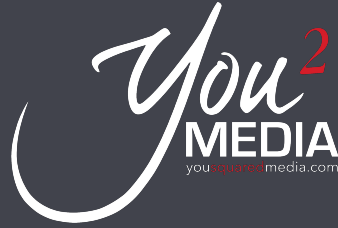


April 2021



SEO & KEYWORD REPORT

texascrownclubwhisky.com

Summary

- Meta descriptions, title tags, and H1 tags are great. Site speed on mobile is not optimal.
- Increasing utilization of long-tail keywords for blog writing will be the most fruitful keyword strategy, due to “whisky” and other similar keywords having such high volume and CPC.
- Utilizing Google Search Console to obtain long-tails, as well as locating external broken links to create combative content for.
- Increasing Backlinks by publishing to more content syndication networks specific to whisky and recipes (when relevant).

SEO Health

SEO Health Analysis

Authority Score	Organic Search Traffic	Paid Search Traffic	Backlinks
2	0 -100%	7 +75%	19
SEMrush Domain ... 53.16M ↓	Keywords 5 ↓	Keywords 2	Referring Domains 10

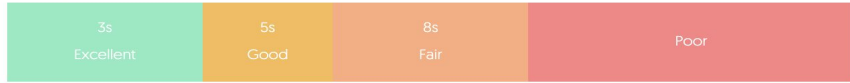
ON-PAGE SEO SCORE	ORGANIC MONTHLY TRAFFIC	ORGANIC KEYWORDS
73 GREAT	1	6



DESKTOP
Loading Time

1 SECOND

YOUR SITE



Close Advanced Breakdown

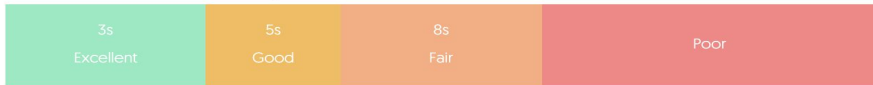
First Contentful Paint	1s	First Meaningful Paint	1s
Speed Index	2s	First CPU Idle	1s
Time to Interactive	1s	Est. Input Latency	13ms



MOBILE
Loading Time

4 SECONDS

YOUR SITE



Close Advanced Breakdown

First Contentful Paint	3s	First Meaningful Paint	4s
Speed Index	4s	First CPU Idle	4s
Time to Interactive	4s	Est. Input Latency	13ms

HEALTH CHECK

Crawled Pages

5

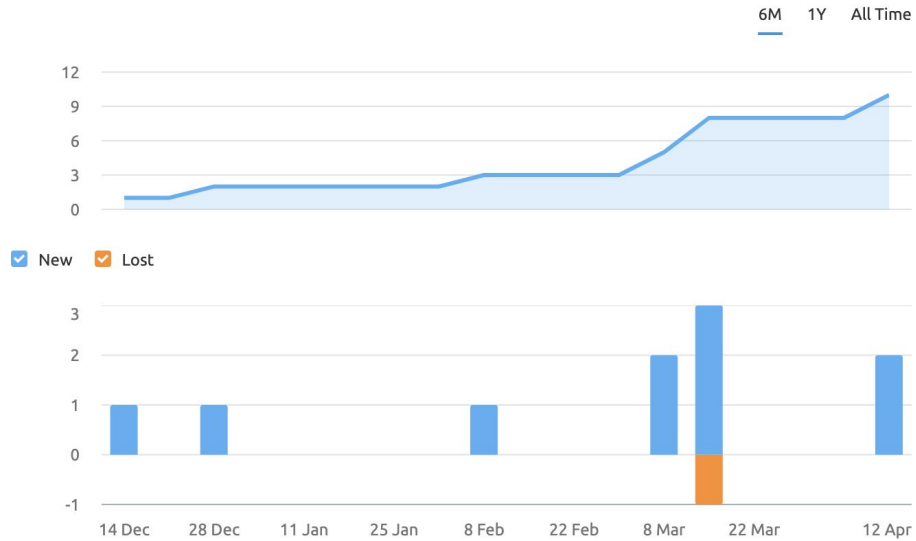


	Broken	0
	Have Issues	3
	Blocked	0
	Redirects	0
	Healthy	2

Backlink Analysis

Referring Domains *i*

Widget Scope: Root Domain

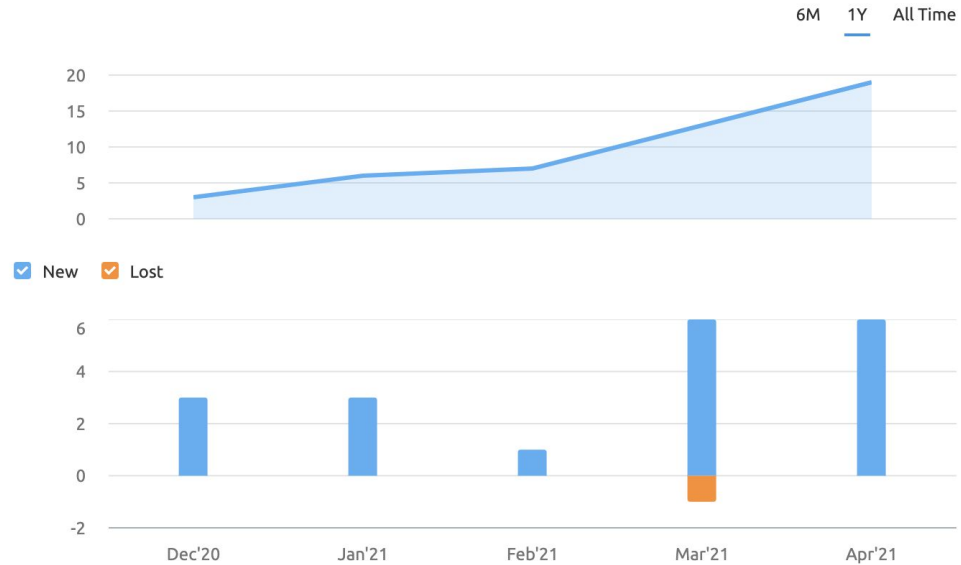


Backlink Types



Backlinks *i*

Widget Scope: Root Domain




SEO Recommendations

- Recommending improved mobile responsiveness to reduce load times.
- Beginning PPC campaign and reputation management to reduce rankings on Diageo lawsuit articles.
- Increasing backlinks by utilizing broken link building strategies, and increased publishing to content syndication networks.
- Utilize Mexcor's other brands' pages and sites to cross-post backlinks.

Keywords

Top Keywords

Top Organic Keywords *i*

Keyword	Pos.	Diff.	Volume	Traffic % 
texas crown club whiskey ▼	20 → 20	0	260	< 0.01
texas crown canadian whiskey ▼	24 → 24	0	20	< 0.01
texas crown ▼	66 → 49	↑ 17	880	< 0.01
texas crown whiskey ▼	38 → 38	0	720	< 0.01
texas crown club ▼	32 → 32	0	260	< 0.01

Organic Keywords

No	Keywords	Volume	Position	Est. Visits	URL	SEO Difficulty
1	texas crown	880	88	0	http://texascrownclubwhisky.com/	48
2	texas crown whiskey	590	43	0	http://texascrownclubwhisky.com/age-gate	43
3	texas crown club	320	17	1	http://texascrownclubwhisky.com/	44
4	texas crown club whisky	210	47	0	http://texascrownclubwhisky.com/contact-us	36
5	where to buy texas crown whiskey	10	66	0	http://texascrownclubwhisky.com/whisky-or-whiskey-does-it-matter	27
6	whisky cheese sauce	10	81	0	http://texascrownclubwhisky.com/whisky-and-bacon-mac-and-cheese	28
7	texas crown alcohol content	10	53	0	http://texascrownclubwhisky.com/terms-and-conditions	18
8	where is texas crown whiskey made	10	45	0	http://texascrownclubwhisky.com/whisky-or-whiskey-does-it-matter	7

Keyword Insights

Keyword Overview: whisky

SEARCH VOLUME [?]

74,000 HIGH

SEO DIFFICULTY [?]

68

PAID DIFFICULTY [?]

99

COST PER CLICK (CPC) [?]

\$1.08

KEYWORD [?]	TREND [?]	VOLUME [?]	CPC [?]	PD [?]	SD [?]
whisky	 	74,000	\$1.08	99	68
whisky sour	 	165,000	\$1.63	12	77
whisky glasses	 	110,000	\$1.26	99	70
whisky cake	 	60,500	\$1.96	1	73
whisky myers	 	49,500	\$0.70	4	34
whisky sour recipe	 	40,500	\$1.65	20	75
whisky japanese	 	40,500	\$0.79	99	60

Competitor Analysis: Crown Royal

Keyword Insights

SEO KEYWORDS

TOP KEYWORDS BY COUNTRY



US [431,802]



CA [6,331]












GB [3,029]



IN [1,943]

MORE ▾

SEO KEYWORDS [?]	VOLUME [?]	POSITION [?]	EST. VISITS [?]
crown royal 	246,000	1	56,135
crown royal peach 	110,000	1	16,550
peach crown royal 	110,000	1	16,550
apple crown 	40,500	1	11,144
crown apple 	40,500	1	11,144
crown royal apple 	40,500	1	10,664
apple crown royal 	33,100	1	7,883
crown royal flavors 	18,100	1	7,014
crown peach 	22,200	1	6,133

SEO Insights

TOP SEO PAGES

TOP PAGES BY COUNTRY  US [431,802]  CA [6,331]  GB [3,029]  IN [1,943] MORE ▾

SEO TITLE URL [?]	EST. VISITS [?]	BACKLINKS [?]	f	p
Generosity - Crown Royal Canadian Whisky crownroyal.com/	470,768 View All ▾	159 View All ▾	8,072	77,599
Crown Royal Peach Whisky Flavored Whisky Crown Royal crownroyal.com/canadian-whisky/crown-royal-peach/	291,196 View All ▾	1 View All ▾	0	0
Where to Buy Crown Royal - Crown Royal crownroyal.com/where-to-buy/	203,349 View All ▾	2 View All ▾	47	5
Crown Royal Regal Apple Whisky Crown Royal crownroyal.com/canadian-whisky/crown-royal-regal-apple/	195,777 View All ▾	1 View All ▾	880	1,688
Crown Royal Whisky Canadian Whisky Crown Royal crownroyal.com/canadian-whisky/	143,428 View All ▾	1 View All ▾	34	69