

SEM & SEO REPORT



WEBSITE AUDIENCE OVERVIEW - OVERALL TRAFFIC [COMPARING PREVIOUS PERIOD]

Sessions

157,743

71.0%

New Users

107,328

66.6%

Page Views

1,068,788

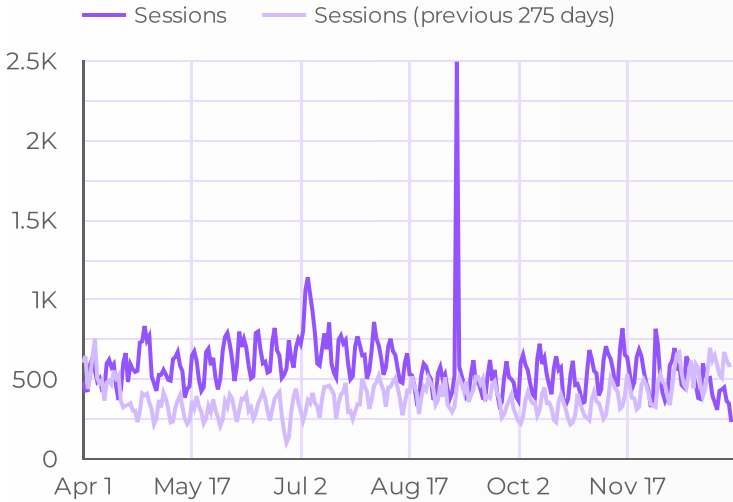
74.0%

Users

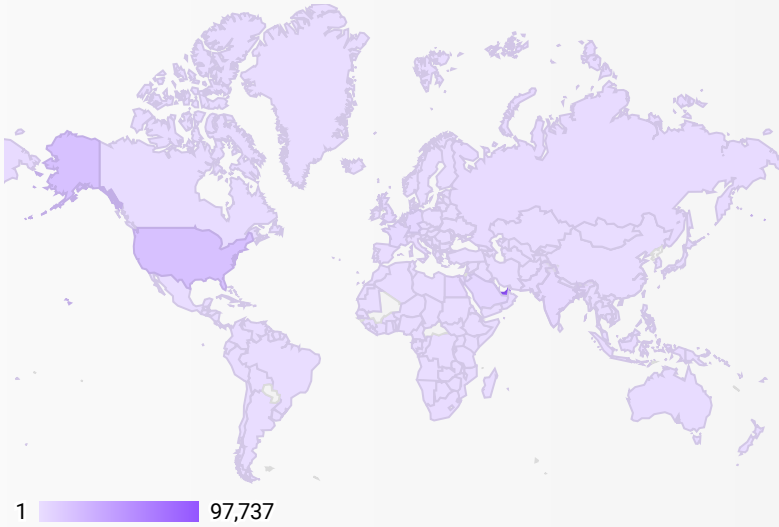
107,766

67.0%

How are site sessions trending?



What are the top countries by sessions?

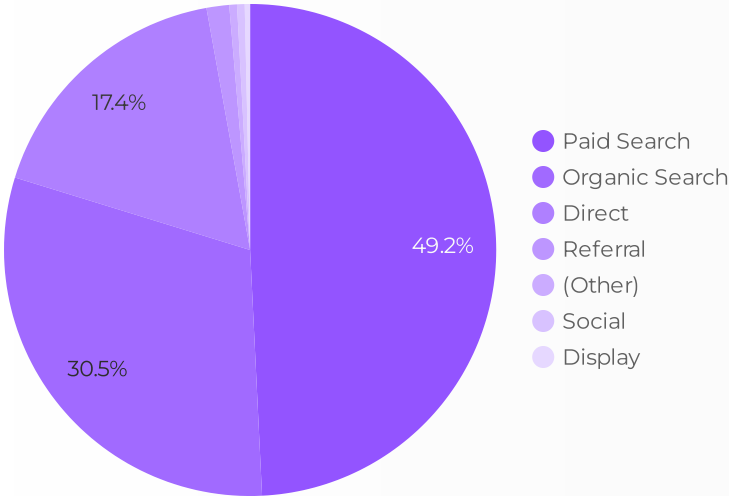


Which channels are driving engagement?

Goal: Engaged Users

	Default Channel Grouping	Sessions	% Δ	Bounce Rate	% Δ
1.	Paid Search	77,650	69.4% ↑	33.77%	4.1% ↑
2.	Organic Search	48,166	82.8% ↑	36.45%	-5.9% ↓
3.	Direct	27,444	56.6% ↑	49.32%	4.3% ↑
4...	Referral	2,342	7.8% ↑	42.27%	45.3% ↑
5.	(Other)	798	15,860.0% ↑	37.34%	-
6.	Social	786	126.5% ↑	36.64%	-18.5% ↓

1 - 7 / 7 < >



	Country	Sessions	Bounce Rate
1.	United Arab Emirates	97,737	32.35%
2.	United States	20,019	46.66%
3.	Saudi Arabia	4,482	42.41%
4.	Germany	4,195	76.57%
5.	France	2,890	72.77%
6.	India	2,800	43.61%
7.	Egypt	2,732	39.9%
8.	United Kingdom	1,941	34.72%
9.	Russia	1,156	57.01%
10.	Pakistan	1,130	35.13%
11.	Qatar	961	30.91%
12.	Canada	922	37.64%
13.	Netherlands	902	36.59%
14.	Singapore	805	37.64%
15.	Oman	742	32.35%
16.	Malaysia	728	42.99%
17.	Australia	635	39.37%
18.	Philippines	572	39.16%
19.	(not set)	486	55.14%
20.	Indonesia	466	40.99%

WEBSITE AUDIENCE OVERVIEW - ORGANIC TRAFFIC [COMPARISON DATA WITH PREVIOUS WEEK/MONTH]

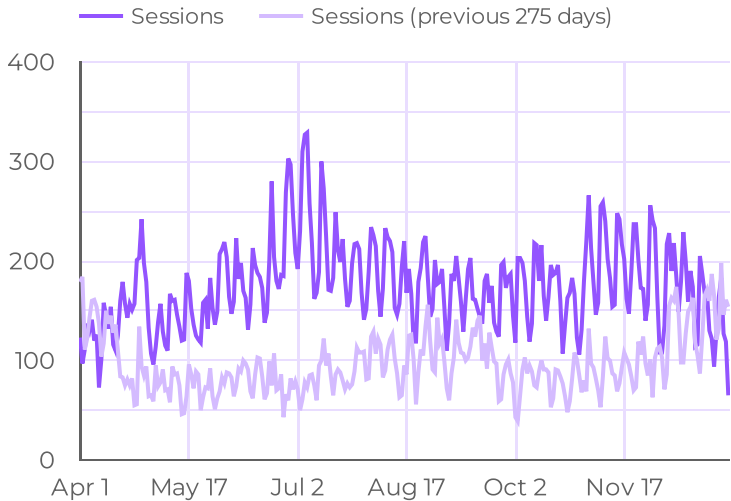
Sessions
48,166
↑ 81.1%

New Users
33,677
↑ 83.8%

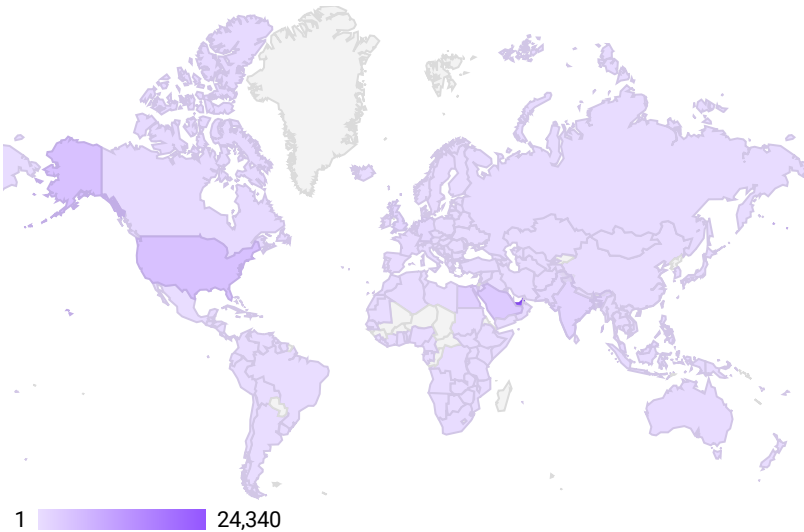
Page Views
360,304
↑ 73.3%

Users
38,523
↑ 87.5%

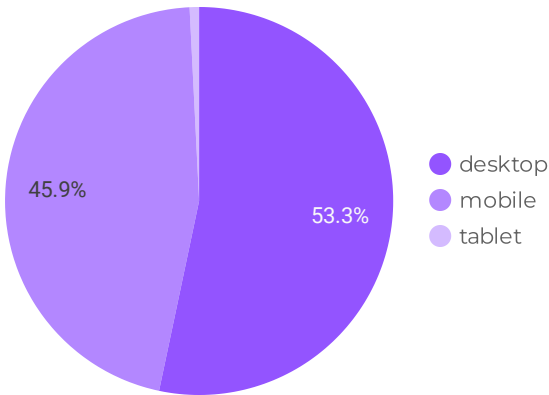
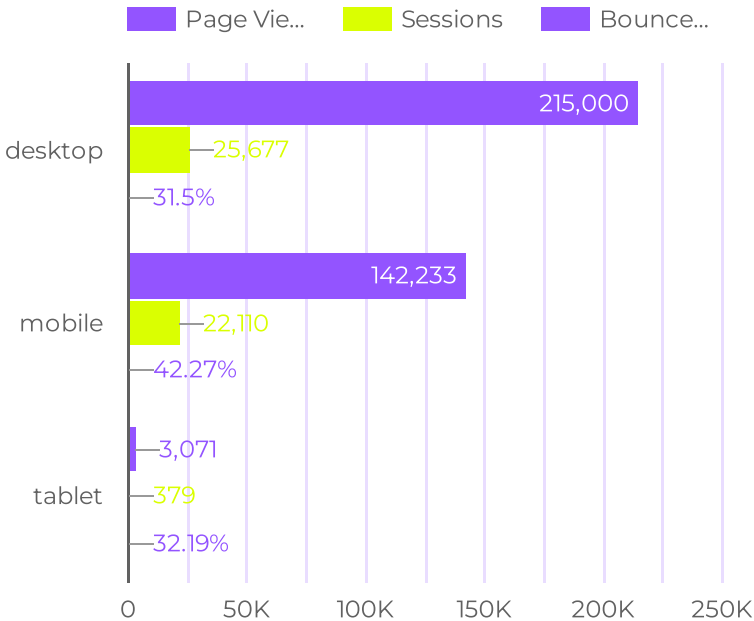
How are site organic sessions trending?



What are the top countries by organic sessions?



Type of device driving Traffic?



	Country	Sessions ▾	Bounce Rate
1.	United Arab Emirates	24,340	32.17%
2.	United States	4,929	42.71%
3.	Saudi Arabia	3,328	46.09%
4.	Egypt	2,246	40.65%
5.	India	1,414	41.09%
6.	United Kingdom	1,028	35.21%
7.	Germany	757	36.99%
8.	Malaysia	593	46.54%
9.	Singapore	573	37.87%
10.	Pakistan	544	39.52%
11.	Canada	458	41.27%
12.	Qatar	427	28.81%
13.	Australia	418	39.71%
14.	Netherlands	373	37.8%
15.	France	340	37.94%
16.	Oman	292	34.59%
17.	Philippines	240	36.25%
18.	Indonesia	238	43.28%
19.	Kuwait	215	40%
20.	Türkiye	203	38.42%

ORGANIC REVENUE

Organic Transaction per month

	Month of Year ▾	Transactions	E-commerce Conversion Rate	Avg. Order Value	Unique Purchases	Revenue
1.	Feb 2023	1,690	12.09%	210.74 dh	1,690	356,158.8 dh
2.	Jan 2023	1,444	9.91%	193.91 dh	1,444	280,007.1 dh
3.	Dec 2022	1,659	11.31%	210.92 dh	1,659	349,918.05 dh
4.	Nov 2022	1,979	11.43%	163.15 dh	1,979	322,869.2 dh
5.	Oct 2022	1,570	10.05%	170.55 dh	1,570	267,766.75 dh
6.	Sep 2022	1,515	9.23%	176.2 dh	1,515	266,949.2 dh
7.	Aug 2022	1,784	10.07%	193.06 dh	1,784	344,426.85 dh
8.	Jul 2022	2,579	11.58%	267.95 dh	2,579	691,054.6 dh
9.	Jun 2022	2,150	11.01%	234.05 dh	2,150	503,209 dh
10.	May 2022	2,178	12.67%	193.42 dh	2,178	421,274.8 dh
11.	Apr 2022	2,177	12.8%	202.7 dh	2,177	441,271.5 dh
12.	Mar 2022	1,981	11.86%	214.08 dh	1,981	424,097 dh
13.	Feb 2022	1,078	9.82%	190.19 dh	1,078	205,030 dh
14.	Jan 2022	943	9.49%	169.1 dh	943	159,457.4 dh

Organic Transaction - Products

	Product	Unique Purchases	Avg. Price	Product Revenue ▾
1.	Extra Single Trip	6,260	179.17 dh	1,121,599.2 dh
2.	Gold Single Trip	2,385	271.59 dh	647,751.35 dh
3.	Schengen Single Trip	4,975	102.51 dh	510,002.2 dh
4.	Extra Annual Multi-Trip	609	817.62 dh	497,931.6 dh
5.	Gold Annual Multi-Trip	334	1,289.23 dh	430,601.6 dh
6.	Inbound travel insurance fo...	2,639	124.89 dh	329,582 dh
7.	(not set)	254	180.19 dh	45,768 dh
8.	تغطية لرحلة واحدة سيلفر	52	183.77 dh	9,556 dh
9.	...إسفر الداخلي لدولة الإمارات العربية المتحدة	47	142.98 dh	6,720 dh
10.	تغطية لرحلة واحدة غولد	13	294.54 dh	3,829 dh
11.	تغطية لرحلة واحدة تغطية أساسية	21	156.43 dh	3,285 dh
12.	تغطية عدة رحلات سيلفر	2	1,057 dh	2,114 dh

GSC - CLICKS & IMPRESSIONS [COMPARISON DATA WITH PREVIOUS WEEK/MONTH]

Clicks

44,248

↑ 235.2%

Impressions

1.7M

↑ 227.7%

Site CTR

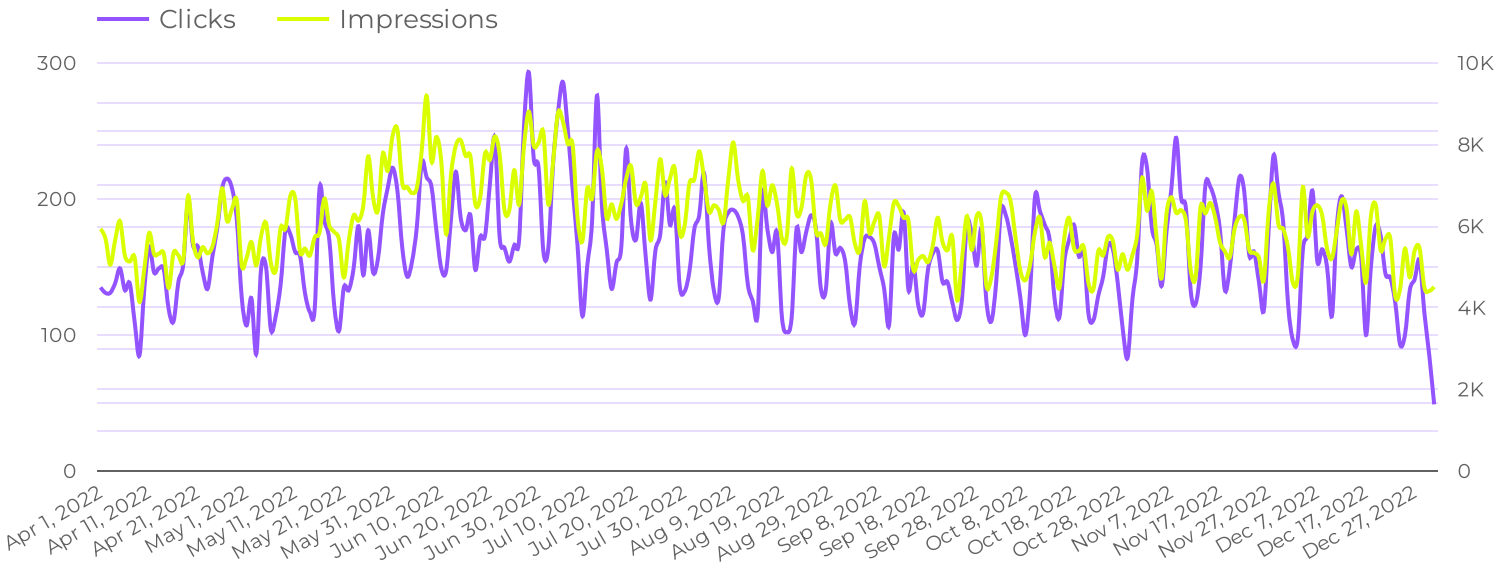
2.62%

↑ 2.3%

Average Position

24.97

↓ -0.3%



Top queries

	Query	Impressions	Clicks ▾	Site CTR	Average Position
1.	travel insurance	52,152	1,740	3.34%	5.99
2.	allianz travel insurance	8,086	1,718	21.25%	1.26
3.	travel insurance online	35,620	870	2.44%	34.08
4.	travel insurance dubai	22,681	754	3.32%	6.18
5.	allianz travel insurance uae	1,714	591	34.48%	1.01
6.	travel insurance uae	15,995	521	3.26%	6.29
7.	allianz schengen travel insurance	2,826	421	14.9%	3.51
8.	travel insurance for schengen visa	19,716	351	1.78%	22.5
9.	schengen travel insurance	18,112	330	1.82%	18.49
10.	uae travel insurance	7,739	281	3.63%	6.67

Impressions, Clicks & CTR 2022

	Year Month ▲	Impressions	Clicks	Site CTR
1.	Jan 2022	131,819	3,195	2.42%
2.	Feb 2022	129,566	3,066	2.37%
3.	Mar 2022	178,427	4,759	2.67%
4.	Apr 2022	166,486	4,503	2.7%
5.	May 2022	188,416	4,638	2.46%
6.	Jun 2022	225,276	5,702	2.53%
7.	Jul 2022	217,040	5,670	2.61%
8.	Aug 2022	205,217	5,008	2.44%
9.	Sep 2022	171,275	4,405	2.57%
1...	Oct 2022	168,876	4,553	2.7%
11.	Nov 2022	178,520	5,414	3.03%
12.	Dec 2022	170,935	4,355	2.55%

Impressions, Clicks & CTR 2023

	Year Month ▲	Impressions	Clicks	Site CTR
1.	Jan 2023	187,427	4,602	2.46%
2.	Feb 2023	157,816	4,115	2.61%

BLOG - CLICKS & IMPRESSIONS - SEARCH QUERIES [COMPARISON DATA WITH PREVIOUS WEEK/MONTH]

Url Clicks

7,825

↑ 108.7%

Impressions

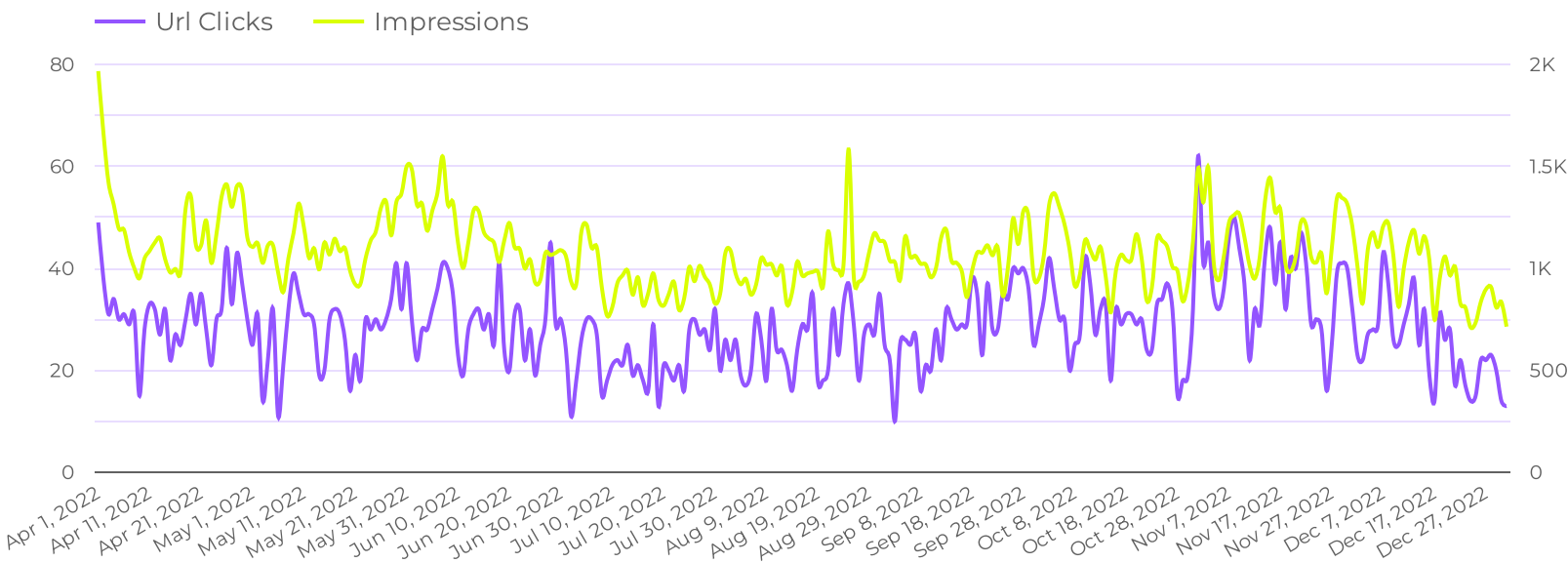
297.0K

↑ 152.7%

URL CTR

2.32%

↓ -1.9%



Impressions, Clicks & CTR

Date (Year Month) ▼		Impressions	Url Clicks	URL CTR
1.	Apr 2023	24,151	409	1.69%
2.	Mar 2023	31,628	571	1.81%
3.	Feb 2023	27,318	577	2.11%
4.	Jan 2023	30,675	632	2.06%
5.	Dec 2022	30,104	766	2.54%
6.	Nov 2022	35,252	1,133	3.21%
7.	Oct 2022	32,690	912	2.79%
8.	Sep 2022	31,815	853	2.68%
9.	Aug 2022	31,448	784	2.49%
10.	Jul 2022	29,028	689	2.37%
11.	Jun 2022	35,217	885	2.51%
12.	May 2022	34,928	862	2.47%
13.	Apr 2022	36,502	941	2.58%
14.	Mar 2022	35,331	1,050	2.97%
15.	Feb 2022	29,899	934	3.12%
16.	Jan 2022	32,588	1,051	3.23%

Top Blog queries

Query		Impressions	Url Clicks ▼	URL CTR
1.	travel insurance for uae visit visa	3,137	140	4.46%
2.	why did the ottoman empire close the silk road	749	82	10.95%
3.	uae travel insurance for visitors	957	68	7.11%
4.	weekend trips from dubai	1,639	63	3.84%
5.	uae health insurance for visitors	1,129	62	5.49%
6.	uae visit visa insurance	1,181	57	4.83%
7.	travel insurance for dubai tourist visa	1,225	53	4.33%
8.	does allianz cover missed flights	361	51	14.13%
9.	medical insurance for visit visa	1,374	47	3.42%
10.	short flights from dubai	1,158	46	3.97%
11.	medical insurance for visit visa uae	1,390	43	3.09%
12.	visit visa insurance uae	1,444	42	2.91%
13.	allianz travel insurance missed flight	247	41	16.6%
14.	travel insurance uae visit visa	374	41	10.96%
15.	short trips from dubai	4,472	40	0.89%
16.	medical insurance for uae visit visa	863	38	4.4%
17.	3 months visit visa insurance	949	37	3.9%
18.	how to get medical insurance for visitor visa in dubai	1,518	34	2.24%
19.	uae visitor health insurance	470	30	6.38%

BLOG - CLICKS & IMPRESSIONS - LANDING PAGES [COMPARISON DATA WITH PREVIOUS WEEK/MONTH]

Url Clicks

7,825

994.4%

Impressions

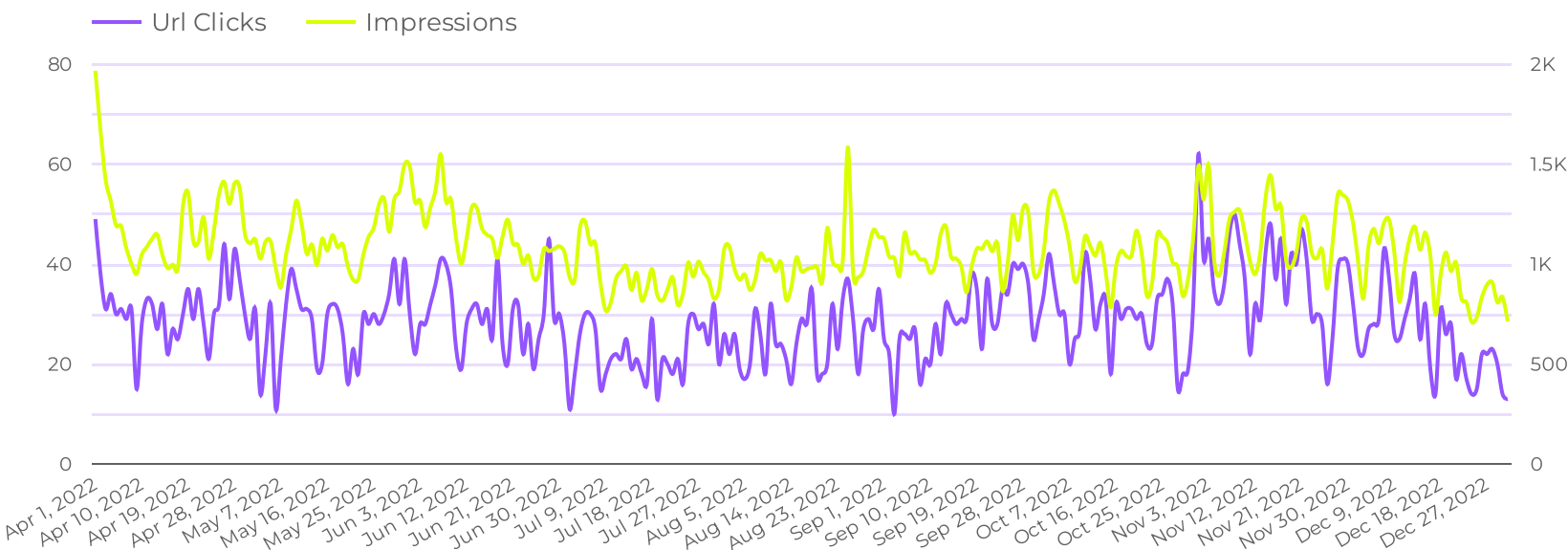
297.0K

152.7%

URL CTR

2.32%

-1.9%



Top Blog Pages with Highest Clicks

Landing Page		Impressions	Url Clicks ▾	URL CTR
1.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/our-brand-new-visitors-travel-insurance.html	108,238	4,072	3.76%
2.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/5-best-weekend-trips-from-the-uae.html	44,280	1,407	3.18%
3.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/the-silk-road-a-brief-history.html	30,731	791	2.57%
4.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/help-i-have-missed-my-flight-what-do-i-do.html	33,944	662	1.95%
5.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/8-top-benefits-of-going-on-vacation.html	12,822	238	1.86%
6.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/the-oman-travel-feature.html	17,881	234	1.31%
7.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/words-to-know-in-ramadan.html	9,961	93	0.93%
8.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/7-new-skills-you-can-learn-on-holiday.html	1,907	72	3.78%
9.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/Popular-Destinations-Travelling-to-Malta.html	3,610	55	1.52%
10.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/The-Best-Tips-and-Ideas-for-Your-Next-Eid-al-Fitr-Celebrations.html	2,562	32	1.25%
11.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/everything-you-need-to-know-about-visit-newzealand-from-the-uae.html	2,313	30	1.3%
12.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/newly-launched-haj-and-umrah-travel-insurance-policy.html	840	25	2.98%
13.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/making-a-travel-insurance-claim-is-now-easier-than-ever.html	2,028	20	0.99%
14.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/tips-for-your-weekend-road-trip-in-and-around-the-uae.html	2,169	16	0.74%
15.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/6-traditional-continental-dishes-you-must-try.html	1,363	12	0.88%
16.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/why-you-must-have-travel-insurance-for-a-us-road-trip.html	3,243	10	0.31%
17.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/Your-Ultimate-Guide-to-Ramadan-in-the-UAE.html	887	10	1.13%
18.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/Popular-Destinations-Travelling-to-Germany.html	1,500	9	0.6%
19.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters.html	349	9	2.58%
20.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/Popular-Destinations-Travelling-to-Sweden.html	2,079	8	0.38%
21.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/island-hopping-in-the-caribbean.html	5,109	5	0.1%
22.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/Popular-Destinations-Travelling-to-Italy.html	1,938	4	0.21%
23.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/everything-you-need-to-know-before-travelling-to-the-maldives.html	983	4	0.41%
24.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/a-quick-guide-and-history-of-route-66.html	3,250	3	0.09%
25.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/remote-places-you-would-never-think-of-visiting.html	702	2	0.28%
26.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/Travelling-to-Czech-Republic-from-the-UAE.html	53	1	1.89%
27.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/exiting-road-trips-in-and-around-the-uae.html	137	1	0.73%
28.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/Travelling-to-Denmark-from-the-UAE.html	28	0	0%
29.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/Popular-Destinations-Travelling-to-Spain.html	114	0	0%
30.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/Travelling-to-Hungaryc-from-the-UAE.html	31	0	0%
31.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/Travelling-to-Austria-from-the-UAE.html	159	0	0%
32.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/Get-the-Best-Travel-Insurance-for-Your-Dubai-Trip.html	9	0	0%
33.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/a-quick-guide-to-visiting-canada.html	115	0	0%
34.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/a-guide-to-visiting-the-republic-of-ireland.html	69	0	0%
35.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/Travelling-to-Finland-from-the-UAE.html	11	0	0%
36.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/Travelling-to-Netherlands-from-the-UAE.html	13	0	0%
37.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/Travelling-to-Portugal-from-the-UAE.html	22	0	0%
38.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/Popular-Destinations-Travelling-to-Greece.html	127	0	0%
39.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/The-Best-Travel-Insurance-for-Your-Next-Vacation-in-the-UAE.html	288	0	0%
40.	https://www.allianz-assistance.ae/en_AE/blogs-newsletters/Popular-Destinations-Travelling-to-France.html	100	0	0%

KEYWORD RANKING

Please adjust the dates above to see how your keywords have changed in rank during this period.

Keyword Name

Contains ▼ Enter a value

	Keyword Name	Keyword Search Volume	Desktop Position	Desktop Position Trend	Mobile Position	Mobile Position Trend
1.	travellers insurance	6,600	2	1	2	1
2.	travel insurance	6,600	4	9	4	8
3.	online travel insurance	1,900	4	4	4	4
4.	travel insurance uae	1,300	3	5	3	4
5.	travel insurance for uae	1,300	3	7	3	7
6.	travel insurance for dubai	1,000	2	7	3	4
7.	travel insurance dubai	1,000	3	4	3	3
8.	allianz travel insurance	880	1	0	1	0
9.	best insurance in uae	720	18	44	19	43
10.	travel insurance for schengen visa	720	4	1	4	1
11.	schengen travel insurance	590	4	1	4	1
12.	travel insurance international	260	3	36	3	37
13.	travel insurance company	260	4	51	4	52
14.	buy online travel insurance	210	4	4	4	3
15.	schengen insurance	210	4	1	4	1
16.	best travel insurance	170	4	2	4	2
17.	travel insurance buy	170	4	7	4	7
18.	best insurance company in uae	170	28	72	27	73
19.	buy travel insurance	170	4	8	4	14
20.	online travel insurance dubai	90	3	4	3	4
21.	inbound travel insurance uae	90	1	1	1	1
22.	multi trip travel insurance	50	1	0	1	0
23.	online travel insurance for schengen visa	50	4	0	4	0
24.	allianz schengen travel insurance	50	1	0	1	0
25.	global travel insurance	50	2	1	2	1
26.	compare travel insurance uae	40	12	13	11	10
27.	international travel health insurance	40	26	45	24	49
28.	schengen medical insurance	40	4	-1	4	-1
29.	uae inbound travel insurance	40	1	0	1	0
30.	international travel insurance uae	30	4	3	4	4
31.	annual multi trip travel insurance	30	2	-1	1	0
32.	best schengen travel insurance	20	4	1	4	1
33.	single trip travel insurance	20	1	0	1	0
34.	annual multi trip travel insurance 90 days	10	1	0	1	0
35.	travelsmart app	10	4	2	3	1
36.	buy schengen travel insurance online	10	3	1	4	0
37.	allianz international insurance	10	3	1	3	0
38.	best multi trip travel insurance	10	2	-1	2	-1
39.	hazardous sports travel insurance	10	1	0	1	0
40.	cheap multi trip travel insurance	10	2	-1	2	-1
41.	travel insurance products	10	4	1	2	3
42.	single trip insurance	10	1	0	1	0
43.	travel insurance faqs	10	1	48	1	47
44.	travel insurance with sports cover	10	1	0	1	0
45.	terrorism travel insurance	10	1	99	1	0
46.	umrah travel insurance	10	1	0	1	0
47.	adventure sports cover	10	1	2	1	3
48.	allianz assistance insurance	10	1	0	1	0
49.	travel insurance policy document	10	1	2	1	1
50.	hajj travel insurance	10	1	0	1	0
51.	annual multi trip insurance	10	1	0	1	0
52.	allianz global assistance travel insurance	10	1	2	1	1
53.	allianz global assistance insurance	10	1	1	1	1
54.	worldwide multi trip travel insurance	10	2	-1	2	-1
55.	extreme sports travel insurance	10	1	1	1	1
56.	single trip insurance cover	10	2	-1	2	-1
57.	travel insurance for sports activity	10	1	0	1	0
58.	sports travel insurance	10	1	1	1	0
59.	allianz assistance travel insurance	10	1	0	1	0
60.	insurance policy document	10	23	61	22	78
61.	multi trip travel insurance 90 days	10	1	0	1	0
62.	multi trip insurance	10	2	0	2	0

OFF PAGE REPORT

Social Bookmarking

	Submission Site URL	Username	Password	Submission Date ▾
1.	https://collegefactual.uservoice.com/forums/195264-general-feedback/suggestions/46470916-travel-insurance-in-dubai	allianceinsure22@gmail.com	nexa@2022	Mar 2023
2.	https://mastodon.social/@allianzinsurance	allianceinsure22@gmail.com	nexa@2022	Mar 2023
3.	https://www.thingiverse.com/allianz/designs	allianceinsure22@gmail.com	nexa@2022	Mar 2023
4.	https://grenelle.education.gouv.fr/profiles/allianzinsurance/timeline	allianceinsure22@gmail.com	nexa@2022	Mar 2023
5.	https://heylink.me/alliance32/	allianceinsure22@gmail.com	nexa@2022	Mar 2023
6.	https://www.walkscore.com/people/260382518512/allianz-insurance	allianceinsure22@gmail.com	nexa@2022	Mar 2023
7.	http://allianz.idea.informer.com/	allianceinsure22@gmail.com	nexa@2022	Mar 2023
8.	https://pastebin.com/FqVG8vFU	allianceinsure22@gmail.com	nexa@2022	Mar 2023
9.	https://band.us/band/90723662	allianceinsure22@gmail.com	nexa@2022	Mar 2023
10.	https://infogram.com/allianz-insurance-1h8n6m3ygmeyj4x?live	allianceinsure22@gmail.com	nexa@2022	Mar 2023
11.	https://aulasvirtuales.zaragoza.unam.mx/cv/user/profile.php?id=212882	allianceinsure22@gmail.com	nexa@2022	Mar 2023
12.	https://tabelog.com/rvwr/021678295/prof/	allianceinsure22@gmail.com	nexa@2022	Mar 2023
13.	https://allianz.ck.page/	allianceinsure22@gmail.com	nexa@2022	Mar 2023
14.	https://qna.habr.com/user/allianzinsurance	allianceinsure22@gmail.com	nexa@2022	Mar 2023
15.	https://www.submitexpress.com/free-tools/free-website-submission/	allianceinsure22@gmail.com	nexa@2022	Feb 2023
16.	https://www.sitesondisplay.com/add.html	allianceinsure22@gmail.com	nexa@2022	Feb 2023
17.	https://nibbler.insites.com/en_US/progress/www.allianz-assistance.ae	allianceinsure22@gmail.com	nexa@2022	Feb 2023
18.	http://www.gmaugbdirectory.com/submit.php	allianceinsure22@gmail.com	nexa@2022	Feb 2023
				1 - 100 / 169 < >

Profile Submission

	Submission Site URL	Display URL	Submission Date ▾	W DA	W PA
1.	https://sighpceducation.hosting.acm.org/wp/forums/users/allianz/	https://sighpceducation.hosting.acm.org/wp/forums/users/allianz/	Mar 2023	92	46
2.	https://www.mixcloud.com/AllianzInsurancedubai/	https://www.mixcloud.com/AllianzInsurancedubai/	Mar 2023	92	50
3.	https://sweet-lead-2e9.notion.site/Allianz-ff4296c0029545b1b0063147bdd92104	https://sweet-lead-2e9.notion.site/Allianz-ff4296c0029545b1b0063147bdd92104	Mar 2023	84	38
4.	https://blog.goo.ne.jp/31lgoo/e/786e33c2f77f7bf144071cc1f7d1a1a4/#comment-form	https://blog.goo.ne.jp/31lgoo/e/786e33c2f77f7bf144071cc1f7d1a1a4/#comment-form	Mar 2023	92	53
5.	https://developer.cisco.com/user/profile	https://developer.cisco.com/user/profile	Mar 2023	92	43
6.	https://jobs.drupal.org/company/25063	https://jobs.drupal.org/company/25063	Mar 2023	91	41
7.	https://orcid.org/0009-0008-0241-4182	https://orcid.org/0009-0008-0241-4182	Mar 2023	76	41
8.	https://www.drupal.org/user/login?destination=user/3756305	https://www.drupal.org/user/login?destination=user/3756305	Mar 2023	91	41
9.	https://lkc.hp.com/member/allianceinsure2213226	https://lkc.hp.com/member/allianceinsure2213226	Mar 2023	93	44
10.	https://socom.princeton.edu/content/ice-edge-bloom?page=158#comment-12899	https://socom.princeton.edu/content/ice-edge-bloom?page=158#comment-12899	Mar 2023	92	43
11.	https://www.xero.com/signup/?xtid=xero_profiles_hybrid-web	https://www.xero.com/signup/?xtid=xero_profiles_hybrid-web	Mar 2023	73	36
12.	https://profile.ameba.jp/me	https://profile.ameba.jp/me	Mar 2023	92	65
13.	https://www.pexels.com/@alliance-insurance-494689955/	https://www.pexels.com/@alliance-insurance-494689955/	Mar 2023	93	52
14.	https://dev.epicgames.com/community/profile/pMa6P/AllianzInsurance	https://dev.epicgames.com/community/profile/pMa6P/AllianzInsurance	Mar 2023	93	45
15.	https://id.tableau.com/profile	https://id.tableau.com/profile	Mar 2023	89	36
16.	https://linktr.ee/allianzinsurancedubai	https://linktr.ee/allianzinsurancedubai	Mar 2023	93	68
17.	http://users.atw.hu/gabcsik/index.php?showtopic=2272&st=120&gopid=59238&#entry59238	http://users.atw.hu/gabcsik/index.php?showtopic=2272&st=120&gopid=59238&#entry59238	Mar 2023	79	35
18.	https://www.similartech.com/websites/allianz-assistance.ae	https://www.similartech.com/websites/allianz-assistance.ae	Mar 2023	50	30
19.	https://used-for-fun.sysdli32.repl.co/Allianz	https://used-for-fun.sysdli32.repl.co/Allianz	Mar 2023	51	30
20.	https://bimber.bringthepixel.com/main/wp-login.php?snax_login_popup=on	https://bimber.bringthepixel.com/main/wp-login.php?snax_login_popup=on	Mar 2023	41	36
21.	https://participer.ge.ch/profiles/allianz/timeline?locale=en	https://participer.ge.ch/profiles/allianz/timeline?locale=en	Mar 2023	66	43
22.	https://www.bizmakersamerica.org/financial-services/allianz-insurance	https://www.bizmakersamerica.org/financial-services/allianz-insurance	Mar 2023	19	1
			1 - 100 / 139	<	>

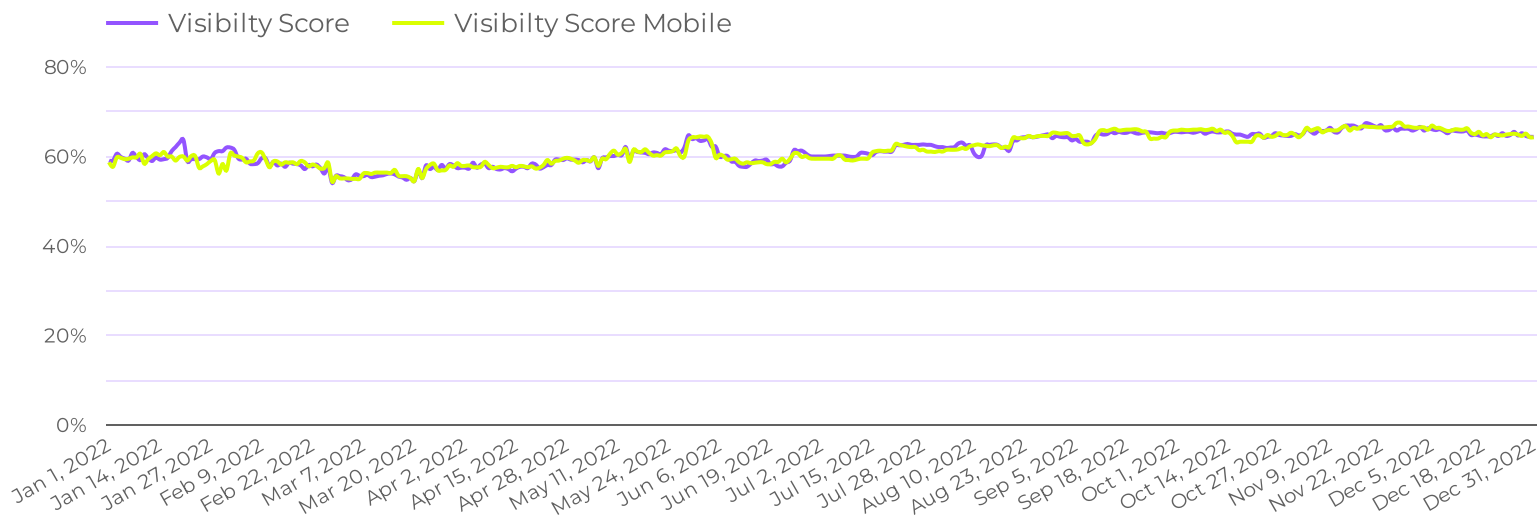
OFF PAGE REPORT

Blog Commenting

	Submission Site URL	Submission Date (Year Month) ▾	W DA	W PA
1.	https://josefinesyoga.metromode.se/2018/02/11/heart-to-heart-sharing-with-others/	Feb 2023	79	48
2.	https://bugs.php.net/bug.php?id=28633&thanks=3	Feb 2023	93	65
3.	https://blogs.urz.uni-halle.de/politikwissenschaft/2017/05/ringvorlesung-zur-bundestagswahl-2017/comment-page-25/#comment-176763	Feb 2023	68	37
4.	https://blogs.ucl.ac.uk/mongolian-economy/2017/03/31/the-tsagaan-sar-gift-index-2017/comment-page-6/#comment-25630	Feb 2023	91	40
5.	https://moveme.berkeley.edu/project/bellletstalk/#comment-219995	Feb 2023	93	67
6.	https://www.journal-theme.com/5/blog/best-beauty-products	Feb 2023	32	44
7.	http://softmatterbx.cnrs.fr/index.php?post/2018/10/04/Participants&pub=1#pr	Feb 2023	89	48
8.	https://securityheaders.com/?q=https%3A%2F%2Fwww.allianz-assistance.ae%2Fen_AE.html	Feb 2023	55	32
9.	https://sola.kau.se/charjoha/2020/10/29/onl202-topic-2-open-learning-sharing-and-openness-my-personal-reflection-and-thoughts-pbl07-charlotte/#comment-7916	Feb 2023	61	39
10.	https://sites.sanford.duke.edu/mppstudents/2021/08/02/fall-covid-19-entry-testing-vaccination-requirement-and-surveillance-testing/#comment-50	Feb 2023	90	48
11.	https://travel.googleblog.com/2013/07/flight-search-now-even-easier-to-use.html?commentPage=3	Feb 2023	93	40
12.	https://shipwatchers.kayako.com/article/378-leaked-site-reveals-walmart-s-answer-to-amazon-prime-shippingpass/2	Feb 2023	77	33
13.	https://trac.edgewall.org/demo-1.4/ticket/233#comment:747	Feb 2023	66	41
14.	https://newsroom.mastercard.com/2017/02/08/the-technology-that-protects-every-purchase/#comment-1275465	Feb 2023	89	48
15.	https://sites.tufts.edu/crispr/crispr-background/adaptive-immune-system/#comment-172759	Feb 2023	89	36
16.	https://blogs.urz.uni-halle.de/dysoma/2017/12/update-how-to-study-in-germany/comment-page-81/#comment-19964	Feb 2023	68	34
17.	http://blogs.pjstar.com/northerncircuit/2014/03/25/the-henry-search-the-movie/#comment-27103	Feb 2023	74	35
18.	https://www.westafrica.ohchr.org/+Tous-les-citoyens-en-particulier-les-femmes-et-les-groupes-discrimines+.html#forum16845	Feb 2023	87	46
19.	https://themes.artbees.net/blog/triple-your-wordpress-blog-traffic/#comment-40905	Feb 2023	45	34
20.	https://silocal.statesman.com/es/san-antonio-tx/d-563568-alejandros-mexican-restaurant-restaurantes-mexicano-latino.html	Feb 2023	87	38
21.	https://emu.edu/now/crossroads/2013/05/14/to-emu-as-undergrad-to-jmu-as-grad-student/#comment-351616	Feb 2023	57	47
22.	https://ealpgc.ulpgc.es/estudios/grado-en-arquitectura/practicas-externas/#comment-19030	Feb 2023	69	48
23.	https://mirkolopes.sites.umassd.edu/2019/01/28/blog-post-1-introduction/comment-page-37/#comment-5091	Feb 2023	65	31
24.	https://blog.ktm.com/3d-printing-the-future-of-motorcycle-construction/#comment-1556965	Feb 2023	66	42
25.	https://feedback.tawk.to/forums/228427-feedback/suggestions/41959354-chatbot-feature?category_id=173988&page=5&per_page=20	Feb 2023	67	37
26.	https://counter-v.de.tl/Super-Heroe.htm#comment	Feb 2023	85	46
27.	http://www.en.webself.v2.webself.net/blog.ws?wsajx=1&idb=15608707&idpnl=ad&pg2=172&idart=126562&anc=	Feb 2023	74	37
28.	https://diariodiscuola-udine.blogautore.repubblica.it/2016/08/02/e-ho-imparato-ad-amare-la-pioggia-il-messaggio-universale-di-erica/comment-page-2/#comment-145337	Feb 2023	92	41
29.	https://www.pickthebrain.com/blog/the-best-morning-routine-for-you-based-on-your-love-language/#comment-6544732	Feb 2023	63	42
30.	https://blogs.helsinki.fi/valt-karnevaali2012/2012/03/26/carnival-on-wednesday-may-9-sparkling-presentations/#comment-106643	Feb 2023	84	58
31.	https://weblogs.asp.net/uruit/self-managed-teams-salary-transparency?_r=8db0e4bebe87ab7	Feb 2023	85	38
32.	https://blogs.iis.net/tobintitus/iis-cannot-start-after-upgrade-to-vista-sp1?_r=8db083d8360a9d5	Feb 2023	82	42
33.	https://userblogs.fu-berlin.de/cinemachin/?p=42&cpage=1152#comment-84456	Jan 2023	87	38
34.	http://munaflo.blogautore.espresso.repubblica.it/2019/06/07/la-vergognosa-vignetta-di-radio-maria-contro-le-donne/comment-page-4/#comment-67734	Jan 2023	92	41
35.	https://u.osu.edu/group5/2014/10/12/the-meaning-of-life-according-to-hinduism/comment-page-31/#comment-5106	Jan 2023	89	31
36.	https://userblogs.fu-berlin.de/cinemachin/?p=1&cpage=86#comment-78189	Dec 2022	88	38
37.	https://my.desktopnexus.com/AllianzInsurance/	Dec 2022	80	48
38.	https://collission.es.tl/TIENDA-VIRTUAL.htm#comment	Dec 2022	81	41
39.	https://marcotuliocobar.es.tl/-II-JUEGOS-C-.-A-.-Y--DEL-CARIBE-1930.htm#comment	Dec 2022	81	45
40.	http://blogs.pjstar.com/healthy/2019/01/finding-your-way-through-the-frozen-meal-aisle/#comment-610944	Dec 2022	73	42
41.	https://thesocietypages.org/socimages/2010/12/29/eco-positive-marketing/comment-page-1/#comment-1026842	Dec 2022	71	35
42.	https://userblogs.fu-berlin.de/cinemachin/?p=42&cpage=1024#comment-75831	Dec 2022	88	38
43.	https://muse.union.edu/2020-isc080-reprif/wp-comments-post.php	Dec 2022	64	33

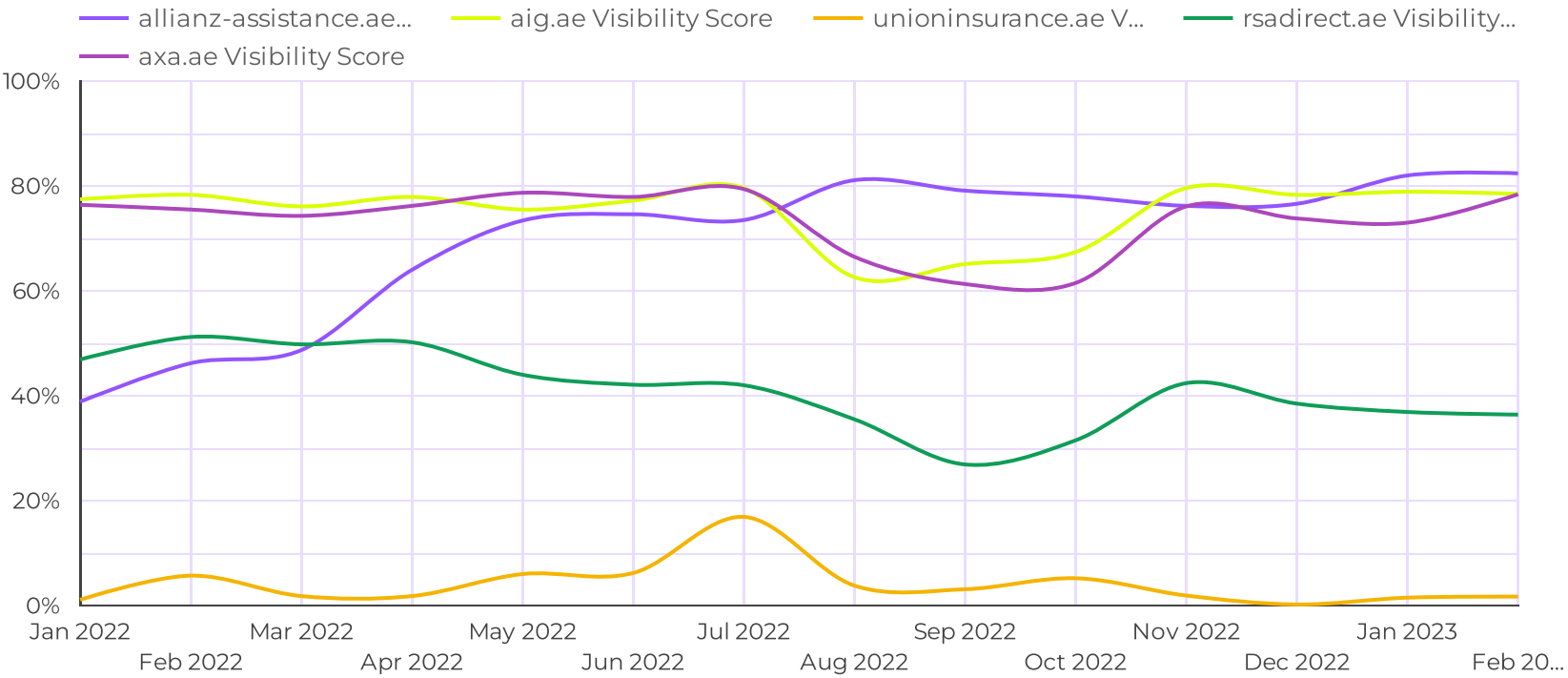
SEARCH VISIBILITY

Search Visibility Desktop Vs Mobile



	Date (Year Month) ▾	Visibilty Score	Visibilty Score Mobile
1.	Feb 2023	81.89%	82.29%
2.	Jan 2023	79.55%	80.98%
3.	Dec 2022	76.38%	77.64%
4.	Nov 2022	76.25%	76.41%
5.	Oct 2022	78.82%	79.04%
6.	Sep 2022	79.65%	78.96%
7.	Aug 2022	79.1%	78.94%
8.	Jul 2022	72.29%	73.37%
9.	Jun 2022	73.08%	73.05%
10.	May 2022	65.14%	66.48%
11.	Apr 2022	58.88%	59.6%
12.	Mar 2022	52.16%	54.84%
13.	Feb 2022	40.3%	41.27%
14.	Jan 2022	36.05%	35.64%

Allianz Vs Competitor Search Visibility Comparison



DOMAIN AUTHORITY

Months (Year Month) ▾		Domain Authority
1.	Mar 2023	24
2.	Feb 2023	22
3.	Jan 2023	22
4.	Dec 2022	24
5.	Nov 2022	23
6.	Oct 2022	22
7.	Sep 2022	22
8.	Aug 2022	22
9.	Jul 2022	22
10.	Jun 2022	22
11.	May 2022	22
12.	Apr 2022	22
13.	Mar 2022	22
14.	Feb 2022	22
15.	Jan 2022	22
16.	Dec 2021	22
17.	Nov 2021	22
18.	Oct 2021	24

GOOGLE TRENDS

Interest Over Time : UAE



Authorization Required

A connector requires your authorization before Looker Studio can display this component.

[Authorize now](#)

Interest Over Time : Worldwide



Authorization Required

A connector requires your authorization before Looker Studio can display this component.

[Authorize now](#)

RECOMMENDATIONS

	Month	Recommendations	Referring Links	Status
1.	Apr 2023	Anchor text: "travel insurance" - Increasing interlink opportunities for travel insurance anchor text via off page activities - Try to build 10 quality backlinks a month.	Will be performing this monthly	In Progress
2.	Apr 2023	Article Submission with travel insurance anchor text	2 per month	In Progress
3.	Apr 2023	Wikipedia Links - Creating external links on wikipedia and wikipedia sister websites		In Progress
4.	Mar 2023	Anchor text: "travel insurance" - Increasing interlink opportunities for travel insurance anchor text via off page activities - Try to build 10 quality backlinks a month.	Will be performing this monthly	Done
5.	Feb 2023	Fixing core vital issues - (High Priority)	https://docs.google.com/spreadsheets/d/1rYmJ1vvFE3Y2ROirJo5m17W1X_p5kbDJMigjxCiz3Us/edit?usp=sharing	Implementation from Client end
6.	Feb 2023	New banners for our website.	Suggestions sent	Implementation from Client end
7.	Feb 2023	Anchor text "travel insurance" - Increasing interlink opportunities for travel insurance anchor text via off-page/backlink activities.	Every month 10 backlinks	On-going activity
8.	Feb 2023	Schema code implementation - (High Priority) for the Home page (Rating, Headlines and Description) and FAQ section.	https://docs.google.com/document/d/1Li1Hg-gbbuU4zHZpnl6QszaQxsRzHkaKBex_pESNaOo/edit	Implementation from Client end
9.	Jan 2023	Additional Schema Tags For Rating, Headlines & Descriptions		Waiting for implementation
10.	Jan 2023	Anchor text: "travel insurance" - Increasing interlink opportunities for travel insurance anchor text via off page activities - Try to build 10 quality backlinks a month.	Will be performing this monthly	Done
11.	Oct 2022	We need to improve the travel insurance keyword ranking to top 3 position. Current ranking stands at 5.	https://docs.google.com/spreadsheets/d/1nzFnlc0SISeGBHf4JfcoLRO4ugRzegfrGE41rABXwSo/edit#gid=1165311032	Done
12.	Oct 2022	Verify the GMB listing. Already submitted need to wait for the postcard to arrive.		Done
13.	Sep 2022	Working on off-page activities to strengthen the domain and keyword credibility. [Profile creations, Blog commenting, Social Bookmarking]	https://docs.google.com/spreadsheets/d/1nzFnlc0SISeGBHf4JfcoLRO4ugRzegfrGE41rABXwSo/edit#gid=2118803552	Done
14.	Sep 2022	Weekly backlink review to check the spam score and quality of backlinks we are generating. Indexing and fetching all the URLs to make sure our URLs are correctly crawled.		Done
15.	Aug 2022	Tracking all the keyword performance. The keyword performance and visibility are on track except for a few keywords showing fluctuation since the last 2 days. Weekly GMB postings and reviewing of the comments and reviews.		Done
16.	Jul 2022	GA4 - Ecommerce tracking Do we already have a GA4 account from client's end or do we need to create it from our end. If so how shall we go ahead with ecommerce tracking.		Done
17.	Jul 2022	GMB Requirements 4 Posts a month We have 5 images so far. We need atleast 4 photos Cover Photo (1024 x 576 pixels) New Reviews		Currently submitting blog posts
18.	May 2022	Few of our internal pages have links to 301 pages (They are redirected by we need to replace them with working URLs) https://www.allianz-assistance.ae/en_AE/blogs-newsletters.html >> https://www.allianz-assistance.ae/en_AE/blogs-newsletters.result.html/2.html https://www.allianz-assistance.ae/en_AE/sitemap.html >> https://www.allianz-assistance.ae/en_AE/Mobile-device-protection.html https://www.allianz-assistance.ae/en_AE/blogs-newsletters/everything-you-need-to-know-about-visit-newzealand-from-the-uae.html >> https://www.allianz-assistance.ae/en_AE/travel-insurance-products/winter-sports-trip-cover.html		DONE
19.	May 2022	We need to remove https://www.allianz-assistance.ae/en_AE/Mobile-device-protection.html from our Sitemap.xml page		DONE
20.	May 2022	https://www.allianz-assistance.ae/en_AE/help-advice.html - This page has 3 H1 tag. We should have only 1 H1 tag, H2 tag can be many.		DONE
21.	May 2022	Optimization of Images on the website - Alt Attributes	https://docs.google.com/spreadsheets/d/1HoK_72AfBnHterMvLrxWaAanWaDlisEtLWvGdCIsKG4/edit#gid=0	DONE
22.	Feb 2022	Creating 2 Blog articles for website	https://docs.google.com/spreadsheets/d/1I_jwIHMIRY6Zd8vUxb5XAZbTZJDJdBHAPbu2oYa7wF0/edit	DONE
23.	Feb 2022	Optimizing blog articles for improved SEO performance		DONE
24.	Feb 2022	Creating 2 PR articles for website	https://docs.google.com/spreadsheets/d/1I_jwIHMIRY6Zd8vUxb5XAZbTZJDJdBHAPbu2oYa7wF0/edit	DONE
25.	Jan 2022	GMB listing performance: Adding Reviews, photos and video for increasing the visibility. Regularly updating will help us in branding.		Continuous Every Month

SEO Glossary

	Metric	Definition
Generic Metrics (1st and 2nd page)	Sessions	A single visitor's browsing of a website during a given time. One session can include multiple page views and re-visits, ending after 30 minutes of inactivity.
	New Users	The number of first-time users during the selected date range.
	Pageviews	Either the number of pages accessed by one specific visitor, or the number of times a specific page has been viewed, for example, your homepage or contact us page.
	Bounce Rate	Percentage of users that leave the site from the page they entered without any interaction.
Channels	Display	Traffic that comes from display ads.
	Paid Search	All of the traffic sources bringing visits to your site that are attributed as CPC, PPC, or paid search. Note that this grouping may include traffic sources outside of Google, Bing and Yahoo etc
	Direct	Traffic that comes from users that put a URL directly into their browser.
	Organic Search	The number of visitors landing on a website naturally through search engine results and not through any paid source or referrals.
	Referral	Unpaid traffic that comes from other websites.
	Social	Traffic from social media campaigns and social link shares.
	Email	Website traffic brought to the site via a link found in an email, usually from a specific marketing campaign.
Events & Goals	Event	Events represent custom actions that track user interactions, such as clicks, downloads, and video plays.
	Goals	This is the completion of an activity on your site that is important to the success of your business
eCommerce	Transactions	Transactions are the total number of completed purchases on your site.
	eCommerce Conversion Rate	The percentage of sessions that resulted in an eCommerce transaction.
	Avg. Order Value	Average value of transactions.
	Unique Purchases	The total number of times a specified product (or set of products) was a part of a transaction.
	Revenue	The total revenue from web eCommerce or in-app transactions. Depending on your implementation, this can include tax and shipping.
	Avg. Price	The average eCommerce revenue per product.
	Product Revenue	Revenue from individual product sales.

SEO Glossary

	Metric	Definition
Google Search Console	Clicks	How many times a user has clicked through to your site. How this is counted depends on the search result type.
	Impressions	How many times a user saw a link to your site in search results. This is calculated differently for images and other search result types, depending on whether or not the result was scrolled into view.
	Site CTR	Percentage of impressions that resulted in a click.
	Average Position	Average position of your site in search results, based on its highest position whenever it appeared in a search.
	Query	The search term used by the user to the results.
SEO Monitor	Visibility Score	It's a metric used to calculate how visible a website is in a search engine's organic results.
Keyword Position	Keyword Search Volume	Refers to the volume (or number) of searches for a particular keyword in a given timeframe.
	Desktop/Mobile Position	Desktop/Mobile Position in Google search means the ranking you have for a keyword when searched for in Google. This is the position or number in line that your site shows up on the search results page. There are 10 positions on each page and if the position is 43, that means the keyword ranks on 5 page 3 position.
	Desktop/Mobile Position Trend	The change in keyword position for the selected timeframe
DA	Domain Authority	Domain Authority (DA) is a search engine ranking score developed by Moz that predicts how likely a website is to rank in search engine result pages (SERPs). Domain Authority scores range from one to 100, with higher scores corresponding to a greater likelihood of ranking.
Off page Report	Backlink Submissions	A backlink is simply a link from one website to another. Search engines like Google use backlink as a ranking signal because when one website links to another, it means they believe the content is noteworthy. High-quality backlinks can help to increase a site's ranking position and visibility in search engine results (SEO).

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- Over 600 clients around the globe in 30+ industries
- Diamond Tier HubSpot Partner
- Premier Google Partner



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Winner of "Best In-house Team", "Best Local Campaign", "Most Innovative Campaign"

"Best PPC Campaign" at 2021 MENA Search Awards

Winner of "Best Integrated Digital Marketing Campaign" at 2017, 2018, 2019 and 2022 MENA Search Awards,

Winner of "Best Use of Search" at 2018, 2019 and 2022 MENA Search Awards,

Winner of "Best Use of Social Media in Search Campaign" at 2019 MENA Search Awards