

Monthly KPI Report

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

ORGANIC SESSIONS

449

-10.0% MoM

GSC IMPRESSIONS

36,530

-18.2% MoM

DOMAIN RATING

52

-1 MoM

AVG POSITION

15.9

-0.9 MoM (lower is better)

Growth signals

JUNE 2026 VS MAY 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

449

-10.0% MoM

GSC IMPRESSIONS

36,530

-18.2% MoM

GSC CLICKS

364

-12.1% MoM

TRACKED KEYWORD MOVEMENT

**3 gained / 1
lost**

5 in top 100

REFERRING DOMAINS

289

+46 MoM

SESSIONS YEAR ON YEAR

+127.0%

2,461 sessions this month

TAKEAWAY

June delivered a broad MoM pullback: sessions fell 10% to 449, impressions dropped 18% to 36,530, and clicks slipped 12% to 364. Seasonal deceleration probably accounts for some of that, though the 18-point impressions drop was the steepest of the 3 metrics and deserves close attention. Two signals cut the other way. Referring domains jumped 46 in a single month, reaching 289, a meaningful authority gain that typically feeds ranking momentum within two to three months. Tracked keywords moved net positive at 3 gains against 1 loss. The YoY frame holds at +127%, keeping the structural case intact. A return of July impressions toward 44,000 would confirm June was seasonal, not structural.

01 Global organic

· 1 TO 30 JUNE 2026

WHAT WE MEASURE

Organic search sessions in 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

449

-10.0% MoM

TOTAL SESSIONS

2,461

-21.1% MoM

ENGAGED SESSIONS

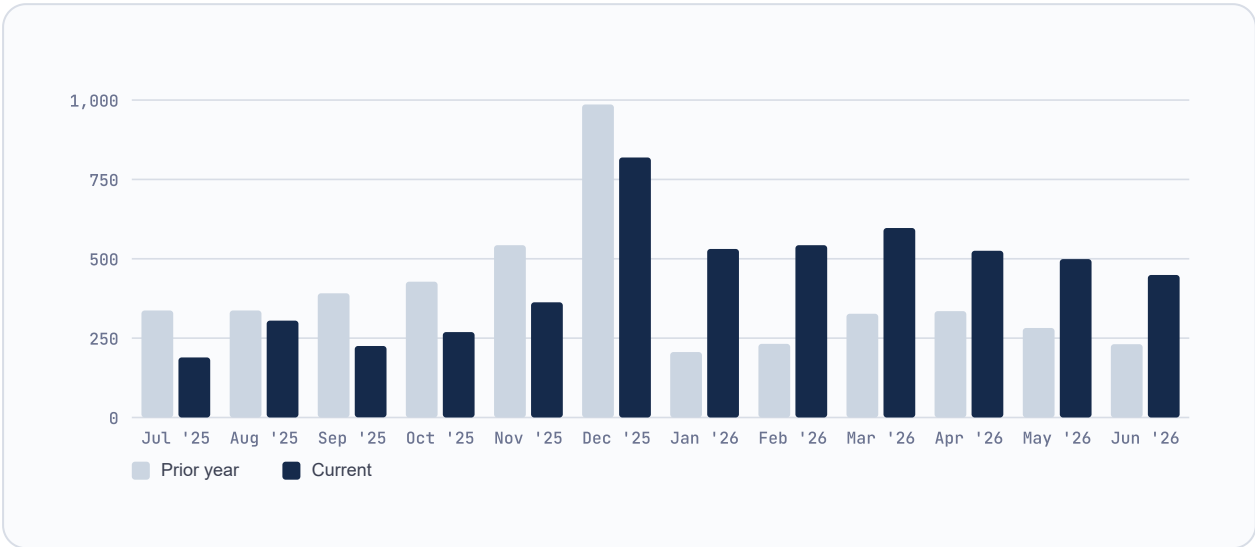
704

-10.3% MoM

ENGAGEMENT RATE

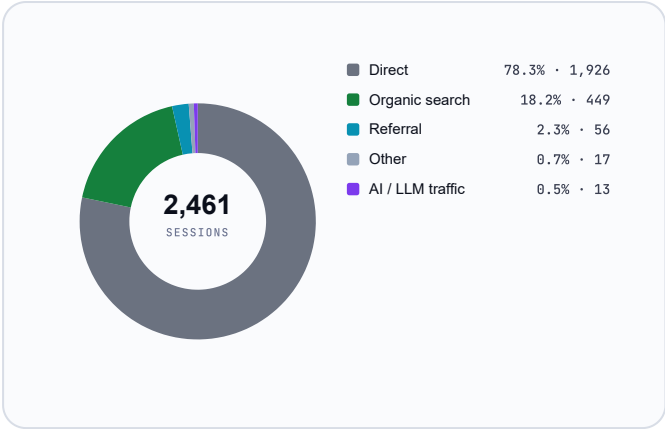
30.4%

ORGANIC SESSIONS YEAR OVER YEAR



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

CHANNEL BREAKDOWN



ORGANIC SEARCH

449

-10.0%

AI / LLM TRAFFIC

13

-53.6%

DIRECT

1,926

-23.5%

REFERRAL

56

-9.7%

OTHER

17

+54.5%

LLM TRAFFIC BY PLATFORM

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
ChatGPT	7	24	-17
Claude	4	2	+2
Perplexity	1	0	+1
Gemini	1	2	-1

COMMENTARY

Organic search delivered 449 sessions in June, a 10 percent fall from May's 499 but still 94 percent above the 231 recorded a year ago. Engagement rate climbed to 30.4 percent from 25.7 percent in May, suggesting the sessions lost were lower-quality visitors. The bigger drag was direct traffic, which shed 592 sessions month on month and accounts for 78 percent of total volume. LLM referrals fell from 28

to just 13 sessions, with ChatGPT dropping 71 percent. Claude added 2 sessions to reach 4, the only platform moving in the right direction. If engagement continues rising while sessions stabilise, July will confirm whether June was a correction or the start of a softer patch.

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.

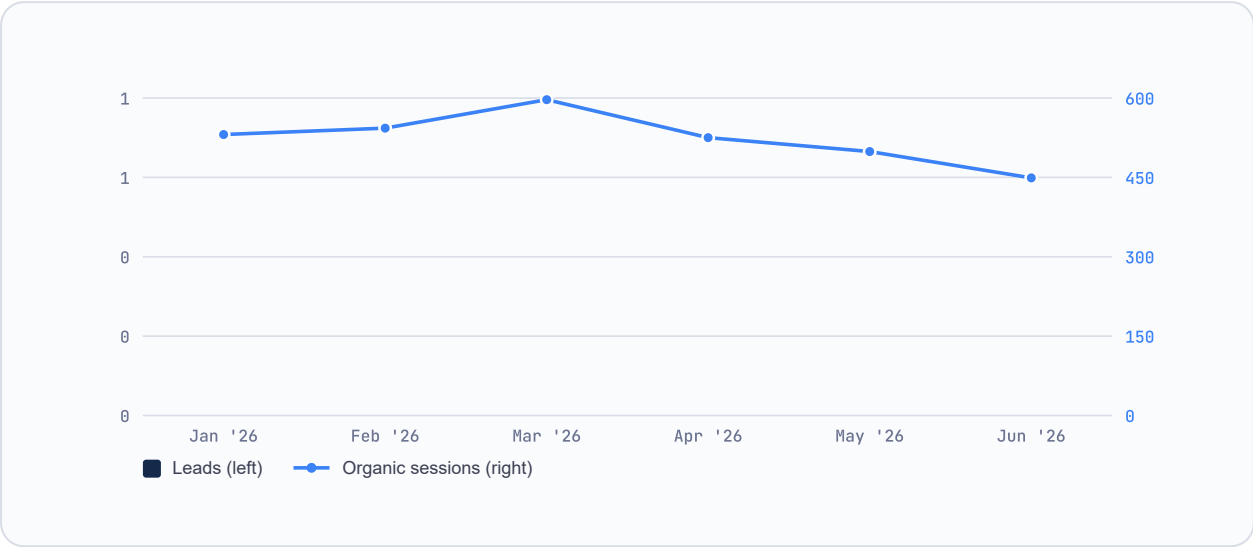
LEADS

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/remote-work-competitions	0
(not set)	0
/blog/hobbies-worth-picking-up	0

COMMENTARY

GA4 recorded zero leads from organic search in June, a figure that has held at zero across all six tracked months. The blog drew 449 organic sessions in June, down 10 percent from 499 in May, with the brain-teaser games post alone pulling 121 visits. Sessions peaked at 597 in March, yet produced no leads then either, which points to a tracking gap as much as a conversion problem. Confirm that the GA4 goal or event tied to lead submission is firing correctly. If tracking checks out, July should focus on adding a lead capture call-to-action on the 3 blog pages that consistently draw more than 30 sessions each.

02 Search visibility

GSC · 1 TO 30 JUNE 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

364

-12.1% MoM

IMPRESSIONS

36,530

-18.2% MoM

CTR

1.00%

AVG POSITION

15.9

CLICKS AND IMPRESSIONS OVER TIME

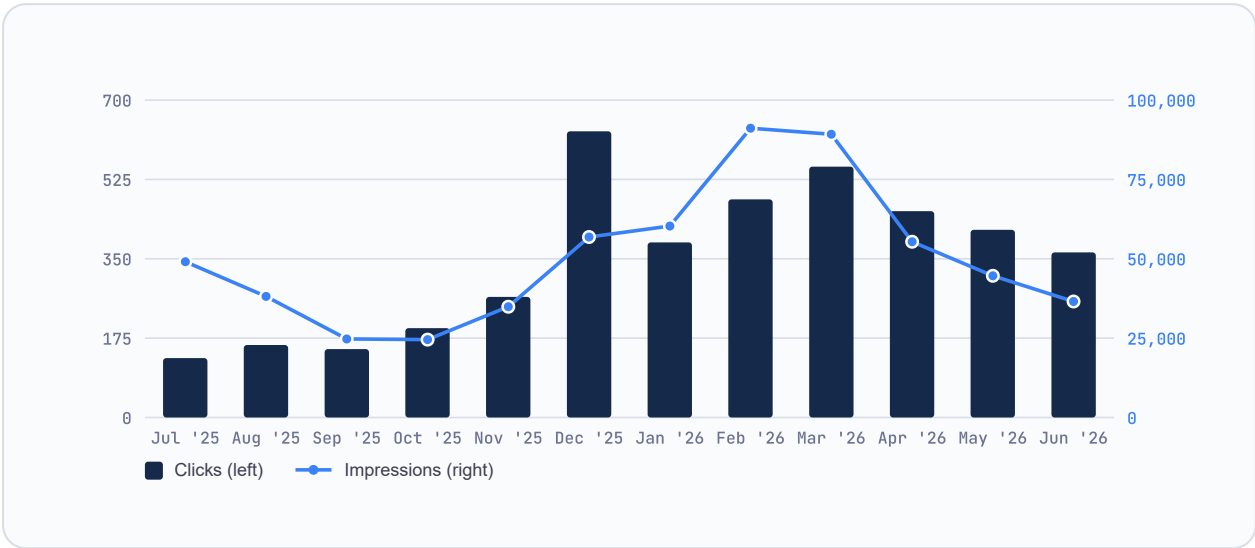


Chart accumulates additional months as new reports are generated.

BRANDED VS NON-BRANDED

	CLICKS	IMPRESSIONS	CTR	AVG POSITION	QUERIES
Branded	15	47	31.91%	1.8	4
Non-branded	36	19,255	0.19%	19.6	2090

Branded share of clicks: 29.4%

TOP 10 QUERIES BY CLICKS

QUERY	CLICKS	IMPR	CTR	POS
breakout iq	9	12	75.00%	1.0
problem solving games	7	357	1.96%	13.4
breakoutiq	6	18	33.33%	4.2
hobbies 2026	3	7	42.86%	10.9
trivia themes for work	2	24	8.33%	3.0
best hobbies to pick up in 2026	1	1	100.00%	2.0
brain teasers for groups	1	3	33.33%	9.3
brain teasers for team building	1	13	7.69%	6.4
competition ideas for work	1	13	7.69%	11.4
escape room san leandro	1	1	100.00%	1.0

COMMENTARY

Clicks fell 12% month over month to 364, and impressions dropped 18% to 36,530, though CTR edged up to 1%. The year-over-year comparison tells a different story: clicks are 146% higher than June 2025, and average position improved from 47 to 16. Branded queries average position 1.8, while 2,090 non-branded terms average position 19.6, so brand search is the engine now. The virtual team-building brain teasers post pulled 125 clicks at position 8.3, making it responsible for 34% of all clicks. Closing the gap on "problem solving games" at position 13 is the most direct path to non-branded growth in July.

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

3

LOST

1

STILL OFF PAGE

5

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
virtual holiday escape room	40	5	17	17	no change	/holiday-party-escape-room/
holiday escape room	210	–	51	46	+5	/holiday-party-escape-room/
wellness trivia	50	–	>100	>100	still off	–
virtual trivia games for work	260	16	38	39	-1	/trivia-for-remote-teams/
virtual escape rooms	8100	6	>100	>100	still off	–
team trivia games	320	23	>100	>100	still off	–
virtual scavenger hunt for remote employees	90	–	34	32	+2	/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	–	50	47	+3	/

Biggest mover: **holiday escape room** (51 → 46, +5)

Biggest drop: **virtual trivia games for work** (38 → 39, -1)

COMMENTARY

Three of 10 keywords improved in June, but all the gains land on niche or seasonal terms. Holiday escape room was the biggest mover, jumping 5 places to position 46 on 210 monthly searches. Virtual escape room team building (590 searches, \$12.11 CPC) rose 3 places to position 47, yet the homepage is ranking instead of the dedicated product page. The only decline was virtual trivia games for work, slipping 1 spot to position 39. Five keywords remain off the first 100 results, including virtual escape rooms with 8,100 monthly searches. Resolving the homepage ranking mismatch on that \$12.11 CPC term is the clearest lever for July.

04 Top organic landing pages

· 1 TO 30 JUNE 2026

WHAT WE MEASURE

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

LANDING PATH	SESSIONS	ENGAGED	ENGAGE RATE	KEY EVENTS
/blog/7-fun-brain-teaser-games-for-virtual-team-building	121	102	79.8%	0
/	42	33	76.5%	0
/blog/hobbies-worth-picking-up	41	22	65.9%	0
(not set)	37	0	0.0%	0
/blog/remote-work-competitions	34	28	90.6%	0
/blog/creative-party-ideas-that-bring-people-together	20	10	50.0%	0
/blog/team-building-games-for-problem-solving	17	13	76.5%	0
/blog/what-to-do-after-work-when-youre-tired	17	7	41.2%	0
/name-that-price	16	10	80.0%	0
/virtual-escape-room	12	7	58.3%	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 led with 121 sessions and a 79.8 percent engagement rate in June. The remote work competitions page hit 90.6 percent engagement across 34 sessions, the highest rate in the top 10. Five of the 10 top pages cleared 75 percent engagement, which suggests a largely qualified audience is arriving. Despite that signal, all 44 organic pages recorded zero key events in June.

Configuring 3 GA4 events (generate_lead, contact_form_submission, phone_click) would make July the first month with real conversion data.

05 Backlink profile

AHREFS SITE EXPLORER · END OF JUNE 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

716

REFERRING DOMAINS

289

+46 MoM

ORGANIC KEYWORDS

65

COMMENTARY

DR slipped 1 point to 52 in June, landing within the 52-53 band it has held since October 2025. Referring domains climbed 46 in a single month to reach 292, matching the December 2025 peak of 291. The referring-domain trough that bottomed at 218 in April has unwound fully in just 2 months. Those 292 domains produce 716 live backlinks, which is enough to hold the current DR steady. Twelve months ago DR stood at 44, so the long-run direction is genuine even if the plateau has stalled progress since late 2025. If referring domains push past 300 next month, that is the most credible catalyst for moving DR above 53.

06 Competitive landscape

AHREFS · END OF JUNE 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	109
Keywords	65
Backlinks	716
Refdomains	289

teambuilding.com

Traffic	68,262
Keywords	12,136
Backlinks	88,718
Refdomains	8,796

withconfetti.com

Traffic	19,165
Keywords	3,420
Backlinks	31,751
Refdomains	2,220

outbackteambuilding.com

Traffic	3,671
Keywords	1,199
Backlinks	25,315
Refdomains	2,080

COMMENTARY

BreakoutIQ holds 0.5% of the keyword share across all 4 tracked domains and ranked last on traffic at 109 organic visits after a 31% June drop. teambuilding.com's 12,136 keywords against BreakoutIQ's 65 is a structural gap, not a closeable one. The realistic near-term target is outbackteambuilding.com, which holds 1,199 keywords, a DR of 68, and grew traffic 1.5% while adding 81 referring domains. withconfetti.com dropped 10% in traffic despite picking up 150 new referring domains, a sign of ranking instability rather than strength. BreakoutIQ added 46 referring domains this month. July's priority should be

closing the 16-point DR gap to outbackteambuilding.com before widening keyword coverage.

Closing takeaway

JUNE 2026

June closed with organic sessions down 10% to 449 and GSC impressions down 18% to 36,530. Domain rating slipped 1 point to 52, though the link profile added 46 referring domains to reach 289 in a single month. Year-on-year, clicks are up 146% but impressions are down 26%, which points to a narrowing query mix rather than broad demand growth. Zero GA4 key events were recorded across the top 3 landing pages. Configuring at least 1 conversion event in GA4 before the July report runs is the clearest single action the team can take this month.