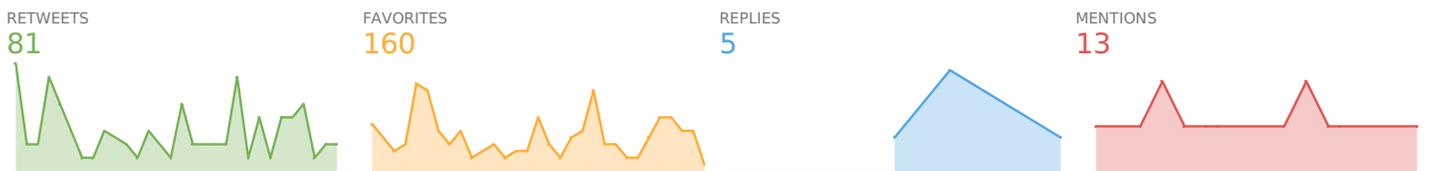
Mentions	Mention Replies	Retweets Gained	Mentions Reach	Replies Reach	Favorites Gained
13	5	8	175,843	46,800	34

## POSTS & MENTIONS



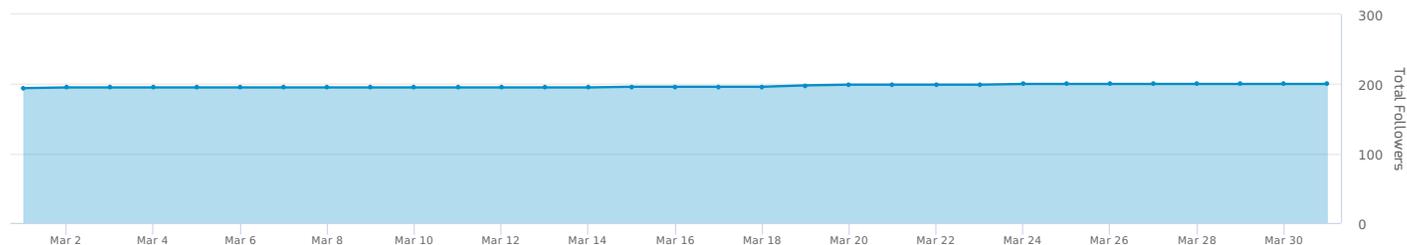
## ENGAGEMENTS

Organic Trends



LinkedIn Engagement (03/01/2018 - 03/31/2018)

**in** TOTAL FOLLOWERS



**in** FOLLOWERS

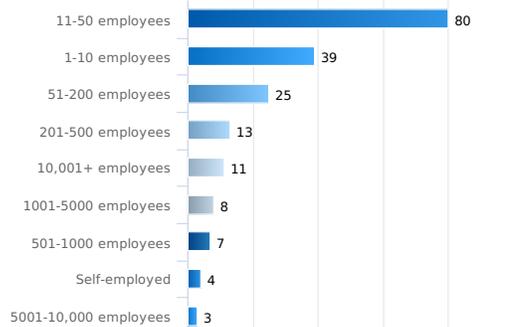
Total **200**      Organic **198**      Acquired **2**

**TOP COUNTRIES**

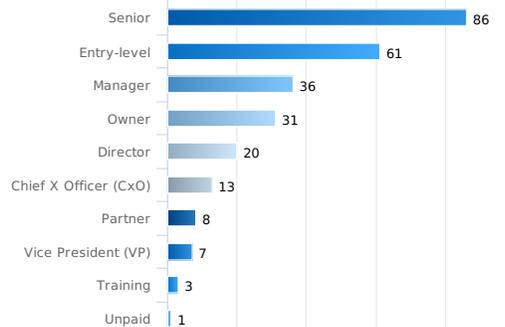
- United States
- Israel
- India
- United Kingdom
- Canada



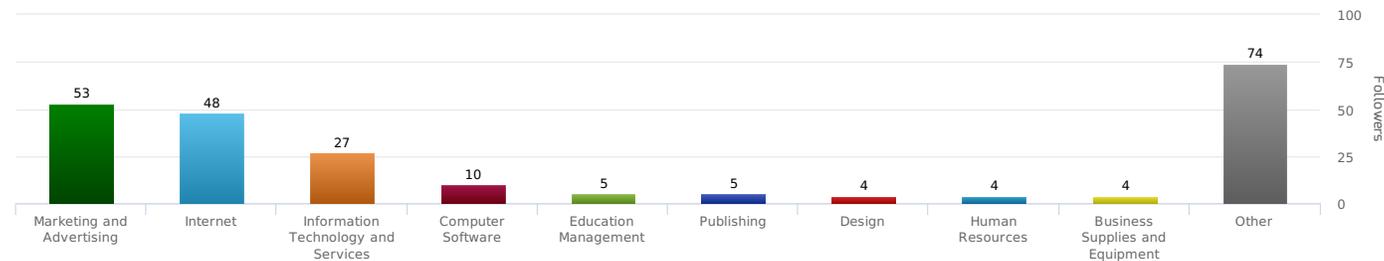
**COMPANY SIZE**



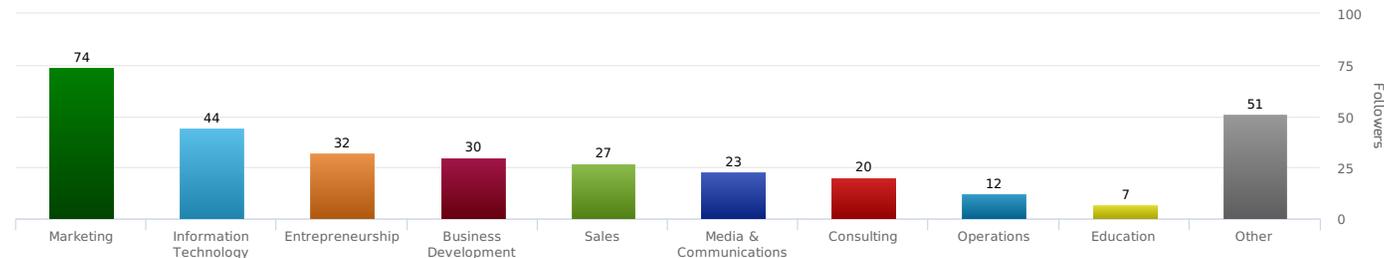
**SENIORITY**

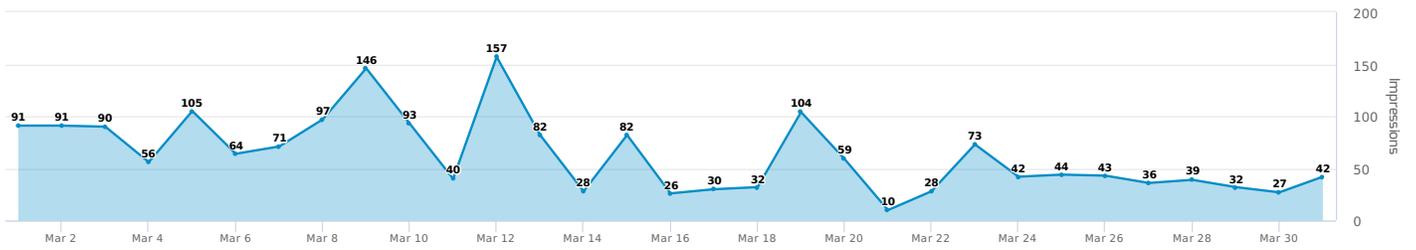


**INDUSTRY**



**FUNCTION**





YouTube Channel Analytics (03/01/2018 - 03/31/2018)

PERFORMANCE

Views  
362

Minutes Watched  
495

DEMOGRAPHICS

TOP GEOGRAPHIES

- United States
- India
- Israel
- United Kingdom
- Philippines



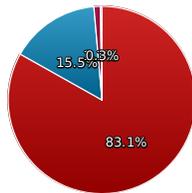
GENDER

- Male - N/A
- Female - N/A

DISCOVERY

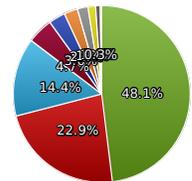
TOP PLAYBACK LOCATIONS

- YouTube watch page
- Embedded player on other websites
- YouTube channel page
- Other



TOP TRAFFIC SOURCES

- External website
- YouTube search
- YouTube suggested video
- YouTube channel page
- Unknown - direct
- YouTube Guide
- YouTube - other
- YouTube playlists
- END\_SCREEN
- YouTube playlist page



## GET STARTED...

If you're not already using Rank Ranger, we encourage you to [register for the 30-day free trial](#) to experience the full benefits of our software.

Rank Ranger is the SEO and marketing software as a service (SaaS) platform designed for agencies, and affordable to any size digital marketing firm or in-house professional.

Fully personalized 100% white label reporting options include a brandable drag-and-drop [marketing dashboard](#) that can be customized to match any site's design, as well as single sign-on [client dashboards](#), use of custom URLs, and automated scheduling of branded PDF reports.

Rank Ranger's comprehensive online marketing platform tracks and monitors organic, local, mobile, app and video rank on hundreds of search engines, validates and monitors backlink data, and includes integration of marketing metrics from a wide variety of third party software and services, with more coming soon.

- [Adobe Analytics](#)
- [Ahrefs Backlinks](#)
- [AWeber Email Marketing](#)
- [Bing Ads](#)
- [Bing Webmaster Tools](#)
- [CallRail Call Performance Metrics](#)
- [Call Tracking Metrics](#)
- [Constant Contact Email Marketing](#)
- [DeepCrawl Site Audit](#)
- [Facebook Insights, Page & Ad Analytics](#)
- [Google Analytics](#)
- [Google Drive](#)
- [Google Search Console \(Webmaster Tools\)](#)
- [IBM Coremetrics Digital Analytics](#)
- [Instagram Analytics](#)
- [LinkedIn Analytics](#)
- [MailChimp Email Marketing](#)
- [Twilio Call & SMS Tracking](#)
- [Twitter Analytics](#)
- [Yext Statistics: Yext, Facebook, Foursquare, Google My Business & Yelp](#)
- [YouTube Analytics](#)
- [Zapier](#)