



SEO report ehk siis kuidas meil läheb veebis!

# pulmad.ee

12 AUG, 2024 - 18 AUG, 2024

Generated on 21 Aug, 2024



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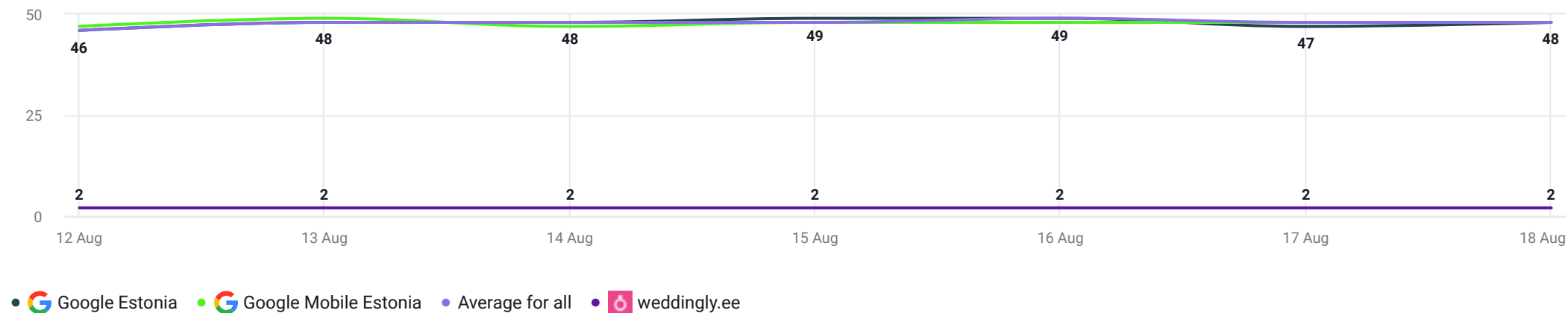
## Otsingute nähtavus ja trend (Google)

pulmad.ee

SEO nähtavus (tuntud ka kui "orgaaniline otsingunähtavus") esindab tõenäosust, et kasutajad näevad ja klikivad teie veebisaidil orgaaniliste otsingutulemuste hulgas. Mida rohkem märksõnu te sihite ja mida kõrgemal te nende seas asute, seda suurem on teie SEO nähtavus.

Search visibility

12 Aug, 2024 - 18 Aug, 2024





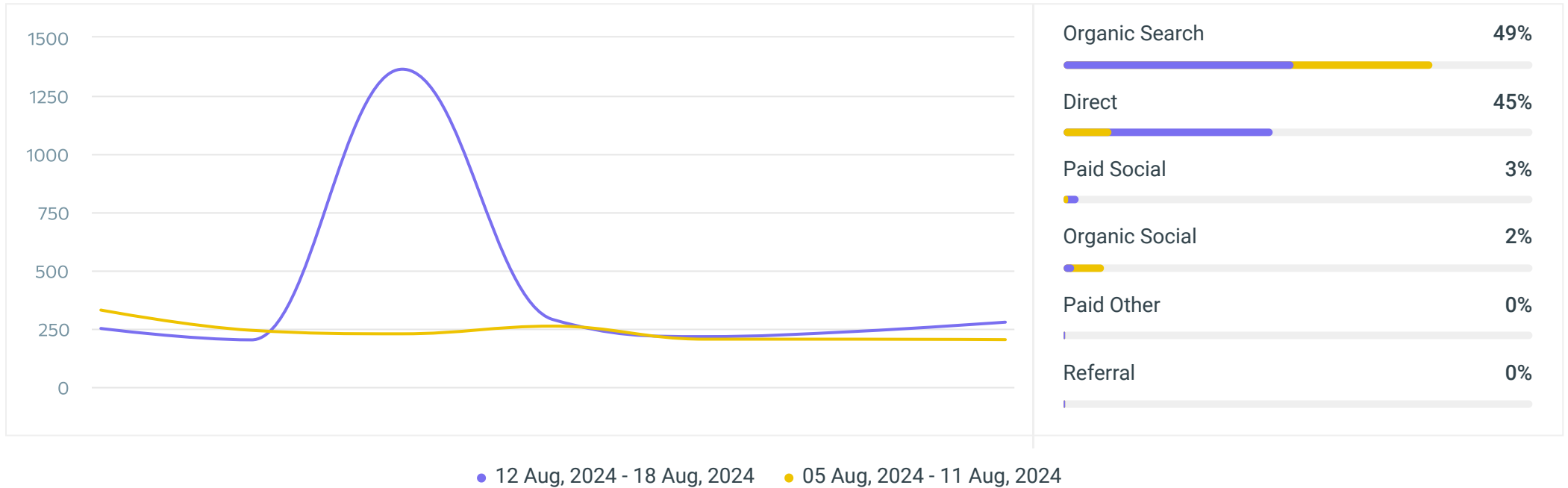
# Veebiliiklus

## Konkreetse aruanne on kasutajate järgi

Overview GOOGLE ANALYTICS

12 Aug, 2024 - 18 Aug, 2024

### Users



| No. | Channel                     | Sessions | Percent of new sessions | Users | Pageviews | Average session | Engagement rate | Goals |
|-----|-----------------------------|----------|-------------------------|-------|-----------|-----------------|-----------------|-------|
| 1   | Organic Search              |          |                         |       |           |                 |                 |       |
|     | 12 Aug, 2024 - 18 Aug, 2024 | 1.7K     | 49.71%                  | 1.4K  | 2.3K      | 56s             | 62.97%          | 216   |
|     | 05 Aug, 2024 - 11 Aug, 2024 | 1.6K     | 89.34%                  | 1.3K  | 2K        | 40s             | 53.06%          | 181   |



| No. | Channel                     | Sessions | Percent of new sessions | Users    | Pageviews | Average session | Engagement rate | Goals    |
|-----|-----------------------------|----------|-------------------------|----------|-----------|-----------------|-----------------|----------|
|     | % Change                    | ▲ 7.4%   | ▼ 44.4%                 | ▲ 7.1%   | ▲ 14.8%   | ▲ 41.6%         | ▲ 18.7%         | ▲ 19.3%  |
| 2   | Direct                      |          |                         |          |           |                 |                 |          |
|     | 12 Aug, 2024 - 18 Aug, 2024 | 1.3K     | 95.5%                   | 1.2K     | 1.9K      | 19s             | 12.87%          | 212      |
|     | 05 Aug, 2024 - 11 Aug, 2024 | 255      | 85.21%                  | 169      | 596       | 53s             | 58.82%          | 145      |
|     | % Change                    | ▲ 411.8% | ▲ 12.1%                 | ▲ 636.1% | ▲ 214.6%  | ▼ 64.3%         | ▼ 78.1%         | ▲ 46.2%  |
| 3   | Paid Social                 |          |                         |          |           |                 |                 |          |
|     | 12 Aug, 2024 - 18 Aug, 2024 | 93       | 60.67%                  | 89       | 140       | 28s             | 50.54%          | 16       |
|     | 05 Aug, 2024 - 11 Aug, 2024 | 20       | 89.47%                  | 19       | 32        | 27s             | 50%             | 3        |
|     | % Change                    | ▲ 365%   | ▼ 32.2%                 | ▲ 368.4% | ▲ 337.5%  | ▲ 3.3%          | ▲ 1.1%          | ▲ 433.3% |
| 4   | Organic Social              |          |                         |          |           |                 |                 |          |
|     | 12 Aug, 2024 - 18 Aug, 2024 | 73       | 64.06%                  | 64       | 133       | 44s             | 50.68%          | 20       |
|     | 05 Aug, 2024 - 11 Aug, 2024 | 154      | 89.29%                  | 140      | 244       | 50s             | 57.14%          | 21       |
|     | % Change                    | ▼ 52.6%  | ▼ 28.3%                 | ▼ 54.3%  | ▼ 45.5%   | ▼ 11.1%         | ▼ 11.3%         | ▼ 4.8%   |
| 5   | Paid Other                  |          |                         |          |           |                 |                 |          |
|     | 12 Aug, 2024 - 18 Aug, 2024 | 6        | 100%                    | 6        | 6         | 00s             | 0%              | 0        |
|     | 05 Aug, 2024 - 11 Aug, 2024 | 7        | 100%                    | 7        | 7         | 00s             | 0%              | 0        |



| No. | Channel                     | Sessions | Percent of new sessions | Users   | Pageviews | Average session | Engagement rate | Goals   |
|-----|-----------------------------|----------|-------------------------|---------|-----------|-----------------|-----------------|---------|
|     | % Change                    | ▼ 14.3%  |                         | ▼ 14.3% | ▼ 14.3%   |                 |                 |         |
| 6   | Referral                    |          |                         |         |           |                 |                 |         |
|     | 12 Aug, 2024 - 18 Aug, 2024 | 5        | 20%                     | 5       | 16        | 51s             | 80%             | 6       |
|     | 05 Aug, 2024 - 11 Aug, 2024 | 13       | 57.14%                  | 7       | 85        | 01m:32s         | 69.23%          | 11      |
|     | % Change                    | ▼ 61.5%  | ▼ 65%                   | ▼ 28.6% | ▼ 81.2%   | ▼ 45.1%         | ▲ 15.6%         | ▼ 45.5% |
| 7   | Unassigned                  |          |                         |         |           |                 |                 |         |
|     | 12 Aug, 2024 - 18 Aug, 2024 | 7        | 20%                     | 5       | 9         | 02m:15s         | 0%              | 1       |
|     | 05 Aug, 2024 - 11 Aug, 2024 | 3        | 0%                      | 3       | 2         | 27s             | 0%              | 0       |
|     | % Change                    | ▲ 133.3% |                         | ▲ 66.7% | ▲ 350%    | ▲ 406.2%        |                 |         |

## Võttesõnade olek tipus ja trend

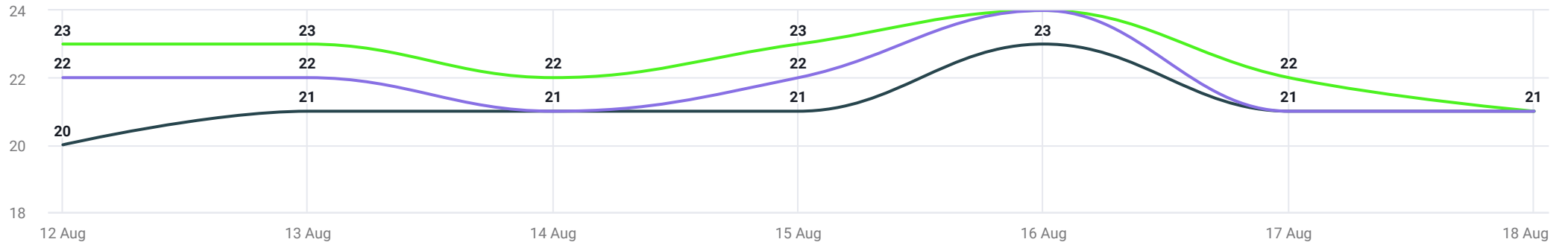


Mitu kaustajate poolt otsingumootorites kasutatavat võttesõna (otsingufraasi või sõna) toovad Pulmad.ee esimesena välja ja palju on neid võttesõnu, mis on top 3-s.



% in Top 1

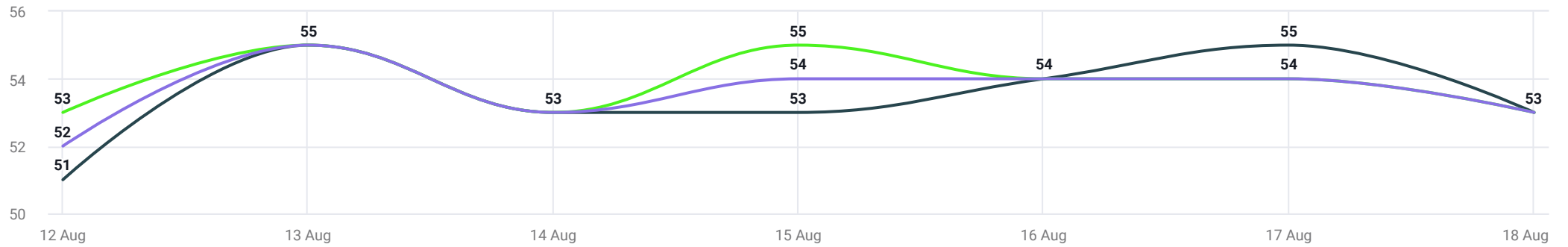
12 Aug, 2024 - 18 Aug, 2024



● Google Estonia ● Google Mobile Estonia ● Average for all

% in Top 3

12 Aug, 2024 - 18 Aug, 2024

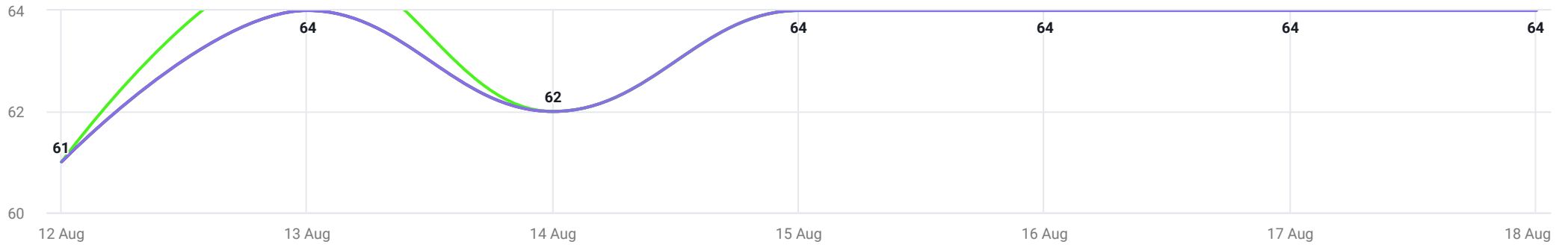


● Google Estonia ● Google Mobile Estonia ● Average for all



% in Top 5

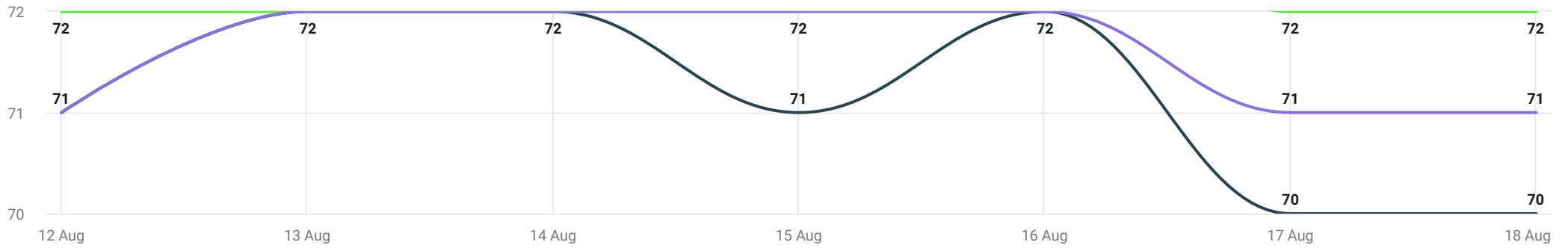
12 Aug, 2024 - 18 Aug, 2024



● Google Estonia ● Google Mobile Estonia ● Average for all

% in Top 10

12 Aug, 2024 - 18 Aug, 2024



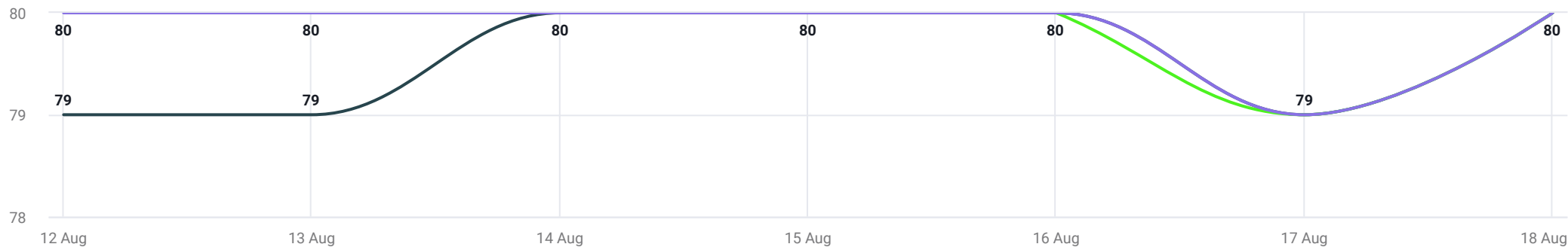
● Google Estonia ● Google Mobile Estonia ● Average for all





% in Top 20

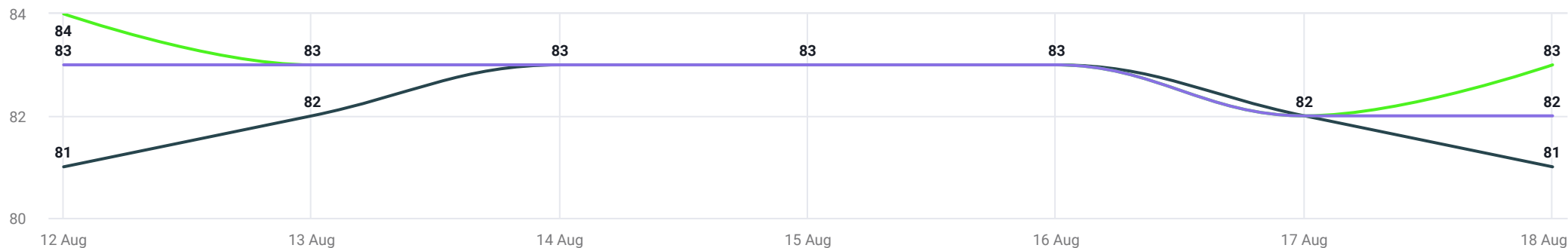
12 Aug, 2024 - 18 Aug, 2024



● Google Estonia ● Google Mobile Estonia ● Average for all

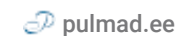
% in Top 30

12 Aug, 2024 - 18 Aug, 2024



● Google Estonia ● Google Mobile Estonia ● Average for all

### Võttesõnade pingerea ajalugu



● Entered Top 10 ● Left Top 10 ● In Top 10 ● Entered Top 100



Google Estonia

| Keyword                                 | Search Volume | Visibility | Dynamics | Results | 1 year ago ▲ | Month ago | Current rankings | weddingly.ee |
|---|---------------|------------|----------|---------|--------------|-----------|------------------|--------------|
| <b>Traditsioonid (mängud ja üldine)</b> |               |            |          |         |              |           |                  |              |
| eesti pulmatraditsioonid                | 20            | 100        | N/A      | 74      | -            | 1         | 1                | -            |
| pulmatraditsioonid                      | 50            | 100        | N/A      | 75      | -            | 1         | 1                | -            |
| <b>Transport</b>                        |               |            |          |         |              |           |                  |              |
| pulmaauto rent                          | 110           | 100        | N/A      | 631K    | -            | 1         | 1                | 12 ▲ 4       |
| <b>Pulmames</b>                         |               |            |          |         |              |           |                  |              |
| pulmames                                | 50            | 100        | N/A      | 89      | -            | 1         | 1                | -            |
| <b>Eelarved</b>                         |               |            |          |         |              |           |                  |              |
| pulma eelarve koostamine                | 10            | 100        | ▲ 16     | 45      | -            | 17        | 1 ▲ 16           | -            |
| pulma maksumus                          | 70            | 100        | ▲ 5      | 31K     | -            | 6         | 1 ▲ 5            | 84 ▼ 11      |
| pulmade eelarve                         | 70            | 100        | ▲ 2      | 23K     | -            | 3         | 1 ▲ 2            | 51 ▲ 149     |
| pulma eelarve kalkulaator               | 20            | 100        | ▲ 1      | 26      | -            | 2         | 1 ▲ 1            | -            |
| pulma eelarve näidis                    | 50            | 100        | ▲ 2      | 36      | -            | 3         | 1 ▲ 2            | -            |
| pulma eelarve                           | 70            | 100        | ▲ 2      | 29K     | -            | 3         | 1 ▲ 2            | 55 ▼ 18      |
| <b>Peokohad</b>                         |               |            |          |         |              |           |                  |              |
| pulmade pidamise kohad                  | 30            | 100        | N/A      | 1.4K    | -            | 1         | 1                | 2            |
| restoran pulmadeks                      | 20            | 100        | N/A      | 48K     | -            | 1         | 1                | 35 ▼ 3       |
| pulmaoht                                | 110           | 100        | N/A      | 10K     | -            | 1         | 1                | 6 ▼ 1        |
| pulmad restoranis                       | 20            | 100        | N/A      | 19K     | -            | 1         | 1                | -            |
| pulmakohad                              | 110           | 100        | N/A      | 1.4K    | -            | 1         | 1                | 2            |
| pulma pidamise kohad                    | 20            | 100        | N/A      | 1.2K    | -            | 1         | 1                | 4 ▼ 2        |
| pulmad eestis                           | 20            | 100        | N/A      | 1M      | -            | 1         | 1                | 3 ▼ 1        |
| pulma peopaigad                         | 10            | 100        | N/A      | 4.6K    | -            | 1         | 1                | 4 ▼ 1        |
| pulmapidu tallinnas                     | 50            | 100        | N/A      | 78K     | -            | 1         | 1                | 28 ▼ 5       |
| pulmad tartumaal                        | 30            | 100        | N/A      | 22K     | -            | 1         | 1                | 15 ▼ 5       |



| Keyword                                  | Search Volume | Visibility | Dynamics | Results | 1 year ago ▲ | Month ago | Current rankings | weddingly.ee |
|--|---------------|------------|----------|---------|--------------|-----------|------------------|--------------|
| pulmad tartus                            | 30            | 100        | N/A      | 113K    | -            | 1         | 1                | 63 ▼ 29      |
| pulmakohad tartumaal                     | 40            | 100        | N/A      | 5.1K    | -            | 1         | 1                | 25 ▼ 15      |
| pulmakohad harjumaal                     | 90            | 100        | N/A      | 8.2K    | -            | 1         | 1                | 5 ▼ 2        |
| <b>Agentuurid</b>                        |               |            |          |         |              |           |                  |              |
| pulmakorraldaja hind                     | 40            | 100        | ▲ 10     | 3.8K    | -            | 11        | 1 ▲ 10           | 12 ▼ 7       |
| <b>Muusika-ansamblid ja DJ</b>           |               |            |          |         |              |           |                  |              |
| ansambel pulma                           | 20            | 100        | N/A      | 35K     | -            | 1         | 1                | 44 ▼ 7       |
| dj pulma                                 | 10            | 100        | N/A      | 426K    | -            | 1         | 1                | 6            |
| pulma bändid                             | 10            | 100        | N/A      | 5K      | -            | 1         | 1                | 46 ▲ 6       |
| ansambel pulmadeks                       | 20            | 100        | N/A      | 22K     | -            | 1         | 1                | 41 ▼ 1       |
| pulmabändid                              | 40            | 100        | N/A      | 6.6K    | -            | 1         | 1                | 82 ▲ 118     |
| <b>Kutsed</b>                            |               |            |          |         |              |           |                  |              |
| mida kirjutada pulma külalisteraamatusse | 20            | 100        | ▲ 5      | 517     | -            | 6         | 1 ▲ 5            | -            |
| <b>Üldine</b>                            |               |            |          |         |              |           |                  |              |
| pruutneitsi                              | 70            | 100        | N/A      | 75K     | -            | 1         | 1                | -            |
| pruutneitsid                             | 70            | 100        | N/A      | 5.9K    | -            | 1         | 1                | -            |
| pulmade korraldamine hind                | 10            | 100        | ▲ 1      | 22K     | -            | 2         | 1 ▲ 1            | 49 ▲ 1       |
| pulmapidu harjumaal                      | 90            | 100        | N/A      | 1.6K    | -            | 1         | 1                | 19           |
| kihlumine                                | 110           | 100        | N/A      | 94      | -            | 1         | 1                | -            |
| pulmad                                   | 480           | 100        | N/A      | 2.1M    | -            | 1         | 1                | 145 ▲ 30     |
| pulmade maksumus                         | 70            | 100        | ▲ 2      | 25K     | -            | 3         | 1 ▲ 2            | -            |
| pulma etikett                            | 20            | 100        | N/A      | 17K     | -            | 1         | 1                | -            |
| pulmade organiseerimine                  | 10            | 100        | ▲ 1      | 19K     | -            | 2         | 1 ▲ 1            | 15 ▲ 1       |
| pulmad.ee aasta tegijad                  | 20            | 100        | N/A      | 23K     | -            | 1         | 1                | 60 ▼ 3       |
| pulmad.ee                                | 90            | 100        | N/A      | 1M      | -            | 1         | 1                | -            |



| Keyword                                 | Search Volume | Visibility | Dynamics | Results | 1 year ago ▲ | Month ago | Current rankings | weddingly.ee |
|---|---------------|------------|----------|---------|--------------|-----------|------------------|--------------|
| <b>Traditsioonid (mängud ja üldine)</b> |               |            |          |         |              |           |                  |              |
| eesti pulmatraditsioonid                | 20            | 100        | N/A      | 74      | -            | 1         | 1                | -            |
| pulmatraditsioonid                      | 50            | 100        | N/A      | 75      | -            | 1         | 1                | -            |
| <b>Transport</b>                        |               |            |          |         |              |           |                  |              |
| pulmaauto rent                          | 110           | 100        | N/A      | 631K    | -            | 1         | 1                | 11 ▲ 10      |
| <b>Pulmames</b>                         |               |            |          |         |              |           |                  |              |
| pulmames                                | 50            | 100        | N/A      | 89      | -            | 1         | 1                | -            |
| <b>Iluteenused (juuksur, meik)</b>      |               |            |          |         |              |           |                  |              |
| pruudimeik                              | 50            | 100        | ▲ 2      | 9K      | -            | 3         | 1 ▲ 2            | 82 ▲ 118     |
| <b>Eelarved</b>                         |               |            |          |         |              |           |                  |              |
| pulma eelarve koostamine                | 10            | 100        | ▲ 11     | 45      | -            | 12        | 1 ▲ 11           | -            |
| pulma maksumus                          | 70            | 100        | ▲ 3      | 31K     | -            | 4         | 1 ▲ 3            | 84 ▼ 12      |
| pulmade eelarve                         | 70            | 100        | ▲ 2      | 23K     | -            | 3         | 1 ▲ 2            | -            |
| pulma eelarve kalkulaator               | 20            | 100        | ▲ 1      | 26      | -            | 2         | 1 ▲ 1            | -            |
| pulma eelarve näidis                    | 50            | 100        | ▲ 2      | 36      | -            | 3         | 1 ▲ 2            | -            |
| pulma eelarve                           | 70            | 100        | ▲ 2      | 29K     | -            | 3         | 1 ▲ 2            | 54 ▼ 16      |
| <b>Peokohad</b>                         |               |            |          |         |              |           |                  |              |
| pulmade pidamise kohad                  | 30            | 100        | N/A      | 1.4K    | -            | 1         | 1                | 2            |
| restoran pulmadeks                      | 20            | 100        | N/A      | 48K     | -            | 1         | 1                | 49 ▼ 15      |
| pulmakoh                                | 110           | 100        | N/A      | 10K     | -            | 1         | 1                | 6 ▼ 1        |
| pulmad restoranis                       | 20            | 100        | N/A      | 19K     | -            | 1         | 1                | 86 ▼ 20      |
| pulmakohad                              | 110           | 100        | N/A      | 1.4K    | -            | 1         | 1                | 2            |
| pulma kohad                             | 30            | 100        | N/A      | 50K     | -            | 1         | 1                | 2            |
| pulma pidamise kohad                    | 20            | 100        | N/A      | 1.2K    | -            | 1         | 1                | 4 ▼ 1        |
| pulmad eestis                           | 20            | 100        | N/A      | 1M      | -            | 1         | 1                | 3 ▼ 1        |
| pulmad tartumaal                        | 30            | 100        | N/A      | 22K     | -            | 1         | 1                | 15 ▼ 9       |



| Keyword                                  | Search Volume | Visibility | Dynamics | Results | 1 year ago ▲ | Month ago | Current rankings | weddingly.ee |
|--|---------------|------------|----------|---------|--------------|-----------|------------------|--------------|
| pulmad tartus                            | 30            | 100        | N/A      | 113K    | -            | 1         | 1                | 58 ▼ 26      |
| pulmakohad tartumaal                     | 40            | 100        | N/A      | 5.1K    | -            | 1         | 1                | 24 ▼ 13      |
| pulmakohad harjumaal                     | 90            | 100        | ▲ 1      | 8.2K    | -            | 2         | 1 ▲ 1            | 5 ▼ 4        |
| Agentuurid                               |               |            |          |         |              |           |                  |              |
| pulmakorraldaja hind                     | 40            | 100        | ▲ 11     | 3.8K    | -            | 12        | 1 ▲ 11           | 11 ▼ 6       |
| Muusika-ansamblid ja DJ                  |               |            |          |         |              |           |                  |              |
| ansambel pulma                           | 20            | 100        | N/A      | 35K     | -            | 1         | 1                | 55 ▼ 11      |
| dj pulma                                 | 10            | 100        | N/A      | 426K    | -            | 1         | 1                | 6            |
| pulma bändid                             | 10            | 100        | N/A      | 5K      | -            | 1         | 1                | 44 ▲ 4       |
| ansambel pulmadeks                       | 20            | 100        | N/A      | 22K     | -            | 1         | 1                | 40 ▼ 5       |
| pulmabändid                              | 40            | 100        | N/A      | 6.6K    | -            | 1         | 1                | 78 ▲ 122     |
| Kutsed                                   |               |            |          |         |              |           |                  |              |
| mida kirjutada pulma külalisteraamatusse | 20            | 100        | ▲ 5      | 517     | -            | 6         | 1 ▲ 5            | -            |
| Üldine                                   |               |            |          |         |              |           |                  |              |
| pruutneitsi                              | 70            | 100        | N/A      | 75K     | -            | 1         | 1                | -            |
| pruutneitsid                             | 70            | 100        | N/A      | 5.9K    | -            | 1         | 1                | -            |
| pulmade korraldamine hind                | 10            | 100        | ▲ 1      | 22K     | -            | 2         | 1 ▲ 1            | 52 ▲ 1       |
| pulmapidu harjumaal                      | 90            | 100        | N/A      | 1.6K    | -            | 1         | 1                | 33 ▼ 7       |
| kihlumine                                | 110           | 100        | N/A      | 94      | -            | 1         | 1                | -            |
| pulmad                                   | 480           | 100        | N/A      | 2.1M    | -            | 1         | 1                | 152 ▼ 27     |
| pulmade maksumus                         | 70            | 100        | ▲ 1      | 25K     | -            | 2         | 1 ▲ 1            | 85 ▲ 115     |
| pulma etikett                            | 20            | 100        | N/A      | 17K     | -            | 1         | 1                | -            |
| pulmade organiseerimine                  | 10            | 100        | N/A      | 19K     | -            | 1         | 1                | 15 ▲ 4       |
| pulma aastapäevad                        | 480           | 100        | N/A      | 9K      | -            | 1         | 1                | -            |



## Võtmesõnade jagunemine

Palju meie jaoks tähtsatest võtmesõnadest on esimeste seas (väljatoodud ainult grupid, konkreetsetest võtmesõnadest saate meiega rääkid, kui olete lisanud ennast kataloogi vähemalt TAVALISE paketina ning siis saates meili küsimustega virgo@pulmad.ee)

| Search Engines                       | Total Keywords | Top 3 | Top 4..10 | Top 11..30 | Top 100 | Out of SERP | Avg. Position |
|--------------------------------------|----------------|-------|-----------|------------|---------|-------------|---------------|
| Google Estonia                       | 247            | 131   | 43        | 26         | 23      | 21          | 27            |
| Üldine                               | 57             | 50    | 3         | 2          | 1       | 1           | 7             |
| Muusika-ansamblid ja DJ              | 10             | 7     | 2         | 1          | -       | 0           | 4             |
| Ehted                                | 13             | 0     | 7         | 1          | 4       | 1           | 34            |
| Fotograafia ja video                 | 11             | 2     | 1         | 5          | 1       | 1           | 41            |
| Pulmaisad ja emad, õhtujuhtimine     | 5              | 4     | 0         | 1          | -       | 0           | 6             |
| Peokohad                             | 21             | 17    | 1         | 2          | 1       | 0           | 7             |
| Iluteenused (juuksur, meik)          | 4              | 2     | 0         | 1          | 1       | 0           | 19            |
| Toitlustamine (ka tordid ja alkohol) | 4              | 1     | 2         | 0          | 1       | 0           | 17            |
| Lilled ja floristid                  | 4              | 0     | 2         | 0          | 1       | 1           | 60            |
| Agentuurid                           | 3              | 2     | 0         | 1          | -       | 0           | 5             |
| Tseremoonia                          | 6              | 0     | 5         | 0          | 1       | 0           | 15            |
| Pulmariided                          | 9              | 1     | 3         | 2          | 2       | 1           | 42            |
| Tehnika, lavad, telgid               | 2              | 0     | 0         | 0          | -       | 1           | 157           |
| Transport                            | 2              | 1     | 0         | 0          | -       | 1           | 101           |
| Traditsioonid (mängud ja üldine)     | 6              | 6     | 0         | 0          | -       | 0           | 2             |
| Pulmareisid                          | 2              | 0     | 0         | 1          | -       | 1           | 107           |
| Kingitused                           | 12             | 0     | 1         | 2          | 5       | 3           | 82            |
| Peotarbed ja inventar                | 7              | 0     | 2         | 3          | 1       | 1           | 47            |

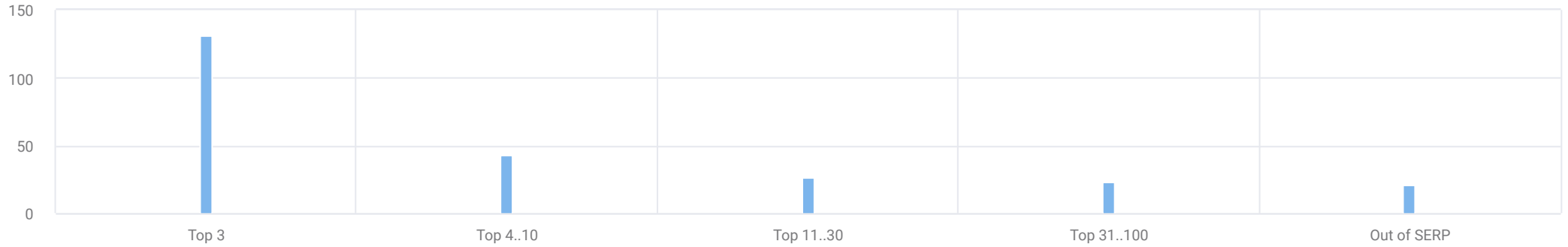


| Search Engines                       | Total Keywords | Top 3 | Top 4..10 | Top 11..30 | Top 100 | Out of SERP | Avg. Position |
|--------------------------------------|----------------|-------|-----------|------------|---------|-------------|---------------|
| Kutsed                               | 58             | 29    | 13        | 4          | 4       | 8           | 35            |
| Küünlad                              | 1              | 0     | 1         | 0          | -       | 0           | 4             |
| Ruumide kaunistamine                 | 1              | 0     | 0         | 0          | -       | 1           | 200           |
| Finants                              | 1              | 1     | 0         | 0          | -       | 0           | 3             |
| Pulmames                             | 2              | 2     | 0         | 0          | -       | 0           | 2             |
| Eelarved                             | 6              | 6     | 0         | 0          | -       | 0           | 1             |
| Google Mobile Estonia                | 247            | 131   | 47        | 27         | 19      | 21          | 26            |
| Üldine                               | 57             | 50    | 4         | 1          | 1       | 1           | 7             |
| Muusika-ansamblid ja DJ              | 10             | 7     | 2         | 1          | -       | 0           | 4             |
| Ehted                                | 13             | 0     | 7         | 1          | 3       | 2           | 44            |
| Fotograafia ja video                 | 11             | 2     | 1         | 6          | -       | 1           | 40            |
| Pulmaisad ja emad, õhtujuhtimine     | 5              | 4     | 0         | 1          | -       | 0           | 5             |
| Peokohad                             | 21             | 15    | 4         | 1          | 1       | 0           | 7             |
| Iluteenused (juuksur, meik)          | 4              | 1     | 1         | 2          | -       | 0           | 14            |
| Toitlustamine (ka tordid ja alkohol) | 4              | 1     | 2         | 0          | 1       | 0           | 16            |
| Lilled ja floristid                  | 4              | 1     | 1         | 0          | 1       | 1           | 60            |
| Agentuurid                           | 3              | 1     | 2         | 0          | -       | 0           | 5             |
| Tseremoonia                          | 6              | 0     | 5         | 0          | 1       | 0           | 15            |
| Pulmariided                          | 9              | 2     | 2         | 4          | -       | 1           | 35            |
| Tehnika, lavad, telgid               | 2              | 0     | 0         | 0          | -       | 1           | 166           |
| Transport                            | 2              | 1     | 0         | 0          | -       | 1           | 101           |
| Traditsioonid (mängud ja üldine)     | 6              | 6     | 0         | 0          | -       | 0           | 2             |
| Pulmareisid                          | 2              | 0     | 0         | 1          | -       | 1           | 107           |
| Kingitused                           | 12             | 0     | 1         | 3          | 5       | 3           | 79            |

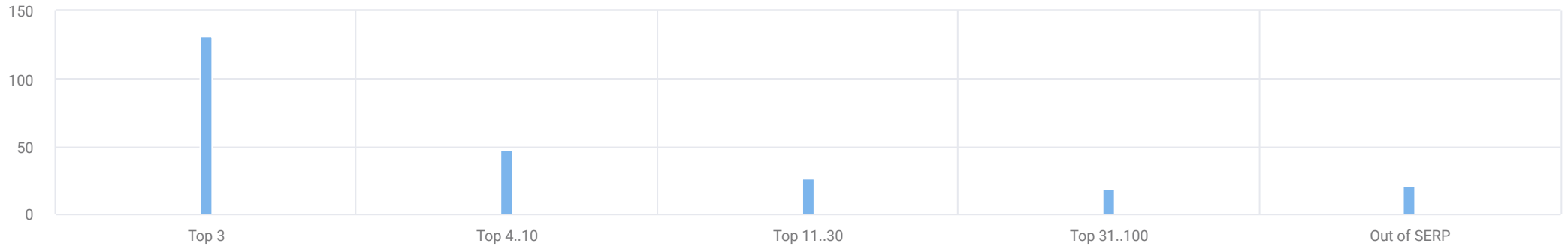


| Search Engines         | Total Keywords | Top 3 | Top 4..10 | Top 11..30 | Top 100 | Out of SERP | Avg. Position |
|------------------------|----------------|-------|-----------|------------|---------|-------------|---------------|
| Peotarbeld ja inventar | 7              | 0     | 2         | 3          | 1       | 1           | 47            |
| Kutsed                 | 58             | 31    | 12        | 3          | 5       | 7           | 32            |
| Küünlad                | 1              | 0     | 1         | 0          | -       | 0           | 4             |
| Ruumide kaunistamine   | 1              | 0     | 0         | 0          | -       | 1           | 200           |
| Finants                | 1              | 1     | 0         | 0          | -       | 0           | 3             |
| Pulmamess              | 2              | 2     | 0         | 0          | -       | 0           | 2             |
| Eelarved               | 6              | 6     | 0         | 0          | -       | 0           | 1             |

Google Estonia



Google Mobile Estonia







# Koguliiklus kasutajate järgi

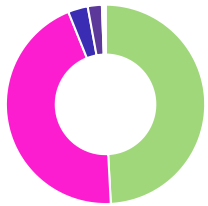
pulmad.ee

Overview: Users

Last Week (12 Aug - 18 Aug, 2024) ↑ Previous month (12 Jul - 18 Jul, 2024)

Last Week (12 Aug - 18 Aug, 2024)

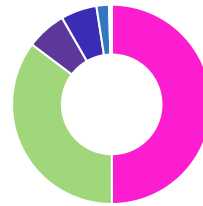
2766 ▼ 63.52%



- Organic Search
- Direct
- Paid Social
- Organic Social
- Paid Other
- Referral
- Unassigned
- Paid Search

Previous month (12 Jul - 18 Jul, 2024)

7583



- Direct
- Organic Search
- Organic Social
- Paid Social
- Unassigned
- Referral
- Paid Search
- Paid Other

- 1366 49.4%
- 1244 45.0%
- 89 3.2%
- 64 2.3%
- 6 0.2%
- 5 0.2%
- 5 0.2%
- 0 0.0%

- 3879 51.2%
- 2740 36.1%
- 501 6.6%
- 452 6.0%
- 158 2.1%
- 27 0.4%
- 6 0.1%
- 0 0.0%

| Channel                     | Sessions | Engaged sessions | Users    | Engagement Rate | New users | Conversions | Avg. Engagement Time | Views    |
|-----------------------------|----------|------------------|----------|-----------------|-----------|-------------|----------------------|----------|
| 1 Organic Search            |          |                  |          |                 |           |             |                      |          |
| 12 Aug, 2024 - 18 Aug, 2024 | 1.7K     | 1K               | 1.4K     | 62.97%          | 49.71%    | 216         | 56.31 sec            | 2.3K     |
| 12 Jul, 2024 - 18 Jul, 2024 | 2.9K     | 1.8K             | 2.7K     | 62.38%          | 97.52%    | 94          | 37.18 sec            | 2.9K     |
| % Change                    | ▼ -42.1% | ▼ -41.6%         | ▼ -50.1% | ▲ 0.9%          | ▼ -49.0%  | ▲ 129.8%    | ▲ 51.5%              | ▼ -20.7% |
| 2 Direct                    |          |                  |          |                 |           |             |                      |          |
| 12 Aug, 2024 - 18 Aug, 2024 | 1.3K     | 168              | 1.2K     | 12.87%          | 95.5%     | 212         | 18.77 sec            | 1.9K     |
| 12 Jul, 2024 - 18 Jul, 2024 | 4K       | 2.7K             | 3.9K     | 67.29%          | 99.66%    | 463         | 27.87 sec            | 4.5K     |
| % Change                    | ▼ -67.2% | ▼ -93.7%         | ▼ -67.9% | ▼ -80.9%        | ▼ -4.2%   | ▼ -54.2%    | ▼ -32.7%             | ▼ -58.8% |
| 3 Paid Social               |          |                  |          |                 |           |             |                      |          |
| 12 Aug, 2024 - 18 Aug, 2024 | 93       | 47               | 89       | 50.54%          | 60.67%    | 16          | 28.1 sec             | 140      |



| Channel                     | Sessions | Engaged sessions | Users    | Engagement Rate | New users | Conversions | Avg. Engagement Time | Views    |
|-----------------------------|----------|------------------|----------|-----------------|-----------|-------------|----------------------|----------|
| 12 Jul, 2024 - 18 Jul, 2024 | 468      | 188              | 452      | 40.17%          | 99.34%    | 11          | 9.16 sec             | 522      |
| % Change                    | ▼ -80.1% | ▼ -75%           | ▼ -80.3% | ▲ 25.8%         | ▼ -38.9%  | ▲ 45.5%     | ▲ 206.8%             | ▼ -73.2% |
| 4 Organic Social            |          |                  |          |                 |           |             |                      |          |
| 12 Aug, 2024 - 18 Aug, 2024 | 73       | 37               | 64       | 50.68%          | 64.06%    | 20          | 44.12 sec            | 133      |
| 12 Jul, 2024 - 18 Jul, 2024 | 524      | 284              | 501      | 54.2%           | 97.01%    | 28          | 21.6 sec             | 609      |
| % Change                    | ▼ -86.1% | ▼ -87.0%         | ▼ -87.2% | ▼ -6.5%         | ▼ -34.0%  | ▼ -28.6%    | ▲ 104.3%             | ▼ -78.2% |
| 5 Paid Other                |          |                  |          |                 |           |             |                      |          |
| 12 Aug, 2024 - 18 Aug, 2024 | 6        | 0                | 6        | 0%              | 100%      | 0           | 0 sec                | 6        |
| 12 Jul, 2024 - 18 Jul, 2024 | -        | -                | -        | -               | -         | -           | -                    | -        |
| % Change                    | ▼ 0%     | ▼ 0%             | ▼ 0%     | ▼ 0%            | ▼ 0%      | ▼ 0%        | ▼ 0%                 | ▼ 0%     |
| 6 Referral                  |          |                  |          |                 |           |             |                      |          |
| 12 Aug, 2024 - 18 Aug, 2024 | 5        | 4                | 5        | 80%             | 20%       | 6           | 50.8 sec             | 16       |
| 12 Jul, 2024 - 18 Jul, 2024 | 29       | 20               | 27       | 68.97%          | 92.59%    | 6           | 25.62 sec            | 32       |
| % Change                    | ▼ -82.8% | ▼ -80%           | ▼ -81.5% | ▲ 16.0%         | ▼ -78.4%  | ▼ 0%        | ▲ 98.3%              | ▼ -50%   |
| 7 Unassigned                |          |                  |          |                 |           |             |                      |          |
| 12 Aug, 2024 - 18 Aug, 2024 | 7        | 0                | 5        | 0%              | 20%       | 1           | 135 sec              | 9        |
| 12 Jul, 2024 - 18 Jul, 2024 | 161      | 0                | 158      | 0%              | 0%        | 3           | 32.44 sec            | 109      |
| % Change                    | ▼ -95.7% | ▼ 0%             | ▼ -96.8% | ▼ 0%            | ▼ 0%      | ▼ -66.7%    | ▲ 316.2%             | ▼ -91.7% |
| 8 Paid Search               |          |                  |          |                 |           |             |                      |          |
| 12 Aug, 2024 - 18 Aug, 2024 | -        | -                | -        | -               | -         | -           | -                    | -        |
| 12 Jul, 2024 - 18 Jul, 2024 | 6        | 4                | 6        | 66.67%          | 100%      | 4           | 24.17 sec            | 6        |
| % Change                    | ▼ 0%     | ▼ 0%             | ▼ 0%     | ▼ 0%            | ▼ 0%      | ▼ 0%        | ▼ 0%                 | ▼ 0%     |



## Kõikide konkurentide ülevaade

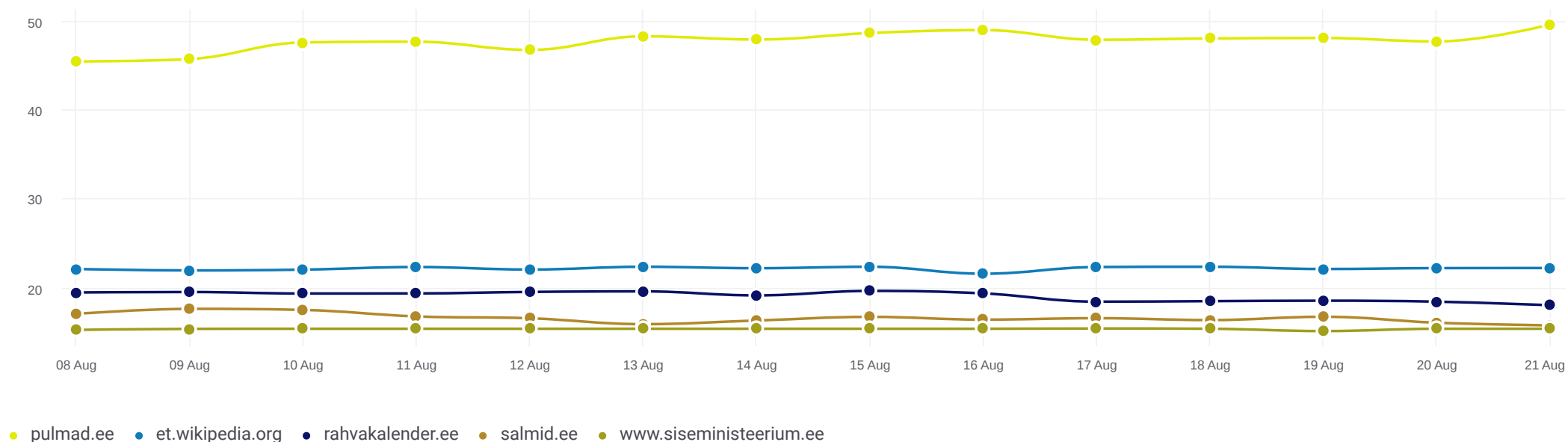
pulmad.ee

Kõik firmad, kes vaid vähegi on kuidagi seotud pulmateenustega või pulmateemalise infoga.

**Visibility** on sinu keskmine protsentuaalne nähtavus otsingumootoris (see ei ole positsioon), kõige lihtsamalt öeldes näitab "visibility" protsenti kasutajatest, kes näevad saiti pärast kindlate otsingupäringute sisestamist otsingukasti. Mida suurem see on, seda rohkem seda veebisaiti näidatakse.

**DT** on nn Domain Trust, mis näitab kui autoriteetne on mingi konkreetne domeen (mida suurem number, seda parem). Pulmad.ee-l on see hetkel 30, mis on Eesti portaali kohta väga hea number.

08 Aug, 2024 - 21 Aug, 2024



| Name             | Visibility | DT | Backlinks           |
|------------------|------------|----|---------------------|
| pulmad.ee        | 49.59      | 28 | BL: 6,1K<br>RD: 269 |
| et.wikipedia.org | 22.17      | 85 | BL: 5M<br>RD: 4,2K  |



| Name                    | Visibility | DT  | Backlinks            |
|-------------------------|------------|-----|----------------------|
| rahvakalender.ee        | 17.98      | 14  | BL: 68<br>RD: 31     |
| salmid.ee               | 15.71      | 49  | BL: 378K<br>RD: 6    |
| www.siseministeerium.ee | 15.33      | 39  | BL: 35K<br>RD: 1,6K  |
| given.ee                | 15.21      | 50  | BL: 595<br>RD: 51    |
| goldenantelope.ee       | 14.49      | 16  | BL: 406<br>RD: 40    |
| www.tallinn.ee          | 14.29      | 51  | BL: 364K<br>RD: 5,1K |
| matikuld.ee             | 13.01      | 19  | BL: 540<br>RD: 72    |
| poho.ee                 | 12.7       | 8   | BL: 16<br>RD: 4      |
| annestiil.delfi.ee      | 11.66      | 56  | BL: 3,2K<br>RD: 355  |
| goldtime.ee             | 10.46      | 23  | BL: 18K<br>RD: 265   |
| www.kingitus.ee         | 9.1        | 39  | BL: 36K<br>RD: 188   |
| eestijuveel.ee          | 8.86       | 35  | BL: 4,6K<br>RD: 37   |
| www.ohtuleht.ee         | 8.68       | 45  | BL: 115K<br>RD: 4,2K |
| www.facebook.com        | 8.59       | 100 | BL: 91B<br>RD: 41M   |



| Name               | Visibility | DT  | Backlinks            |
|--------------------|------------|-----|----------------------|
| maaris.ee          | 8.04       | 14  | BL: 206<br>RD: 37    |
| www.vara.ee        | 7.73       | 30  | BL: 12K<br>RD: 250   |
| luuletused.ee      | 7.69       | 7   | BL: 34<br>RD: 17     |
| www.glamira.ee     | 7.05       | 60  | BL: 48M<br>RD: 95    |
| www.viljandi.ee    | 6.59       | 35  | BL: 5,4K<br>RD: 593  |
| m.facebook.com     | 6.25       | 100 | BL: 1,2B<br>RD: 355K |
| abielusormused.com | 6.14       | 12  | BL: 48<br>RD: 26     |
| www.eesti.ee       | 5.12       | 48  | BL: 422K<br>RD: 3,3K |
| www.haapsalu.ee    | 4.93       | 33  | BL: 2,8K<br>RD: 468  |
| keefirivunts.ee    | 4.93       | 28  | BL: 1,5K<br>RD: 58   |
| rosenvald.com      | 4.86       | 19  | BL: 891<br>RD: 56    |
| luuletus.ee        | 4.41       | 40  | BL: 333K<br>RD: 116  |
| www.pistik.net     | 4.35       | 50  | BL: 1M<br>RD: 133    |
| www.lillely.ee     | 4.24       | 6   | BL: 0<br>RD: 0       |



| Name                | Visibility | DT | Backlinks            |
|---------------------|------------|----|----------------------|
| latene.ee           | 4.15       | 22 | BL: 1,1K<br>RD: 295  |
| domus.ee            | 4.11       | 26 | BL: 2,8K<br>RD: 181  |
| www.ejewels.ee      | 4.1        | 15 | BL: 168<br>RD: 60    |
| tartu.ee            | 4.04       | 45 | BL: 231K<br>RD: 4,9K |
| pulmakleit.com      | 3.94       | 11 | BL: 176<br>RD: 13    |
| www.k-rauta.ee      | 3.81       | 44 | BL: 71K<br>RD: 518   |
| www.sekretar.ee     | 3.74       | 35 | BL: 3,1K<br>RD: 215  |
| dresshouse.ee       | 3.66       | 10 | BL: 93<br>RD: 52     |
| www.mihkelleis.ee   | 3.53       | 12 | BL: 42<br>RD: 14     |
| www.getdressed.ee   | 3.33       | 15 | BL: 65<br>RD: 13     |
| jakefarra.com       | 3.3        | 36 | BL: 906<br>RD: 44    |
| luuletused.score.ee | 3.1        | 17 | BL: 53<br>RD: 26     |
| www.ameli.ee        | 3.09       | 13 | BL: 19<br>RD: 10     |
| www.ra.ee           | 2.87       | 52 | BL: 924K<br>RD: 1,5K |



| Name                  | Visibility | DT | Backlinks            |
|-----------------------|------------|----|----------------------|
| elu24.postimees.ee    | 2.83       | 56 | BL: 127K<br>RD: 2,3K |
| eki.ee                | 2.76       | 41 | BL: 188K<br>RD: 4,2K |
| www.zacekfoto.ee      | 2.72       | 27 | BL: 8,7K<br>RD: 188  |
| salman.ee             | 2.42       | 14 | BL: 243<br>RD: 33    |
| evelinphoto.com       | 2.36       | 9  | BL: 24<br>RD: 17     |
| www.eestiaa.ee        | 2.29       | 19 | BL: 365<br>RD: 77    |
| rakvere.ee            | 2.25       | 27 | BL: 12K<br>RD: 656   |
| seik.ee               | 2.21       | 34 | BL: 33K<br>RD: 122   |
| www.pulmafotograaf.eu | 2.17       | 1  | BL: 3<br>RD: 2       |
| ilukaardid.ee         | 2.09       | 1  | BL: 5<br>RD: 4       |
| abccatering.ee        | 2.07       | 12 | BL: 231<br>RD: 17    |
| www.postimees.ee      | 2.02       | 56 | BL: 425K<br>RD: 6,7K |
| weddingly.ee          | 2.02       | 10 | BL: 66<br>RD: 26     |
| www.aianduskool.ee    | 2.01       | 27 | BL: 1,8K<br>RD: 157  |



| Name                       | Visibility | DT | Backlinks           |
|----------------------------|------------|----|---------------------|
| kraba.ee                   | 1.87       | 8  | BL: 63<br>RD: 24    |
| ddstudio.ee                | 1.86       | 20 | BL: 331<br>RD: 18   |
| www.waze.com               | 1.84       | 69 | BL: 65M<br>RD: 67K  |
| peopood.ee                 | 1.81       | 7  | BL: 47<br>RD: 14    |
| peobox.ee                  | 1.76       | 12 | BL: 89<br>RD: 24    |
| www.margohussar.ee         | 1.74       | 9  | BL: 36<br>RD: 19    |
| www.kingitustesaar.ee      | 1.68       | 26 | BL: 2,3K<br>RD: 79  |
| funbox.ee                  | 1.61       | 25 | BL: 3,3K<br>RD: 147 |
| tsitaadid.ee               | 1.61       | 31 | BL: 3,7K<br>RD: 121 |
| arnomikkor.com             | 1.6        | 22 | BL: 1,3K<br>RD: 34  |
| www.pruutpaar.ee           | 1.54       | 13 | BL: 116<br>RD: 33   |
| www.celebrategroup.ee      | 1.48       | 18 | BL: 347<br>RD: 40   |
| ifashion-et.decorexpro.com | 1.48       | 45 | BL: 0<br>RD: 0      |
| naistekas.delfi.ee         | 1.45       | 56 | BL: 170K<br>RD: 807 |





| Name                | Visibility | DT | Backlinks            |
|---------------------|------------|----|----------------------|
| charlowe.ee         | 1.45       | 14 | BL: 106<br>RD: 29    |
| sofiedesign.ee      | 1.44       | 5  | BL: 30<br>RD: 8      |
| www.dreamlamb.eu    | 1.42       | 6  | BL: 34<br>RD: 11     |
| digipulmakutse.ee   | 1.38       | -  | BL: 5<br>RD: 5       |
| egerta.ee           | 1.35       | 20 | BL: 380<br>RD: 25    |
| pulmamaailm.ee      | 1.34       | 10 | BL: 23<br>RD: 8      |
| goldsmith.store     | 1.31       | 25 | BL: 367<br>RD: 76    |
| www.saaremaavald.ee | 1.31       | 37 | BL: 23K<br>RD: 330   |
| kamee.ee            | 1.28       | 6  | BL: 74<br>RD: 62     |
| naine.postimees.ee  | 1.27       | 56 | BL: 3K<br>RD: 304    |
| www.kylavilla.ee    | 1.25       | 17 | BL: 111<br>RD: 36    |
| www.kleidibutiik.ee | 1.25       | 17 | BL: 127<br>RD: 11    |
| valklarand.ee       | 1.22       | 18 | BL: 316<br>RD: 65    |
| www.riigiteataja.ee | 1.16       | 54 | BL: 3,1M<br>RD: 8,9K |



| Name                  | Visibility | DT | Backlinks           |
|-----------------------|------------|----|---------------------|
| www.eikophoto.com     | 1.16       | 17 | BL: 346<br>RD: 18   |
| www.looris.ee         | 1.16       | -  | BL: 0<br>RD: 0      |
| www.kuketalu.ee       | 1.15       | 15 | BL: 190<br>RD: 70   |
| www.karinibutiik.ee   | 1.15       | 5  | BL: 22<br>RD: 13    |
| www.amore.ee          | 1.14       | 19 | BL: 54<br>RD: 16    |
| www.palgad.ee         | 1.11       | 41 | BL: 76K<br>RD: 126  |
| www.virumuusik.ee     | 1.11       | 12 | BL: 98<br>RD: 18    |
| lillely.ee            | 1.11       | 6  | BL: 28<br>RD: 12    |
| www.e-krediidiinfo.ee | 1.1        | 52 | BL: 627K<br>RD: 646 |
| www.belladisain.eu    | 1.07       | 12 | BL: 51<br>RD: 7     |
| www.hak.edu.ee        | 1.02       | 21 | BL: 231<br>RD: 57   |
| peodekoor.ee          | 1          | 7  | BL: 15<br>RD: 3     |
| www.roosiait.ee       | 0.99       | 11 | BL: 63<br>RD: 29    |
| maeotsapuhketalu.ee   | 0.98       | 17 | BL: 155<br>RD: 58   |