

Monthly KPI Report

BreakoutIQ · breakoutiq.com · Global · 1 to 30 April 2026

ORGANIC SESSIONS

525

-12.1% MoM

GSC IMPRESSIONS

55,367

-37.9% MoM

DOMAIN RATING

52

+0 MoM

AVG POSITION

12.7

-2.2 MoM (lower is better)

April pulled back on 3 of 4 headline metrics. Impressions fell 38 percent to 55,367, and organic sessions dropped 12 percent to 525. Average position improved 2.2 spots to 12.7, the lone positive signal in an otherwise declining month. Domain rating held flat at 52, unchanged from March. None of the 10 tracked keywords reached the top 10, and 5 remain outside the top 100 entirely. The 34,000-impression retreat from March narrows the funnel. May will show whether rank 12.7 reflects genuine ranking improvement or just a smaller, cleaner query pool doing the work.

Growth signals

APRIL 2026 VS MARCH 2026

WHAT WE MEASURE

Six readings of where momentum is building and where the picture has nuance. Read the green and red signals together, not separately.

ORGANIC SESSIONS

525

-12.1% MoM

GSC IMPRESSIONS

55,367

-37.9% MoM

GSC CLICKS

455

-17.7% MoM

TRACKED KEYWORD MOVEMENT

2 gained / 3 lost

3 in top 100

REFERRING DOMAINS

220

+5 MoM

SESSIONS YEAR ON YEAR

-29.6%

2,104 sessions this
month

TAKEAWAY

April's growth signals point in one direction across five of six readings. Impressions dropped 38% month on month to 55,367, and clicks fell 18% to 455, suggesting a visibility contraction rather than a click-rate problem alone. Organic sessions contracted 12% to 525, and the year-on-year gap sits at negative 29.6%. Tracked keywords in the top 100 numbered 3, with 3 positions lost against 2 gained. The one counter-signal is referring domains, which rose by 5 to reach 220. If that link growth converts into ranking movement by the May read, it will be the earliest indicator that the pullback has a floor.

01 Global organic

GA4 · 1 TO 30 APRIL 2026

WHAT WE MEASURE

Organic search sessions in GA4 across all countries plus the channel breakdown (organic vs LLM vs paid vs direct). Side-by-side comparison to the previous month and the same month a year ago.

ORGANIC SESSIONS

525

-12.1% MoM

TOTAL SESSIONS

2,104

-52.9% MoM

ENGAGED SESSIONS

814

-30.8% MoM

ENGAGEMENT RATE

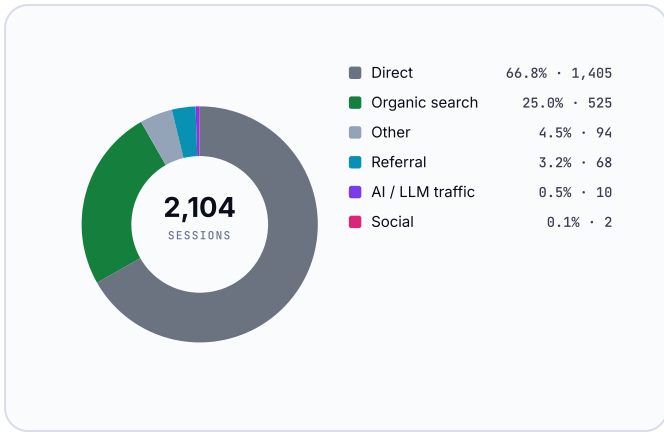
39.4%

ORGANIC SESSIONS YEAR OVER YEAR



Prior-year bars fill in as more months accumulate beyond the 16-month data window.

CHANNEL BREAKDOWN



ORGANIC SEARCH

525

-12.1%

AI / LLM TRAFFIC

10

+25.0%

DIRECT

1,405

-60.4%

REFERRAL

68

-23.6%

SOCIAL

2

OTHER

94

-58.6%

LLM TRAFFIC BY PLATFORM

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
ChatGPT	5	3	+2
Gemini	3	5	-2
Claude	2	0	+2

COMMENTARY

Organic search delivered 525 sessions in April, down 12 percent on March but up 57 percent year on year. The channel held far steadier than the rest of the site. Total sessions fell 53 percent month on month, driven almost entirely by direct

traffic dropping from 3,545 to 1,405. Engagement rate climbed to 39.4 percent, the highest reading in 13 months, which signals that fewer but more interested visitors arrived through search. AI platforms sent 10 sessions in total: ChatGPT contributed 5, Gemini 3, and Claude made its first appearance with 2. If direct traffic recovers in May, the year-on-year organic gain of 57 percent becomes the headline number worth defending.

02 Search visibility

GSC · 1 TO 30 APRIL 2026

WHAT WE MEASURE

Clicks, impressions, CTR, and average position from Google Search Console. Branded vs non-branded split using the client brand regex. Top 10 queries by clicks and top countries by reach.

CLICKS

455

-17.7% MoM

IMPRESSIONS

55,367

-37.9% MoM

CTR

0.82%

AVG POSITION

12.7

CLICKS AND IMPRESSIONS OVER TIME

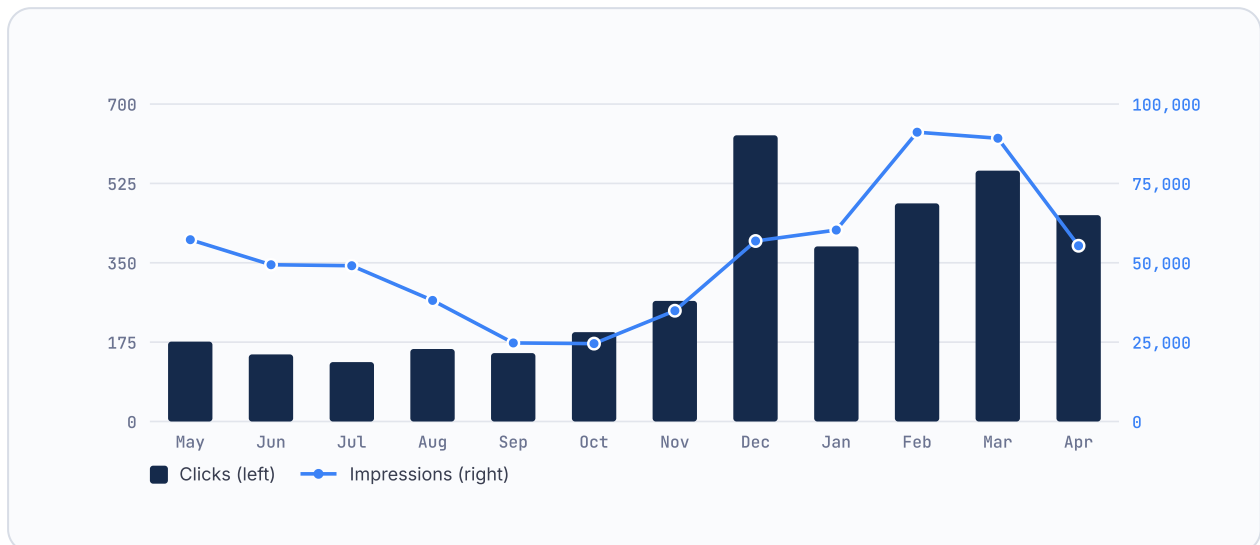


Chart accumulates additional months as new reports are generated.

BRANDED VS NON-BRANDED

	CLICKS	IMPRESSIONS	CTR	AVG POSITION	QUERIES
Branded	29	84	34.52%	4.6	3
Non-branded	44	22,278	0.20%	16.4	2551

Branded share of clicks: 39.7%

TOP 10 QUERIES BY CLICKS

QUERY	CLICKS	IMPR	CTR	POS
breakoutiq	18	59	30.51%	2.7
breakout iq	11	17	64.71%	1.0
office feud	4	51	7.84%	4.0
problem solving games	2	328	0.61%	17.3
rebus puzzles	2	6	33.33%	3.3
virtual family feud for work	2	35	5.71%	2.0
12 year old	1	1	100.00%	5.0
brain teasers for team building	1	26	3.85%	6.3
family feud online game for work	1	61	1.64%	14.6
free virtual trivia games for work	1	3	33.33%	14.3

COMMENTARY

Clicks fell 18% month-on-month to 455, and impressions dropped 38% to 55,367, likely a seasonal or SERP feature shift rather than a ranking collapse. CTR improved 0.20 percentage points to 0.82%, so the pages that did surface converted at a higher rate. Branded queries took roughly 40% of clicks on just 84 impressions, confirming brand intent converts efficiently at position 4.6. Non-branded terms sit at average position 16.4 across 2,551 queries, with "problem solving games" pulling 328 impressions from position 17 but only 2 clicks. Closing that gap to page 1 is May's clearest organic lever.

03 Tracked keywords

DATAFORSEO SERP · 2840/EN

WHAT WE MEASURE

Ten priority keywords tracked monthly. Position from DataForSEO at depth 100. Volume, CPC, and keyword difficulty from DataForSEO Labs. Movement compared to the prior reading.

IN TOP 100

3/10

GAINED

2

LOST

3

STILL OFF PAGE

5

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
virtual holiday escape room	40	5	10	>100	-91 (off)	-
holiday escape room	210	-	100	>100	still off	-
wellness trivia	50	-	100	>100	still off	-
virtual trivia games for work	260	16	100	18	+83 (new)	/trivia-for-remote-teams/
virtual escape rooms	8100	21	100	>100	still off	-
team trivia games	320	23	81	>100	-20 (off)	-
virtual scavenger hunt for remote employees	90	-	100	45	+56 (new)	/virtual-scavenger-hunt/
teambuilding online	40	19	100	>100	still off	-
murder mystery team building	320	-	100	>100	still off	-
virtual escape room team building	590	-	24	54	-30	/

Biggest mover: **virtual trivia games for work** (100 → 18, +83)

Biggest drop: **virtual holiday escape room** (10 → >100, -91)

COMMENTARY

The set produced 2 new entries and 3 losses in April, leaving 3 of 10 keywords inside the top 100. "Virtual trivia games for work" made the biggest jump, climbing 83 positions to rank 18 on a term with 260 monthly searches and a \$7.20 CPC. "Virtual holiday escape room" fell off entirely from position 10, though its 40 monthly searches limit the volume damage. More pressing is "virtual escape room team building," carrying 590 monthly searches and an \$11.92 CPC. The homepage ranks at position 54 for that term instead of the dedicated product page, and pointing the correct URL at that query before May is the single highest-leverage fix available.

04 Top organic landing pages

GA4 · 1 TO 30 APRIL 2026

WHAT WE MEASURE

The pages where organic visitors first land. Sessions, engaged sessions, engagement rate, and key-event counts (when configured in GA4).

LANDING PATH	SESSIONS	ENGAGED	ENGAGE RATE	KEY EVENTS
/blog/7-fun-brain-teaser-games-for-virtual-team-building	157	120	87.9%	0
/	60	43	74.0%	0
/blog/hobbies-worth-picking-up	51	34	79.0%	0
/blog/remote-work-competitions	47	30	63.8%	0
/virtual-office-feud	38	24	81.1%	0
(not set)	30	0	0.0%	0
/blog/team-building-games-for-problem-solving	21	11	52.4%	0
/name-that-price	18	13	84.4%	0
/trivia-for-remote-teams	10	4	40.0%	0
/blog/creative-party-ideas-that-bringing-people-together	9	6	66.7%	0

Measurement gap: No GA4 key events configured (no generate_lead, contact_form_submission, phone_click). Top Landing Pages table will show 0 key events. Commentary must flag this and recommend setup as a follow-up sales motion.

COMMENTARY

The brain teaser blog drew 157 sessions at an 87.9% engagement rate, making it the top demand driver by a clear margin. Product pages held their own: /virtual-office-feud reached 81.1% on 38 sessions, and /name-that-price posted 84.4% on 18. The homepage contributed 60 sessions at 74.0%. Not one of the top 10 pages recorded a single key event, leaving the site blind to what this qualified traffic does after landing. Setting up generate_lead, contact_form_submission,

and phone_click as GA4 key events would reveal whether the high-engagement product pages are actually driving inquiry.

05 Backlink profile

AHREFS SITE EXPLORER · END OF APRIL 2026

WHAT WE MEASURE

Ahrefs Domain Rating (DR) on a 100-point scale plus live backlinks and referring domains. Each value at the end of the report month, with the trailing 12-month trajectory.

DOMAIN RATING

52.0

+0 MoM

LIVE BACKLINKS

509

REFERRING DOMAINS

220

+5 MoM

ORGANIC KEYWORDS

83

COMMENTARY

DR holds at 52 for the sixth straight month. Referring domains fell from 291 in January to 213 in March, then added 5 domains to reach 218 in April, with the live count sitting at 220. A 78-domain drop over two months that left DR untouched signals the lost links carried little weight. Live backlinks total 509, putting roughly 2.3 links per referring domain on average, a concentration ratio that looks healthy at this authority level. If refdomains sustain recovery through May and push toward the 240 range, that will be the first real test of whether DR has headroom to climb past 52.

06 Competitive landscape

AHREFS · END OF APRIL 2026

WHAT WE MEASURE

Client against tracked competitors on the same four metrics: Ahrefs organic traffic estimate, organic keyword count, live backlinks, and referring domains. Snapshots at end of month.

breakoutiq.com

← CLIENT

Traffic	166
Keywords	83
Backlinks	509
Refdomains	220

teambuilding.com

Traffic	36,852
Keywords	5,838
Backlinks	61,057
Refdomains	8,664

withconfetti.com

Traffic	12
Keywords	8
Backlinks	847
Refdomains	340

outbackteambuilding.com

Traffic	0
Keywords	0
Backlinks	361
Refdomains	243

COMMENTARY

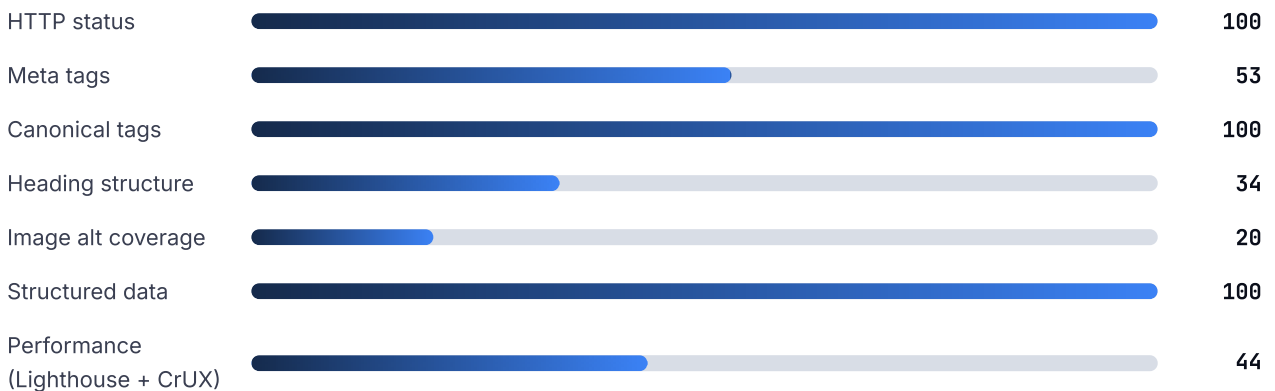
BreakoutIQ was the only domain in the set to gain referring domains in April, adding 5 while teambuilding.com shed 1,078 and outbackteambuilding.com dropped 14. The 136.5% traffic increase also led the field, though the starting base of 166 sessions keeps that number in context. teambuilding.com's DR 75 authority and 5,838 keywords represent roughly a 70x keyword gap, and no referral-domain campaign closes that in any near-term window. The realistic targets are outbackteambuilding.com at 243 referring domains (23 ahead of BreakoutIQ) and withconfetti.com at 340. Closing to outbackteambuilding.com's referral count inside two quarters is achievable if April's net-positive trajectory holds.

07 Technical health & performance

FIRECRAWL · PSI · LEXIA
RUBRIC

WHAT WE MEASURE

The Lexia health rubric scores seven categories (HTTP status, meta tags, canonical, headings, image alt coverage, structured data, performance) into a single 0-100 score. PSI provides Lighthouse mobile + desktop and Core Web Vitals.



TOP ISSUES

CATEGORY	ISSUE	SEVERITY	SIGNAL	DEDUCTION
Image alt coverage	Images missing alt attribute (ratio across all crawled pages)	MEDIUM	85.6%	-80
Heading structure	Pages with no H1	MEDIUM	10	-50
Meta tags	Pages with no meta description	HIGH	6	-24
Heading structure	Pages with more than one H1	LOW	8	-16
Meta tags	Pages with no <title>	CRITICAL	1	-10

CATEGORY	ISSUE	SEVERITY	SIGNAL	DEDUCTION
Meta tags	Meta descriptions over 160 characters	LOW	5	-5

LIGHTHOUSE PERFORMANCE PER URL

URL	MOBILE	DESKTOP
/	46	74
/holiday-party-escape-room/	32	48
/trivia-for-remote-teams/	28	57
/virtual-scavenger-hunt/how-it-works/	29	56
/virtual-team-activities/	28	61
/virtual-escape-room/	28	39

COMMENTARY

The health score for April sits at 68.7 out of 100 across 74 crawled pages, with the drag concentrated in 3 categories. 85.6% of the site's 942 images are missing alt text, the single largest deduction in the rubric. Ten pages carry no H1 tag, 8 more have duplicate H1s that dilute topic signals, and 6 pages lack a meta description. Mobile Lighthouse scores averaged 32 across the 6 product URLs sampled, against a desktop mean of 56. That 24-point gap likely suppresses mobile-sourced bookings on the highest-intent pages. Adding alt text to the 806 untagged images would close the single biggest deduction before May's crawl.

Closing takeaway

APRIL 2026

April delivered a 38 percent drop in impressions alongside a 2.2-position gain in average ranking. The 2 numbers moving in opposite directions suggest consolidation on stronger, lower-volume queries rather than a broad retreat. Year over year, GSC clicks are up 124 percent even as sessions trail last April by 30 percent, a divergence worth diagnosing before it widens. Referring domains grew by 5 to reach 220, keeping the link profile moving forward. For May, 3 technical fixes on the 68.7 health score are within reach, and wiring GA4 key events is the prerequisite for knowing whether 525 monthly organic sessions translate into any measurable business outcome.