



Allston Collision Center Report

December 2018

Allston Collision Center
<http://www.allstoncollisioncenter.com>

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Rankings



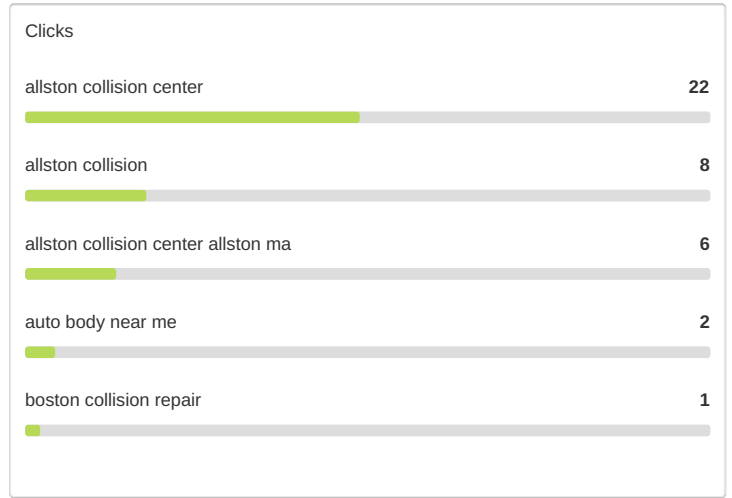
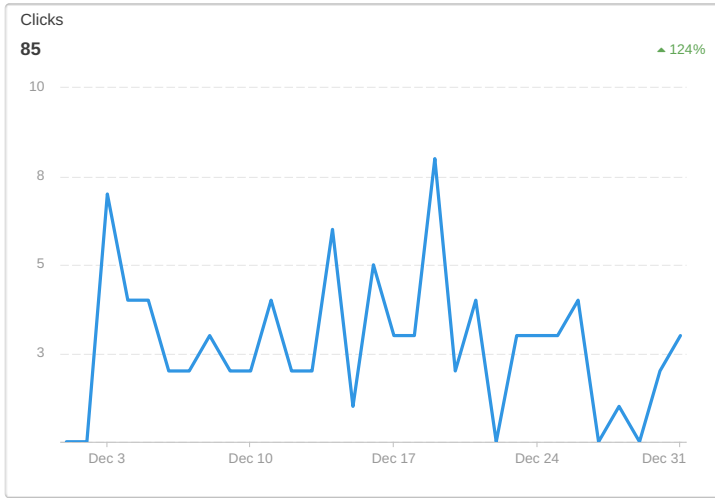
Keyword	Location	Google ▲	Google Change	Google Url	Bing	Google Local	Google Mobile	Volume
☆ auto body collision center	🇺🇸 Boston, Mass...	1 st	▲1	/maps?cid=39467...	not found	1 st	8 th	50
☆ allston collision center allston ma	🇺🇸 Boston, Mass...	1 st	—	[home page]	1 st	1 st	1 st	10
☆ automotive rust repair	🇺🇸 Boston, Mass...	1 st	▲2	/maps?cid=39467...	not found	1 st	not found	210
☆ allston collision	🇺🇸 Boston, Mass...	1 st	—	[home page]	1 st	1 st	1 st	70
☆ allston collision center	🇺🇸 Boston, Mass...	1 st	—	[home page]	1 st	1 st	1 st	140
☆ automotive collision center	🇺🇸 Boston, Mass...	1 st	—	/maps?cid=39467...	not found	1 st	not found	50
☆ aluminum auto body repair	🇺🇸 Boston, Mass...	1 st	—	/maps?cid=39467...	not found	1 st	not found	50
☆ auto collision center	🇺🇸 Boston, Mass...	1 st	—	/maps?cid=39467...	not found	1 st	not found	1,600
☆ auto rust repair	🇺🇸 Boston, Mass...	1 st	—	/maps?cid=39467...	not found	1 st	not found	590
☆ auto body rust repair	🇺🇸 Boston, Mass...	1 st	—	/maps?cid=39467...	not found	1 st	not found	260
☆ collision auto body shop	🇺🇸 Boston, Mass...	2 nd	▼1	/maps?cid=39467...	not found	2 nd	8 th	70
☆ auto collision shops	🇺🇸 Boston, Mass...	2 nd	▲98	/maps?cid=39467...	not found	2 nd	not found	210
☆ cambridge collision	🇺🇸 Boston, Mass...	2 nd	▲1	/maps?cid=39467...	not found	2 nd	5 th	110
☆ body shop allston ma	🇺🇸 Boston, Mass...	3 rd	—	/maps?cid=39467...	1 st	3 rd	6 th	10
☆ best auto collision repair	🇺🇸 Boston, Mass...	3 rd	—	/maps?cid=39467...	not found	3 rd	not found	110
☆ allston auto body	🇺🇸 Boston, Mass...	3 rd	—	/maps?cid=39467...	1 st	3 rd	6 th	50
☆ green auto body shop	🇺🇸 Boston, Mass...	4 th	—	[home page]	not found	not found	4 th	30
☆ lexus collision center	🇺🇸 Boston, Mass...	4 th	—	/maps?cid=39467...	not found	3 rd	not found	720

Keyword	Location	Google	Google Change	Google Url	Bing	Google Local	Google Mobile	Volume
☆ boston auto body brighton ma	Boston, Mass...	5 th	—	[home page]	3 rd	not found	5 th	10
☆ allston car repair	Boston, Mass...	5 th	▲3	[home page]	2 nd	5 th	5 th	20
☆ tesla body repair	Boston, Mass...	5 th	▲1	/maps?cid=39467...	not found	1 st	90 th	90
☆ auto body shop brighton ma	Boston, Mass...	7 th	—	[home page]	10 th	7 th	7 th	10
☆ brighton collision center	Boston, Mass...	7 th	▲31	[home page]	not found	2 nd	7 th	30
☆ car bodywork cambridge	Boston, Mass...	8 th	▲2	[home page]	not found	9 th	9 th	10
☆ top auto body shops	Boston, Mass...	8 th	—	[home page]	not found	not found	8 th	70
☆ allston auto	Boston, Mass...	8 th	▼1	[home page]	5 th	5 th	10 th	20
☆ boston auto body	Boston, Mass...	9 th	▲3	[home page]	not found	20 th	8 th	70
☆ best collision center	Boston, Mass...	9 th	▼6	[home page]	not found	2 nd	9 th	210
☆ auto body shops boston	Boston, Mass...	10 th	▲1	[home page]	9 th	13 th	10 th	140
☆ best auto body repair	Boston, Mass...	10 th	—	[home page]	not found	11 th	9 th	90
☆ best auto body shop	Boston, Mass...	10 th	▲2	[home page]	not found	20 th	10 th	720
☆ boston body shop	Boston, Mass...	11 th	▼1	[home page]	not found	13 th	9 th	50
☆ auto body shops in boston	Boston, Mass...	11 th	▲1	[home page]	not found	13 th	11 th	140
☆ allston center	Boston, Mass...	11 th	▲2	[home page]	1 st	8 th	12 th	20
☆ boston auto body shop	Boston, Mass...	11 th	▲1	[home page]	4 th	not found	10 th	140
☆ auto body shop in boston	Boston, Mass...	11 th	—	[home page]	6 th	18 th	10 th	140
☆ body shops in boston	Boston, Mass...	12 th	▲1	[home page]	13 th	12 th	12 th	170
☆ auto body shops boston ma	Boston, Mass...	12 th	▼1	[home page]	9 th	not found	12 th	20
☆ body shop boston	Boston, Mass...	12 th	▲1	[home page]	not found	12 th	13 th	170
☆ best auto body shop near me	Boston, Mass...	12 th	▼1	[home page]	not found	15 th	12 th	2,900
☆ auto body shop cambridge	Boston, Mass...	12 th	▲1	[home page]	not found	13 th	14 th	40
☆ top auto body shops near me	Boston, Mass...	13 th	▼2	[home page]	not found	12 th	12 th	110
☆ auto body shop boston	Boston, Mass...	13 th	▼1	[home page]	8 th	18 th	12 th	140
☆ car body shop cambridge	Boston, Mass...	13 th	—	[home page]	not found	13 th	13 th	10

Keyword	Location	Google	Google Change	Google Url	Bing	Google Local	Google Mobile	Volume
☆ car painting boston	Boston, Mass...	14 th	▲2	[home page]	not found	5 th	14 th	10
☆ auto body repair boston	Boston, Mass...	14 th	—	[home page]	3 rd	10 th	14 th	10
☆ best auto body shop in boston	Boston, Mass...	14 th	—	[home page]	12 th	16 th	14 th	20
☆ body shop boston ma	Boston, Mass...	15 th	▼2	[home page]	10 th	not found	13 th	30
☆ auto body shop boston ma	Boston, Mass...	15 th	▼3	[home page]	8 th	not found	11 th	20
☆ best auto body shop in massachusetts	Boston, Mass...	15 th	▼1	[home page]	13 th	not found	15 th	30
☆ allston auto works	Boston, Mass...	16 th	—	[home page]	9 th	not found	15 th	110
☆ auto body repairs	Boston, Mass...	18 th	▲82	[home page]	not found	9 th	not found	22,200
☆ auto body repair boston ma	Boston, Mass...	18 th	▼4	[home page]	6 th	not found	15 th	10
☆ brighton auto body shop	Boston, Mass...	18 th	▼3	[home page]	not found	not found	15 th	50
☆ body shop cambridge	Boston, Mass...	19 th	—	[home page]	not found	11 th	20 th	50
☆ auto repair allston ma	Boston, Mass...	20 th	▼3	[home page]	8 th	9 th	14 th	10
☆ auto body repair shops	Boston, Mass...	20 th	▼4	[home page]	not found	7 th	17 th	3,600
☆ body shop boston locations	Boston, Mass...	20 th	▼5	[home page]	not found	12 th	17 th	10
☆ bmw collision center ma	Boston, Mass...	22 nd	▼7	[home page]	not found	5 th	23 rd	10
☆ auto painting boston ma	Boston, Mass...	23 rd	▲1	[home page]	not found	8 th	23 rd	10
☆ bmw allston	Boston, Mass...	26 th	▲7	/tag/bmw/	not found	not found	25 th	90
☆ repairing high strength steel	Boston, Mass...	26 th	▼2	/icar-certifications...	not found	not found	26 th	10
☆ car paint job boston	Boston, Mass...	28 th	▼11	[home page]	not found	not found	28 th	20
☆ auto body boston ma	Boston, Mass...	34 th	▼3	[home page]	9 th	not found	32 nd	10
☆ dent repair boston	Boston, Mass...	58 th	▲20	[home page]	not found	not found	55 th	20
☆ bmw repair boston	Boston, Mass...	76 th	▲24	[home page]	not found	not found	75 th	40
☆ auto body shops in massachusetts	Boston, Mass...	80 th	▲20	[home page]	not found	11 th	86 th	20

Keyword	Location	Google	Google Change	Google Url	Bing	Google Local	Google Mobile	Volume
☆ car repair cambridge ma	Boston, Mass...	81 st	▲7	[home page]	not found	not found	97 th	20
☆ boston auto repair	Boston, Mass...	93 rd	▼1	[home page]	not found	not found	92 nd	140
☆ cars collision center	Boston, Mass...	not found	—	—	not found	5 th	not found	260
☆ auto repair boston	Boston, Mass...	not found	—	—	not found	not found	not found	140
☆ auto repair boston ma	Boston, Mass...	not found	—	—	not found	not found	not found	70
☆ vehicle rust repair	Boston, Mass...	not found	—	—	not found	not found	not found	140
☆ aluminum body work	Boston, Mass...	not found	—	—	not found	not found	not found	20
☆ repairing aluminum body panels	Boston, Mass...	not found	—	—	not found	not found	not found	10
☆ collision auto body repair	Boston, Mass...	not found	—	—	not found	not found	not found	1,300
☆ vehicle body repair near me	Boston, Mass...	not found	—	—	not found	not found	not found	20
☆ car collision centers	Boston, Mass...	not found	—	—	not found	not found	not found	260
☆ boston volkswagen body shop	Boston, Mass...	not found	—	—	not found	not found	not found	10
☆ automobile body repair shops	Boston, Mass...	not found	—	—	not found	not found	not found	40
☆ rust repair on cars	Boston, Mass...	not found	—	—	not found	not found	not found	1,300
☆ automotive body shops	Boston, Mass...	not found	—	—	not found	not found	not found	4,400
☆ repairing automotive rust	Boston, Mass...	not found	—	—	not found	not found	not found	210
☆ boston automotive	Boston, Mass...	not found	—	—	not found	not found	not found	110
☆ expert auto body	Boston, Mass...	not found	—	—	not found	2 nd	not found	210
☆ collision body shop	Boston, Mass...	not found	—	—	not found	5 th	11 th	720
☆ mazda collision repair	Boston, Mass...	not found	—	—	not found	6 th	not found	70
☆ boston auto	Boston, Mass...	not found	—	—	not found	not found	not found	90
☆ rear end collision repair	Boston, Mass...	not found	—	—	not found	not found	not found	30
☆ superior collision center	Boston, Mass...	not found	—	—	not found	not found	not found	210
☆ expert collision center	Boston, Mass...	not found	—	—	not found	not found	not found	20
☆ cambridge auto body	Boston, Mass...	not found	—	—	not found	not found	40 th	140

Google Search Console - Top Queries



85
Clicks
▲ 124%

10,240
Impressions
▲ 155%

29.0
Avg Position
▲ 31%

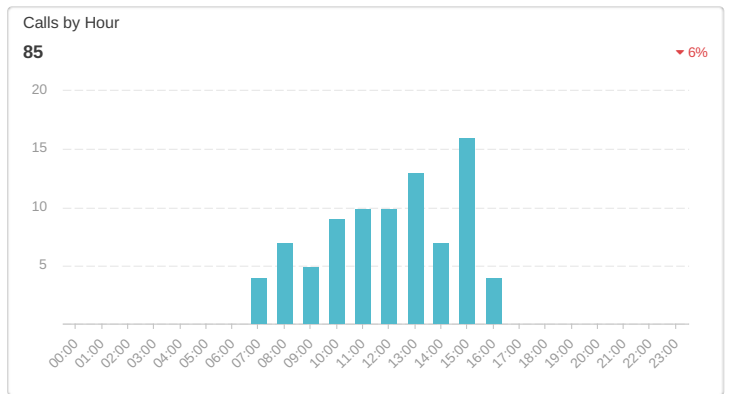
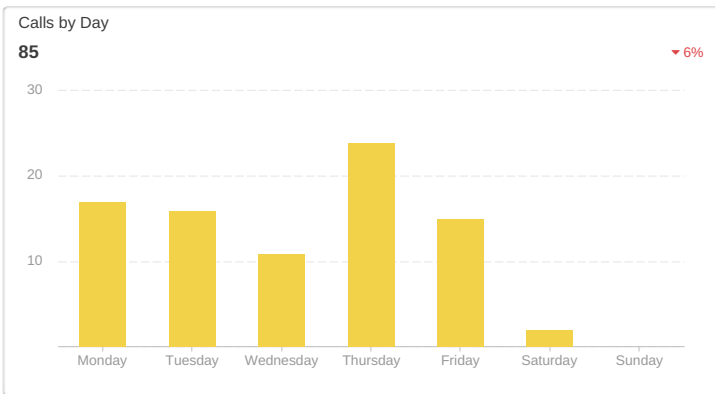
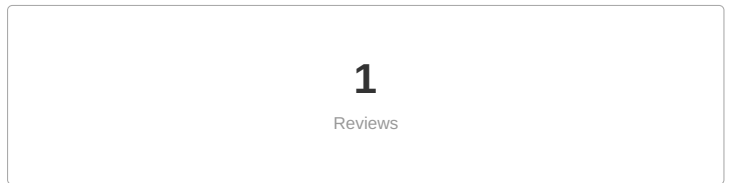
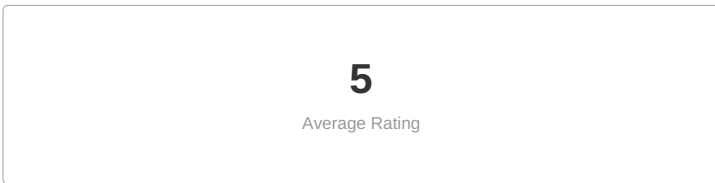
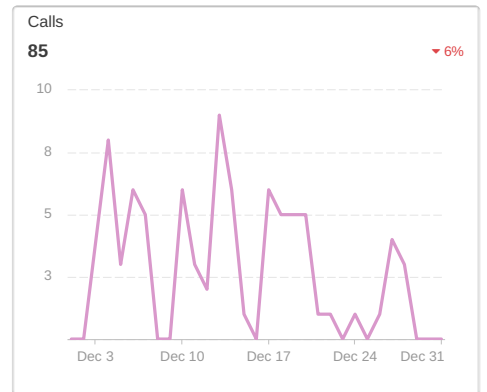
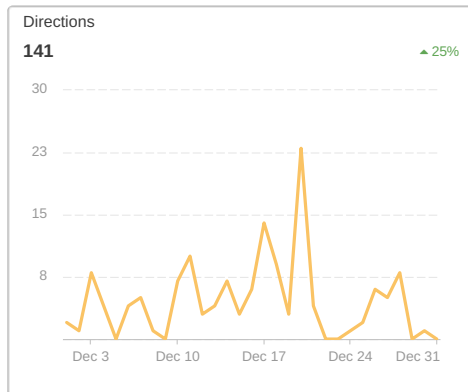
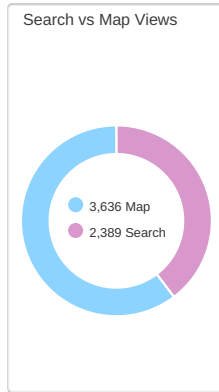
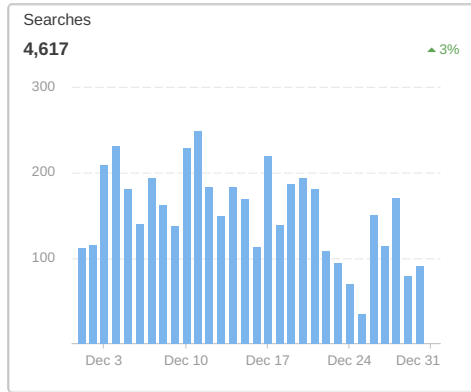
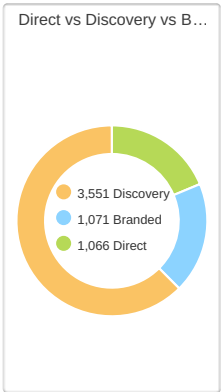
0.95%
CTR
▼ 2%

Keyword	Clicks	Impressions	Avg Position	CTR
allston collision center	22	188	1.02	11.70%
allston collision	8	134	1.01	5.97%
allston collision center allston ma	6	67	1.00	8.96%
auto body near me	2	21	4.90	9.52%
boston collision repair	1	16	4.38	6.25%
cars body shop	1	1	1.00	100.00%
collision center	1	34	2.00	2.94%
best auto body shop in massachusetts	1	44	11.52	2.27%
auto body shops in boston	1	36	8.86	2.78%
auto body shop	1	104	6.77	0.96%
allston auto repair	1	18	6.00	5.56%
geico auto collision center	0	1	2.00	0.00%
expert collision	0	1	8.00	0.00%
expert collision center	0	19	6.37	0.00%
expert fix	0	1	89.00	0.00%
experts in auto collision repair	0	26	27.19	0.00%
fix dent in car	0	1	1.00	0.00%

Keyword	Clicks ▾	Impressions	Avg Position	CTR
ford parts boston	0	2	98.00	0.00%
frank and paul's auto repair	0	1	48.00	0.00%
frank's auto repair & auto body, inc.	0	1	76.00	0.00%
free auto body estimates near me	0	1	1.00	0.00%
good auto body shop	0	4	79.25	0.00%
geico collision center near me	0	1	1.00	0.00%
getting an estimate for auto body repairs	0	1	4.00	0.00%
glendale auto body shop	0	5	141.60	0.00%
glenville auto body allston	0	1	79.00	0.00%
go collision center	0	1	3.00	0.00%
expert auto winthrop	0	1	46.00	0.00%
good auto body shops	0	1	8.00	0.00%
green auto body shop	0	22	6.55	0.00%
hail damage	0	2	1.00	0.00%
hail damage boston	0	39	20.95	0.00%
expert auto winthrop ma	0	4	47.75	0.00%
environmentally friendly paint saint paul	0	2	83.50	0.00%
expert auto glass	0	3	90.00	0.00%
dents in spanish	0	1	99.00	0.00%
cox automotive	0	2	1.00	0.00%
custom car paint jobs	0	1	1.00	0.00%
dave brunner	0	1	119.00	0.00%
dent removal	0	6	184.00	0.00%
dent removal brighton	0	1	101.00	0.00%
dent removal shop	0	1	1.00	0.00%
dent repair	0	1	1.00	0.00%
dent repair boston	0	35	67.89	0.00%
dent repair training	0	2	96.00	0.00%
dependable painting	0	1	91.00	0.00%
expert auto detailing	0	1	161.00	0.00%
digital marketing for collision repair shops	0	5	98.00	0.00%
ding removal near me	0	1	1.00	0.00%

Keyword	Clicks ▾	Impressions	Avg Position	CTR
does car insurance cover scratches	0	4	190.50	0.00%

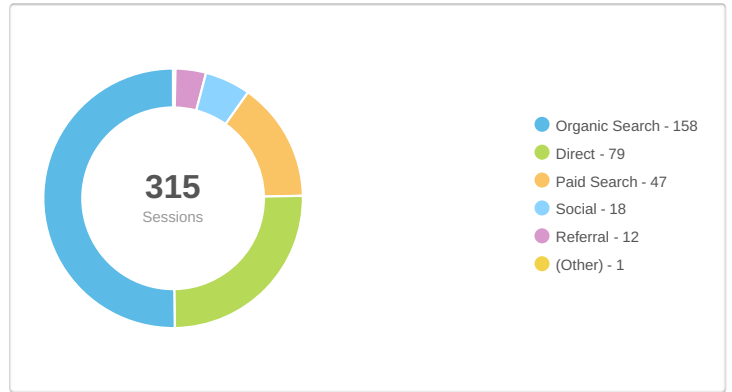
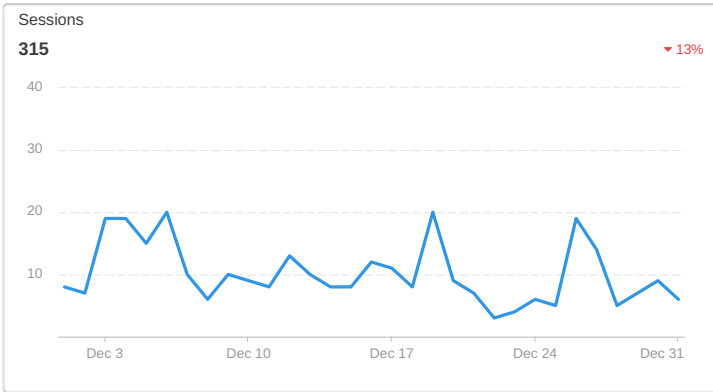
Google My Business - Insights



Google My Business - Reviews

Date ▾	Name	Review	Rating	Reply
Dec 20, 2018 10:25 am	Christopher Pratt	This was my second time working with Allston C...	★★★★★	<input type="button" value="YES"/>

Google Analytics - All Channels



315
Sessions
▼ 13%

1.19
Pages/Session
▼ 14%

00:00:59
Avg. Session Duration
▲ 43%

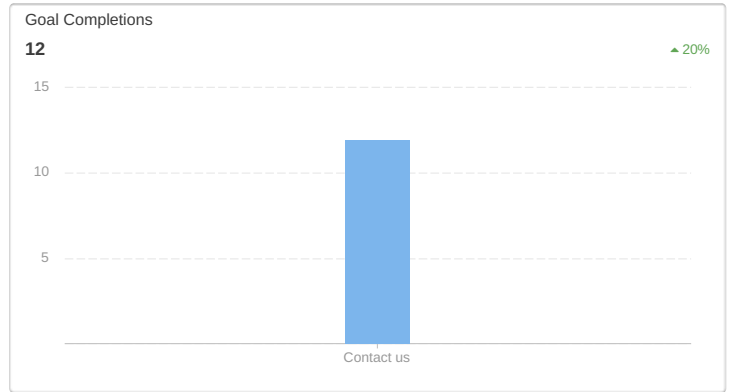
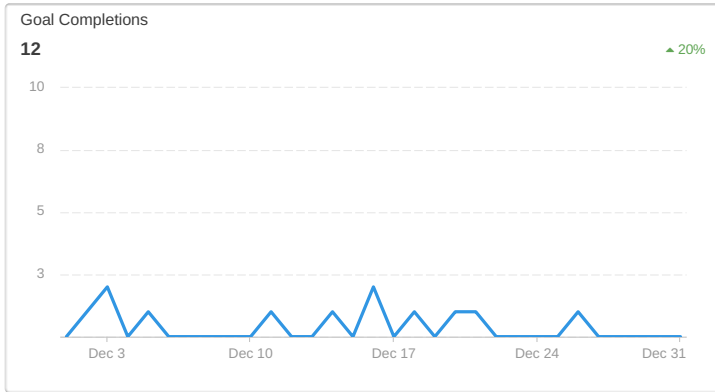
76.19%
% New Sessions
▼ 7%

87.62%
Bounce Rate
0%

12
Goal Completions
▲ 20%

Channel	Sessions ▼	Pages/Session	Avg. Session Duration	% New Sessions	Bounce Rate	Goal Completions
Organic Search	158	1.27	00:01:16	63.29%	85.44%	9
Direct	79	1.13	00:00:50	94.94%	89.87%	0
Paid Search	47	1.15	00:00:31	87.23%	87.23%	2
Social	18	1.11	00:00:57	83.33%	88.89%	1
Referral	12	1.00	00:00:00	66.67%	100.00%	0
(Other)	1	1.00	00:00:00	100.00%	100.00%	0

Google Analytics - Goals



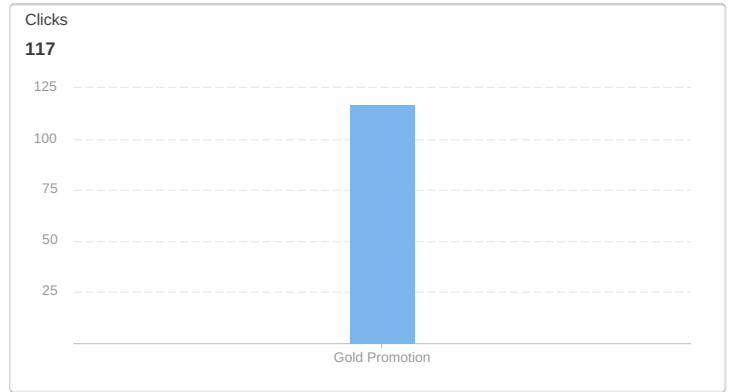
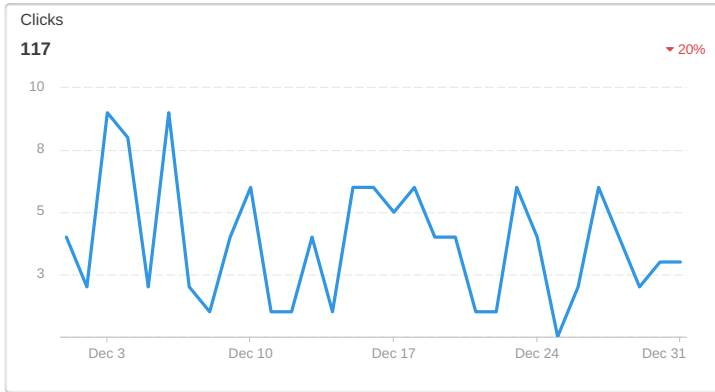
12
Goal Completions
▲ 20%

\$12,000.00
Goal Value
▲ 20%

3.81%
Conversion Rate
▲ 38%

Goal ▾	Goal Completions	Goal Value	Conversion Rate
Contact us	12	\$12,000.00	3.81%

Google Adwords - Campaigns



117
Clicks
▼ 20%

3,883
Impressions
▼ 14%

\$438.22
Cost
▼ 17%

\$3.75
Average CPC
▲ 3%

3
Conversions
▼ 40%

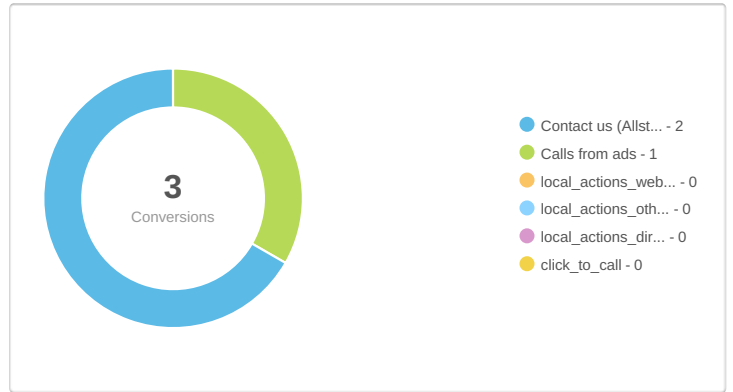
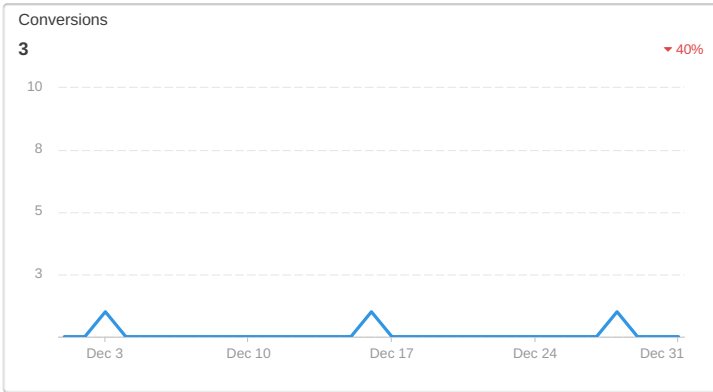
\$143.16
Cost Per Conversion
▲ 39%

2.61%
Conversion Rate
▼ 26%

0
View-Through Conv.
0%

Campaign ▲	Clicks	Impressions	Cost	Average CPC	Conversions	Cost Per Conversion	Conversion Rate	View-Through Conv.
Gold Promotion	117	3,883	\$438.22	\$3.75	3.00	\$143.16	2.61%	0

Google Adwords - Conversions



3
Conversions
▼ 40%

\$143.16
Cost Per Conversion
▲ 39%

2.61%
Conversion Rate
▼ 26%

0
View-Through Conv.
0%

Conversion Name ▾	Conversions	Cost Per Conversion	Conversion Rate	View-Through Conv.
local_actions_website_visit	0	\$0.00	0.00%	0
local_actions_other_engagement	0	\$0.00	0.00%	0
local_actions_directions	0	\$0.00	0.00%	0
Contact us (Allston Collision Center)	2	\$214.74	1.74%	0
click_to_call	0	\$0.00	0.00%	0
Calls from ads	1	\$429.48	0.87%	0