



Domain Overview (Desktop)

merchantservicesltd.com

Organic Search: Summary

US | merchantservicesltd.com

5.9K -3% TRAFFIC

SEMrush Rank	197.5k	
Keywords	4.3K	0%
Traffic Cost	\$113.3K	-6%

Backlinks: Summary

Root Domain: merchantservicesltd.com

1.9K TOTAL BACKLINKS

Referring Domains	178
Referring IPs	222

Paid Search: Summary

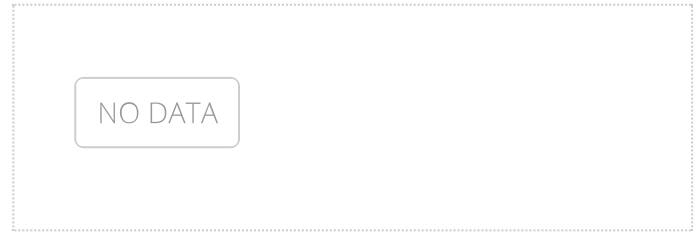
US | merchantservicesltd.com

10 0% TRAFFIC

Keywords	18	0%
Traffic Cost	\$8	0%

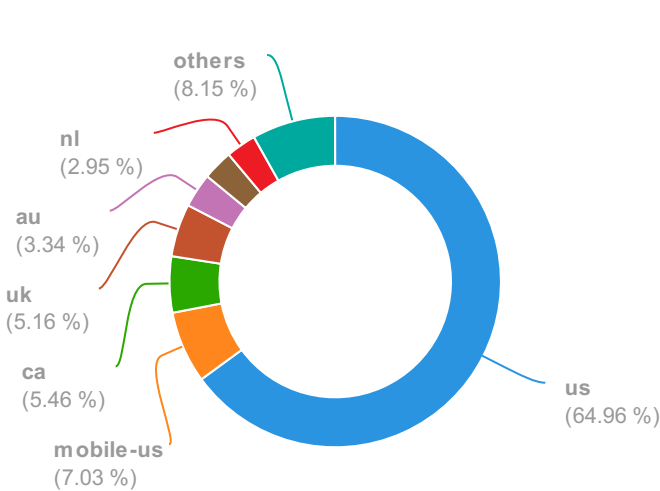
Display Advertising: Summary

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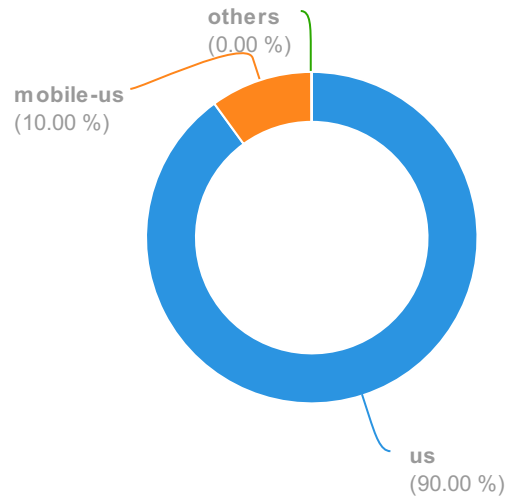


Organic Search: Keywords By Country

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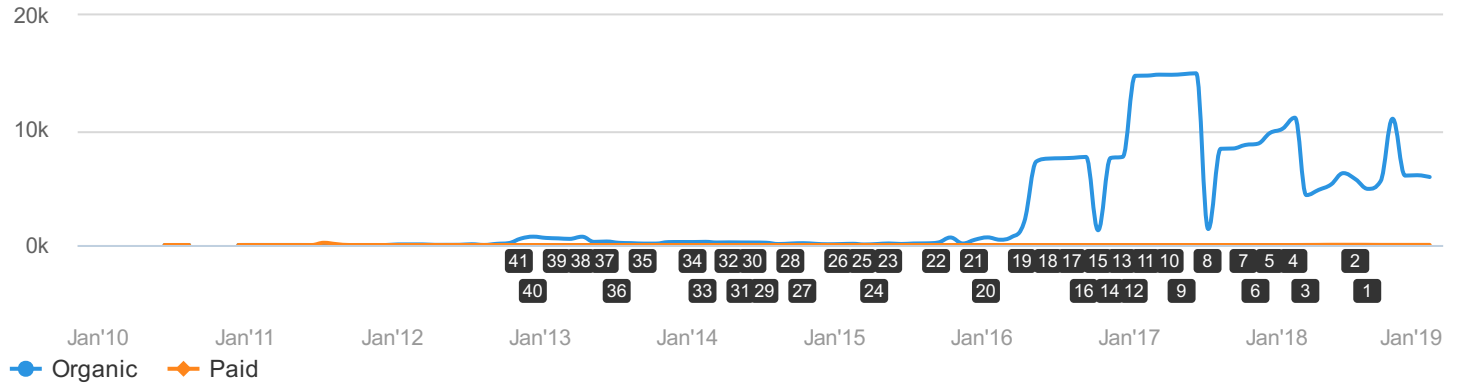


Paid Search: Ad Keywords by Country



Traffic: Organic vs Paid

merchantservicesltd.com | US | All time



#	Date	Note	Category
1	Sep 27, 2018	Google Birthday Update ↗ Google representatives have confirmed they released a minor search algorithm update on the company's anniversary, September 27. They did not disclose any details regarding this update.	Google organic
2	Aug 1, 2018	Google Search Quality Update ↗ Google has officially confirmed that it has released a major search quality update. According to its statement, the update is not focused on demoting bad content, but rather on providing more relevant results. Webmasters are still advised to look out for potential rankings drops.	Google organic
3	Apr 17, 2018	Core Algo Update in April ↗ Google has confirmed that it released a core algorithm update in mid-April. Updates like this happen several times a year, and there are usually no particular recipes for fixing position drops. The SEMrush Sensor registered this update with peaks on April 18 and 20.	Google organic
4	Mar 9, 2018	Google Core Algo Update ↗ Google representatives have confirmed that they released a core ranking algorithm update over the weekend. Updates like this occur several times a year, but Google has no specific recommendations on what webmasters should fix if they have been hit by this update. The update has also affected the SEMrush Sensor score.	Google organic
5	Jan 15, 2018	Keyword Database Is Being Updated ↗ We are updating our keyword database, retiring old, unused keywords, and adding the new contemporary ones. We are also updating search volumes to make them more accurate.	SEMrush
6	Dec 13, 2017	Pre-holidays Google Update ↗ Another Google update hit websites in the middle of December. It was reported by SEMrush Sensor and the WebmasterWorld experts, and later confirmed by Google's representatives. The analysis performed by Barry Schwarz suggests that the update hit at least two website categories: - Sites with too many landing pages targeting KW permutations - Sites with too many ads or thin content	Google organic
7	Nov 15, 2017	Mid-November Google Update ↗ Webmasters and the SEMrush Sensor have reported a high level of fluctuations in rankings this week, suggesting a significant update. Preliminary analysis shows that sites with lots of ads and thin content were affected.	Google organic

#	Date ▼	Note	Category
8	Aug 22, 2017	Hawk Local Algorithm Update ↗ The changes in the local pack rankings that were attributed to the Possum algorithm update a year ago now seem to have been partially rolled back. Possum previously forced similar businesses located near each other to be filtered out of local search results. On August 22, Google released a refined algorithm update, dubbed "Hawk," which returned the majority of those businesses to the local pack. Nevertheless, businesses that share the same building can still be filtered out.	Google organic
	Aug 19, 2017	Google Quality Update in late August ↗ Many websites experienced significant changes in rankings on August 14 and August 19. The analysis of the patterns suggests that another quality update has been rolled out, penalizing sites with bad user experience, such as: - Thin content with lots of ads - Broken links and/or Flash - Low relevance to the query	Google organic
9	Jun 24, 2017	Significant Long-term Google Update ↗ With the SEMrush Sensor showing all-time-high volatility scores, this seems to be the biggest update so far. Many webmasters have also confirmed that they've seen traffic changes. Despite all efforts, this analysis has revealed no patterns for the update, and there has been no official announcement from Google.	Google organic
10	May 17, 2017	Weeklong Google Update ↗ The SEMrush Sensor has reported a high volatility in Google's search results. Some webmasters have also confirmed that there was an update. Although this change may be caused by the recent drop of the Featured Snippet link from search results, it is not enough to completely explain the shifts, which have been occurring for a week already.	Google organic
11	Mar 17, 2017	AdWords' Exact Match Type Replaced with Semantic Match ↗ Google has announced that exact match keywords can now show for semantic match queries as well as exact match queries. This can lead to a decrease in conversion rates for some ads.	Google paid
	Mar 8, 2017	Large Google Rankings Update 'Fred' ↗ Webmaster forums have reported numerous position and traffic shifts. The SEMrush Sensor is also showing a High level of volatility this day. Google's representatives have officially confirmed that they released an update that specifically targets websites with "quality issues."	Google organic
	Mar 6, 2017	Google shows more Top Stories in Related Picks ↗ Google has added a new feature that allows users to see more AMPs in search results. Some pages now show the 'Related picks' section under Top Stories, which can be expanded into a series of AMPs.	Google organic
12	Feb 7, 2017	Google Algorithm Update on Feb 7th ↗ Although less than a week has passed since the previous shift in rankings, it appears that Google is rolling out another ranking algorithm update. Many webmasters and tracking tools, including SEMrush Sensor, have reported significant rankings changes in Google search results.	Google organic
	Feb 1, 2017	Google Algo Update Seems to Target PBNs ↗ Webmasters and the BlackHatWorld forum have reported that there seems to be a Google update penalizing PBNs (Private Blog Networks), a black hat SEO technique. Although these claims are supported by data from different tracking tools, including SEMrush Sensor, Google has not officially confirmed this update.	Google organic
13	Jan 10, 2017	Intrusive Interstitials Mobile Penalty ↗ Google has announced that starting January 10th it will be penalizing mobile pages with interstitials that impede user access to content. Here are the examples of techniques that could be penalized: - Pop-ups that cover the main content - Standalone interstitial that needs to be dismissed to access the main content - Hiding the main content below the fold	Google organic

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14	Dec 13, 2016	US Database Update ↗ SEMrush US database now contains over 120 million keywords.	SEMrush
	Dec 7, 2016	Desktop Search UI Update ↗ Google has updated the UI of its desktop search, bringing it closer to mobile UI. Apart from several visual changes, the desktop users now see more cards.	Google organic
15	Nov 23, 2016	AMP Carousels for Hotel Listings ↗ Google now shows a new AMP Carousel for hotel listings in mobile search results.	Google organic
	Nov 10, 2016	Google Algo Update: Mobile Impacted ↗ Several SERP tracking tools indicated significant changes in rankings on Thursday, November 10th. Symptoms indicate mobile-related changes, probably testing of mobile-first index.	Google organic
	Nov 4, 2016	Mobile-First Index Experiment Started ↗ Google announced that they've launched an experiment to use mobile version of the website as primary source of content. The scope of the experiment is limited for now, but will be gradually expanded. No significant impact on ranking is expected.	Google organic
16	Oct 13, 2016	Penguin 4.0 rollout complete ↗ Gary Illyes from Google confirmed that the rollout of Penguin 4.0 which started on September 23rd is completed by now.	Google organic
17	Sep 28, 2016	Penguin 4.0 Recoveries start to roll out ↗ Penguin 4.0 penalty recoveries started to roll out on September 28th, according to Gary Illyes from Google. They seem to be completed by the beginning of next week, October 3rd.	Google organic
	Sep 23, 2016	Penguin 4.0 launch ↗ Google has officially launched Penguin 4.0. The update eliminates the long wait for site owners to recover if they have been penalized. Also, Penguin is now part of the core algorithm, same as Panda.	Google organic
	Sep 20, 2016	AMPs indexed in organic search ↗ Google has officially rolled out Accelerated Mobile Pages in organic search results around the world. Corresponding pages may see an increase in mobile traffic	Google organic
	Sep 2, 2016	Google Core Algo Update on Weekend ↗ Changes in core and local web search results have been widely reported by webmasters and ranking tools. John Mueller of Google did not officially confirm the update, although said it is definitely not Penguin 4.0.	Google organic
	Sep 1, 2016	Possum local algorithm launch ↗ 1. Businesses that fall outside of the physical city limits saw a huge spike in ranking. 2. Google is now filtering based on address and affiliation. 3. The physical location of the searcher is more important than it was before. 4. Search results vary more based on slight variations of the keyword searched. 5. The local filter seems to be running more independently from the organic filter.	Google organic
18	Jul 26, 2016	Expanded Text Ads are Live Google has officially launched expanded text ads. The extra-long ads with double headlines are now available across all devices. This may potentially change paid traffic flows.	Google paid
19	May 12, 2016	Mobile Friendly Boost ↗ Google representatives announce completion of an update which improves positions of mobile-friendly websites in mobile search	Google organic

#	Date ▼	Note	Category
20	Feb 20, 2016	Right sidebar Ads removed ↗ Google will no longer show ads in the right sidebar. Now it will place up to four ads above the search results and all the rest will be moved to the bottom of the results page, which may lead to a drop in click-through rates. This update is limited to desktop search results.	Google paid
21	Jan 16, 2016	Burj Khalifa Update ↗ Another core algorithm update confirmed by Google's representatives after significant fluctuations on the weekend.	Google organic
	Jan 8, 2016	Google Core Update ↗ Google's representatives have confirmed that they rolled out a core ranking algorithm update that took more than a week to complete.	Google organic
22	Oct 26, 2015	RankBrain Introduction ↗ Google announced the usage of machine-learning algorithm called RankBrain to sort search results	Google organic
	Oct 1, 2015	US Database Update ↗ On October 1st we launched an update of our US database update. Now it contains more than 80 million keywords and top 100 organic positions for each of them.	SEMrush
23	Jun 22, 2015	Panda 4.2 ↗ Google has announced that it has launched a Panda refresh, but it may take months to fully roll out.	Google organic
24	May 3, 2015	The Quality Update ↗ Google has confirmed that it made changes to its core ranking algorithm in terms of how quality signals are processed.	Google organic
25	Apr 22, 2015	Mobile Friendly Update ↗ Google has begun the global rollout of the mobile-friendly update that impacts search rankings on mobile devices only. This update introduces mobile-friendliness as a ranking factor and applies only to individual pages, not entire websites.	Google organic
26	Feb 5, 2015	Unnamed Update ↗ Multiple SERP-trackers and many webmasters reported major flux in Google SERPs. Google did not officially confirm an update.	Google organic
27	Nov 13, 2014	Google Drops Carousel for Local Listings ↗ Google replaces its horizontal Carousel display of local search results by a 3-pack of organic listings. Several categories are affected: restaurants, nightlife, entertainment and hotels.	Google organic
28	Oct 24, 2014	Google Pirate Update ↗ Google announced an update to its filtering system. Near the end of the month torrent tracker websites took a dive in the search results	Google organic
	Oct 23, 2014	Panda 4.1 ↗ Google has announced that the latest version of its Panda Update — a filter designed to penalize “thin” or poor content from ranking well — has been released	Google organic
	Oct 17, 2014	Penguin 3.0 ↗ Google updated their Penguin algorithm with version 3.0. It evaluates a site's backlink profile and may demote a site if it is poor	Google organic

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	Oct 2, 2014	In the News' Box ↗ Google made a change in the display of the News-box results, and later announced they had expanded the news websites links set	Google organic
29	Aug 24, 2014	Authorship Removed ↗ John Mueller of Google Webmaster Tools announced that Google will completely stop showing authorship information in search results - both author photos and bylines	Google organic
	Aug 6, 2014	HTTPS as rank signal ↗ Google officially announced their decision to start using HTTPS as a ranking signal. Initially the update would affect less than 1% of queries, but we should expect for HTTPS to gain weight over time	Google organic
30	Jul 24, 2014	Pigeon ↗ Google has released a new algorithm to provide a more useful, relevant and accurate local search results that are tied more closely to traditional web search ranking signals. The changes will be visible within the Google Maps search results and Google Web search results.	Google organic
31	Jun 12, 2014	Payday Loan 3.0 ↗ The third version of PayDay Loan algorithm is officially announced, specifically targeting "very spammy queries"	Google organic
32	May 19, 2014	Panda 4.0 ↗ Matt Cutts announced the release of a major Panda update, affecting different languages to different degrees. For English-language the amount of affected queries revolving around 7,5%	Google organic
	May 16, 2014	Payday Loan 2.0 ↗ Google has confirmed they have released a new algorithm update to their Payday Loan Algorithm update over this weekend. This algorithm specifically targets "very spammy queries"	Google organic
33	Mar 24, 2014	Unnamed Update ↗ Major algorithm flux trackers and sites reported ranking changes, but this update was never confirmed by Google.	Google organic
34	Feb 6, 2014	Top Heavy 3 ↗ Google has released a refresh of its Page Layout Algorithm. The filter, downgrades the ranking of a web page with too many ads at the top or if the ads are deemed too distracting for users.	Google organic
35	Oct 22, 2013	AdRank Update ↗ Google announced a change to Ad Rank, its ad serving calculation in AdWords that determines where your ad shows and how much you'll pay per click. In addition to max CPC bid and quality score, Ad Rank will now factor in the expected impact from ad extensions and formats	Google paid
	Oct 4, 2013	Penguin 2.1 ↗ The fifth confirmed release of Google's "Penguin" spam fighting algorithm went live, expected to impact about 1 percent of all searches	Google organic
36	Aug 20, 2013	Hummingbird ↗ Officially announced by Google a month later, Humminbird is an update of its core ranking algorithm	Google organic
37	Jul 27, 2013	Multi-Week Update ↗ A series of updates confirmed by Google representatives, spanning several weeks	Google organic

#	Date ▼	Note	Category
38	May 22, 2013	Penguin 2.0 ↗ Matt Cutts, the head of Google's Web spam team, announced the new Penguin 2.0 update saying that 2.3% of English queries will be noticeably impacted by this update	Google organic
39	Mar 14, 2013	Panda #25 ↗ Final update before incorporation of Panda into main algorithm	Google organic
40	Jan 22, 2013	Panda #24 ↗ Official Panda update announce by Google	Google organic
41	Dec 21, 2012	Panda #23 ↗ Official Panda update announce by Google	Google organic

Organic search traffic

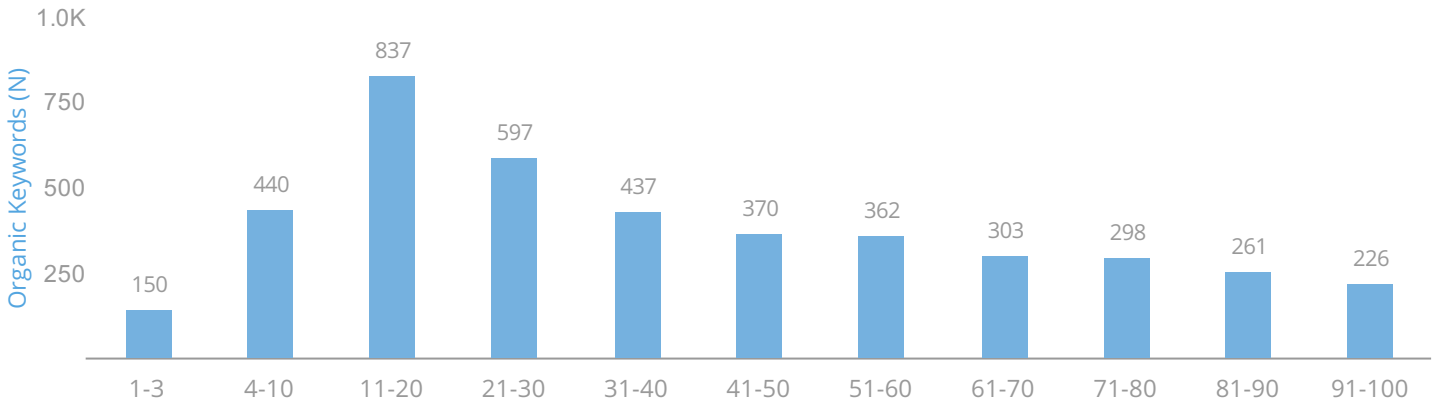
Organic Search: Top keywords (4,281)

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Keyword	Pos	Volume	CPC	Traffic
merchant services	2 (2)	14,800	32.70	32.48%
credit card machine	9 (9)	6,600	22.17	3.34%
credit card reader for iphone	11 (11)	3,600	14.05	2.85%
pos machine	3 (2)	1,300	9.18	1.97%
merchant services phone number	1 (1)	210	18.36	1.65%

Organic Search: Keyword Position Distribution

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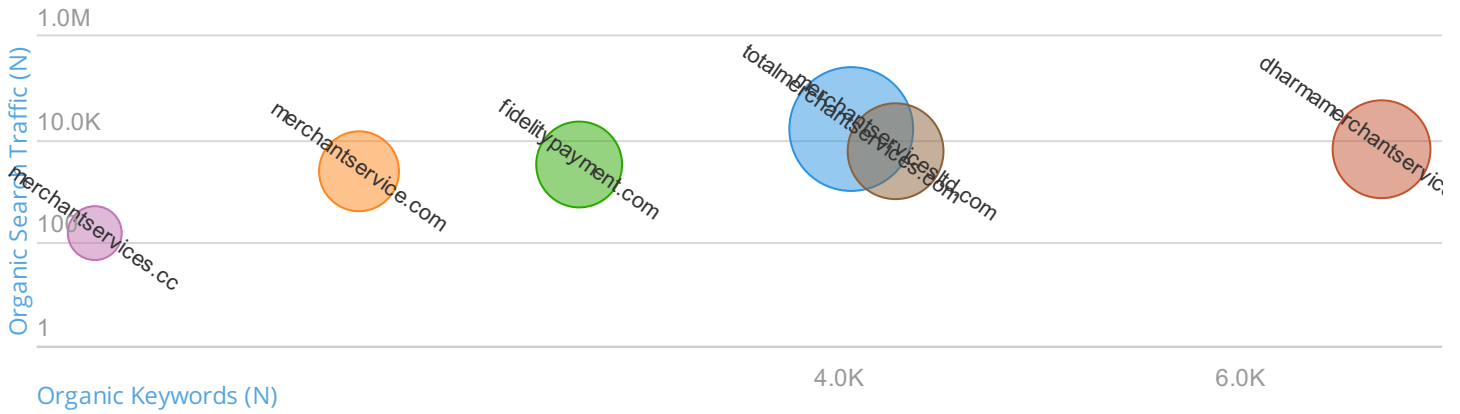
Organic Search: Top Competitors (833)

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Competitor	Com. Keywords	SE Keywords	Com. Level
totalmerchantservices.com	103	4.1k	71%
merchantservice.com	36	1.6k	64%
fidelitypayment.com	43	2.7k	53%
dharmamerchantservices.com	60	6.7k	31%
merchantservices.cc	17	290	23%

Organic Search: Competitive Position Map

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Organic Branded Search

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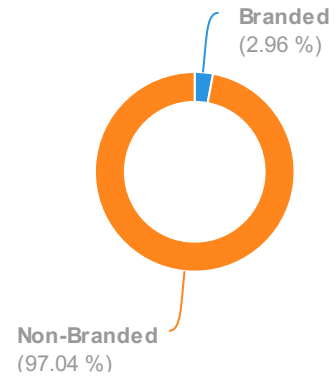
88 0% TRAFFIC

Keywords 1

Branded vs Non-Branded

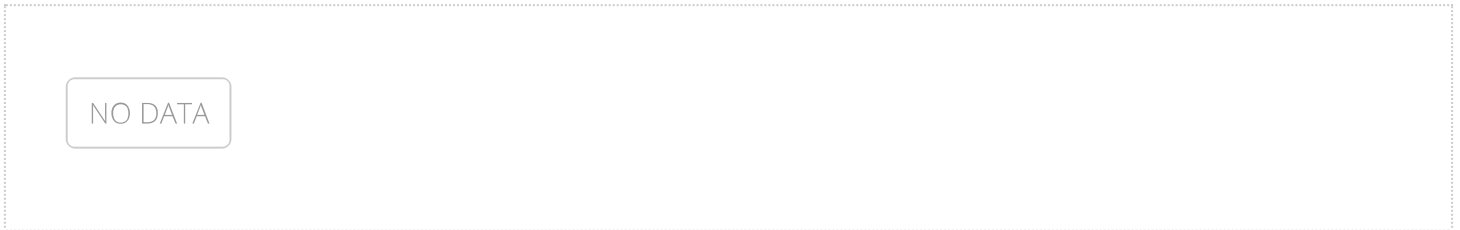
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1.49% Branded Traffic
98.51% Non-Branded Traffic



Organic Search: Branded Traffic Trend

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Paid search traffic

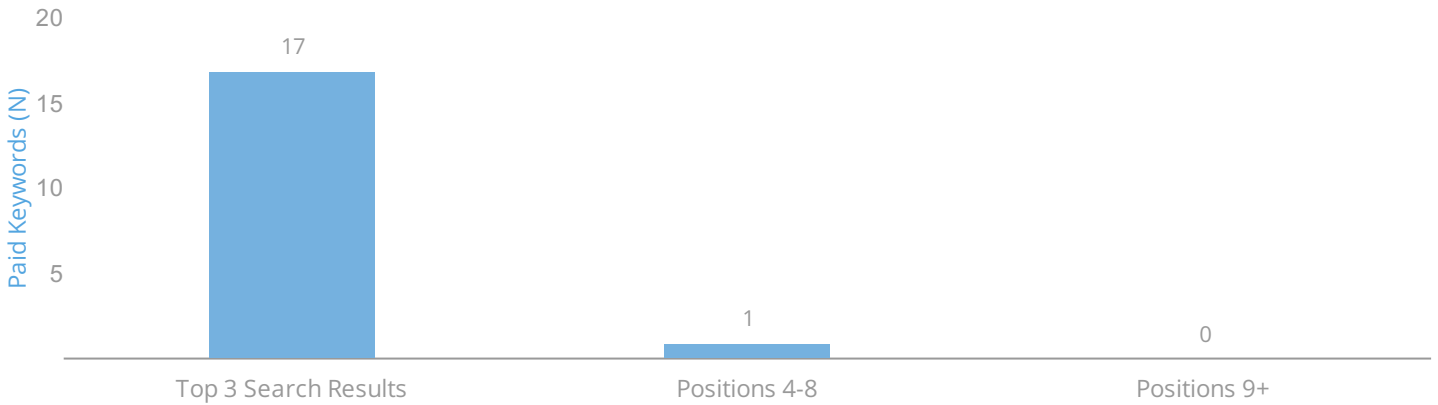
Paid Search: Top Keywords (18)

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Keyword	Pos	Volume	CPC	Traffic
visa level 3 data	1 (1)	90	0.00	40.00%
level 3 billing	1 (1)	40	0.00	10.00%
va nurse 1 level 3 pay	1 (1)	30	0.00	10.00%
level 3 process map	1 (2)	30	5.99	10.00%
interchange level 2	1 (1)	30	0.00	10.00%

Paid Search: Ad Copy Position Distribution

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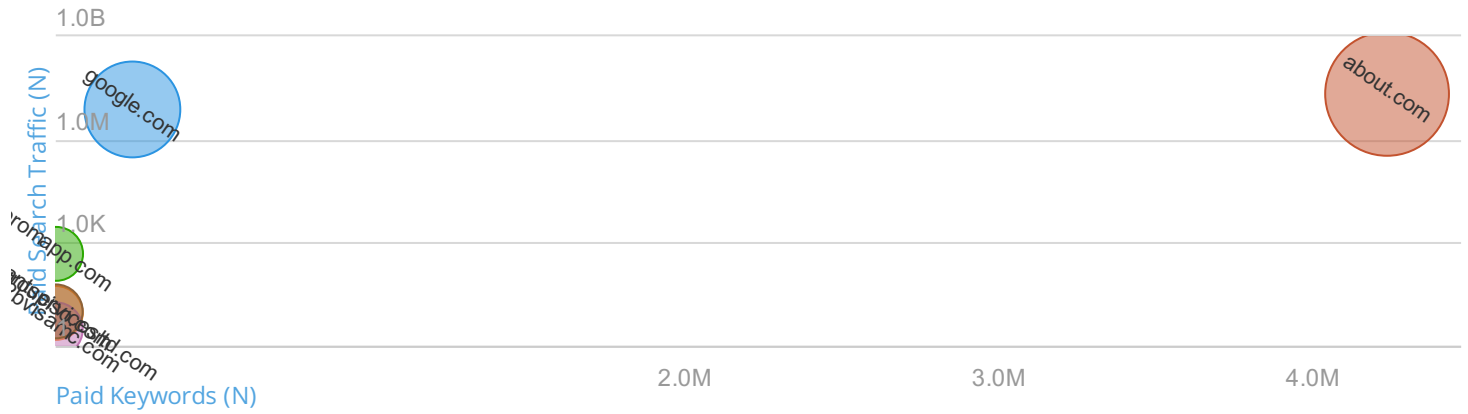
Paid Search: Top Competitors (22)

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Competitor	Com. Keywords	Ads Keywords	Com. Level
google.com	6	244.0k	0%
groupiso.com	5	17	0%
promapp.com	5	872	0%
about.com	3	4.2m	0%
b2bvisamc.com	3	4	0%

Paid Search: Competitive Positioning Map

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Sample Ads (18)

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Level 3 Credit Card Processing | Optimize your Interchange

Ad lp.merchantservicesltd.com/level-2-3-data

Find out what the credit card issuers don't want you to know and save big!

Level 3 Credit Card Processing | Optimize your Interchange

Ad lp.merchantservicesltd.com/level-2-3-data

Find out what the credit card issuers don't want you to know and save big!

Level 3 Credit Card Processing | Optimize your Interchange

Ad lp.merchantservicesltd.com/level-2-3-data

Find out what the credit card issuers don't want you to know and save big!

Level 3 Credit Card Processing | Level 3 Data | merchantservicesltd.com

Ad lp.merchantservicesltd.com/level-2-3-data

Best in class **level 3** credit card **processing** at wholesale rates. Save now.

Backlinks

Top backlinks

Root Domain: merchantservicesltd.com

Referring page Title / Referring page URL	Anchor text / Link URL	Type
HOME https://www.kylemarcelli.com/	Picture http://www.merchantservicesltd.com/	-
P1 Groupe Delivering the Best Results https://p1groupe.com/	http://merchantservicesltd.com/	IMAGE
Best Travel Credit Card - Amateur Traveler Travel Podcast https://amateurtraveler.com/best-travel-credit-card/	hotel merchant services https://merchantservicesltd.com/solutions/merchant-account-hosp...	-
Rubio Attempts to End Choke Point Once and for All https://www.dailysignal.com/2015/02/13/marco-rubio-attempting-e...	Merchant Services LTD http://merchantservicesltd.com/	-
Rubio Attempts to End Choke Point Once and for All https://www.dailysignal.com/2015/02/13/marco-rubio-attempting-e...	Merchant Services LTD http://merchantservicesltd.com/	-

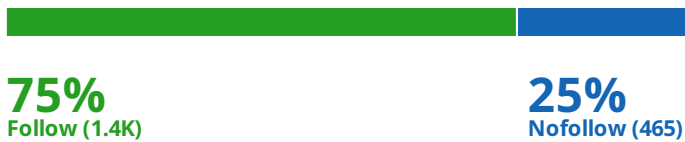
Backlinks: Top Anchors

Root Domain: merchantservicesltd.com

Anchors	Percentage	Domains	Backlinks
http://www.merchantservicesltd.com	40%	3	744
Empty anchor	10%	33	193
small business credit card machine	5%	1	97
www.merchantservicesltd.com	5%	14	96
https://merchantservicesltd.com/credit-card-machine-costs/	4%	1	74

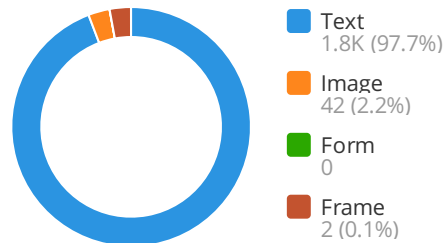
Backlinks: Follow vs Nofollow

Root Domain: merchantservicesltd.com








Backlinks: Types

Root Domain: merchantservicesltd.com



Backlinks: Top Referring Domains

Root Domain: merchantservicesltd.com

Root Domain	Backlinks	IP / Country
floridabankers.com	742	 216.173.162.139
newpcgadgets.com	97	 76.12.176.198
topcreditcardprocessors.com	91	 104.28.23.86
newmediabusinessblog.org	74	 142.58.154.45
webcookies.org	66	 94.130.162.156

Backlinks: Top Indexed Pages

Root Domain: merchantservicesltd.com

Title and URL	Domains	Backlinks
Merchant Services Payment Processing is a Science https://merchantservicesltd.com/	52	273
Merchant Services Processing Payments is a Science http://merchantservicesltd.com/	18	58
Merchant Accounts for Fast & Secure Credit Card Payment Processing https://merchantservicesltd.com/merchant-accounts/	12	47
About Merchant Services LTD First-Class Merchant Processing https://merchantservicesltd.com/about/	5	35
What is the Cost of a Credit Card Machine? Merchant Services LTD https://merchantservicesltd.com/credit-card-machine-costs/	2	30

Display advertising

Display Advertising: Recent Sites

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NO DATA

Display Advertising: Landing Pages

merchantservicesltd.com



Display Advertising: Sample Text Ads

merchantservicesltd.com



Display Advertising: Sample Media Ads

merchantservicesltd.com

