

Monthly KPI Report

BreakoutIQ · breakoutiq.com · Global · 1 to 31 May 2026

ORGANIC SESSIONS

499

-5.0% MoM

GSC IMPRESSIONS

44,663

-19.3% MoM

DOMAIN RATING

52

+1 MoM

AVG POSITION

15.0

-2.3 MoM (lower is better)

Growth signals

MAY 2026 VS APRIL 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

499

-5.0% MoM

GSC IMPRESSIONS

44,663

-19.3% MoM

GSC CLICKS

414

-9.0% MoM

TRACKED KEYWORD MOVEMENT

**5 gained / 0
lost**

5 in top 100

REFERRING DOMAINS

251

+28 MoM

SESSIONS YEAR ON YEAR

+87.8%

3,118 sessions this month

TAKEAWAY

The headline is 87.8% year-on-year session growth against a month-on-month pullback that hit all 3 tracked traffic metrics. Organic sessions fell 5.0%, GSC impressions dropped a steeper 19.3%, and clicks declined 9.0%. Two signals cut against that near-term dip. Five tracked keywords moved into the top 100 in May with zero lost, and referring domains grew by 28 to reach 251. Those 2 foundation signals indicate the structural trend remains intact despite the single-month softness. If referring domains continue growing beyond 251, impressions should begin to recover in June.

01 Global organic

GA4 · 1 TO 31 MAY 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

499

-5.0% MoM

TOTAL SESSIONS

3,118

+48.2% MoM

ENGAGED SESSIONS

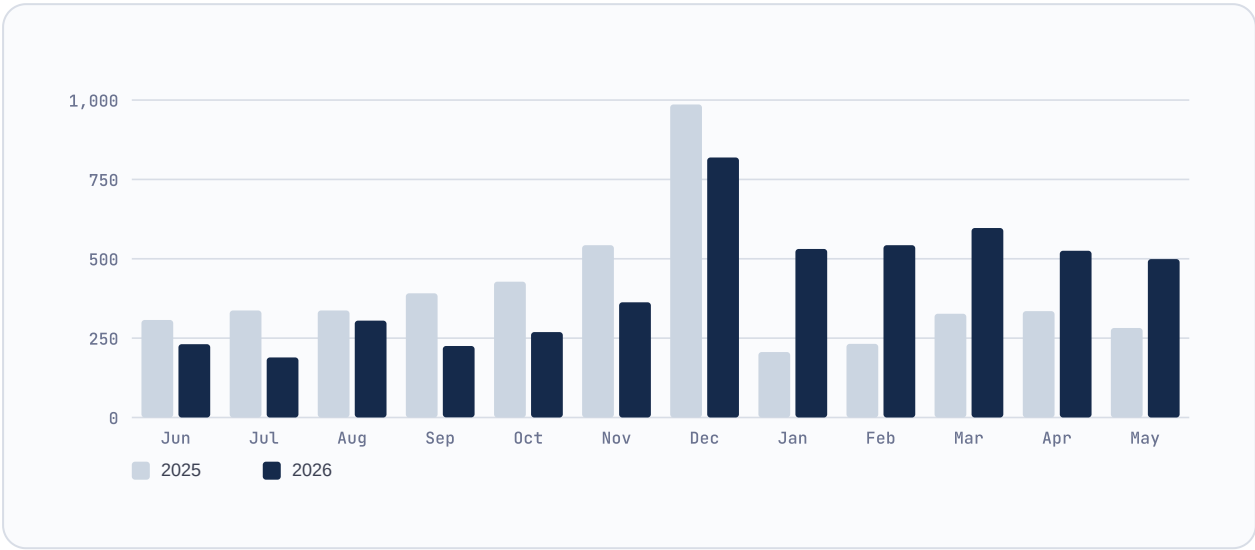
785

-3.6% MoM

ENGAGEMENT RATE

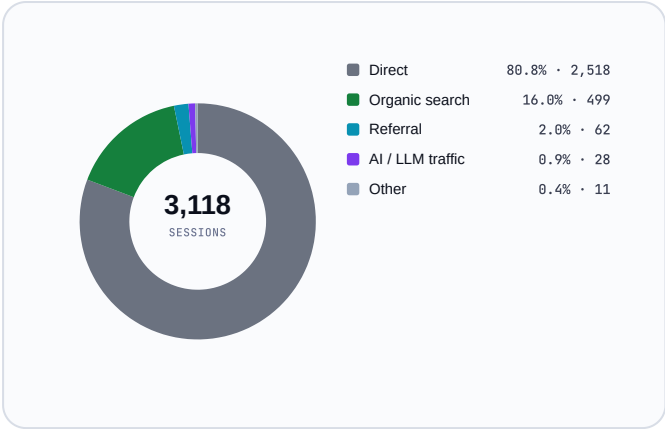
25.7%

ORGANIC SESSIONS YEAR OVER YEAR



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

CHANNEL BREAKDOWN



ORGANIC SEARCH

499

-5.0%

AI / LLM TRAFFIC

28

+180.0%

DIRECT

2,518

+79.2%

REFERRAL

62

-8.8%

SOCIAL

0

-100.0%

OTHER

11

-88.3%

LLM TRAFFIC BY PLATFORM

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
ChatGPT	24	5	+19
Gemini	2	3	-1
Claude	2	2	+0

COMMENTARY

Organic search delivered 499 sessions in May, down 5 percent on April and below the 597 peak set in March. Year on year the picture is better: 499 compares to 282

in May 2025, a 77 percent gain. Total site sessions reached 3,118, up 48 percent month on month, but direct traffic did that work at 2,518 sessions. The direct surge pulled the overall engagement rate from 39.4 percent to 25.7 percent. LLM referrals reached 28 sessions, with ChatGPT accounting for 24 of them, up 380 percent on April. If direct quality does not improve, the 14-point engagement drop will likely persist into June.

Leads & conversions

GA4 · ORGANIC

WHAT WE MEASURE

Organic-attributed leads (GA4 on medium = organic), with conversion rate. Movement vs the prior month.

No conversion events are tracked in GA4 for this period. Configure key events in GA4 to populate leads here. The organic-sessions trend below is shown for context.

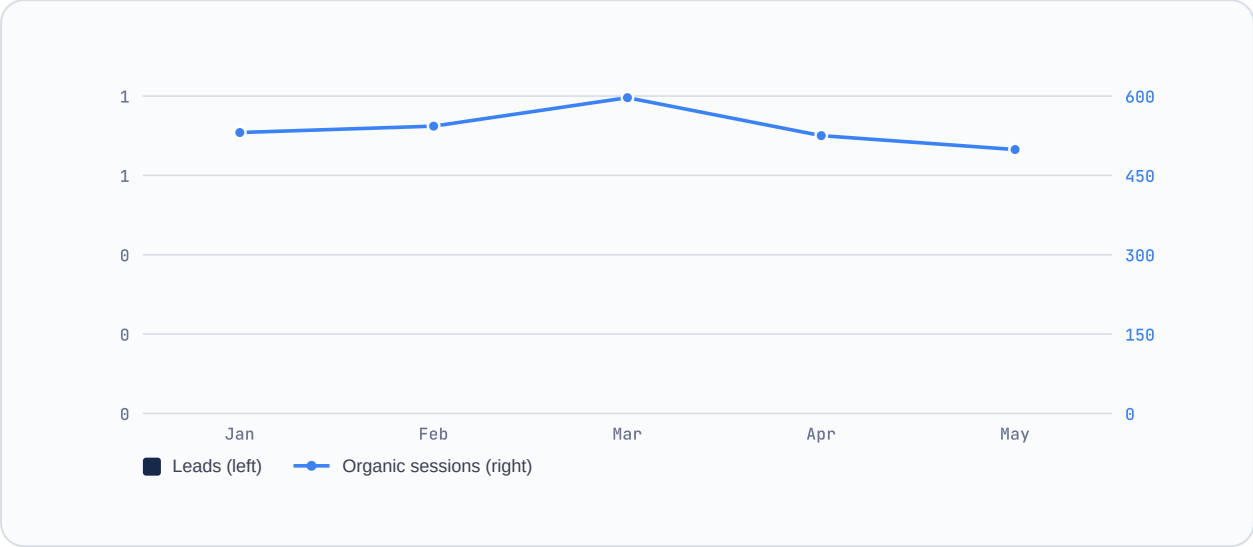
LEADS

0

CONVERSION RATE

0.0%

ORGANIC LEADS & SESSIONS BY MONTH



TOP ORGANIC PAGES BY LEADS

LANDING PAGE	LEADS
/blog/7-fun-brain-teaser-games-for-virtual-team-building	0
/	0
/blog/hobbies-worth-picking-up	0
(not set)	0
/blog/remote-work-competitions	0

► Methodology & assumptions

COMMENTARY

GA4 recorded 0 lead conversions in May, matching the zero count across every month since January. Organic sessions reached 499, so 499 visits passed through the site without triggering a single tracked event. The brain teaser games blog page generated 140 of those sessions on its own. A zero-conversion read across 5 consecutive months is more likely a goal-tracking gap than a genuine site failure. Configuring form or booking events in GA4 before June will determine which problem this actually is.

02 Search visibility

GSC · 1 TO 31 MAY 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

414

-9.0% MoM

IMPRESSIONS

44,663

-19.3% MoM

CTR

0.93%

AVG POSITION

15.0

CLICKS AND IMPRESSIONS OVER TIME

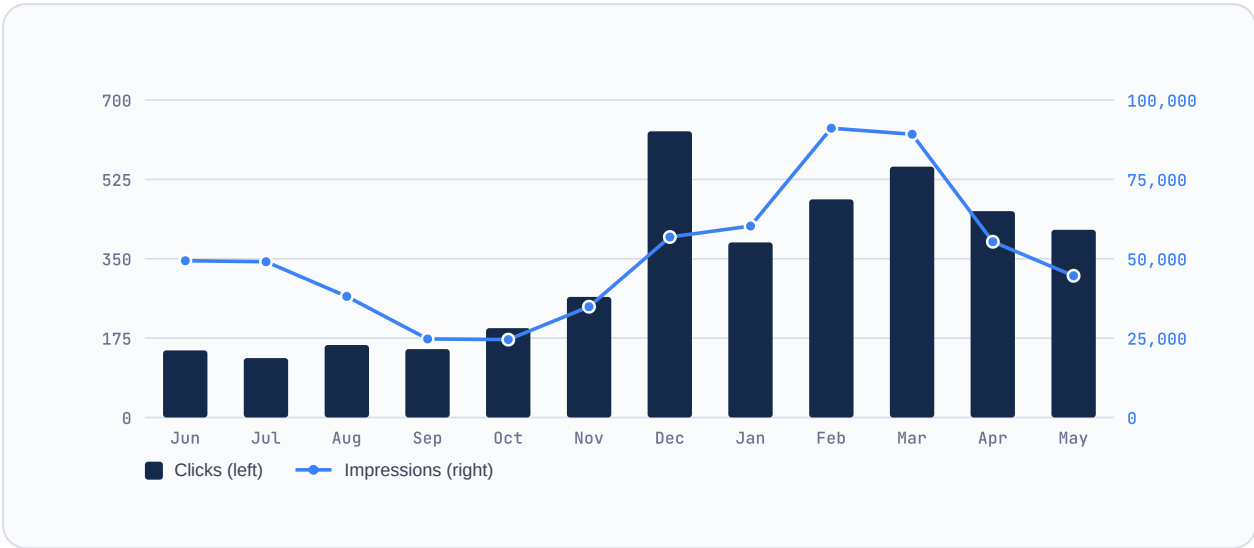


Chart accumulates additional months as new reports are generated.

BRANDED VS NON-BRANDED

	CLICKS	IMPRESSIONS	CTR	AVG POSITION	QUERIES
Branded	24	99	24.24%	10.6	4
Non-branded	34	20,383	0.17%	21.5	2196

Branded share of clicks: 41.4%

TOP 10 QUERIES BY CLICKS

QUERY	CLICKS	IMPR	CTR	POS
breakout iq	12	20	60.00%	1.0
breakoutiq	12	28	42.86%	2.1
name that price	3	63	4.76%	4.9
problem solving games	3	223	1.35%	22.3
brain teasers for work meetings	2	15	13.33%	7.9
name that price game	2	22	9.09%	4.5
bored what to do	1	1	100.00%	10.0
corporate events bay area	1	1	100.00%	1.0
hobbies for men 2026	1	12	8.33%	9.8
hobby trends 2026	1	23	4.35%	5.1

COMMENTARY

Clicks fell 9% month-on-month to 414 and impressions dropped 19% to 44,663, as average position slipped 2.3 spots to 15.0. CTR ticked up 0.1 percentage points to 0.93%, so the pages still ranking are earning their clicks. Branded queries account for 41% of sampled clicks at position 10.6, while non-branded terms average position 21.5, firmly on page 2. The hobbies blog draws 9,184 impressions at position 6.1 but converts just 0.36% to clicks, likely a topic or title mismatch. If that CTR approaches the site average of 0.93%, June could recover 50-plus clicks without any change in rankings.

03 Tracked keywords

DATAFORSEO SERP · 2840/EN

WHAT WE MEASURE

Top 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

5/10

GAINED

5

LOST

0

STILL OFF PAGE

5

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
virtual holiday escape room	40	5	>100	17	+84 (new)	/holiday-party-escape-room/
holiday escape room	210	–	>100	51	+50 (new)	/holiday-party-escape-room/
wellness trivia	50	–	>100	>100	still off	–
virtual trivia games for work	260	16	>100	38	+63 (new)	/trivia-for-remote-teams/
virtual escape rooms	8100	21	>100	>100	still off	–
team trivia games	320	23	>100	>100	still off	–
virtual scavenger hunt for remote employees	90	–	38	34	+4	/blog/why-virtual-scavenger-hunts-are-great-for-remote-teams/
teambuilding online	40	19	>100	>100	still off	–
murder mystery team building	320	–	>100	>100	still off	–
virtual escape room team building	590	–	51	50	+1	/

Biggest mover: **virtual holiday escape room** (>100 → 17, +84)

COMMENTARY

Five of 10 tracked keywords sit inside the top 100, with 3 new entrants, 2 improvements, and 0 declines. The biggest mover was "virtual holiday escape room," jumping 84 spots to position 17. At 40 monthly searches, that is a real but seasonal, low-volume win. The more meaningful signal is "virtual escape room team building" at position 50. The homepage ranks there instead of /virtual-escape-room/, despite 590 monthly searches and a \$11.92 CPC on that term. "Virtual escape rooms" (8,100 searches) remains off page entirely. Those 2 gaps should anchor the June content brief.

04 Top organic landing pages

GA4 · 1 TO 31 MAY 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	140	111	77.2%	0
/	56	40	53.5%	0
/blog/hobbies-worth-picking-up	53	32	59.9%	0
(not set)	41	0	0.0%	0
/blog/remote-work-competitions	30	17	84.5%	0
/name-that-price	27	19	70.4%	0
/virtual-office-feud	20	13	65.0%	0
/trivia-for-remote-teams	14	12	85.7%	0
/blog/best-places-la-relax-outdoors-los-angeles	9	8	88.9%	0
/blog/team-building-games-for-problem-solving	8	6	75.0%	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 post pulled 140 sessions in May, more than double every other page in the top 10. It held a 77.2 percent engagement rate, which shows the audience landing there is genuinely interested. Three product pages (/trivia-for-remote-teams, /name-that-price, and /virtual-office-feud) combined for 61 sessions at engagement rates between 65 and 86 percent, a clear signal of purchase intent. The homepage drew 56 sessions at a softer 53.5 percent engagement rate. Zero key

events fired across all 54 organic pages. Adding generate_lead, contact_form_submission, and phone_click as GA4 key events would reveal what those 61 product-page visitors are actually doing after they land.

05 Backlink profile

AHREFS SITE EXPLORER · END OF MAY 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

+1 MoM

LIVE BACKLINKS

653

REFERRING DOMAINS

251

+28 MoM

ORGANIC KEYWORDS

57

COMMENTARY

DR ticked up to 53 this month, nearly double the 27 reading from twelve months ago. Referring domains fell from 299 in January to 222 by April, yet DR held flat through the entire drop. That divergence suggests the 77 lost domains were low quality and not the links carrying weight. May's rebound of 28 referring domains brings the count to 250 and appears to end the 4-month slide. Whether the recovery extends toward 280 or stalls near 250 will be the signal to watch next month.

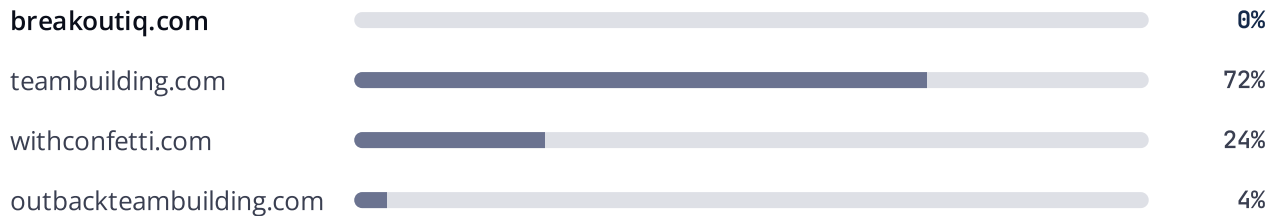
06 Competitive landscape

AHREFS · END OF MAY 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.

SHARE OF ORGANIC TRAFFIC



breakoutiq.com

← CLIENT

Traffic	101
Keywords	57
Backlinks	653
Refdomains	251

teambuilding.com

Traffic	78,270
Keywords	11,289
Backlinks	89,245
Refdomains	9,135

withconfetti.com

Traffic	26,916
Keywords	3,017
Backlinks	25,454
Refdomains	2,096

outbackteambuilding.com

Traffic	4,849
Keywords	917
Backlinks	25,018
Refdomains	2,011

COMMENTARY

teambuilding.com holds 11,289 keywords, roughly 198 times BreakoutIQ's 57, which puts it beyond any realistic catch-up window. The more actionable story is outbackteambuilding.com, which shed 26 percent of its traffic in May and now sits at 4,849 visits. BreakoutIQ was the only domain to add a DR point this month, moving from 51 to 52. All three competitors held flat at DR 68 to 75. The referring domain gap to outbackteambuilding.com stands at 1,760 domains, closeable in

three to four quarters of consistent outreach. withconfetti.com's 4.3 percent traffic gain in May makes it the more pressing benchmark to track in June.

Closing takeaway

MAY 2026

May reads differently depending on whether you look back 1 month or 12. Against April, impressions fell 19% and organic sessions slipped 5% to 499. Against May 2025, sessions grew 87.8% to 3,118 and GSC clicks rose 135%. Domain rating reached 52, up 1 point, and referring domains added 28 to reach 251, suggesting authority is still building. Zero key events fired in GA4 this month, so the 87.8% session recovery carries no business outcome yet. Configuring at least 1 conversion event before the June report is the highest-priority next step.