



Southern Edges

01/04/2022

Rank Tracker > Dashboard	1
Overview > Traffic Summary	6
Google Search Console > Keywords	10

Rank Tracker > Dashboard (12/31/2021)

Analytics Overview (Dec 01, 2021 - Dec 31, 2021)

Traffic

Top Channels

Device Overview

Performance Summary: southernedges.com

Rank Distribution

SE	Rank 1-3	Rank 4-10	Rank 11-20	Rank 21-50	Total
	11	18	10	10	49
	21	2	1	0	24

Visibility

Traffic

Google USA (google.com) | southernedges.com

Landing Page	Keyword	Rank	Weekly	Monthly
/	southern edge knives	1	-	-
/collections/heretic-manticore-s-small-otf-knife	heretic manticore s small otf knife	1	-	-
/collections/heretic-manticore-e-small-otf-knife	heretic manticore e small otf knife	1	-	-
/collections/heretic-manticore-x-large-otf-knife/heret...	heretic manticore x-large otf knife	1	-	-
/collections/marfione-custom-otf-automatics	marfione custom troodon	2	▲ 5 (7)	▲ 2 (4)
/collections/microtech-silver-coins/spartan	spartan medallion	2	▲ 4 (6)	▲ 5 (7)
/	microtech dealer	2	-	▲ 1 (3)
/collections/marfione-custom-knives	marfione custom	3	▲ 1 (4)	▲ 6 (9)
/collections/microtech-ultratech-hellhound-automatic- o...	microtech hellhound	3	▲ 1 (4)	▲ 3 (6)
/collections/microtech-ultratech-hellhound-automatic- o...	ultratech hellhound	3	-	-
/	microtech authorized dealer	3	-	-
/collections/marfione-custom-knives	marfione	4	-	▲ 1 (5)
/products/microtech-dirac-damascus-double-edge-otf- kni...	microtech dirac damascus	4	▲ 2 (6)	▲ 1 (5)
/collections/microtech-ultratech-hellhound-automatic- o...	microtech ultratech hellhound	4	▼ 1 (3)	▼ 1 (3)
/collections/microtech-knives/utx-85	utx85	4	-	▲ 3 (7)
/collections/microtech-utx-85-tanto-edge-out-the- front...	microtech utx 85 tanto	5	▼ 4 (1)	▼ 3 (2)
/collections/microtech-dirac-delta-otf-knife	microtech dirac delta	5	▲ 2 (7)	-
/collections/microtech-knives/utx-85	microtech utx-85	6	▲ 3 (9)	▲ 2 (8)
/collections/microtech-knives	microtech hardedge	6	-	▼ 2 (4)
/collections/in-stock-microtech-ultratechs	microtech ultratech	7	-	▲ 2 (9)

/products/microtech-socom-alpha-black-single-edge-fixe...	microtech socom alpha fixed blade	7	-	▼1 (6)
/products/hinderer-eklipse-3-5-bowie-blade-black-g-10-...	hinderer eklipse	7	▼1 (6)	▼2 (5)
/collections/ludt	microtech ludt	8	▲2 (10)	-
/collections/microtech-stitch-automatic-out-the-side-k...	microtech stitch	8	▲1 (9)	▲3 (11)
/collections/microtech-utx-70-tanto-edge	utx-70	8	▲2 (10)	▲4 (12)
/collections/microtech-knives	microtech	8	▲5 (13)	▲3 (11)
/collections/microtech-knives/utx-85	utx-85	9	▲1 (10)	▲1 (10)
/products/hinderer-fulltrack-working-finish-titanium-b...	hinderer fulltrack	9	-	▼2 (7)
/collections/strider-custom-knives	strider-knives	9	▼2 (7)	▲1 (10)
/collections/marfione-custom-knives/combat-hellhound	marfione custom combat hellhound	11	▼5 (6)	-
/collections/microtech-combat-troodon-tanto-edge-out-t...	microtech combat troodon	11	-	▼3 (8)
/collections/microtech-knives	microtech knife	11	-	▼1 (10)
/collections/all-products/utx70	utx70	11	-	▼4 (7)
/collections/microtech-combat-troodon-tanto-edge-out-t...	combat troodon	13	▲2 (15)	▼4 (9)
/collections/microtech-knives	microtech knives	14	▼1 (13)	▼1 (13)
/collections/socom-elite-tanto-edge/te	socom elite	14	▼1 (13)	▼7 (7)
/collections/rick-hinderer-knives	hinderer	15	▲2 (17)	▲10 (25)
/collections/hinderer-xm-24-4-0-spearpoint	hinderer xm 24	15	▲14 (29)	▲3 (18)
/products/microtech-cypher-mk7-black-se-green-blade-bl...	microtech cypher	16	▲4 (20)	▲3 (19)
/products/chris-reeve-large-sebenza-31-bog-oak-wood-in...	chris reeve large sebenza 31	23	▲3 (26)	▼3 (20)
/collections/rick-hinderer-knives	hinderer xm-18 knives	24	▼4 (20)	-
/products/microtech-socom-elite-single-edge-manual-fol...	microtech socom elite	25	▼7 (18)	▼16 (9)
/collections/chris-reeve-knives	chris reeve	26	-	▲12 (38)
/collections/chris-reeve-knives	chris reeves knives	28	▼3 (25)	▲4 (32)
/collections/microtecg-ultratech-tanto-edge-automatic-...	tanto edge	31	▲4 (35)	▼9 (22)
/collections/chris-reeve-small-sebenza	sebenza small 31	31	▼4 (27)	▼9 (22)
/collections/chris-reeve-knives	chris reeve small inkosi	32	▼2 (30)	▼8 (24)
/collections/chaves-knives	chaves knives	36	▲3 (39)	▼7 (29)
/collections/chris-reeve-unnumzaan/blade-style_single-...	chris reeve unnumzaan	37	▲2 (39)	▲1 (38)
	automatic knife	-	-	-
	automatic knives	-	-	-
	otf	-	-	-
	ots	-	-	-
	out the front	-	-	-
	out the side	-	-	-
	knife store near me	-	▼(77)	▼(69)
	switch blade	-	-	-
	ultratech	-	-	-

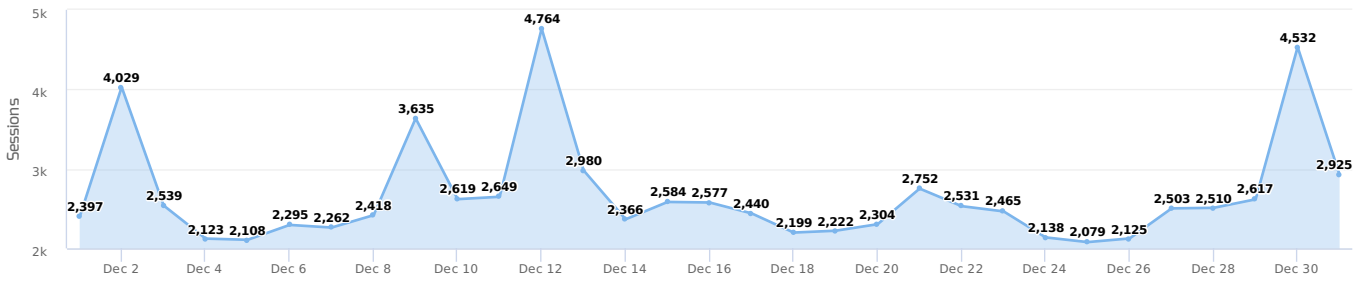
	dirac	-	-	-
	halo	-	-	-
	ludt	-	-	-
	custom knife	-	-	-
	custom folder	-	-	-
/collections/spyderco-knives	spyderco	-	-	-
	protech	-	-	-
	benchmade	-	-	-
	microtech u	-	-	-

 Google Local Finder (google.com) | southernedges.com

Landing Page	Keyword	Rank	Weekly	Monthly
/	automatic knife	1	-	-
/	automatic knives	1	-	-
/	marfione custom troodon	1	-	-
/	microtech combat troodon	1	-	-
/	microtech stitch	1	-	-
/	microtech ultratech	1	-	-
/	microtech utx 85 tanto	1	-	-
/	knife store near me	1	-	-
/	southern edge knives	1	-	-
/	microtech knives	1	-	-
/	microtech authorized dealer	1	-	-
/	microtech dealer	1	-	-
/	microtech knife	1	-	-
/	socom elite	1	-	-
/	custom knife	1	-	-
/	hinderer xm-18 knives	1	-	-
/	microtech socom alpha fixed blade	1	-	-
/	heretic manticore x-large otf knife	1	-	-
/	strider-knives	1	-	-
/	spartan medallion	3	-	-
/	benchmade	3	▼ 1 (2)	▼ 2 (1)
/	spyderco	4	▼ 2 (2)	▼ 2 (2)
/	microtech	4	▲ 1 (5)	-
/	ultratech	16	-	-
	marfione custom	-	-	-
	tanto edge	-	-	-
	combat troodon	-	-	-
	marfione	-	-	-

marfione custom combat hellhound	-	-	-
microtech hellhound	-	-	-
microtech ludt	-	▼ (1)	-
microtech socom elite	-	-	-
otf	-	-	-
ots	-	-	-
out the front	-	-	-
out the side	-	-	-
microtech dirac damascus	-	-	-
microtech utx-85	-	-	▼ (1)
microtech hardedge	-	-	-
microtech dirac delta	-	-	-
microtech cypher	-	-	-
microtech ultratech hellhound	-	-	-
ultratech hellhound	-	-	-
switch blade	-	-	-
dirac	-	-	-
utx-70	-	-	▼ (1)
utx-85	-	-	▼ (1)
halo	-	-	-
ludt	-	-	-
custom folder	-	-	-
hinderer	-	-	-
chris reeve	-	-	-
protech	-	-	-
utx70	-	-	-
utx85	-	-	▼ (1)
chris reeves knives	-	-	-
microtech u	-	-	-
hinderer eklipse	-	-	▼ (1)
hinderer fulltrack	-	-	-
hinderer xm 24	-	-	-
sebenza small 31	-	-	-
chris reeve large sebenza 31	-	-	-
chris reeve small inkosi	-	-	-
chris reeve umnumzaan	-	-	-
heretic manticore s small otf knife	-	-	-
heretic manticore e small otf knife	-	-	-
chaves knives	-	▼ (2)	-

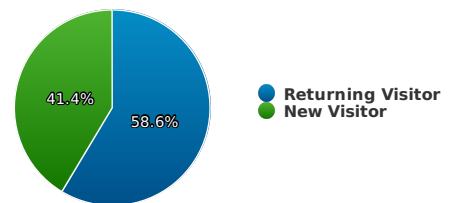
Overview > Traffic Summary (12/01/2021 - 12/31/2021)



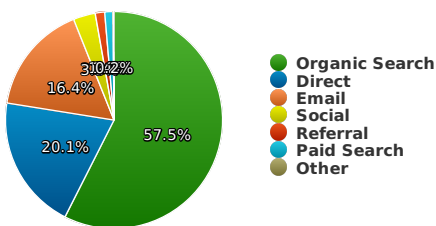
Traffic Overview

Sessions 82,687	Users 38,702	Page Views 378,212
Pages/Session 4.57	Avg. Time on Site 0:03:03	Bounce Rate 47.77%
New User Sessions % 41.39%		

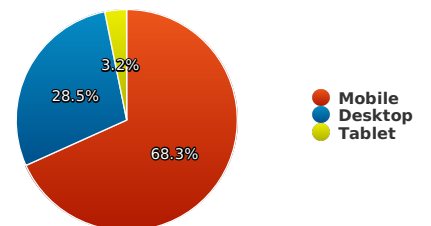
New vs Returning



Top Channels



Device Overview



Top Referrers

92 Site Referrals

Source	Sessions %	Sessions
google	53.69%	44,396
(direct)	20.06%	16,584
omnisend	16.07%	13,287
duckduckgo	1.87%	1,549
bing	1.80%	1,485
m.facebook.com	1.32%	1,089
yahoo	1.19%	981

rmjtactical.com	0.48%	394
lm.facebook.com	0.45%	369
out.reddit.com	0.42%	344
l.instagram.com	0.37%	307
back-in-stock	0.33%	272
l.facebook.com	0.29%	243
reddit.com	0.28%	228
microtechknives.com	0.20%	165
shop_app	0.13%	106
youtube.com	0.13%	104
search.aol.com	0.12%	98
forum.spyderco.com	0.09%	77
baidu	0.09%	73
cn.bing.com	0.07%	57
attn2detailmercantile.com	0.06%	53
protechknives.com	0.05%	45
mail.google.com	0.05%	41
hereticknives.com	0.05%	40
ecosia.org	0.04%	35
loyalty	0.03%	21
themes.shopify.com	0.02%	20
terrain365.com	0.02%	17
yandex.ru	0.02%	14
startpage.com	0.02%	13
facebook.com	0.01%	11
spartanbladesusa.com	0.01%	9
hotdeals.com	0.01%	9
away.vk.com	0.01%	9
flipboard.com	0.01%	8
yandex	0.01%	7
so.com	0.01%	7
klarna	0.01%	7
drawnames.com	0.01%	7
checkout.shopify.com	0.01%	7
pvk.vegas	0.01%	6
dogpile.com	0.01%	5
couponxoo.com	0.01%	5
t.co	0.00%	4
sogou	0.00%	4

microholics.org	0.00%	4
m.vk.com	0.00%	4
m.keep.naver.com	0.00%	4
glocktalk.com	0.00%	3

Top Keywords

42 Search Referrals

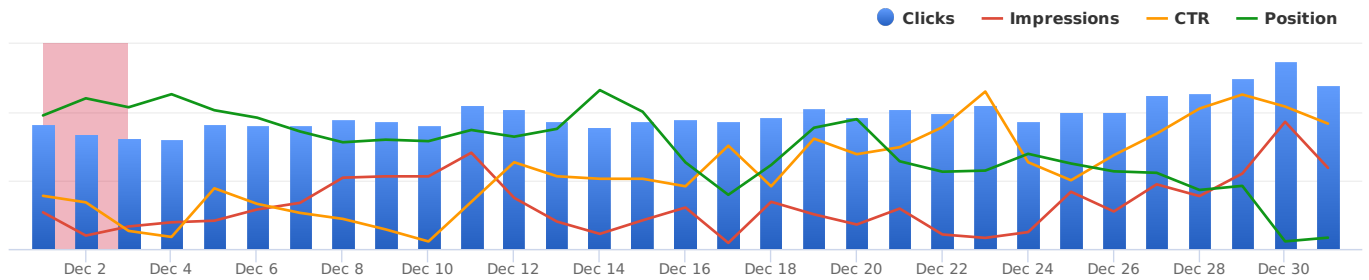
Keyword	Sessions %	Sessions
(not provided)	55.52%	45904
borka sbdp	0.01%	5
strider knives	0.00%	2
strider blade	0.00%	2
southern edges	0.00%	2
Socom Warcom DLC Apocalyptic Fat Carbon	0.00%	2
heretic manticore x predator	0.00%	2
exocet outbreak	0.00%	2
borka sbdp Jameson	0.00%	2
ножны из кайдекса на бенчмейд пуукко	0.00%	1
нож джекомандо	0.00%	1
utx70	0.00%	1
ultratech bayonet	0.00%	1
Spyderco Autonomy 2 in stock	0.00%	1
spartan blades bronze line les george	0.00%	1
southern blades	0.00%	1
pro tech 952	0.00%	1
otf dirac	0.00%	1
Microtech Socom Bravo	0.00%	1
microtech socom bravo	0.00%	1
microtech mini troodon	0.00%	1
microtech knives	0.00%	1
microtech knife	0.00%	1
MICROTECH HALO 5 TORQUE SETTING HANDLE SCREWS	0.00%	1
microtech Exocet	0.00%	1
microtech dirac delta otf	0.00%	1
MICROTECH COMBAT TROODON HELLHOUND	0.00%	1
microtech combat troodon for sale	0.00%	1
Microtech Combat Troodon D/E SS	0.00%	1
microtech combat troodon	0.00%	1
micro edc tactical belt knife	0.00%	1
marfione knives	0.00%	1

marfione customs	0.00%	1
Marfione Custom/Borka Blades	0.00%	1
marfione custom socom 97 grind	0.00%	1
hinderer knives	0.00%	1
heretic manticore x tanto	0.00%	1
hereitc wraith manul	0.00%	1
Chris Reeve Knives Umnumzaan	0.00%	1
brian tigde and friends of	0.00%	1
ADV Tactical Alpha - Gold Ano w/ Marbled CF / Stonewash/Satin S35VN	0.00%	1

Google Search Console > Keywords (12/01/2021 - 12/31/2021)

Total Queries: 5000+

■ Total Clicks **30,599**
■ Total Impressions **323,080**
■ Avg. CTR **9.47%**
■ Avg. Position **13.71**



Query	Impressions	Clicks	CTR	Position
southern edges	3,391	2,766	81.57%	1.0
microtech socom bravo	2,025	523	25.83%	5.9
southernedges	469	432	92.11%	1.0
heretic knives	3,587	322	8.98%	3.0
southern edge	696	255	36.64%	2.6
microtech combat troodon	9,360	253	2.70%	11.4
southern edge knives	297	229	77.10%	1.0
microtech ludt in stock	519	183	35.26%	2.7
microtech dirac	1,637	166	10.14%	6.6
microtech stitch	1,747	161	9.22%	9.1
microtech hellhound	893	146	16.35%	3.9
borka blades	1,380	145	10.51%	4.8
blackside customs	370	139	37.57%	1.0
microtech knives	1,828	136	7.44%	18.3
microtech ultratech	6,870	134	1.95%	10.5
microtech dirac delta	817	128	15.67%	8.2
microtech hera	871	118	13.55%	4.5
microtech dirac delta in stock	351	114	32.48%	3.0
socom bravo microtech	445	109	24.49%	6.3
southern edges knives	128	107	83.59%	1.0
microtech scarab 2	830	105	12.65%	8.0
microtech stitch in stock	270	104	38.52%	1.8
heretic pariah	328	103	31.40%	2.5
microtech ludt	635	97	15.28%	14.8
microtech scarab 2 in stock	260	96	36.92%	2.9
strider knives	3,427	94	2.74%	10.8
microtech exocet	2,300	93	4.04%	9.4
protech knives	4,614	93	2.02%	10.6

microtech belt	315	92	29.21%	3.4
microtech bounty hunter	994	92	9.26%	9.7
strider knives for sale	452	78	17.26%	8.6
microtech knives for sale	2,102	74	3.52%	12.6
combat troodon	740	72	9.73%	12.2
socom elite tanto edge	124	69	55.65%	1.1
hinderer knives	454	68	14.98%	15.6
microtech pen	581	63	10.84%	3.3
microtech bounty hunter in stock	189	62	32.80%	1.8
microtech hellhound in stock	218	60	27.52%	3.2
microtech dirac in stock	230	59	25.65%	4.3
microtech combat troodon hellhound	427	58	13.58%	7.8
microtech combat troodon hellhound in stock	215	58	26.98%	3.4
protech malibu	622	56	9.00%	21.2
socom elite in stock	181	56	30.94%	3.8
microtech	2,064	55	2.66%	18.3
microtech dealers	472	52	11.02%	2.2
heretic wraith	156	50	32.05%	2.8
microtech tool kit	289	50	17.30%	3.1
heretic pariah knife	138	49	35.51%	1.4
microtech socom elite in stock	262	49	18.70%	7.6
microtech utx 85	831	49	5.90%	10.2
marfione custom	1,139	47	4.13%	8.9
microtech damascus	117	47	40.17%	1.1
microtech feather	146	46	31.51%	2.8
southern knives	68	46	67.65%	1.0
southernedge	61	44	72.13%	1.4
heretic manticore x	433	43	9.93%	6.0
microtech apis belt	264	43	16.29%	3.2
dirac delta microtech	362	42	11.60%	9.3
heretic knives manticore	458	42	9.17%	3.7
microtech outbreak	356	42	11.80%	7.9
heretic predator knife	132	41	31.06%	2.8
microtech ultratech hellhound	218	40	18.35%	3.0
umnumzaan in stock	144	40	27.78%	7.1
combat troodon hellhound	235	39	16.60%	8.8
microtech bravo	205	39	19.02%	5.5
microtech hand tank	93	39	41.94%	1.7
microtech troodon	686	39	5.69%	12.7
microtech utx-85 tanto	243	39	16.05%	2.2

chris reeve umnumzaan in stock	73	38	52.05%	4.5
heretic manticore	263	38	14.45%	1.6
microtech socom elite	299	38	12.71%	16.8
strider knives for sale in stock	96	37	38.54%	3.3
borka blades for sale	59	36	61.02%	3.4
hinderer knives in stock	226	35	15.49%	8.9
microtech combat troodon for sale	471	35	7.43%	11.5
microtech sbd	216	35	16.20%	5.1
microtech star wars	310	35	11.29%	6.2
protech calmigo	372	35	9.41%	6.8
heretic knives for sale	134	34	25.37%	3.0
microtech cypher in stock	107	34	31.78%	2.1
microtech spartan	170	34	20.00%	4.9
spyderco shaman	298	34	11.41%	34.2
ultratech hellhound	157	34	21.66%	3.0
microtech hera source	120	33	27.50%	2.4
microtech utx-85	780	33	4.23%	10.0
strider nail	86	33	38.37%	1.5
chris reeve sebenza 31 in stock	151	31	20.53%	9.4
microtech arbiter in stock	79	31	39.24%	2.1
microtech scarab ii	153	31	20.26%	7.9
microtech socom bravo 2021	233	31	13.30%	9.6
microtech stormtrooper	372	31	8.33%	3.9
microtech troodon hellhound	178	31	17.42%	4.6
protech knives for sale	219	31	14.16%	10.9
hinderer eklipse	427	30	7.03%	5.6
microtech ca legal	86	30	34.88%	2.5
combat troodon in stock	89	29	32.58%	5.2
marfione custom knives	566	29	5.12%	7.9
microtech ultratech bounty hunter	196	29	14.80%	7.4
southern edges lexington sc	37	29	78.38%	1.0
chris reeve mrandi in stock	121	28	23.14%	9.5